

# INTRODUCING LEAFJOY™

## Bring Nature Inside™



### PREMIUM

Available to all customers



### BOUTIQUE

Exclusive to IGCs,  
premium label included



### COLLECTOR'S EDITION

Exclusive to IGCs,  
premium label included

## Why Houseplants?

Houseplants have never been hotter, yet IGCs are struggling to find clean, premium genetics in reasonable quantities to fill their displays. We've searched long and hard for the perfect propagator who could provide what our customers need and consumers want. By adding houseplants to our lineup, people can now garden with Proven Winners year round.

We are proud to announce our newest partner, The Plant Company nestled in the Blue Ridge Mountains of Stuarts Draft, Virginia. Together, we are bringing over 100 varieties of premium quality houseplants to market – all backed by the Proven Winners consumer marketing program.

## How Does it Work?

Our new leafjoy program will work a bit differently than our other partnerships in that The Plant Company will be delivering retail-ready plants directly to retail stores. Those who've already seen the product can attest to the amazing quality. These are well-grown, healthy, virus-indexed plants with a polished retail presentation. Three finished container sizes are offered (pictured at far right) and optional cache pots are available. Low single pallet minimums make these plants affordable and accessible for our IGC customers.

The leafjoy line is divided into three product groups: Premium, Boutique and Collector's Edition. This allows retailers to offer a range of price points on classic and more rare varieties. The Premium group includes popular varieties that are available to all Proven Winners customers. The more unusual, collectable

varieties that command higher retail prices are found in our Boutique and Collector's Edition groups which are available exclusively to independent garden centers.

## What Makes Leafjoy Different?

This program starts with the very best genetics available, all grown in brand new, state-of-the-art greenhouses. This controlled environment enables The Plant Company to produce higher quality, more durable plants than what retailers and consumers have come to expect from traditional houseplant suppliers.

Next, we are providing variety-specific labels with every plant shipped. You won't find generic labels that simply state "Houseplant – for bright light" on our plants. Leafjoy varieties will be clearly identified by name and photo, and proper care instructions will be included on every label.

Additionally, consumers have told us they struggle with knowing the best place to grow houseplants in their homes. To address that issue, we have developed the four collections you'll find on the next few pages: Atrium, Cocoon, SpaScene and WorkLife. Recommended lighting conditions and placement are noted for each collection to make it easy for consumers to find the plants that will be the best fit for their situation. POP is available to support each leafjoy collection.

## How Do I Order?

The entire leafjoy line of houseplants can be purchased directly from The Plant Company. Four Star Greenhouse and Pleasant View Gardens will also soon be adding this line. Get started today by contacting The Plant Company at [customerservice@theplantcompany.com](mailto:customerservice@theplantcompany.com) or 540.487.4043.

## Leafjoy Plants, Packaging and POP

Retailers can count on the same premium quality genetics and retail presentation they've come to expect from all Proven Winners plants with our new leafjoy houseplant collection. These are beautifully grown and packaged plants that you will be proud to sell.

**Sizing** – To allow for flexibility in sizes and price points for retailers, our entire leafjoy line is available in three container sizes:

- 12 cm / 4.72 in
- 17 cm / 6.69 in
- 21 cm / 8.27 in

**Container Upgrade** – Multiple styles of decorative cache pots are available as an upgrade to retailers looking to merchandise them alongside or package with their leafjoy plants.

**Labels** – Premium leafjoy varieties come with our standard style, variety-specific label. Boutique and Collector's Edition varieties come with premium, variety-specific labels.

Labels are currently under development and are subject to change.

**Supporting POP** – Leafjoy posters and benchcards are now available to help retailers merchandise our new houseplants. Find them at [provenwinners.com](http://provenwinners.com).



Left to right:  
12cm container  
17cm container  
21cm container



Tag design for Premium group



Tag design for Boutique and Collector's Edition groups



Metal Medallion for  
Collector's Edition  
Varieties

## Leafjoy Hydroponics: H2O Minis and H2O Bowls

In addition to potted plants, the leafjoy plant line also includes an innovative line of hydroponic houseplants sold as H2O Minis and H2O Bowls. No soil or fertilizer is needed – they are clean living at its finest.

H2O Minis and Bowls require virtually no care other than adding a little more water about once per month when you see the container is almost empty.

They can be grown almost anywhere – on a windowsill, desk, nightstand, or anywhere else you might imagine. Plus, they make thoughtful gifts for friends and family, co-workers and teachers, whether they are a novice or experienced at growing plants.



