

PW
PROVEN
WINNERS®

leafjoy™
bring nature inside™



The
Plant Company

WWW.THEPLANTCOMPANY.COM

Reinventing Houseplants

The Plant Company was established in 2019, with the goal of reinventing the houseplant industry. That may sound a bit audacious, but it truly is at the heart of everything our team does every day of the year.

While The Plant Company is a young business, horticulture runs in our veins as we've been in this industry nearly our entire lives. As we built The Plant Company, we recognized that garden centers deserved innovative, high quality houseplants that were easier to source, and didn't require buying a full truckload at a time. We also recognized that while consumers love houseplants, many struggled caring for them because the traditional houseplant suppliers didn't give them the basic support needed for success.

We built a state-of-the-art 5-acre greenhouse in the beautiful Blue Ridge Mountains of Virginia, providing us with an optimal growing environment near major shipping lanes. We are producing our own young plants and finishing them to the highest quality standards in North America. We are working with breeders around the world to source the best performing and innovative houseplants available. We have an unwavering commitment to giving consumers the best houseplant experience possible from the time they buy the plant in your store to supporting them after they've brought their leafjoy plant home.

As we set out to reinvent the houseplant industry, we want to partner with you to

help us bring the leafjoy experience to your customers. Between our innovative plants and the marketing program from Proven Winners, we're confident leafjoy will add value to your business. Give us a call or, even better, come visit us and see what we're doing for yourself!

Jason vanWingerden and Frank Paul

The Plant Company co-owners



Unmatched Plant Quality

CLIMATE-CONTROLLED GROWING

We grow in state-of-the-art European greenhouses.

Stuarts Draft, Virginia provides the optimum amount of light and growing temperatures.

We are conveniently located close to major shipping lanes.



INNOVATIVE GROWING PRACTICES

Plants are virus indexed and started from tissue culture resulting in disease free, high quality plants.

We grow all our own young plants - assuring that they will be weed and insect-free.

Cutting edge ErfGoed flood floors create a healthy and uniform crop.

LARGER, MORE ROBUST PLANTS

The combined growing practices in our greenhouse results in a superior plant for garden centers and consumers.

We are committed to growing leafjoy plants to a larger size and quality specification than traditional houseplant growers.

leafjoy plants are leaf-shined prior to leaving the greenhouse, so they show up in your grocery store looking fantastic.

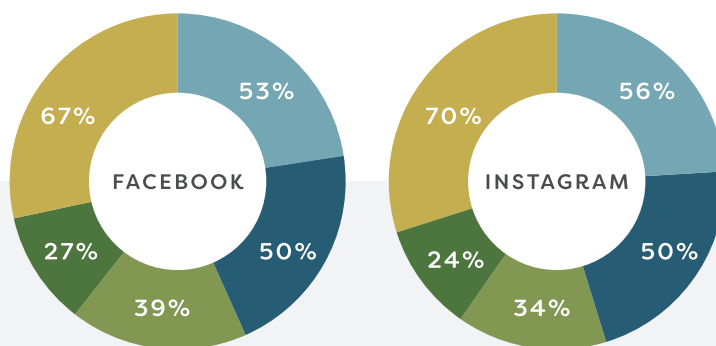


The leafjoy Difference

We developed the leafjoy program to overcome consumer “pain-points,” which benefit retailers in a number of ways. We surveyed thousands of consumers through our Facebook and Instagram platforms asking, “Why do you buy houseplants” and “What are your concerns about houseplants?”

I BUY HOUSEPLANTS BECAUSE...

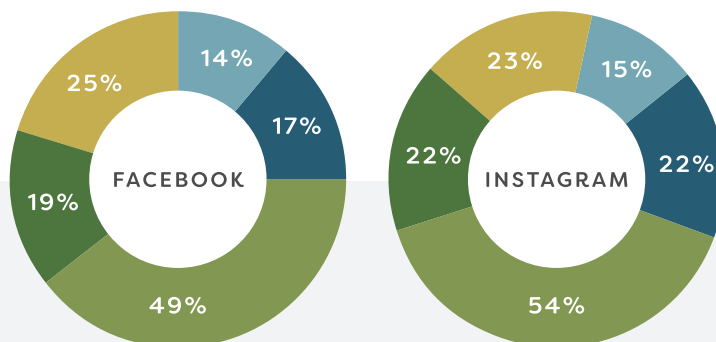
Consumers look to houseplants to beautify their home and bring a touch of nature indoors - this feedback led directly to the creation of the leafjoy tagline, bring nature inside™. We are confident that when consumers see this on tags, point of purchase materials, social media graphics and other marketing messages, it will immediately resonate with the shopper as they make their purchase decisions.



