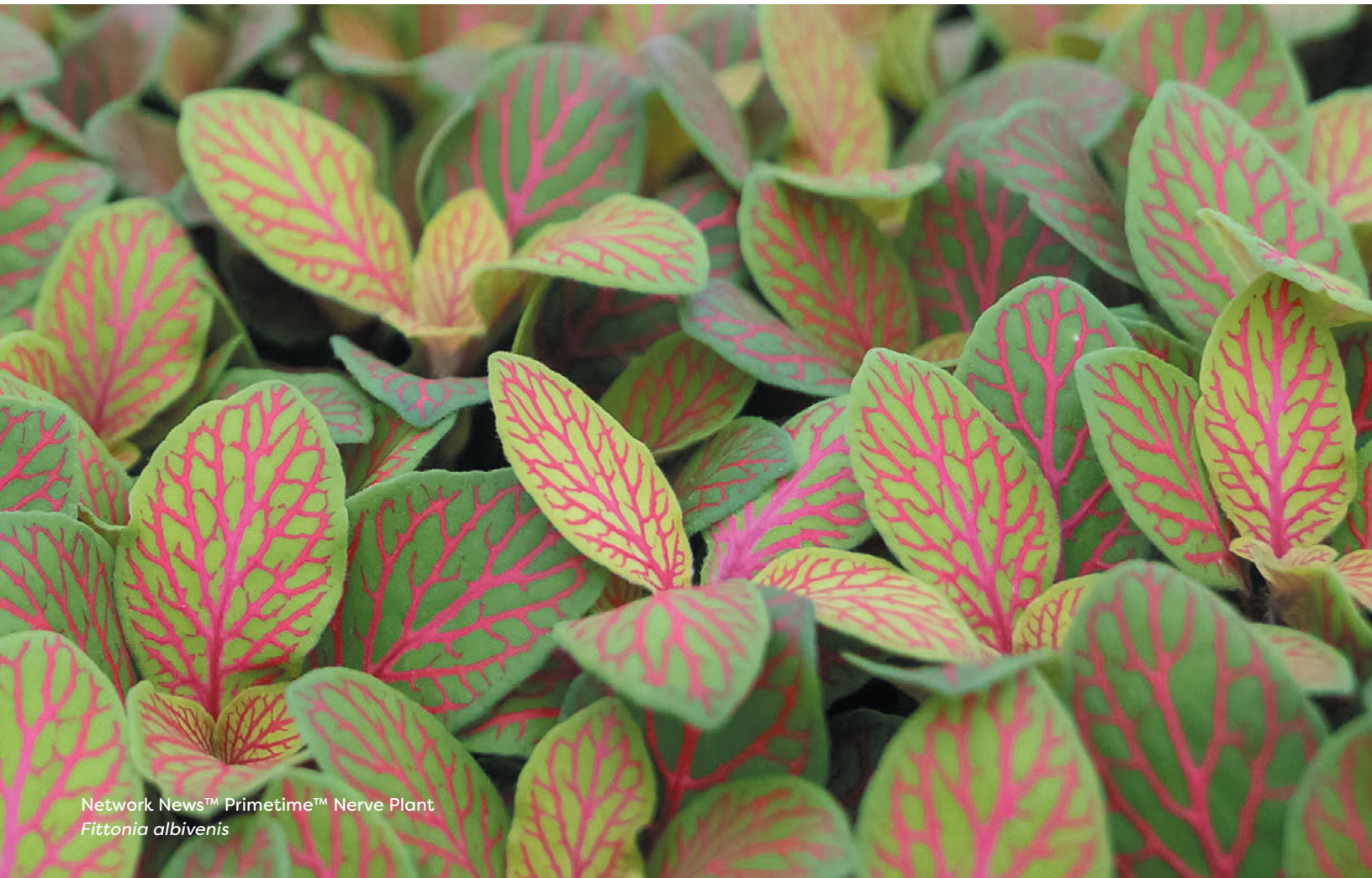


**PW** **leafjoy**<sup>®</sup>  
PROVEN  
WINNERS<sup>®</sup> bring nature inside<sup>®</sup>

SUMMER AND FALL 2025



Network News™ Primetime™ Nerve Plant  
*Fittonia albivenis*



[SALES@THEPLANTCOMPANY.COM](mailto:SALES@THEPLANTCOMPANY.COM)

P.12 LEAFJOY LITTLES

P.18 CANOPY COLLECTION

P.28 TERRARIUMS AND DOC BLOCKS

P.32 CLIMB-ITT





These state-of-the-art flood tables are not only the highest level of technology, but they are also part of our sustainability mission. They hold and retain excess water After cycle so that it can be cleaned to make the water reusable for the next flooding.