Above, left to right: leafjoy H2O™ Mini Princess *Clusia rosea*, leafjoy H2O™ Mini Grey Star *Ctenanthe setosa*, leafjoy H2O™ Bowl Bambino *Alocasia*, leafjoy H2O™ Bowl Friedrichsthalii *Monstera adansonii* and leafjoy H2O™ Bowl Golden Allusion *Syngonium*

**Availability** – Leafjoy H2O Minis and Bowls are sold as assortments; 20 per box for Minis and 12 per box for Bowls. They ship directly to retailers on racks with variety-specific labels included. No assembly required; these plants are ready to be merchandised with leafjoy POP and kiosks. Contact The Plant Company directly to place your order.







# LEAFJOY™ ATRIUM™ COLLECTION

## High light plants for bright spaces

Lovers of bright, airy, south- or west-facing rooms, these plants enjoy basking in the sun streaming in from windows. In the summertime, take them on a siesta to relax with you on your patio.

### Popular varieties:

*Ficus elastica* 'Tineke' – Variegated rubber tree

*Monstera deliciosa* – Swiss cheese plant

*Philodendron* 'Birkin' – Philodendron

*Philodendron* 'Lemon Lime' – Philodendron

*Syngonium* 'White Butterfly' – Arrowhead Vine



Bambino *Ficus lyrata* –  
Dwarf Fiddle Leaf Fig

*Rhipidophora tetrasperma*

PRISMACOLOR™ *Philodendron*  
'Birkin' – *Philodendron*

PRISMACOLOR™ *Philodendron*  
'Red Diamond' – *Philodendron*

TATOO™ *Clusia rosea*  
'Princess' – Autograph Tree

For versatility in merchandizing and sales, most leafjoy varieties fall under two or more of the four collections described here. Just a small sampling of each collection is pictured. Learn more at [provenwinners.com](https://provenwinners.com).





# LEAFJOY™ COCOON™ COLLECTION

## Low light plants for calming spaces

These plants are homebodies, preferring to spend their time in the lower light levels of interior rooms or those with smaller windows. Their sanctuary is a room that faces north or east.

### Popular varieties:

- Alocasia dwarf amazonica* 'Polly' – Dwarf elephant ears
- Calathea lancifolia* – Rattlesnake plant
- Clusia rosea* 'Princess' – Autograph tree
- Asplenium antiquum* 'Hurricane' – Japanese bird's nest fern
- Epipremnum aureum* 'N'Joy' – Variegated pothos



COLOR FULL™ *Calathea leopardina* – Zebra Plant

COLOR FULL™ *Calathea makoyana* – Peacock Plant

SWEET DREAMS™ *Ctenanthe setosa* 'Grey Star' – Never Never Plant

*Alocasia lauterbachiana* – Purple Sword Elephant Ears

LIVING LACE™ *Asplenium antiquum* 'Hurricane' – Japanese Bird's Nest Fern

*Alocasia dwarf amazonica* 'Polly' – Dwarf Elephant Ears





# LEAFJOY™ SPASCENE™ COLLECTION

## Plants for warm, humid spaces

Warm air filled with humidity keeps the leaves of these plants looking fresh and radiant. The spa-like atmosphere of powder rooms, sunporches or even the windowsill behind your kitchen sink are all ideal locations.

