

PW
PROVEN
WINNERS®

leafjoy®
bring nature inside®

WINTER AND SPRING 2025



P.7 leafjoy H₂O® P.16 CANOPY COLLECTIONS™

P.28 DOCBLOCK® ANTHURIUMS P.29 TERRAFORM™ TERRARIUMS



The
Plant Company

ORDER@THEPLANTCOMPANY.COM



MULTILAYER ROOTING CHAMBER

IN 2019, WE ESTABLISHED THE PLANT COMPANY WITH A SINGLE GOAL:
TO REINVENT THE HOUSEPLANT INDUSTRY.

BETTER GENETICS. UNIQUE VARIETIES. EASY ORDERING.

WE HAVE ACCOMPLISHED THAT GOAL.



WE PROUDLY ANNOUNCE OUR 2025 WINTER/SPRING COLLECTION. BROWSE AND ENJOY OUR NEWEST ADDITIONS, CURATED COLLECTIONS AND UNIQUE OPTIONS.

HOUSEPLANTS MADE EASY.

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, CO² 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



Created With Customers In Mind

We designed our leafjoy® program with garden centers and consumers in mind. We surveyed thousands of houseplant-lovers 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. Here's what we asked and how you answered!

WHAT IS YOUR MAIN CONCERN ABOUT HOUSEPLANTS?

- 1 DON'T KNOW HOW TO CARE FOR THEM
- 2 DON'T HAVE A SPOT FOR THEM
- 3 DON'T HAVE ENOUGH LIGHT
- 4 I MIGHT KILL THEM
- 5 WORRIED ABOUT PESTS

WHY DO YOU PURCHASE HOUSEPLANTS?

- 1 BRING A TOUCH OF NATURE INDOORS
- 2 BEAUTIFY MY HOME
- 3 GARDEN YEAR ROUND
- 4 PURIFY THE INDOOR AIR
- 5 REDUCE STRESS

HOW DO I CARE FOR THE PLANT?

We looked at the existing houseplant marketplace and noticed that many plants were being sold without identification or plant care tags. In fact, many plants only included a price sticker and didn't even include a genus, species or variety name! To reduce the plant buyer's anxiety, all leafjoy plants include large plant tags that clearly display the care information shoppers are looking for.

NEW FOR 2025

Our tags now offer quick access to online animations that help consumers care for their houseplants with short informational videos. From tips on light exposure to watering, consumer questions are answered and made easy to understand.



Scan the QR code to view one of our plant care tips animations, or go to provenwinners.com/leafjoy

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 act 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 information
- QR code linking to relevant Care Tips video
- Printed easy-to-follow care information

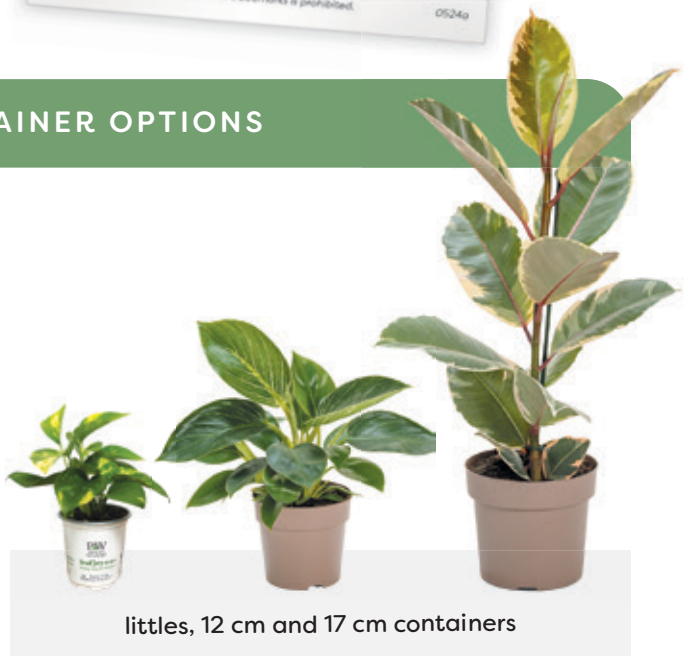


leafjoy® SIZES AND CONTAINER OPTIONS

leafjoy® CONTAINER SIZES

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

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



littles, 12 cm and 17 cm containers

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 desk, nightstand, kitchen counter or anywhere else the consumer can imagine, and thrive for six months to one year and longer.



