Reinventing Houseplants

The Plant Company was established in 2019 with the goal of reinventing the houseplant industry, and we have accomplished that goal.

We recognize that while consumers love houseplants, many struggle with success. Traditional houseplant suppliers don’t provide the basic support to drive consumer loyalty.

In 2019, we built a state of the art 5 acre greenhouse in the beautiful Blue Ridge Mountains of Virginia. In 2023 we broke ground on a 5.5 acre expansion. Our location and footprint provide us with ample space in an optimal growing environment near major shipping lanes. We have an unwavering commitment to providing your customers the best houseplant experience possible. Success begins at your garden center and continues through the life of the leafjoy® plant in the home.

Between our innovative plants and the industry-leading marketing support from Proven Winners, we’re confident leafjoy will add value to your business. Give us a call, or even better come visit and see how we’re growing!

Jason vanWingerden and Frank Paul
The Plant Company co-owners
Unmatched Plant Quality

PURPOSE BUILT LOCATION

- We grow in state of the art European-style greenhouses using Controlled Environment Agriculture.
- Stuarts Draft, Virginia provides the optimum amount of light and growing temperatures.
- Cutting edge ErfGoed flood floors cultivate a healthy and uniform crop.

INNOVATIVE GROWING PRACTICES

- Plants are virus indexed and started from tissue culture resulting in disease free, high quality plants.
- We source and grow our own young plants - assuring they will be weed and insect-free.
- We use an integrated pest management program to ensure industry leading leafjoy® quality.

LARGER, MORE ROBUST PLANTS

- The combined growing practices in our greenhouse result with more vibrant colors and hearty foliage that is ready for garden centers and consumers to grow.
- We are committed to growing leafjoy plants to a larger size and quality specification than traditional houseplant growers, giving the plants a head start when they arrive at garden centers and homes.
- leafjoy plants are leaf-shined prior to leaving the greenhouse, showing up looking fantastic in your garden center.
The leafjoy® Difference

We designed the leafjoy® program with garden centers and consumers in mind. We surveyed thousands through our social media platforms to learn about their houseplant “pain-points.” We took what we learned and created a program that makes it easy to sell, purchase and care for indoor plants.

bring nature inside™ CONNECTS CONSUMERS TO leafjoy

The leafjoy tagline reflects what consumers want – to beautify their home and bring nature inside. We are confident that when consumers see this on tags, point of purchase materials, social media posts and other marketing messages, it will immediately resonate and influence purchase decisions.

leafjoy TAGS LEAD TO CONSUMER SUCCESS AND REPEAT PURCHASES

Not knowing where to put houseplants was a major consumer concern. To reduce the plant buyer’s anxiety as they are making purchases and to increase in-home success, we added large plant tags that give easy to see and read care information. The tag attaches to a "riser" to keep it out of the soil and act as a variety-specific source of care information at the point of purchase.

I BUY HOUSEPLANTS TO...

- 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?

- 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.

To reduce the plant buyer’s anxiety when making purchases, leafjoy plants will include a large plant tag providing the information they are looking for that will be easy to see and read. The tag will be attached to a wooden "riser" keeping it out of the soil. These variety specific tags not only provide the consumer with care information they need but also act as Point of Purchase signage.

leafjoy PLANTS WILL AUTOMATICALLY SHIP WITH TAGS THAT FEATURE:

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

leafjoy® PLANT COLLECTIONS MAKE MERCHANDISING AND PLANT SELECTION EASY

Consumers have substantial concerns about the amount of light a plant needs to thrive. To increase their success we developed four leafjoy plant use collections based on the locations consumers typically use houseplants. The color-coded icons on each plant tag let the consumer know where it can be used, and in the garden center, the leafjoy collections make merchandising easy. Point of Purchase materials are available for each collection so staff and consumers can easily identify the plants that will thrive within the variety of environments in the home.

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?”