### Popular varieties:

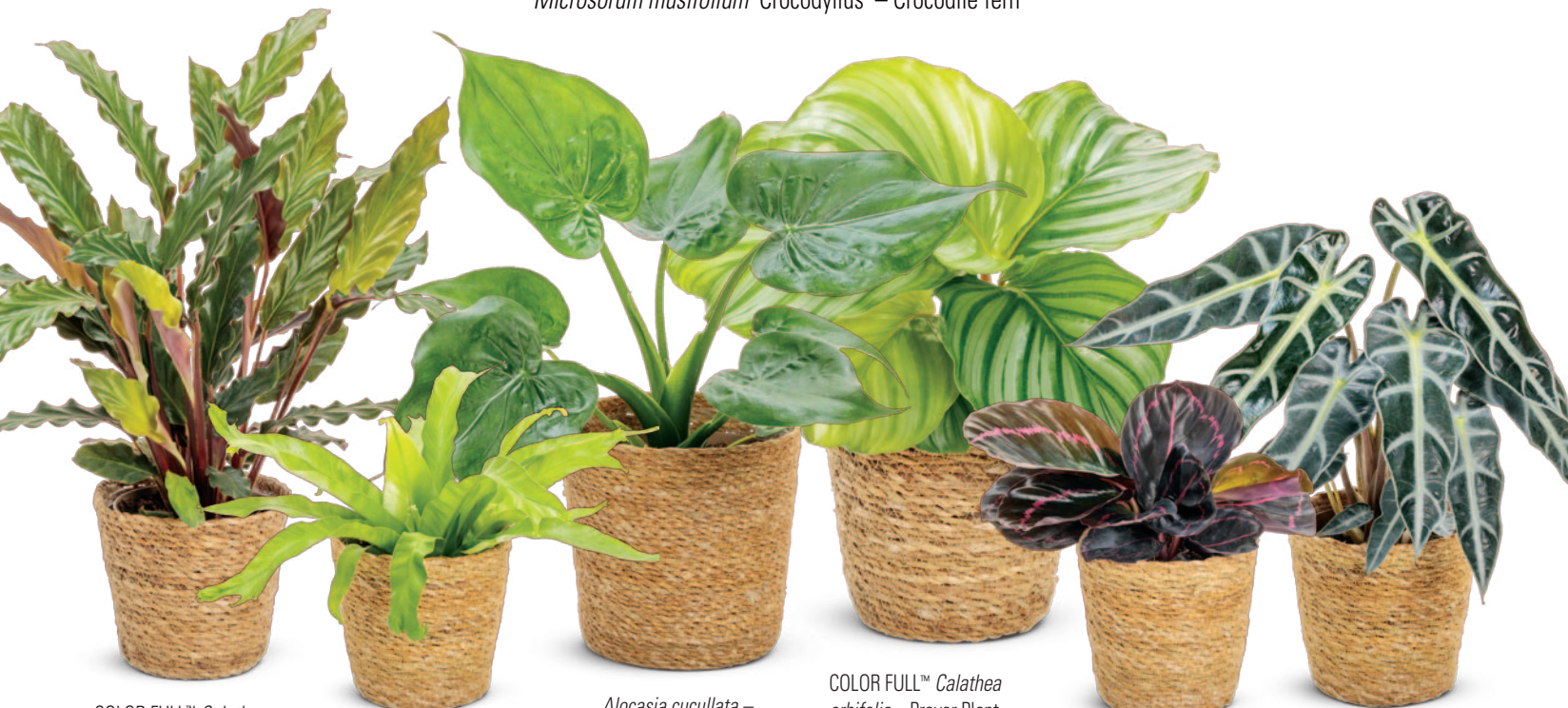
*Alocasia reginula* 'Black Velvet' – Black Velvet alocasia

*Calathea orbifolia* – Prayer plant

*Ctenanthe setosa* 'Exotica' – Never never plant

*Asplenium antiquum* 'Crissie' – Japanese Bird's Nest fern

*Microsorium musifolium* 'Crocodyllus' – Crocodile fern



COLOR FULL™ *Calathea*  
*rufibarba* – Velvet Calathea

LIVING LACE™ *Asplenium*  
*antiquum* 'Crissie' –  
Japanese Bird's Nest Fern

*Alocasia cucullata* –  
Buddha's Hand

COLOR FULL™ *Calathea*  
*orbifolia* – Prayer Plant

COLOR FULL™ *Calathea*  
*roseopicta* 'Dottie' –  
Prayer Plant

*Alocasia x amazonica*  
'Bambino' – Dwarf  
Elephant Ears





# LEAFJOY™ WORKLIFE™ COLLECTION

## Space-saving plants for desks, shelves and tabletops

When space and time are at a premium, choose these low-maintenance, compact and vertical plants to occupy just a sliver of your work desk, bookshelf or tabletop.

### Popular varieties:

*Alocasia x amazonica* 'Bambino' – Dwarf elephant ears

*Calathea makoyana* – Peacock plant

*Epipremnum aureum* 'Hawaiian' – Golden Pothos

*Ficus lyrata* 'Bambino' – Dwarf fiddle leaf fig

*Zamioculcas zamiifolia* – ZZ plant



COLOR FULL™ *Calathea concinna* 'Freddie' – Prayer Plant

LIVING LACE™ *Phlebosia* 'Nicolas Diamond' Hybrid Fern

SIESTA™ *Zamioculcas zamiifolia* – ZZ Plant

*Alocasia reginula* – Black Velvet Alocasia

SWEET DREAMS™ *Ctenanthe setosa* 'Grey Star' – Never Never Plant

COLOR FULL™ *Calathea lancifolia* – Rattlesnake Plant