## OUR COMMITMENT TO SUSTAINABILITY

From harvesting carbon emissions to recycling irrigation water, nothing goes to waste.

At The Plant Company, every action we take has to make sense not only for our business, but for the planet.





These advanced methods of propagation reduce the amount of natural resources needed to bring healthy plants to market much faster.

## OUR SUSTAINABLE, ENERGY-EFFICIENT GROWING PRACTICES HELP PROTECT THE NEXT GENERATION.

Recyclable and compostable products take our commitment from the greenhouse to the garden center.



# Premium leafjoy® Genetics

## QUALITY STARTS AT THE SOURCE...

Which is why The Plant Company is committed to growing leafjoy® houseplants in a new way. Thanks to relationships with plant breeders around the world, leafjoy plants start with innovative genetics you won't find anywhere else.

## THE BEAUTY IN THE DETAILS

Meticulously grown through tissue culture, they are rigorously scouted and virus indexed to ensure only robust, healthy plants leave the greenhouse. Growers are constantly roguing out plants that don't meet leafjoy's high standards, ensuring uniformity.

And thanks to state-of-the-art greenhouse facilities that feature automatic spray booms, high-tech climate control software, CO<sub>2</sub> injection and an advanced LED system, each plant receives optimal growing conditions from rooting to shipment.

And finally, before they leave the greenhouse, each plant is meticulously labeled, polished and inspected for weeds, pests and disease, ensuring leafjoy plants arrive ready to go right onto the retail bench.

**Jason vanWingerden  
and Frank Paul**

*The Plant Company  
co-owners*





# The leafjoy® Difference

## leafjoy® TAGS LEAD TO CONSUMER SUCCESS AND REPEAT PURCHASES

Not knowing where to put houseplants is a major consumer concern. Large plant tags with easy-to-read information take the guesswork out of plant purchasing and increase at-home success. The tag attaches to a plant tag stake to keep it out of the soil and acts as a variety-specific source of care information at the point of purchase.

## leafjoy® PLANTS WILL AUTOMATICALLY SHIP WITH TAGS THAT FEATURE:

- Variety-specific photos to reference size and provide inspiration
- Variety name, genus and species
- Placement recommendations
- QR code linking to relevant Care Tips video
- Printed, easy-to-follow care information

## leafjoy® CONTAINER SIZES

leafjoy plants are available in three container sizes to allow for multiple margin opportunities and retail price points.

Additionally, our production containers are made from 100% certified post-consumer recycled plastics.

17 cm container available in 2 styles

12 cm container available in two styles

littles available as shown





# Buyer Benefits

## RETAIL-READY PLANTS

The moment your plants are selected, they are checked by our teams for quality excellence. For leafjoy, that means healthy, bug-free, well-formed plants that can go from shipment to sale without the retailer's preparation.



## UP-TO-DATE AVAILABILITY

Buying directly from the grower has incredible benefits, such as real-time availability and eyes-on quality control.



# Retailer Merchandising

## leafjoy® PLANTS ARE EASY TO MERCHANDISE

Inspire impulse purchases by scattering a variety of leafjoy houseplants throughout your gift department or place them near the checkout. Or, use our POP to create displays that help customers choose the perfect plant for their space.