Scan the QR code
to learn more
about caring for
your leafjoy H₂O[®]

leafjoy H₂O[®] Containers



H₂O BEAKER

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



H₂O DECO RING

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



H₂O BOWL

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

H₂O ELKHORN LAKE

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



H₂O FLUTED MINI

Closed cork
9" container height



H₂O MINI

Closed cork
6.5" container height



leafjoy H₂O[®]
20-pack display tray



H₂O SHENANDOAH

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

**available in 5 colors and 2 sizes*



H₂O MASON JAR

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



H₂O PINT

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



H₂O VENTI

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



leafjoy H₂O® Beaker 6-pack
carrying and display tray

leafjoy littles®



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



**Beautiful®
Jade**
Epipremnum aureum



**Beautiful®
N'joy™**
Epipremnum pinnatum

**leafjoy littles®
Varieties**

SAMPLE SIZE
HOUSEPLANTS

GREAT FOR GIFTS
AND NOVICES

EASY IMPULSE
PURCHASES



**Beautiful®
Off to Oz™**
Epipremnum aureum



**Beautiful®
Snowy Morning™**
Epipremnum aureum



**Beautiful®
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™**

Platycterium veitchii



**Living Lace®
Ruffled Arrow™**

Rumohra adiantiformis



**Living Lace®
Twirly Whirley™**

Nephrolepis exaltata



**Living Lace®
Woolly Tassel™**

Davallia fejeensis



**Mirage™
Cactini™**

Delosperma echinatum



**Mirage™
Kathmandu™**

Senecio barbertonicus



**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



**Urban Arches™
Polished in Pinstripes™**
Cordyline terminalis





leafjoy® Canopy Collection™

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



Jungle Diva™
Roxie™



Beautiful®
N'joy™



Living Lace®
Davana



Living Lace®
Hurricane

AVAILABLE IN THREE SIZES:
9 cm, 10 cm, AND 12 cm.



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

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® N'Joy

Epipremnum pinnatum



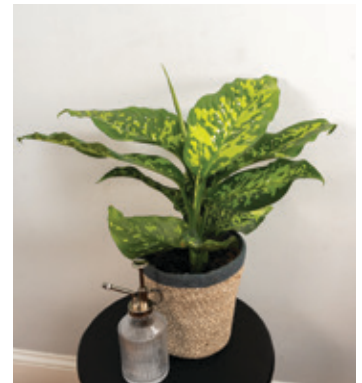
Bold Belles™ Criss Cross™

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®
Chloe**

Ficus elastica



**Chroma®
Ghost Rider™**

Ficus elastica



**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®
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®
Leopardina**

Calathea leopardina



**Color Full®
Like a Prayer™**

Calathea roseopicta



**Color Full®
Makoyana**

Calathea makoyana



**Color Full®
Orbifolia**

Calathea orbifolia



**Color Full®
Thoreau™**

Calathea louisae



**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



**Igneous™
Glitter Glamour™**

Aglaonema commutatum



**Igneous™
Ivory Frost™**

Aglaonema commutatum

Ask about
our fast,
low volume
shipping
options.