<table>
<thead>
<tr>
<th>Atrium® Collection</th>
<th>Cocoon® Collection</th>
<th>SpaScene® Collection</th>
<th>WorkLife® Collection</th>
</tr>
</thead>
<tbody>
<tr>
<td>High light plants for brightly lit spaces</td>
<td>Low light plants for calming spaces</td>
<td>Plants for warm, humid spaces</td>
<td>Space-saving plants for desks &amp; tabletops</td>
</tr>
</tbody>
</table>
leafjoy® Hanging Baskets

THE NEW PROVEN WINNERS leafjoy® HANGING BASKET LINE IS READY TO MAKE A BIG IMPACT TO YOUR HOUSEPLANT SALES.

Our hanging baskets beautifully display a great selection of leafjoy® plants that will gracefully climb or cascade bringing new ways to enJOY leafjoy!

- leafjoy hanging baskets are available in an assortment of seagrass or ceramic options.
- Hanging baskets are available exclusively in 12cm.
- Our leafjoy team has selected varieties that will thrive and appeal to your consumer for hanging basket options.
- These are also backed by the Proven Winners national marketing team.
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.

Other than adding a little more water about once per month or when the container is almost empty, these plants are virtually care-free. 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 Mini 20-pack display tray

leafjoy H2O Beaker 6-pack carrying and display tray
leafjoy H2O® CONTAINERS RANGE IN SIZE FROM 4” TO 7”, AND PLANTED CAN BE AS TALL AS 17”.
Available in irresistible 9cm containers, leafjoy littles make easy impulse purchases for consumers looking for a lower price point entry into indoor plants. They appeal to the novice plant collectors’ desire to nurture and learn about houseplants without the pressure of caring for a larger, more expensive plant.

- Innovative, high-quality houseplants in a sampler size
- A wide assortment of unique and colorful varieties
- Proven Winners-branded containers and tags provide immediate shelf-recognition.

THE NEW PROVEN WINNERS leafjoy littles™ LINE IS READY TO MAKE A BIG CONTRIBUTION TO YOUR YEAR-ROUND HOUSEPLANT SALES
Adrift
Hoya rostita

Beautifall® Jade
Epipremnum aureum

Beautifall® Njoy™
Epipremnum pinnatum

Beautifall® Off to Oz™
Epipremnum aureum

Beautifall® Snowy Morning™
Epipremnum aureum

Beautifall® Summer Nights™
Epipremnum aureum

Falling Arrows™ Champaign Reign™
Syngonium podophyllum

LITTLES VARIETIES

SAMPLE SIZE HOUSEPLANTS

GREAT FOR GIFTS AND NOVICES

EASY IMPULSE PURCHASES

Collections: ATRIUM COCOON SPASCENE WORKLIFE
**Falling Arrows™ Ruby Reign™**  
*Syngonium podophyllum*