**ATRIUM COLLECTION: BRIGHTLY LIT SPACES**  
Kitchen, Sunroom, Near a Window

**COCOON COLLECTION: FOR INTERIOR ROOMS**  
Hallway, Bedroom, Front Entry

**SPASCENE COLLECTION: DESKS AND TABLETOPS**  
Dorm Room, Home Office, Dining Table

**WORKLIFE COLLECTION: HUMID SPACES**  
Bathroom, Near a Sink, Laundry Room



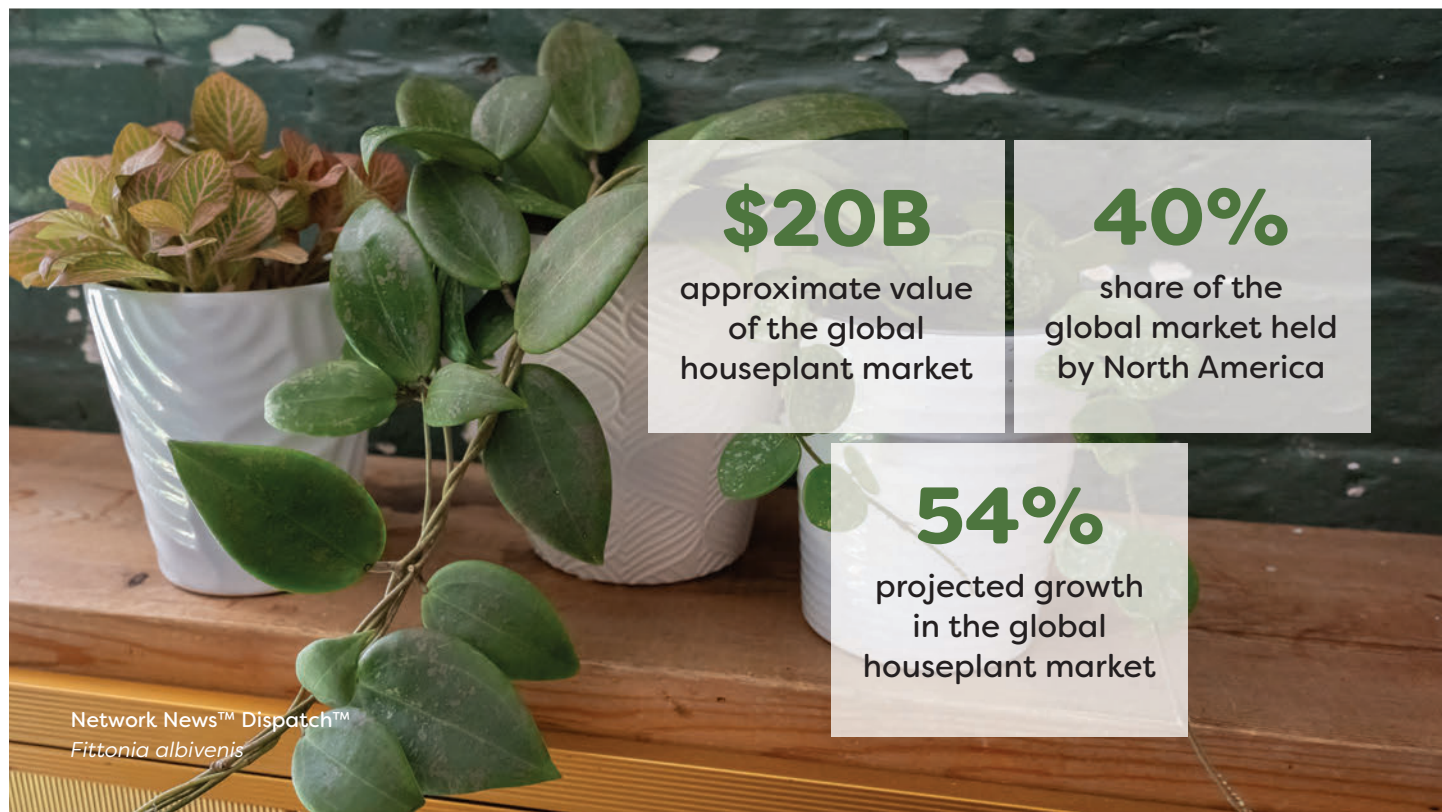
# Strong Consumer Markets

THE HOUSEPLANT INDUSTRY IS SOARING. COME ALONG FOR THE RIDE.

AMERICANS' LOVE AFFAIR WITH LIVING DECOR IS ONLY GETTING STRONGER.

Today's consumers care about sustainability, green living and getting back to nature. Plants check all the boxes, creating a warm environment and improving mental health. Plus, houseplants make an impactful and affordable decor statement in any economy.

Check out pages 2-3 to see how we're blazing a new trail in practicing sustainability.





# leafjoy H<sub>2</sub>O<sup>®</sup>

## THE EASY-CARE HOUSEPLANT

We know caring for houseplants can be intimidating for many consumers, so we've developed leafjoy H<sub>2</sub>O<sup>®</sup>, 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.



H<sub>2</sub>O Shenandoah vessel options



Scan to see  
H<sub>2</sub>O<sup>®</sup> care tips  
we provide to  
consumers.



# leafjoy H<sub>2</sub>O® Containers



**H<sub>2</sub>O BEAKER**

Open cork, 5.5" container height  
7" to 10" plant height

**H<sub>2</sub>O BOWL**

Open cork, 4" container height  
7" to 10" plant height



**H<sub>2</sub>O DECO RING**

No cork, Container is 4" tube in a 5" ring  
6" to 10" plant height



**H<sub>2</sub>O ELKHORN LAKE**

No cork, 6" container height  
6" to 10" plant height



**H<sub>2</sub>O FLUTED MINI**

Closed cork, 9" container height



**H<sub>2</sub>O PINT**

Open cork, 4" container height  
7" to 10" plant height



**THE BEAUTY OF INDOOR PLANTS WITHOUT THE WORRY OF KEEPING THEM HEALTHY.**

leafjoy H<sub>2</sub>O® can be used in any light condition such as on a desk, nightstand, kitchen counter or anywhere else the consumer can imagine, and thrive for six months to one year or longer.