**Igneous™
Timeless Tides™**

Aglaonema commutatum



**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

PREMIUM VARIETIES



**Mysteria®
Adansonii**

Monstera adansonii



**Mysteria®
Deliciosa**

Monstera deliciosa



**Mythic®
Blackout™**

Alocasia amazonica



**Mythic®
Dragonite™**

Alocasia melo



**Mythic®
Frydek**

Alocasia hybrid



**Mythic®
Jungle Cat™**

Alocasia zebrina



**Mythic®
Jungle Music™**

Alocasia amazonica



**Mythic®
Lauterbachiana**

Alocasia lauterbachiana



**Mythic®
Longiloba**

Alocasia longiloba



**Mythic®
Mickey Mouse**

Xanthosoma hybrid



**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™
Deviant™**
Philodendron rugosum



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



**Prismacolor™
Electric Eel™**
Philodendron joepii



**Prismacolor™
Emerald Ripcurl™**
Philodendron squamiferum



**Prismacolor™
Fall Leaves™**
Philodendron hybrid



**Prismacolor™
Florida Green**
Philodendron hybrid



**Prismacolor™
Gloriosum**

Philodendron gloriosum



**Prismacolor™
Golden Apple™**

Philodendron stenolobum



**Prismacolor™
Golden Girl™**

Philodendron hybrid



**Prismacolor™
Green Princess**

Philodendron hybrid



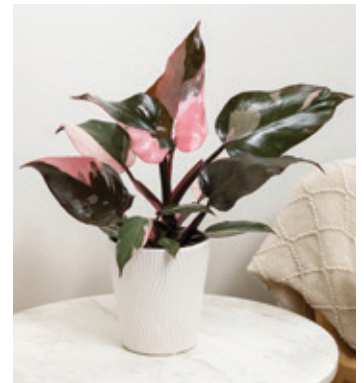
**Prismacolor™
Orange You Gorgeous™**

Philodendron hybrid



**Prismacolor™
Orange Smooth™**

Philodendron billietiae



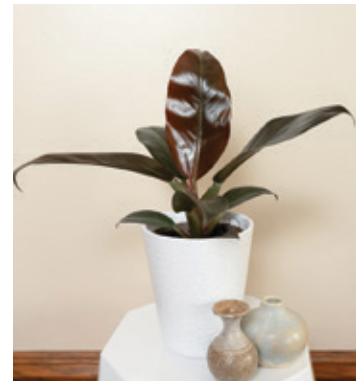
**Prismacolor™
Pink Princess**

Philodendron hybrid



**Prismacolor™
Pop Art™**

Philodendron erubescens



**Prismacolor™
Regal Rouge™**

Philodendron hybrid



Tag design for Premium Varieties



**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



**StyleLush™
Sea Turtle™**

Homalomena rubescens



**Sweet Dreams®
Neverland**

Ctenanthe lubbersiana

Limited Run Varieties

UNIQUE GENETICS

HIGHER PRICE POINT

HIGHER MARGINS



**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



**Endless Cascades™
Sarawak Cream**
Hoya latifolia



**Mysteria®
Spotsylvania™**
Monstera deliciosa



**Mythic®
Apollo™**
Alocasia hybrid



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



**Mythic®
Tentacular™**
Alocasia hybrid



**Prismacolor™
Atabapoense**
Philodendron atabapoense



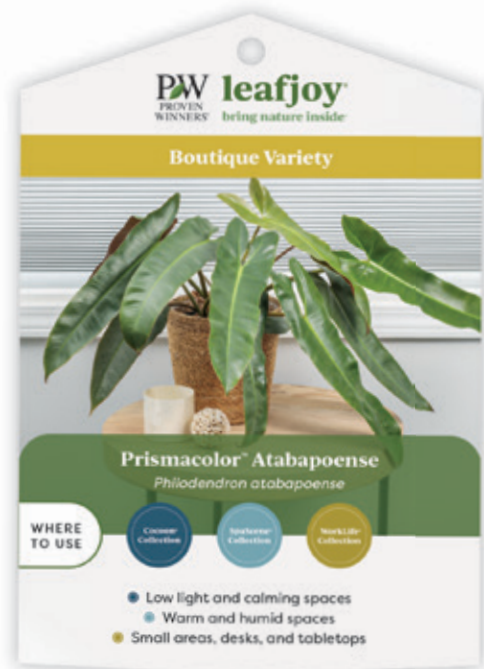
**Prismacolor™
Ruby Ripcurl™**
Philodendron erubescens



