

Front Lines

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Proven Winners & leafjoy

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I caught up with Proven Winners Media Coordinator Jeanine Standard at Cultivate in Columbus this year to find out what would be new for 2023. Aside from lots of new introductions (that my cohorts will cover in upcoming newsletters and issues), we talked about the expansion of the leafjoy line of houseplants. The line is a partnership with The Plant Company and has been broken up into multiple collections to make it easier for customers to decide which plant works for their spaces.

The collections include Atrium (high-light spaces), Cocoon (low-light), WorkLife (space-saving plants) and SpaScene (high-humidity plants for bathrooms), along with the H2O collection of hydroponically grown plants that live in water in vases and bowls. There are now nearly 100 plants in the line. The folks running leafjoy will be working on a newsletter for retailers that will highlight plant profiles from the collections and new additions.

You'll also see more of Proven Winners on TikTok via influencers Jose Tortolero and Joshua Hiebert, AKA Mr. Gardeners. They have nearly 2 million followers on the

platform, and also work with Scotts Miracle-Gro and Petsmart. Their goal is to show how Proven Winners plants can grow in Florida, where they live, with the heat and humidity. Check them out at [tiktok.com/@mr.gardeners](https://www.tiktok.com/@mr.gardeners). **GP**

Pictured: The Cocoon Collection from Proven Winners' leafjoy line at Cultivate'22.