**H<sub>2</sub>O MINI**

Closed cork, 6.5" container height



**H<sub>2</sub>O SHENANDOAH**

No cork, 5" container height  
7" to 10" plant height



**H<sub>2</sub>O VENTI**

Open cork, 7" container height  
14" to 16" plant height





# leafjoy littles®



Network News™ Nightly™ *Fittonia albivenis*

## THE PROVEN WINNERS leafjoy littles® LINE IS READY TO MAKE A BIG CONTRIBUTION TO YOUR YEAR-ROUND HOUSEPLANT SALES

Available in irresistible 9 cm 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 collector's desire to nurture and learn about houseplants without the pressure of caring for a larger, more expensive plant.

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





**Austere Luster™  
Superba**

*Sansevieria trifasciata*



**Beautifall®  
Jade**

*Epipremnum aureum*



**Beautifall®  
'Njoy™**

*Epipremnum pinnatum*

## leafjoy littles® Varieties

SAMPLE SIZE  
HOUSEPLANTS

GREAT FOR GIFTS  
AND NOVICES

EASY IMPULSE  
PURCHASES



**Beautifall®  
Off to Oz™**

*Epipremnum aureum*



**Beautifall®  
Snowy Morning™**

*Epipremnum aureum*



**Beautifall®  
Summer Nights™**

*Epipremnum aureum*



**Bold Belles™  
African Jungle**

*Begonia hybrid*



**Bold Belles™  
Black Velvet**

*Begonia hybrid*



**Bold Belles™  
Dappled Morning™**

*Begonia maculata*



**Bold Belles™  
Obsidian™**

*Begonia maculata*



**Endless Cascades™  
Adrift™**

*Hoya hybrid*





**Endless Cascades™  
Autumn Blush**

*Hoya lacunosa*



**Endless Cascades™  
Chouke™**

*Hoya hybrid*



**Endless Cascades™  
Emerald Surf™**

*Hoya endauensis*



**Endless Cascades™  
Freckled Splash**

*Hoya carnosa*



**Endless Cascades™  
Green Light™**

*Hoya carnosa*



**Endless Cascades™  
Kelp Grove™**

*Hoya wayetii*



**Endless Cascades™  
Mathilde Splash**

*Hoya hybrid*



**Endless Cascades™  
Misty Morning**

*Hoya lacunosa*



**Endless Cascades™  
Sea Stones™**

*Hoya burtoniae*



**Endless Cascades™  
Teacup Anemone™**

*Hoya fitchii*



**Endless Cascades™  
Vangviengensis™**

*Hoya vangviengensis*



**Falling Arrows®  
Champaign Reign™**

*Syngonium podophyllum*





**Falling Arrows®  
Cupid's Quiver™**

*Syngonium podophyllum*



**Falling Arrows®  
Glacier Reign™**

*Syngonium podophyllum*



**Falling Arrows®  
Ruby Reign™**

*Syngonium podophyllum*



**Living Lace®  
Cute as a Button™**

*Nephrolepis cordifolia*



**Living Lace®  
Ribbon Dance™**

*Platycerium veitchii*



**Living Lace®  
Ruffled Arrow™**

*Rumohra adiantiformis*



**Living Lace®  
Twilight Tassel™**

*Tyermanii*



**Living Lace®  
Twirly Whirley™**

*Nephrolepis exaltata*



**Living Lace®  
Woolly Tassel™**

*Davallia fejeensis*



**Mirage™  
Cactini™**

*Delosperma echinatum*



**Mirage™  
Mini Mammoth™**

*Senecio scaposus*



**Mirage™  
Pretty in Pewter™**

*Crassula mesembryanthemoides*





**Mirage™  
Turquoise Tentacles™**  
*Curio ficoides*



**Network News™  
All The Time™**  
*Fittonia albivenis*



**Network News™  
Breaking News™**  
*Fittonia albivenis*



**Network News™  
Current News™**  
*Fittonia albivenis*



**Network News™  
Dispatch™**  
*Fittonia albivenis*



**Network News™  
Latest News™**  
*Fittonia albivenis*



**Network News™  
Media™**  
*Fittonia albivenis*



**Network News™  
Nightly™**  
*Fittonia albivenis*



**Network News™  
Primetime™**  
*Fittonia albivenis*



**Network News™  
Top Stories™**  
*Fittonia albivenis*



**Network News™  
World Views™**  
*Fittonia albivenis*



**New Vogue™  
Feeling Flirty™**  
*Tradescantia hybrid*





**New Vogue™  
Feeling Sweet™**

*Tradescantia hybrid*



**New Vogue™  
Frosted Terra™**

*Cyanotis somaliensis*



**Savory Delights™  
Salt and Pepper™**

*Peperomia obtusifolia*



**Savory Delights™  
Spice is Nice™**

*Peperomia obtusifolia*



**Savory Delights™  
Sweet and Sour™**

*Peperomia obtusifolia*



**Shimmering Falls™  
Sage and Cream™**

*Scindapsus pictus*



**Urban Arches™  
Pixie Punk™**

*Chlorophytum comosum*



Savory Delights™ Salt and Pepper™ *Peperomia obtusifolia*



# leafjoy® Canopy Collection™

Shop available  
varieties at  
[provenwinners.com/  
Canopy](https://provenwinners.com/Canopy)



Endless Cascades™ Vangviengiensis *Hoya vangviengiensis*



**30+ CANOPY COLLECTION™ VARIETIES,  
SELECTED FROM OUR leafjoy littles®  
AND PREMIUM COLLECTIONS.**

SERIES	VARIETY	SEE ME IN THIS CATALOG
Beautifall®	'Njoy'™	pg. 20
Beautifall®	Snowy Morning™	pg. 13
Beautifall®	Summer Nights™	pg. 13
Bold Belles™	Criss Cross™	pg. 20
Endless Cascades™	Shining Sea Star™	pg. 22
Endless Cascades™	Adrift™	pg. 13
Endless Cascades™	Chouke™	pg. 14
Endless Cascades™	Freckled Splash	pg. 14
Endless Cascades™	Green Light™	pg. 14
Endless Cascades™	Kelp Grove™	pg. 14
Endless Cascades™	Mathilde Splash	pg. 14
Endless Cascades™	Sea Stones™	pg. 14
Jungle Diva™	Roxie™	pg. 23
Living Lace®	Davana	pg. 23
Living Lace®	Hurricane	pg. 23
Living Lace®	Parvati	pg. 23
Living Lace®	Ruffled Arrow™	pg. 15
Living Lace®	Wooly Tassel™	pg. 15
New Vogue™	Frosted Terra™	pg. 17
New Vogue™	Feeling Flirty™	pg. 24
Shimmering Falls™	Kalimantan	pg. 17
Shimmering Falls™	Sage and Cream™	pg. 17
Shimmering Falls™	Silver Splash	pg. 26
Siesta®	Say Grace™	pg. 26
Socialite®	Triostar	pg. 26
Stylelush™	Uplift™	pg. 29
Urban Arches™	Pixie Punk™	pg. 17



UPSCALE WITH ONE OF OUR  
OPTIONAL PLANTERS.

TWO STYLES TO CHOOSE FROM,  
AVAILABLE IN THREE SIZES.