**StyleLush™
Uplift™**
Homalomena rubescens



**Tropical Tapestry™
Kura Kura™**
Labisia



Tag design for Boutique Varieties



Tag design and medallion for Collector's Edition Varieties

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 your leafjoy® DocBlock® or go to provenwinners.com/DocBlocks

Terraform™ Terrariums

TERRARIUMS OFFER CUSTOMERS A WAY TO ADD GARDEN FLARE ANYWHERE.

The new Terraform™ Terrariums are the easiest, 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 your Terraform™ Terrarium or go to provenwinners.com/terrariums



bring nature inside®

The leafjoy® Advantage

SAVINGS, SALES SUPPORT AND SOCIAL MEDIA

CONSUMER-FOCUSED

Tags are variety specific with plant care tips and home placement suggestions.

ADVERTISING SUPPORT

leafjoy® is backed by the Proven Winners® brand and national promotional efforts to drive customers to your store.

GENETICS

Premium genetics from tissue culture and a controlled lifecycle ensure improved, consistent quality and a longer shelf life.



GROWING ENVIRONMENT

Plants are sustainably grown in environmentally controlled greenhouses with integrated pest management processes. Plants arrive leaf shined, ready for retail shelves right out of the box.

Buyer Benefits

UP-TO-DATE AVAILABILITY

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



THE LOWEST MINIMUMS ARE DIRECT FROM THE GREENHOUSE

10 case minimums were unheard of until now. We know that houseplants turn over quickly in your greenhouse, so we have built a system to support your continued success. Low Minimum orders with quick ship options will ensure that you have fresh houseplants fast.



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.



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. 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 H²O 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.



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

Retailer Merchandising



leafjoy® PLANTS ARE EASY TO MERCHANDISE

Scatter them throughout the gift department, place them near the checkout counter, develop a separate in-store display and use our helpful POP to help customers choose the perfect plant for their space.



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.

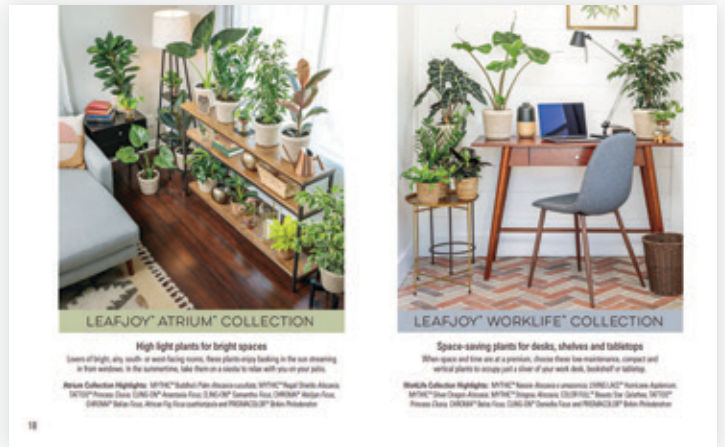


Social media star Laura LeBoutillier from Garden Answer



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.



Amplify and Localize Proven Winners National Marketing—The Connect+® marketing solutions program helps you boost visibility and draw attention to your store.

Make it Easy to Shop Local—The Proven Winners Find a Retailer Tool makes it easy for consumers to find your store.



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



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WINNERS®

leafjoy®
bring nature inside®



3038 STUARTS DRAFT HWY.
STUARTS DRAFT, VA 24477

540.487.4043
sales@theplantcompany.com
theplantcompany.com



CHECK US OUT ON SOCIAL MEDIA @PROVENWINNERSLEAFJOY



The
Plant Company