**Falling Arrows™ Snow White™**  
*Nephrolepis exaltata*

**Falling Arrows™ White Butterfly**  
*Syngonium podophyllum*

**Feeling Flirty™**  
*Tradescantia hybrid*

**Freckled Splash**  
*Hoya carnosa*

**Kathmandu™**  
*Senecio barbertonicus*

**Living Lace® Cute as a Button™**  
*Nephrolepis cordifolia*

**Living Lace® Twirly Whirly™**  
*Nephrolepis exaltata*
Mini Mammoth
*Senecio scaposus*

Network News™
All The Time
*Fittonia albivenis*

Network News™
Breaking News
*Fittonia albivenis*

Network News™
Broadcast
*Fittonia albivenis*

Network News™
Current News
*Fittonia albivenis*

Network News™
Daytime
*Fittonia albivenis*

Network News™
Late Night
*Fittonia albivenis*

Network News™
Latest News
*Fittonia albivenis*
Pink Urchin™
Rhoeo discolor

Pixie Punk™
Chlorophytum comosum

Polished in Pinstripes™
Cordyline terminalis

Pretty in Pewter
Crassula mesembryanthemoides

Rosie Posie™
Crassula pellucida

Salt and Pepper™
Peperomia obtusifolia

Sea Stones™
Hoya burtonia

Spice is Nice™
Peperomia obtusifolia
LITTLES VARIETIES

Sweet and Sour™
Peperomia obtusifolia

Teacup Anemone™
Hoya fitchii

Tricolor
Hoya wayetii

Turquoise Tentacles™
Curio ficoides

Collections:  ATRIUM  COCOON  SPASCENE  WORKLIFE
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.
leafjoy® Sizes and Container Options

**leafjoy® CONTAINER SIZES**

leafjoy plants are available in two container sizes to allow for multiple margin opportunities and retail price points. The plants are available in a unique tan colored production container. Additionally, our production containers are 100% certified post consumer recycled plastics and their unique tan color enables them to be recycled.

![12 cm and 17 cm containers](image)

Upgraded drop-in decorative containers are available for an additional charge. For more information, please contact your Plant Company representative.
**PREMIUM VARIETIES**

**Art Deco™ Rivera**  
Schismatoglottis wallichii

**Bananacle**  
*Dracaena dermensis*

** Beautifall® N'Joy**  
Epipremnum pinnatum

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**Chromatree™**  
*Roy*  
*Ficus benghalensis*

**Chroma® Abidjan**  
*Ficus elastica*

**Chroma® Belize**  
*Ficus elastica*

**Chroma® Chloe**  
*Ficus elastica*

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**Collections:**  
- ATRIUM  
- COCOON  
- SPASCENE  
- WORKLIFE
PREMIUM VARIETIES