- BRING A TOUCH OF NATURE INDOORS
- BEAUTIFY MY HOME
- FULFILL MY LOVE OF GARDENING YEAR ROUND
- PURIFY THE INDOOR AIR
- REDUCE STRESS

WHAT IS YOUR MAIN CONCERN ABOUT HOUSEPLANTS?

Consumers concerns center on not knowing where to put houseplants in their home and how to care for the plant once they've brought it home from the garden center. As we looked at other houseplant programs, we quickly noticed a lack of variety names, care, and where-to-use information on plant tags (in many cases plant tags aren't used at all).



- DON'T KNOW HOW TO CARE FOR IT
- DON'T HAVE A SPOT FOR IT
- DON'T HAVE ENOUGH LIGHT
- I MIGHT KILL IT
- WORRIED ABOUT PESTS

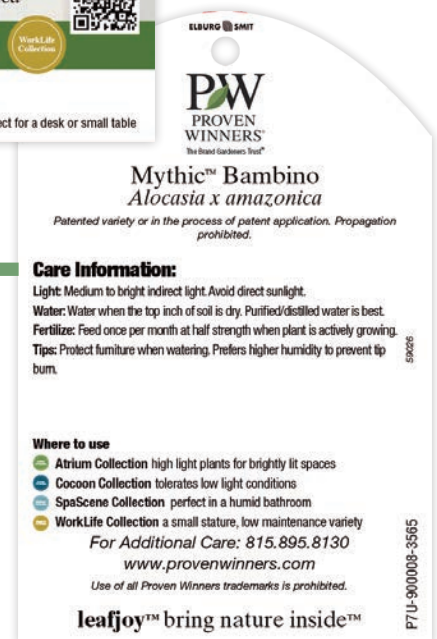
Consumer Concerns

HOW DO I CARE FOR THE PLANT?

We looked at the existing houseplant marketplace, and noticed that many plants were being sold without identification and plant care tags – in fact, many plants only included a price sticker and didn't even include a genus, species or variety name!

Through our partnership with Proven Winners, The Brand Gardener's Trust™, we know that helping consumers be successful with their houseplants will not only lead to repeat purchases, but will also develop a higher level of trust and confidence in the leafjoy line.

In an effort to reduce the plant buyer's anxiety as they are making purchases, leafjoy plants will include a large plant tag that will give them the information they are looking for and will be easy to see and read. Additionally, the tag will be attached to a wooden "riser" to keep it out of the soil and will act as a variety-specific piece of Point of Purchase as we know many retailers struggle with implementing signs and posters in their retail space.



leafjoy PLANTS WILL AUTOMATICALLY SHIP WITH TAGS THAT INCLUDE:

- An in-use, variety specific photo to provide inspiration
- Variety name, genus and species
- Why-buy and where-to-use information
- QR code link to video explaining leafjoy benefits
- Easy-to-understand care information

WHERE DO I USE THE PLANT?

The consumer survey clearly showed substantial concerns and anxiety surrounding the light levels plants need to perform in various rooms or areas of a house or apartment. We received comments such as:

“I only have South facing windows.”

“I love houseplants but often don’t have a place with enough light.”

“I would love to see plants that don’t need much light to beautify my home office.”

“Could you please put on the care directions east, west, north, south, or interior room placement?”

To address this consumer pain point, reduce their purchasing anxiety, and to simplify the decision making process, we developed four leafjoy plant use collections based on locations consumers typically use houseplants.

The collection names are clearly identified with color coded icons on the front of each plant tag to quickly let the shopper know where it can be used – in many cases a leafjoy plant can be used in multiple areas of a home or office.

In the garden center, the leafjoy plant use collections make merchandising and selling easy! Using eye-catching Point of Purchase pieces for each collection, staff and shoppers will be able to easily identify the matching color coded icons on the tags and posters or bench cards. This will allow the staff member to quickly and easily guide the shopper or, even better, turn the leafjoy department into a self-service shopping experience!



