GROWERTALKS

GT in Brief

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Curoplant Company Ltd. Changes Name to Bloomin' Easy Plants Inc.

Jennifer Zurko

Bloomin' Easy announced the legal name change of its parent company from Curoplant Company Ltd. to Bloomin' Easy Plants, Inc. The new name reflects the company's focus on the Bloomin' Easy consumer brand across North America.

"In the early stages of both the Bloomin' Easy brand and Curoplant Co., our vision was to create a broadly focused IP and marketing company, so we chose a name that could encapsulate that strategy," said Bloomin' Easy Plants, Inc. President DeVonne Friesen. "But as we've partnered with growers, breeders and leading industry sales channels, the incredible growth, demand and energy behind the brand has made our focus on Bloomin' Easy the clear priority. The name change clarifies that focus for all of our amazing partners."

Bloomin' Easy Plants, Inc. works with top breeders and agents across the globe to introduce and market improved new low-maintenance genetics. Through innovative marketing and after-purchase care support, its Bloomin' Easy brand aims to make gardening more inviting and easier for young homeowners. The company sublicenses top wholesale producers in the U.S. and Canada to bring its licensed cultivars to market and manages the marketing for Bloomin' Easy and its collection that promises "Easy to Grow, Easy to Love" and "Plant, Water, Relax" messages for young homeowners.

To learn more about Bloomin' Easy Plants, Inc. and Bloomin' Easy, visit bloomineasywholesale.com. **GT**