## Premium Varieties

TOP SELLERS

EXCEPTIONAL  
QUALITY

CONSUMER-  
FRIENDLY TAGS



**Art Deco™  
Gothic™**

*Schismatoglottis wallichii*



**Art Deco™  
Opulence™**

*Apoballis acuminatissima*



**Art Deco™  
Rivera™**

*Schismatoglottis wallichii*



**Beautifall®  
'NJoy™**

*Epipremnum pinnatum*



**Bold Belles™  
Criss Cross™**

*Begonia masoniana*



**Bold Belles™  
Crystalline Sparkle™**

*Begonia masoniana*



**Catamount™  
Ocelot™**

*Dieffenbachia seguine*



**Catamount™  
Tasmanian Tiger**

*Dieffenbachia seguine*



**Chandelier®  
Celebrate®**

*Ficus microcarpa*



**Chandelier®  
Happiness®**

*Ficus benghalensis*



**Chroma®  
Abidjan**

*Ficus elastica*





**Chroma®  
'Belize'**

*Ficus elastica*



**Chroma®  
Ghost Rider™**

*Ficus elastica*



**Chroma®  
Tineke**

*Ficus elastica*



**Cling-On®  
Anastasia**

*Ficus benjamina*



**Cling-On®  
Danielle**

*Ficus benjamina*



**Cling-On®  
Mini Zen™**

*Ficus hybrid*



**Cling-On®  
Over the Edge™**

*Ficus hybrid*



**Color Full®  
Beauty Star**

*Calathea ornata*



**Color Full®  
Insignis**

*Calathea lancifolia*



**Color Full®  
Lancelot™**

*Calathea rufibarba*



**Color Full®  
Like a Prayer™**

*Calathea roseopicta*



**Color Full®  
Makoyana**

*Calathea makoyana*



## PREMIUM VARIETIES



**Color Full®  
Orbifolia**

*Calathea orbifolia*



**Color Full®  
Xena™**

*Calathea rufibarba*



**Endless Cascades™  
Fresh Rain™**

*Hoya rangsan*



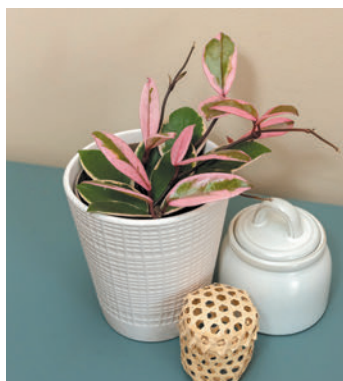
**Endless Cascades™  
Reef Rider™**

*Hoya latifolia*



**Endless Cascades™  
Shadow Falls™**

*Hoya callistophylla*



**Endless Cascades™  
Shining Sea Star™**

*Hoya carnosa*



**Igneous™  
Bold Forest™**

*Aglaonema commutatum*



**Igneous™  
Crystal Vision™**

*Aglaonema commutatum*



**Mysteria® Adansonii** *Monstera adansonii*





**Igneous™  
Glitter Glamour™**

*Aglaonema commutatum*



**Igneous™  
Ivory Frost™**

*Aglaonema commutatum*



**Igneous™  
Timeless Tides™**

*Aglaonema commutatum*

Ask about  
our fast,  
low volume  
shipping  
options.



