



Press Release from Proven Winners® and EHR

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FOR IMMEDIATE RELEASE

**EHR Named North American Brokerage Partner for Proven Winners® leafjoy® Houseplants**

The Plant Company partnership gives independent garden centers a new, rep-supported path to the complete retail-ready program.

[Fort Wright, KY & Stuarts Draft, VA] – [July 28, 2026] – The Plant Company, the licensed grower of Proven Winners® leafjoy® houseplants, has named EHR a horticultural brokerage partner in North America. The agreement authorizes EHR to sell and distribute leafjoy to independent garden centers throughout its service network, creating a powerful new route to market for the branded houseplant program.

Through EHR, IGCs can build assortments across 9, 12 and 17 cm premium foliage, leafjoy littles®, H2O® hydroponic designs, Terraform™ Terrariums, Canopy™ hanging baskets, and Boutique and Collector's Edition selections. Retailers can choose six ready-built trending bundles — Essentials, Traditional, Deco, Climb-itt™, H2O Expanded and Glass Only — or customize an à la carte mix.

“We’re thrilled to offer a program that provides independent garden centers such a distinctive collection of houseplants with a program that is easy to buy, merchandise and support,” said Chris Berg, director of marketing for EHR. “leafjoy brings together exclusive genetics, retail-ready presentation, consumer education and the power of Proven Winners. EHR adds the local relationships to make that program practical store by store, giving independents a stronger way to compete in houseplants.”

Plants arrive display-ready with variety-specific labels, care guidance, QR-linked consumer content and Proven Winners marketing support. Atrium®, Cocoon®, WorkLife® and SpaScene® collections organize plants around the spaces and conditions in which shoppers will use them, helping retail teams replace guesswork with confidence.

“EHR understands how independent garden centers buy and what it takes to turn a strong product line into a successful retail program,” said Dave Thorne, senior vice president of sales & marketing for The Plant Company. “Their sales team and transportation network can help retailers build and ship the right leafjoy mix for their markets while we deliver the innovation, quality and consistency behind the brand. This is an important step in taking leafjoy to its next level of growth.”

Independent garden centers interested in availability, booking and program options can contact their



local EHR sales representative or visit [ehrnet.com](http://ehrnet.com).

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#### **About Proven Winners**

*Proven Winners is a global plant brand that introduces the industry's leading annuals, perennials, shrubs, trees, houseplants and bulbs to the market through a network of top propagators. It combines extensive experience, innovative thinking and world-class customer service to ensure professional growers and home gardeners have the most efficient tools and dynamic growing 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](http://provenwinners.com).*

#### **About The Plant Company**

*Founded in 2019 in Stuarts Draft, Virginia, The Plant Company grows Proven Winners® leafjoy® houseplants using exclusive genetics, tissue-culture propagation, virus indexing and state-of-the-art greenhouse production. Its wholesale program gives independent garden centers flexible ordering and retail-focused support. Learn more at [theplantcompany.com](http://theplantcompany.com).*

#### **About EHR**

*Founded in 1993, EHR is a 100% employee-owned North American horticultural brokerage serving professional growers, independent garden centers, nurseries and landscapers. EHR represents more than 400+ suppliers across greenhouse, nursery and related horticultural categories. Learn more at [ehrnet.com](http://ehrnet.com).*