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## Going Direct Online

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Bloomin' Easy, a plant brand that offers exclusive low-maintenance cultivars, announced its new website, [bloomineasyplants.com](https://bloomineasyplants.com), at the beginning of May, which would allow consumers to buy direct online.

"We're on a mission to make gardening easier and more inviting for young homeowners," says Founder DeVonne Friesen. "Making it easy to purchase our plants online anytime fits our mission and will lift up the entire Bloomin' Easy networks as we generate demand through a variety of digital strategies over the next few years."

The site also features DIY videos, care reminders and more info on Bloomin' Easy plants, as well as a Find a Retailer tab where visitors can find an in-person location selling the plants. **GP**