**Jungle Diva™  
Roxie™**

*Geogenanthus poeppigii*



**Lily Pads™  
Umbellata**

*Ficus umbellata*



**Living Lace®  
Davana**

*Phlebodium aureum*



**Living Lace®  
Hurricane**

*Asplenium antiquum*



**Living Lace®  
Parvati**

*Asplenium difforme x dimorphum*



**Living Lace®  
Sword Dance™**

*Platycerium bifurcatum*



**Living Lace®  
Victoria**

*Asplenium antiquum*



**Mysteria®  
Adansonii**

*Monstera adansonii*



## PREMIUM VARIETIES



**Mysteria®  
Deliciosa**

*Monstera deliciosa*



**Mythic®  
Blackout™**

*Alocasia zebrina*



**Mythic®  
Dragonite™**

*Alocasia melo*



**Mythic®  
Frydek**

*Alocasia hybrid*



**Mythic®  
Jungle Music™**

*Alocasia amazonica*



**Mythic®  
Longiloba**

*Alocasia longiloba*



**Mythic®  
Pining for You™**

*Alocasia scalprum*



**Mythic®  
Quicksilver™**

*Alocasia sinuata*



**Mythic®  
Rumpelstiltskin™**

*Alocasia sinuata*



**Mythic®  
Silver Dragon**

*Alocasia baginda*



**New Vogue™  
Feeling Flirty™**

*Tradescantia hybrid*



**New Vogue™  
Feeling Frosty™**

*Tradescantia hybrid*





**Prismacolor™  
Birkin**

*Philodendron hybrid*



**Prismacolor™  
Bronze**

*Philodendron micans*



**Prismacolor™  
Double-edged Sword™**

*Philodendron hybrid*



**Prismacolor™  
Electric Eel™**

*Philodendron joepii*



**Prismacolor™  
Emerald Ripcurl™**

*Philodendron squamiferum*



**Prismacolor™  
Fall Leaves™**

*Philodendron hybrid*



**Prismacolor™  
Gloriosum**

*Philodendron gloriosum*



**Prismacolor™  
Golden Apple™**

*Philodendron stenolobum*



**Prismacolor™  
Golden Girl™**

*Philodendron hybrid*



**Prismacolor™  
Orange Smooth™**

*Philodendron billietiae*



**Prismacolor™  
Orange You Gorgeous™**

*Philodendron erubescens*



**Prismacolor™  
Pink Princess**

*Philodendron hybrid*



## PREMIUM VARIETIES



**Prismacolor™  
Pop Art™**

*Philodendron erubescens*



**Prismacolor™  
Regal Rouge™**

*Philodendron hybrid*



**Prismacolor™  
Splash Dash™**

*Philodendron hybrid*



**Prismacolor™  
Twisted Sister™**

*Philodendron tortum*



**Prismacolor™  
White Wizard™**

*Philodendron hybrid*



**Prismacolor™  
Zig Zag™**

*Philodendron hybrid*



**Shimmering Falls™  
Kalimantan™**

*Scindapsus pictus*



**Shimmering Falls™  
Silver Splash™**

*Scindapsus pictus*



**Siesta®  
Say Grace™**

*Maranta leuconeura*



**Socialite®  
Triostar™**

*Stromanthe sanguinea*



**Sweet Dreams®  
Neverland™**

*Ctenanthe lubbersiana*



# Orange You Gorgeous™



## 2025 HOUSEPLANT OF THE YEAR

Prismacolor 'Orange you Gorgeous' is a philodendron that will have you saying "Orange you Gorgeous!" This tropical houseplant is a living palette of citrus-inspired colors,

Given the light it craves and structure, Orange you Gorgeous™ will reach towards the sun, unfurling lush, large leaves as refreshing as a sip of freshly squeezed orange juice on a hot summer day.





