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Front Lines

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WorryFree: An IGC-Exclusive Brand

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Three of the growers from the Syn-RG collaboration—Prides Corner Farms, Willoway Nurseries and Overdevest Nurseries—have launched a new entity called WorryFree Plants, LLC, to promote a re-imagined WorryFree branded portfolio of about 70-plus plants that will be available exclusively at independent garden centers, with many more plant selections planned for the future.

Branding for WorryFree Etoufee Fountain Grass.

WorryFree plants started with the introduction of sterile barberries bred by Dr. Mark Brand at the University of Connecticut, as well as infertile miscanthus and other options. As the partners thought about plants that would expand the WorryFree branded line, they realized they don't just solve problems like invasiveness, deer browsing and disease issues, according to Ed Overdevest, president of Overdevest Nurseries. They also make it easier for consumers to accomplish their goals in the garden and confidently enjoy their landscapes, hence the tagline "Simply Joyful."

"We recognized the obvious connection between the two, that by addressing concerns consumers might have in utilizing certain plants, we take the worry out, number one. And number two, that allows them to better enjoy what they're doing," Ed added. "With that, we have a reimagined brand where we're beyond just solutions. We're not only talking about making gardening less of a concern for gardeners, but also an even more enjoyable experience than it otherwise would be."

Serving the independent retailer has been a part of the business philosophy for all three partner growers that dates back decades and will continue long into the future, which is why this line is exclusive to IGCs.

"We see IGCs as the best way to launch new plant varieties, a brand, because they're the ones with the ability, experience and proven record of carrying quality plant material," Ed said, adding recent survey data shows consumers, more than ever, trust them as the source of garden knowledge and increasingly value their local authenticity. "It's more than just great plants—it's expert information and a better way to successful gardening." Several growers, including members of Syn-RG, are licensed to grow the WorryFree lineup already and more will be added. The branded program includes pots, tags, point-of-purchase material and a consumer-facing website that

will launch when the brand debuts at Cultivate'26 in Columbus. For more details, visit the partners' booths: Overdevest Nurseries—#154, Prides Corner Farms—#2741 and Willoway Nurseries—#817. **GP**