High light plants for brightly lit spaces



Low light plants for calming spaces



Plants for warm, humid spaces



Space-saving plants for desks and tabletops

leafjoy Sizes and Container Options

leafjoy CONTAINER SIZES

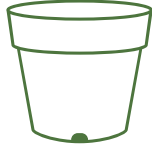
leafjoy plants are available in three container sizes to allow for multiple margin opportunities and retail price points. The plants are available in a unique tan colored production container, allowing the retailer to promote sales of decorative containers they currently have in inventory in their store.



12 cm / 4.72 in.



17 cm / 6.69 in.



21 cm / 8.72 in.



Left to Right: 12 cm, 17 cm, 21 cm containers

Upgraded drop-in decorative containers are available for an additional charge. For more information, please contact The Plant Company.



leafjoy H₂O™

THE EASY-CARE HOUSEPLANT

We know caring for houseplants can be intimidating for many consumers, so we've developed leafjoy H₂O, the easiest houseplant a consumer will ever own.

These unique and innovative hydroponic bottle gardens create strong impulse sales at retail from novice to experienced houseplant enthusiasts.

Virtually care-free, other than adding a little more water about once per month or when the container is almost empty, leafjoy H₂O

items can be used in any light condition such as on a windowsill, desk, nightstand, kitchen counter, or anywhere else the consumer can imagine, and thrives for 6-months to 1-year and longer.

leafjoy H₂O is the ideal gift item for friends, teachers, family, employees or anyone who wants to bring nature inside™ in the most low-maintenance way. The leafjoy H₂O program is a fantastic impulse sales item, with strong margin potential—perfect for every garden center.

leafjoy H₂O BOWL

A collection of houseplants that thrive hydroponically. The plants come leaf-shined in an eye-catching glass bowl, with a variety specific tag and care instructions on a rubber ring that affixes to the cork holding the plant and water in place.



leafjoy H₂O MINI

A collection of houseplants that thrive hydroponically, while completely enclosed in the glass container. The container comes with a variety specific tag and care instructions on a rubber ring that affixes to the cork. A table-top display unit is also available for cash-wrap impulse sales opportunities.



leafjoy H2O Bowl 6-pack carrying and display tray





Introducing New Additions to the H₂O Collection

1 leafjoy H₂O DARK HOLLOW FALLS

features an assortment of four plants grown hydroponically in bottom-lit glass cylinders. The lighted display highlights the growing roots and intricate leaf patterns while creating a warm, calming atmosphere. Variety-specific tags help the consumer place the display in ideal growing light and humidity conditions.

2 leafjoy H₂O SHENANDOAH

pairs the vintage look of depression-era glass with modern hydroponically grown plants. The bright, textured vessels bring style to any living space. Large, variety-specific tags make it easy to place the plant in the perfect growing space.

3 leafjoy H₂O ELKHORN LAKE

elevates the look of hydroponically grown and leaf-shined plants. Variety-specific tags help the consumer place it in its ideal growing light and humidity conditions.

4 leafjoy H₂O SKIFFES CREEK

wire frames feature clean lines letting the focus be on the texture of the hydroponically growing roots and foliage. The sophisticated display is accompanied by variety-specific tags with care and use instructions.

1



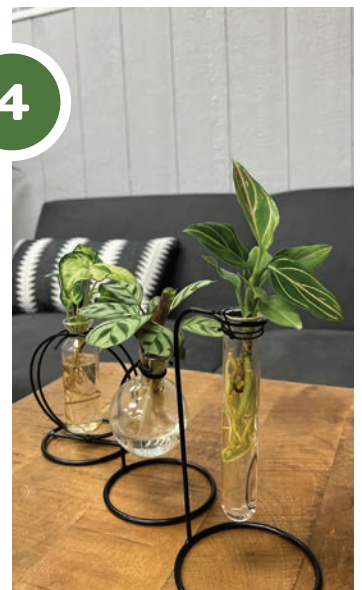
2



3



4



Premium leafjoy Genetics

Proven Winners has long believed that “A Better Garden Starts With A Better Plant®,” and that same philosophy applies to leafjoy. The program includes the best genetics available, designed to give the consumer a better experience while providing an exciting mix of plants for retail displays to attract novice and experienced houseplant enthusiasts alike.