**Collections:**
- ATRIUM
- COCOON
- SPASCENE
- WORKLIFE

**Chroma® Tineke**  
*Ficus elastica*

**Cling-On® African Fig™**  
*Ficus cyathistipula*

**Cling-On® Amstel King**  
*Ficus maclellandii*

**Cling-On® Anastasia**  
*Ficus benjamina*

**Cling-On® Danielle**  
*Ficus benjamina*

**Cling-On® Over the Edge™**  
*Ficus benjamina*

**Cling-On® Samantha**  
*Ficus benjamina*

**Cling-On® Yellow Gem**  
*Ficus altissima*
**Color Full® Beauty Star**  
*Calathea ornata*

**Color Full® Diamond Dazzler™**  
*Calathea domesticum*

**Color Full® Elger Grass**  
*Calathea rufibarba*

**Color Full® Feather Touch™**  
*Calathea louisae*

**Color Full® Freddie**  
*Calathea concinna*

**Color Full® Insignis**  
*Calathea lancifolia*

**Color Full® Lancelot™**  
*Calathea rufibarba*

**Color Full® Leopardina**  
*Calathea leopardina*
**Color Full® Like A Prayer**
Calathea roseopicta

**Color Full® Makoyana**
Calathea makoyana

**Color Full® Medallion**
Calathea roseopicta

**Color Full® Orbifolia**
Calathea orbifolia

**Color Full® Sanderiana**
Calathea ornata

**Color Full® Soft Kitty™**
Calathea rufibarba

**Color Full® Thoreau™**
Calathea lousiae

**Color Full® Xena™**
Calathea rufibarba
Criss Cross  
*Begonia masoniana*

Crystaline Sparkle  
*Begonia masoniana*

Feeling Flirty™  
*Tradescantia hybrid*

Green Jewel  
*Dracaena*

Green Light  
*Hoya carnosa*

Hello Hydra  
*Dracaena frangula*

Lily Pads™ Umbellata  
*Ficus umbellata*

Living Lace® Davana  
*Phlebodium aureum*
PREMIUM VARIETIES

Living Lace® Hurricane
Asplenium antiquum

Living Lace® Parvati
Asplenium difforme x dimorphum

Living Lace® Sword Dance
Platycodon bifurcatum

Living Lace® Victoria
Asplenium antiquum

Mysteria™ Adansonii
Monstera adansonii

Mysteria™ Deliciosa
Monstera deliciosa

Mythic® Blackout
Alocasia amazonica

Mythic® Cucullata
Alocasia cucullata
Mythic® Dragonite
Alocasia melo

Mythic® Dragon Scale
Alocasia baginda

Mythic® Frydek
Alocasia hybrid

Mythic® Jungle Cat
Alocasia zebrina

Mythic® Jungle Music
Alocasia amazonica

Mythic® Lauterbachiana
Alocasia lauterbachiana

Mythic® Longiloba
Alocasia longiloba

Mythic® Nessie
Alocasia x amazonica

Collections: ATRIUM COCOON SPASCENE WORKLIFE
PREMIUM VARIETIES

Mythic® Ninja
Alocasia reginula

Mythic® Pining for You™
Alocasia scalprum

Mythic® Quicksilver™
Alocasia reginace

Mythic® Red Secret
Alocasia cuprea

Mythic® Rumpelstiltskin™
Alocasia sinuata

Mythic® Silver Dragon
Alocasia baginda

Mythic® Stingray
Alocasia macrorrhizos

Mythic® Zebrina
Alocasia zebrina
**PREMIUM VARIETIES**

**Nifty Nautilus**  
*Dracaena deremensis*

**Prismacolor™ Birkin**  
*Philodendron hybrid*

**Prismacolor™ Brandtianum**  
*Philodendron brandtianum*

**Prismacolor™ Double-edged Sword**  
*Philodendron hybrid*

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**Prismacolor™ Emerald Ripcurl**  
*Philodendron squamiferum*

**Prismacolor™ Fall Leaves**  
*Philodendron hybrid*

**Prismacolor™ Florida Green**  
*Philodendron hybrid*

**Prismacolor™ Fozzie**  
*Philodendron nangaritense*

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**Collections:**  
- ATRIUM  
- COCOON  
- SPASCENE  
- WORKLIFE
PREMIUM VARIETIES

