



Press Release from Proven Winners®

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FOR IMMEDIATE RELEASE

leafjoy® Adds Exclusive DocBlock® Velvet Leaf Anthuriums to Collection

Partnering with renowned breeder Dr. Jeff Block, the brand is proud to welcome high-impact, exotic DocBlock Select houseplants to its offerings.

[DeKalb, IL] – [Oct. 17, 2024] – Proven Winners® is adding a unique and stunning collection of exotic anthuriums to the leafjoy® brand of houseplants. Beginning with ‘Michelle’ *Anthurium magnificum*, The Plant Company is welcoming a selection of internationally renowned DocBlock® anthuriums to its greenhouses under the name DocBlock Select.

“Aroids are a diverse and fascinating group of plants that have captured the imagination of new and veteran plant enthusiasts worldwide,” says Jason vanWingerden, co-founder and CEO of The Plant Company. “Aroid collection has increased in recent years during the houseplant boom and serious collectors want high-quality, healthy plant material they can trust, along with tips to care for their investments. We know they’ll find all of that with DocBlock Select.”

DocBlock velvet leaf anthuriums feature amazing vigor and quality, and are well-known for their unique textures and striking colors, such as red emergent leaves and silver veining. Dr. Jeff Block carefully hand-selects traits in anthurium seedlings and only introduces those he deems to be most desirable into the DocBlock collection. Those meticulous breeding standards allow this brand of anthuriums to thrive in the rare plant category.

“Proven Winners® is committed to meeting and surpassing customer expectations,” says Dave Konsoer, Proven Winners vice president of sales. “Our partners at The Plant Company have meticulously selected these plants with this mission in mind. Their extensive research into DocBlock’s dedication to genetic excellence has consistently exceeded collectors’ expectations, making it a logical and confident choice to add to our offerings.”

‘Michelle’ *Anthurium magnificum* is now in regular production from tissue culture. This variety, featuring large, heart-shaped leaves that emerge bright purple with reddish veins and then mature to green with a velvety sheen, is particularly robust and hardy. ‘Michelle’ is already popular among anthurium enthusiasts and was named the Favorite New Flowering Plant at the Tropical Plant International Expo in 2022.

The Plant Company is excited to add more anthuriums soon and is continuously exploring new DocBlock additions to the collection, ensuring that customers can always look forward to new introductions. “IGCs should invite their customers to indulge in the rare and exquisite beauty of DocBlock anthuriums as a



stunning feature addition to any indoor space. These unique plants offer a touch of elegance and require minimal care, making them perfect for houseplant enthusiasts and aroid collectors,” says Frank Paul, co-founder and COO of The Plant Company.

Adhering to the same strict standards met by DocBlock, all plants are guaranteed to have at least three leaves measuring 3 to 6 inches in length when shipped. Undergoing the same scouting and care as all leafjoy plants, they arrive pest and disease free, ready for retail shelves.

DocBlock plant tags come with care instructions, including light, water and temperature requirements to help consumer achieve the best results.

For information on ordering and shipping, please visit theplantcompany.com/wholesale-ordering-and-shipping.

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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.

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.