The image shows two glass jars with cork lids, each containing a small plant and soil. They are sitting on a wooden surface. The jar on the left is larger and contains a pink and green plant. The jar on the right is smaller and contains a green and red plant. Both jars have a white label with the 'leafjoy' logo and 'Terraform Terrarium' text. In the background, there are more plants, including a purple one.

# Terraform™ Terrariums

TERRARIUMS OFFER CUSTOMERS A WAY TO  
ADD GARDEN FLAIR ANYWHERE.

The new Terraform™ Terrariums are the nearly no-care way to bring nature to any indoor space. These self-contained ecosystems thrive without pruning, watering or fertilizing, making them fool-proof options for indoor gardeners. Great for gifts, impulse buys, collectors, miniature gardeners and more, they're sure to boost year-round sales.



Scan the QR code to learn more about  
Terraform™ Terrariums or go to  
[provenwinners.com/terrariums](https://provenwinners.com/terrariums)







# leafjoy® DocBlock®

LEAFJOY® IS EXCITED TO INTRODUCE THE VIBRANT AND UNIQUE LINE OF ANTHURIUMS FROM DOCBLOCK®

The NEW DocBlock® Premier™ collection from leafjoy offers customers a reason to keep coming back for an everchanging selection of premium hybrid Anthuriums. Houseplant collectors and aroid enthusiasts will be delighted by the award-winning breeding from Dr. Jeff Block that brings new and exciting varieties of velvet-leaf houseplants to your garden center.



Scan the QR code to learn more about leafjoy® DocBlock® or go to [provenwinners.com/DocBlocks](https://provenwinners.com/DocBlocks)

PLANTS SHOWN ABOVE:

L: DocBlock® Michelle™

R: DocBlock® Premier™



bring nature inside®



## Limited Run Varieties

UNIQUE GENETICS

HIGHER PRICE POINT

HIGHER MARGINS

UNMATCHED BEAUTY

COLLECTABLE AND DESIRABLE



**Arching Amour™  
Heart's Desire**

*Anthurium hybrid*



**DocBlock®  
Michelle™**

*Anthurium hybrid*



**DocBlock®  
Premiere™**

*Anthurium hybrid*



**Endless Cascades™  
Blushing Sunset™**

*Hoya wibergiae*



**Endless Cascades™  
Night Sparrow™**

*Hoya clemensiorum*



**Endless Cascades™  
Quinquenervia**

*Hoya quinquenervia*



**Endless Cascades™  
Sabah**

*Hoya*



**Mysteria®  
Spotsylvania™**  
*Monstera deliciosa*



**Mythic®  
Into the Night™**  
*Alocasia chienlii*



**Mythic®  
Tentacular™**  
*Alocasia hybrid*



**Prismacolor™  
Atabapoense**  
*Philodendron atabapoense*



**Prismacolor™  
Ruby Ripcurl™**  
*Philodendron erubescens*



**StyleLush™  
Uplift™**  
*Homalomena rubescens*



**Tropical Tapestry™  
Kura Kura™**  
*Labisia*



# Climb-itt™

## The Sustainable Choice

The new Climb-itt™ plant supports from leafjoy® are the sustainable choice in climbing and vining houseplant poles.

These 100% plastic and chemical - free supports are designed with climbing plants' natural habitat in mind. Climb-itt offers the natural, bark-like texture plants would find in the wild.

Climb-itt poles attract aerial roots, creating a plant-to-plant relationship that helps them thrive.

Scan the QR code to  
learn more or go to  
[provenwinners.com/  
Climbitt](https://provenwinners.com/Climbitt)



Climbing and vining plants need support.  
Trust Climb-itt to help your plant easily  
attach its aerial roots. We do!