**Prismacolor™ Gloriosum**
Philodendron gloriosum

**Prismacolor™ Golden Girl**
Philodendron hybrid

**Prismacolor™ Green Diamond**
Philodendron hybrid

**Prismacolor™ Green Princess**
Philodendron hybrid

**Prismacolor™ Imperial Green**
Philodendron hybrid

**Prismacolor™ Lemon Lime**
Philodendron hybrid

**Prismacolor™ Mayoï**
Philodendron mayoi

**Prismacolor™ Orange Smooth**
Philodendron billietiae

Collections:  
- ATRIUM  
- COCOON  
- SPASCENE  
- WORKLIFE
PREMIUM VARIETIES

**Prismacolor™ Pink Princess**  
*Philodendron hybrid*

**Prismacolor™ Pop Art**  
*Philodendron erubescens*

**Prismacolor™ Rojo Congo**  
*Philodendron hybrid*

**Prismacolor™ Rugosum**  
*Philodendron rugosum*

**Prismacolor™ Sun Red**  
*Philodendron hybrid*

**Prismacolor™ Twisted Sister**  
*Philodendron hybrid*

**Prismacolor™ Warscewiczii**  
*Philodendron warscewiczii*

**Prismacolor™ White Wizard**  
*Philodendron hybrid*
Ask about our fast, low volume shipping options.

**Prismacolor™ Zig Zag**
*Philodendron hybrid*

**Say Grace**
*Maranta hybrid*

**Sea Turtle**
*Homalomena rubescens*

**Silver Sea Monkey**
*Dracaena fragrans*

**Socialite™ Stripestar**
*Stromanthe sanguinea*

**Socialite™ Trio Star**
*Stromanthe sanguinea*

**Stingray Star™**
*Dracaena fragrans*
Sweet Dreams™ Amagris
Ctenanthe burle-marxii

Sweet Dreams™ Burle-Marxii
Ctenanthe burle-marxii

Sweet Dreams™ Exotica
Ctenanthe setosa

Sweet Dreams™ First Frost™
Ctenanthe setosa

Sweet Dreams™ Grey Star
Ctenanthe setosa

Sweet Dreams™ Neverland
Ctenanthe lubbersiana

Tasmanian Tiger
Dieffenbachia seguine

Urban Urchin
Dracaena deremensis
Boutique Varieties

UNIQUE GENETICS

LIMITED SUPPLY

EXCLUSIVE VARIETIES

MODIFIED TAG DESIGN

Chandelier™ Celebrate
Ficus microcarpa

Chandelier™ Happiness
Ficus benghalensis

Chroma® Ghost Rider
Ficus elastica

Dieffenbachia Cheetah
Dieffenbach sanguine

Follow Your Heart
Anthurium brownii

Mythic® Apollo
Alocasia hybrid

Mythic® Black Tie™
Alocasia inferalis

Collections: ATRIUM COCOON SPAScene WORKlife
Mythic®
Into the Night
Alocasia chienlii

Mythic®
Nebula
Alocasia nebulosa

Mythic®
Prometheus
Alocasia tandurusa

Mythic®
Tentacular
Alocasia hybrid

Prismacolor™
Atabapoense
Philodendron atabapoense

Prismacolor™
Electric Eel
Philodendron joepii

Prismacolor™
Orange You Gorgeous
Philodendron hybrid

Prismacolor™
Ruby Ripcurl
Philodendron erubescens
BOUTIQUE VARIETIES

Exclusive to Independent Garden Centers

Prismacolor™

Silver Sword
Philodendron hastatum

Prismacolor™

Splash Dash
Philodendron hybrid

Tall Tale
Anthurium plowmanii

Uplift
Homalomena wallisii
Collector's Edition

**RAREST VARIETIES**

**VERY LIMITED SUPPLY**

**EXCLUSIVE VARIETIES**

**MODIFIED TAG DESIGN**

**COLLECTIBLE METAL MEDALLION**

**Collector's Edition Varieties**

- **Alexandrite is Right**
  Anthurium crystallinum x regale

- **Heart's Afire**
  Anthurium hybrid

- **Heart's Desire**
  Anthurium hybrid

- **Indonesia Pink**
  Piper sp.

- **Mysteria™ Spotsylvania**
  Monstera deliciosa

Exclusive to Independent Garden Centers
ORDERING leafjoy FOR YOUR GARDEN CENTER

leafjoy pallets can be any combination of cases with our 12cm, 17cm, leafjoy littles, and H2O line to perfectly meet your garden center’s needs. Within each case you can customize the varieties to ensure a broad offering within your garden center. We offer minimum orders as little as 10 cases. See our website for the most up to date list of plant varieties.

SHIPPING THROUGH THE SEASONS

During the winter months we incorporate heat packs and a reusable pallet shroud to insulate and protect the plants. Using this system, we can protect your plants from cold damage to arrive at your garden center healthy and ready to sell.

The reusable pallet shroud includes a box and return label to simplify the return process.

leafjoy SHIPPING OPTIONS

PALLETTIZED BOXES: using 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.

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

Scan the QR Code to sign up for The Plant Company’s weekly email newsletter and variety availability.
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.

PROVEN WINNERS SUPPORT
Put Silent Salesmen to Work – Your first leafjoy order comes with....
Train Your Staff – The free Certified retailer training program has been training garden centers for 20 years. Sign up today to make sure your staff is up to date on the leafjoy program.

Amplify and Localize Proven Winners National Marketing – The CONNECT+ program acts as the marketing arm of your garden center. This subscription program has many options to draw attention to your store and help you sell more leafjoy plants.
Make it Easy to Shop Local – The Proven Winners Retailer Locator makes it easy for consumers to find leafjoy retailers locally.
The Plant Company
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*bring nature inside*™