



Press Release from Proven Winners®

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FOR IMMEDIATE RELEASE

### **The Plant Company Introduces All-Natural Climb-itt™ Houseplant Support Poles**

The innovative plant-based climbing sticks attract roots with a natural texture for improved growth and support.

[Stuarts Draft, VA] – [Dec. 16, 2024] – To provide indoor gardeners a sustainable option in climbing houseplant supports, The Plant Company is excited to welcome Climb-itt™ to the Proven Winners® leafjoy® line of products. Made from a combination of potato starches and elephant grass, Climb-itt is 100% natural, offering a plastic- and chemical-free array of plant support systems.

Customers simply place the Climb-itt™ pole between the roots of their plant for stable support, attach the bio-clips and watch their houseplants grow naturally to reach their full potential. The bio-clips, made from the same all-natural materials, bend with the growth of the stem, allowing the plant to develop naturally without the risk of pinched sap flow. Indoor gardeners can even water the roots of their houseplants directly through the center of the pole to prevent evaporation.

By offering plants the natural, bark-like texture they would find in the wild, Climb-itt poles attract houseplant roots, creating a plant-to-plant relationship that helps them thrive. Spraying the supports from time to time also encourages aerial roots to attach to the pole, providing moisture for healthy growth. And there's no need to worry about fungi. Thanks to the lactic acid found in the potato peels, the plant poles prevent mold growth.

Offerings in the Climb-itt line include 40-mm and 60-mm support poles, climbing planks, support canes, Eco Wire, shapable support sticks and connectors. As their houseplants grow, customers can stack Climb-itt poles using the connector made from the same raw material for a completely plastic-free system. While the poles will last for years indoors, they are completely biodegradable and will break down in the landfill.

“Adding Climb-itt to the leafjoy family of products is the first step we’re taking to provide houseplant enthusiasts with resources they need to care for the high-quality leafjoy houseplants they love,” says Jason vanWingerden, co-founder and CEO of The Plant Company. “The Plant Company is proud to be working with the Netherlands-based Kratiste company to bring these sustainable and nurturing plant supports to the U.S. and Canada.”



Come see Climb-itt in person at booth **7288** at **MANTS** and booth **517** at **TPIE**. The creators of Climb-itt and owners of Kratiste will be at TPIE to answer your questions and demonstrate how the support systems work.

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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](http://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](http://theplantcompany.com).*