

Front Lines

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leafjoy From Proven Winners

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I have a couple of updates about the new leafjoy houseplant program from the folks at Proven Winners and The Plant Company. When I stopped in to see their off-site display during TPIE, PW's Dave Konsoer mentioned they're contemplating offering some sort of modern and stylish shelving to retailers on which they can set up their leafjoy display.

If they do, I think it would go a long way in creating a "store-within-a-store"-type display area and in helping Proven Winners establish a consistent and recognizable high-quality houseplant brand.

In getting a bit of info about the shelving from Dave, he told me about another two possibilities for the leafjoy program that have come out of the leafjoy/The Plant Company open house that happened in Stuarts Draft, Virginia.

The first possibility: What about putting plants in hotel rooms? Houseplants can make a sterile hotel room feel that much more homey. Dave plans to reach out to some hotels to see if they'd be interested in this concept using the H2O Minis and Bowls, as these items would be nearly zero maintenance for the hotel.

The second possibility: Dave set up a "Bring Color Inside" display at the open house to promote the more colorful leafjoy varieties and he said it was really well-received by attendees. In fact, it was so well-received that now when The Plant Company ships product they'll include a mix of colorful varieties.

By the way, the "Bring Color Inside" tagline plays off of the leafjoy tag of "Bring Nature Inside." **GP**