# Climb-itt<sup>TM</sup> by leafjoy<sup>®</sup>

## CHANGING THE INDUSTRY

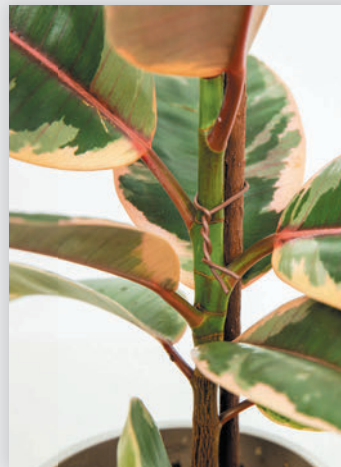
Climb-itt<sup>TM</sup> plant poles were recently awarded Favorite New Product at the 2025 Tropical Plant International Expo.



## SUSTAINABLE SOLUTIONS

The bio-clips, made from the same all-natural materials as the support poles, bend with the growth of the stem, allowing the plant to develop naturally without the risk of pinched sap flow.

While Climb-itt poles will last for years indoors, they are completely biodegradable and will break down in the landfill. They are the eco-friendly alternative to traditional supports!



Place the Climb-itt<sup>TM</sup> pole between the roots of your plant for stable support.



Attach the bio-clips and watch your houseplants grow naturally to reach their full potential.



# 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 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 campaigns inspire consumers to seek out Proven Winners branded products and drives buyers into your store looking for leafjoy plants. No other brand does more.



Social media star Britt Parrish of botanicallybe.com



THE GARDENER'S IDEA BOOK



**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 sleigh to relax with you on your patio.

**Atrium Collection Highlights:** MYTHIC® Buddha's Palm *Alseodaphne raculata*, MYTHIC® Royal Sweets Alcaes *SACTO®* Process Alcaes *CLEUNG-ON®* Anacardium Fouc, CLEUNG-ON® Samanea Fouc, CHROMA® Abidgen Fouc, CHROMA® Balise Fouc, Abidgen Fouc *Ficus cyathophylla* and PRISMACO® BIK® Bikos Philodendron



**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.

**World's Collection Highlights:** MYTHIC™ *Nessia alba* var. *amazonia*, LIVING LACE™ *Hartwegia asplenium*, MYTHIC™ Silver Dragon *Asplenium*, MYTHIC™ Jangray *Asplenium*, COLOR FLEX™ Beauty Star *Calathea*, DATTOO™ Princess *Calathea*, ORCHID™ Brite Glow *Cymbidium*, DANIELLE FLOW™ *Philodendron*, PRISMATICOLOR™ Brite *Philodendron*

## PROVEN WINNERS® SUPPORT

*Train Your Staff*—Our free Certified retailer training program has been educating garden centers for 20 years. Sign up today to make sure your staff is up to date on the leafjoy program. Learn more at **[provenwinners.com/training](https://provenwinners.com/training)**

*Amplify and Localize Proven Winners National Marketing*—The Connect+® marketing solutions program helps you boost visibility and draw attention to your store. Learn more at **[provenwinners.com/connect-plus](https://provenwinners.com/connect-plus)**

*Make it Easy to Shop Local*—The Find A Retailer Tool on our website makes it easy for consumers to find your store.



# Ordering and Shipping

## 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. Customize your order by choosing from a variety of configurations and enjoy low-volume shipping to order only what you need and easily restock. Contact our sales team for more information and to get your leafjoy department started.

## leafjoy® SHIPPING OPTIONS

**PALLETIZED 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.

## ORDERING leafjoy® FOR YOUR GARDEN CENTER

leafjoy pallets can be any combination of cases with our 12 cm, 17 cm, leafjoy littles, Terraform Terrariums, Canopy Collection™ and H<sup>2</sup>O line to perfectly meet your garden center's needs. Within each case you can customize the varieties to ensure a broad offering. 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 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.

**WE ARE READY TO PLACE YOUR CUSTOM ORDER!**  
FIND CONTACT INFO FOR OUR SALES TEAM BY SCANNING HERE OR VISITING  
**THEPLANTCOMPANY.COM/REACH-OUR-SALES-TEAM**



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





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**leafjoy®**  
bring nature inside®



Endless Cascades™ Fresh Rain™ Wax Vine *Hoya rangsan*  
Beautifall® 'Njoy' Pothos *Epipremnum aureum*  
Network News™ Dispatch™ Nerve Plant *Fittonia albivenis*

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The  
Plant Company 



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