



Press Release from Proven Winners®

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FOR IMMEDIATE RELEASE

The Plant Company Adds State-of-the-Art Greenhouse Space

The 5-acre expansion includes automation, high-tech climate control and more to meet the growing demand for leafjoy® houseplants.

[Stuarts Draft, VA] – [Nov. 11, 2024] – To meet the growing demand for Proven Winners® leafjoy® houseplants, The Plant Company has undergone an extensive construction project, adding 5 acres of high-tech greenhouse space to its operation. The expansion enables the premium houseplant grower to effectively double its annual output, allowing it to better serve customers with the high-quality leafjoy product they’ve grown to love.

The new growing space positions The Plant Company for the future with the ideal infrastructure to continue expanding both the liner and finished plant sides of the business. With the increasing demand for houseplants, especially the fast-growing Proven Winners® leafjoy littles® line, H2O® and Terraform™ Terrarium products in mind, this new space increases labor efficiency by about 20%.

“As the Proven Winners leafjoy brand continues to grow and evolve, this new space will allow us to innovate and delight even more customers with a constant supply of premium houseplants,” says Jason vanWingerden, co-founder and CEO of The Plant Company.

Engineering and tech advances in the new space improve ergonomics and reduce labor with a fully automated internal transport system that moves containers to the correct place in the multilayer rooting chamber. The company has also invested in new automation and energy-saving technology that improves space usage by 10-15% and concentrates the handling of plants for more efficient sticking, sorting and shipping.

With sustainability in mind, the new technology not only reduces labor, it improves energy expenditures. A PAR Perfect shade curtain and double energy curtain reduce electric inputs, and 100% recirculation of irrigation water reduces water usage. The system also includes CO2 injection from a high-efficiency boiler system. The new boom system allows for more precise watering of liners with automated spray to keep conditions ideal for rooting. The expansion also includes two electric air handling units with heat pump technology to cool, heat and dehumidify the air.

The advanced LED system adjusts the light spectra per track, optimizing plant growth speed, quality and uniformity based on species and growth stage. And integrated IIVO climate control software monitors all processes and alerts the grower when abnormalities occur in the growth process.



The Plant Company worked closely with the GreenV group, specifically HT Verboom and Prins USA to design an internal logistics system that improves overall operations. “This new technology serves our needs today, but also looks to the future, accounting for expansion and automation,” says Frank Paul, co-founder and COO of The Plant Company.

The Plant Company hosted a ribbon-cutting ceremony on Oct. 22 to celebrate the new space, with Virginia Secretary of Agriculture and Forestry Matthew Lohr, State House Representative Ben Cline, Augusta County Administrator Timothy Fitzgerald and Rural Development State Director Perry Hickman in attendance.

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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 Proven Winners® 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.