



Press Release from Proven Winners®

For more information please contact:

Kate Spirgen

B2B Marketing Specialist

Proven Winners®

kspirgen@provenwinners.com

779.222.0518

FOR IMMEDIATE RELEASE

Proven Winners® Eco+ Containers Awarded 2023 Sustainability Product of the Year

Revolutionary new plant-powered containers provide a sustainable alternative to single-use plastic.

[DeKalb, IL] - [Sept. 12, 2023] – In recognition of their revolutionary engineering and contribution to reducing the industry’s reliance on single-use plastic, Proven Winners® Eco+ containers have been awarded 2023 Sustainability Product of the Year by Business Intelligence Group. Eco+ containers are comprised of 100% natural plant material instead of traditional petroleum-based plastic.

“We are proud to reward and recognize Proven Winners for their sustainability efforts,” said Maria Jimenez, Business Intelligence Group chief nominations officer. “It was clear to our judges that their vision and strategy will continue to deliver results toward a cleaner, more sustainable world.”

This prestigious award is given out each year to organizations that have launched or completed a physical product within the last 12 months that improves sustainability or is designed to be more eco-friendly than market alternatives.

“After years of research and development, we’re excited that the Eco+ line of containers is an innovative solution for commercial growers, retailers and home gardeners to reduce the industry’s reliance on single-use plastics,” said Dave Konsoer, Proven Winners vice president of sales. “The Eco+ Container is one exciting step Proven Winners is taking to help to make the green industry a bit greener.”

Made from natural sugars derived from corn, Eco+ Grande® and Eco+ Quart® containers look, act and perform like plastic pots but break back down completely over time. Their sturdy composition is strong enough to last through grower production and on retail shelves. However, they are designed to decompose once exposed to heat and moisture in home gardens or during the industrial composting process.

Eco+ containers are plantable and their easy-to-use design makes them simple for home gardeners to plant right into their containers or landscapes. The walls of the container are infused with organic nutrients which boost plant growth. If consumers choose not to plant their Eco+ containers, they can bring them to an industrial composting facility for processing. Even if thrown away, the 100% plant-based containers will break down much faster than traditional plastic. Since there was no petroleum drilling involved in their creation, they’re eco-friendly from the start.



Eco+ containers are proudly designed, manufactured and assembled responsibly at VistaTek of Stillwater, Minnesota. This centralized location helps to reduce their carbon footprint for U.S. and Canadian markets.

“It is an honor to have our product recognized in this industry for sustainability,” said Danny Mishek, inventor and manufacturer of Eco+ containers. “To make a difference using innovation and technology for the consideration of this planet is second to none. The Eco+ containers are one-of-a-kind plant pots that not only reduce the amount of plastic going to landfills, but also improve plant and soil health by delivering nutrients as they break down.”

Learn more about Eco+ containers at provenwinners.com/Eco_Grande.

About Proven Winners

Proven Winners is a global plant brand that introduces the industry's leading annuals, perennials, shrubs, trees and houseplants to the market through a network of top propagators. It combines extensive experience, innovative thinking and world-class customer service to ensure professional growers, retailers and home gardeners have the most efficient tools and dynamic solutions for ongoing success. Look for Proven Winners products in garden centers throughout North America in their signature white branded container. More information about Proven Winners is available at provenwinners.com.

About Business Intelligence Group

The Business Intelligence Group was founded with the mission of recognizing true talent and superior business performance in the business world. Unlike other industry award programs, business executives – those with experience and knowledge – judge the programs. The organization's proprietary and unique scoring system selectively measures performance across multiple business domains and then rewards those companies whose achievements stand above those of their peers.