The leafjoy program is divided into three product groups: Premium, Boutique and Collector’s Edition. This allows retailers to offer a range of price points from classic to more rare varieties.

leafjoy PREMIUM VARIETIES

Premium houseplant genetics, grown to exacting standards, accounting for about 75% of the overall program.

leafjoy BOUTIQUE VARIETIES

Unique genetics that are in limited supply and in some cases, exclusive leafjoy varieties. Boutique varieties are exclusive to Independent Garden Centers and come with a modified tag design to call them out on the retail display table.

leafjoy COLLECTOR’S EDITION VARIETIES

The rarest varieties that are in very limited supply. These varieties are exclusive to Independent Garden Centers and come with a modified tag design and a collectable metal medallion to further call them out on the retail display table.



Tag design for Premium Varieties



Tag design for Boutique Varieties



Tag design and medallion for Collector's Edition Varieties



**Beautiful™
Hawaiian**

Epipremnum aureum



**Chroma™
Abidjan**

Ficus elastica



**Chroma™
Belize**

Ficus elastica



**Chroma™
Chloe**

Ficus elastica



**Chroma™
Robusta**

Ficus elastica



PREMIUM VARIETIES



**Chroma™
Tineke**

Ficus elastica



New
Breeding!

**Cling-On™
Anastasia**

Ficus benjamina

Cling-On varieties resist leaf drop.



New
Breeding!

**Cling-On™
Danielle**

Ficus benjamina

Cling-On varieties resist leaf drop.



New
Breeding!

**Cling-On™
Samantha**

Ficus benjamina

Cling-On varieties resist leaf drop.



