



Press Release from Proven Winners®

For more information, please contact:

Kate Spirgen

B2B Marketing Specialist, Proven Winners®

kspirgen@provenwinners.com

779.222.0518

FOR IMMEDIATE RELEASE

Fessler Nursery Partners with The Plant Company

The family-owned nursery will start deliveries of leafjoy® premium houseplants to the Western U.S. in late August.

[DeKalb, IL] - [Aug. 16, 2023] – The Plant Company has partnered with Fessler Nursery in Woodburn, Oregon, to distribute leafjoy® premium houseplants, opening new markets in the Western U.S. Fessler Nursery will begin delivery of leafjoy houseplants to the following states later this month: Arizona, California, Colorado, Idaho, Montana, New Mexico, Nevada, Oregon, Utah, Washington and Wyoming.

“The Plant Company is pleased to be partnering with Oregon-based Fessler Nursery,” says Pete Sheardy, Midwest & Western territory manager at The Plant Company. “Their commitment to the very best growing practices will help us provide high-quality leafjoy houseplants west of the Rockies and grow our customer base.”

The company is officially launching its partnership at the Farwest Show in Portland, Oregon, and will begin delivering plants the week of Aug. 21. Visit Proven Winners at Booth #8055 during the show Aug. 23-25 to see a sample of their offerings.

Fessler Nursery is a family-owned, quality grower of indoor plants, and will meet the same high standards of quality as The Plant Company. They will be able to provide more economical shipping rates to Western U.S. customers than The Plant Company’s Virginia facility. The 60-year-old nursery has been growing houseplants for about 15 years and is excited to join Proven Winners and the leafjoy brand.

“Being able to partner with a company that has access to the marketing that Proven Winners does adds a lot to our nursery and our growing operation,” says Tanner Fessler, production and sales manager at Fessler Nursery. “I think partnering with The Plant Company specifically is amazing since we have the same morals and values and growing philosophies. That’s what makes us a good fit.”

Fessler Nursery is growing selections from all three leafjoy collections – Premium, Boutique and Collector’s Edition – in a variety of sizes. The grower plans to start with a small but diverse mix and ramp up production to carry the complete line by the end of 2023.



About The Plant Company

The Plant Company is a wholesale grower based in Stuarts Draft, Virginia, that offers premium quality leafjoy® houseplants to garden retailers of all sizes. The company is dedicated to transforming the indoor houseplant market in North America by producing the highest quality plants, offering unique genetics, and utilizing innovative production techniques. More information about leafjoy and The Plant Company is available at theplantcompany.com.

About Proven Winners

Proven Winners is a global plant brand that introduces the industry's leading annuals, perennials, shrubs, trees and houseplants to the market through a network of top propagators. It combines extensive experience, innovative thinking, and world-class customer service to ensure professional growers and home gardeners have the most efficient tools and dynamic growing solutions for ongoing success. Look for Proven Winners products in garden centers throughout North America in their signature white branded container. More information about Proven Winners is available at provenwinners.com.