**Color Full™
Dottie**

Calathea roseopicta



**Color Full™
Freddie**

Calathea concinna



Color Full™

Calathea lancifolia



Color Full™

Calathea orbifolia





Color Full™

Calathea makoyana



Color Full™

Calathea rufibarba



**Color Full™
Medallion**

Calathea roseopicta



**Color Full™
Rosy**

Calathea roseopicta



**Color Full™
Sanderiana**

Calathea ornata



Council Tree™

Ficus altissima



African Fig™

Ficus cyathistipula



**Ficus™
Moclame**

Ficus cyathistipula





Lily Pads™
Ficus umbellata



**Living Lace™
Davana**
*FERN-Phlebodium
aureum*



**Living Lace™
Hurricane**
*FERN-Asplenium
antiquum*



**Living Lace™
Victoria**
*FERN-Phlebodium
aureum*



Monster Mash™
Monstera adansonii



Monster Mash™
Monstera deliciosa





Monster Mash™

*Rhaphidophora
tetrasperma*



Mythic™

Alocasia cucullata



Mythic™

Alocasia longiloba



Mythic™

Alocasia zebrina



**Feeling
Flirty™**

Tradescantia



**New breeding,
more compact,
& more colorful
than 'Nanouk'.**



**Mythic™
Bambino**

Alocasia x amazonica



**Mythic™
Black Velvet**

Alocasia x amazonica



**Mythic™
Dragon Scale**

Alocasia baginda



Mythic™

Alocasia lauterbachiana



**Mythic™
Nairobi Night**

Alocasia baginda



**Mythic™
Nigra**

Alocasia plumbea



**Mythic™
Ninja**

Alocasia reginula



**Mythic™
Polly**

Alocasia x amazonica





**Mythic™
Red Secret**

Alocasia cuprea



**Mythic™
Sarian**

Alocasia hybrid



**Mythic™
Silver Dragon**

Alocasia baginda



**Mythic™
Stingray**

Alocasia macrorrhizos



**Prismacolor™
Birkin**

Philodendron hybrid



**Prismacolor™
Congo Apple**

Philodendron hybrid



**Prismacolor™
Florida Green**

Philodendron hybrid



**Prismacolor™
Green Diamond**

Philodendron hybrid





**Prismacolor™
Green Princess**

Philodendron hybrid



**Prismacolor™
Imperial Gold**

Philodendron hybrid



**Prismacolor™
Imperial Green**

Philodendron hybrid



**Prismacolor™
Lemon Lime**

Philodendron hybrid



**Prismacolor™
Rojo Congo**

Philodendron hybrid



**Prismacolor™
Sun Red**

Philodendron hybrid



Prismacolor™

Philodendron mayoi



Siesta™

Zamioculcas zamiifolia





**Sweet Dreams™
Amagris**

Ctenanthe burle-marxii



**Sweet Dreams™
Exotica**

Ctenanthe setosa



**Sweet Dreams™
Grey Star**

Ctenanthe setosa



**Tattoo™
Princess**

Clusia rosea





**Beautifall™
Cebu Blue**

Epipremnum pinnatum



**Color Full™
Beauty Star**

Calathea ornata



**Color Full™
Jungle Rose**

Calathea roseopicta



**Color Full™
Vittata**

Calathea elliptica



**Mythic™
Frydek**

Alocasia hybrid



Mythic™

Alocasia melo



Prismacolor™

*Philodendron
nangaritense*



**Prismacolor™
Prince of Orange**

Philodendron hybrid





Prismacolor™

Philodendron gloriosum



Prismacolor™

Philodendron warszewiczii



**Prismacolor™
Painted Lady**

Philodendron erubescens



**Prismacolor™
Pink Princess**

Philodendron hybrid



**Prismacolor™
White Wizard**

Philodendron hybrid



Ordering and Shipping

LOW VOLUME, FAST AND RELIABLE SHIPPING AVAILABLE

Our convenient location near major shipping lanes in Virginia allows leafjoy plants to get to your garden center quickly, without needing to fill a truck. With multiple low-volume shipping and ordering configurations, you can order the appropriate amount of leafjoy plants for your size store, and easily refill inventory throughout the year. Contact your sales team for more information and to get your leafjoy department started.

leafjoy SHIPPING OPTIONS

PALLETIZED BOXES: sing FedEx LTL freight, you can receive one pallet, or more, at a time.

CC CARTS: Half and full truckload options are available using LTL shipping.



FedEx LTL Pallet order



CC Cart

ORDERING leafjoy FOR YOUR GARDEN CENTER

A number of ordering packages have been designed to provide a strong mix of varieties and container sizes. No matter the size of your garden center, there is a package that will make your leafjoy houseplant department stand out and catch the shopper's eye. The minimum order is 15 cases of plants with the ability to customize the variety mix.

SHIPPING THROUGH THE SEASONS

We offer shipping during the winter season with our pallet shroud and heat packs. Included in your shipment, our new pallet shroud will help insulate and protect your live goods as they make their way to your garden center.

The re-usable pallet shroud system uses a deposit that will be charged during the order. With the shipment you receive return instructions, return labels, and a new box to simplify the return process. Once The Plant Company receives and inspects the shroud, you will receive your credit memo for the deposit.



Palletized shipment with new heat shroud

Ordering and Shipping

SAMPLE PALLET ORDERING CONFIGURATIONS

PALLET	ITEM DESCRIPTION	BOXES	PALLET HEIGHT	TOTAL NUMBER OF PLANTS
A	12cm size only	2 layers of 15" tall boxes and 2 layers of 22" tall boxes	79"	220
B	17cm size only	1 layer of 22" boxes and 2 layers of 28" boxes	83"	90
C	3 layers of 12 cm and 1 layer of 17cm	1 layer of 17cm in 28" tall boxes, 1 layer of 12cm in 15" tall boxes, and 2 layers of 12cm in 22" boxes	92"	195 total (165 containers of 12cm and 30 containers of 17cm)

SAMPLE CC CART ORDERING CONFIGURATIONS

CC CART	ITEM DESCRIPTION	NUMBER OF SHELVES	PLANTS PER SHELF	TOTAL NUMBER OF PLANTS
A	12cm only	5	40	200
B	17cm only	3	24	72
C	21cm only	2	17	34
D	Mix of 12cm and 17cm	3 shelves of 12cm and 1 shelf of 17cm	12cm - 40 plants 17cm - 24 plants	144 Total 12 cm (120) / 17cm (24)
E	Mix of 12cm and 21cm	1 shelf of 12cm and 2 shelves of 21cm	12cm - 40 plants 21cm - 34 plants	74 Total 12cm (40) / 21cm (34)

For more details and to learn the best methods to ship leafjoy to your business, contact our sales team.

Retailer Support and Marketing Solutions

CONNECTING WITH THE CONSUMER

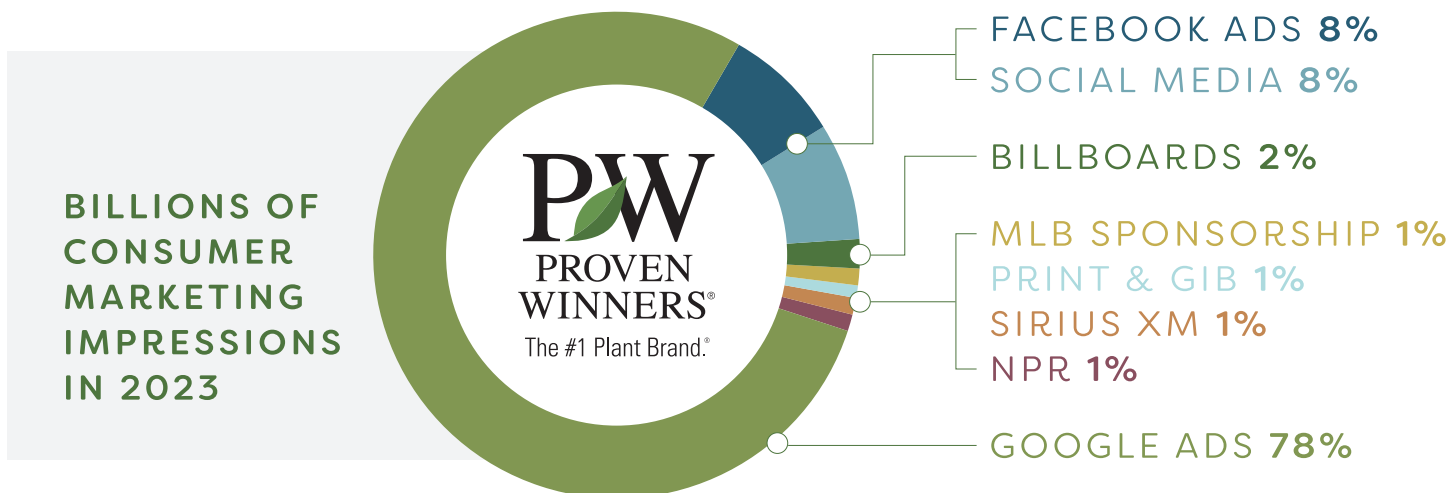
By offering leafjoy in your store, you unlock the power of the Proven Winners brand year-round. Every single day, we communicate the Proven Winners brand promise of quality plants and products, consistent performance, and unmatched support. We reach out to consumers to build the exposure that will benefit your garden center. Our broad-reaching marketing campaign inspires consumers to search out Proven Winners branded products and drives buyers into your store looking for leafy plants. No other brand does more.



Laura from Garden Answer



THE GARDENER'S IDEA BOOK



SUPPORTING GARDEN CENTERS

The leafjoy program also includes Proven Winners support programs for Independent Garden Centers. From staff training, marketing support for your store, merchandising tools and more, we are here to help you throughout the entire selling process.

SIGNAGE SOLUTIONS

leafjoy posters and bench cards act as a silent sales person and educate your customers. A full suite of posters and bench cards are available at provenwinners.com.



BECOME A CERTIFIED RETAILER

This free program has been training garden center employees for 20 years. Sign up today to make sure your staff is up to date on the leafjoy program.



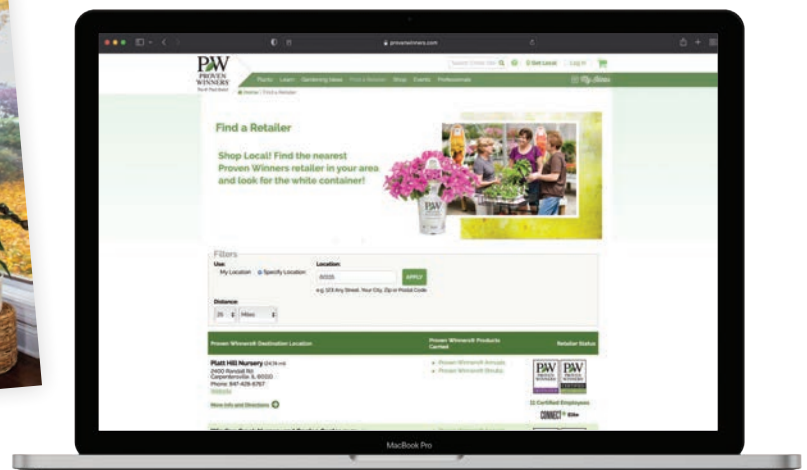
EXCLUSIVE MARKETING SOLUTIONS FOR IGCS

Take advantage of this revolutionary program designed to act as a marketing arm of your company. This subscription based program has many options to draw attention to your store and help you sell more leafjoy plants.

CONNECT+

RETAILER LOCATOR

Social media posts and other marketing activities will drive consumers to leafjoy retailers.



Visit provenwinners.com/professionals for more information.

bring nature inside™

PW
PROVEN
WINNERS®

leafjoy™
bring nature inside™



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The
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