



PLAINVIEW  **PURE**

PREMIUM ORCHIDS & SUCCULENTS



**Well-known for their easy elegance** and universal appeal, Phalaenopsis orchids are the hallmark of the orchid family. With large showy blooms, a spectacular range of colors, and unique markings, these orchids epitomize the beauty of nature. From classic white to intense purple. From tall, cascading to double spikes of endless blooms. Orchids are a timeless and beloved treasure!



**Deep green, rich succulents** with just a hint of color around the edges or with deep hues penetrating from the center. These healthy and hardy plants exemplify the strength and beauty of nature. From the soft edges of Scheideckeri to the harsh ridges of Aloe Humilis. Succulents are fast becoming the new obsession of both indoor and outdoor gardeners!



**Strong & Resilient** our EasyCare line of plants offer a unique and exotic look. From the deep rich spikes of Sansevieria – fanned, twisted, or grown into a braid. To the unusual look of Euphorbia and Adenium. These hardy and extremely low maintenance plants perform well most anywhere!

# The Pure Beauty Of Nature.

# Table of Contents

01. <b>Pure Orchids</b>	04
02. Why Pure Orchids	05
03. Natural Orchids	06
04. ColorFuze Orchids	08
05. Orchid Upgrades	10
06. <b>Pure Succulents</b>	12
07. Pearls	13
08. Woods	16
09. Rocks	18
10. Succulent Upgrades	21
11. ColorFuze Succulents	23
12. <b>Easy Care</b>	24
13. The Plainview Story	26

Plainview PURE – **It's the way nature intended.** Beautiful flowers. Intense colors. Hardy and healthy plants. Intriguing varieties. Plants that bring the outdoors into your home or office. Our **PURE** line of orchids, succulents, and EasyCare plants are available in a wide range of varieties and sizes. From individual plants to garden designs, we create high quality, high value products that provide **long-lasting beauty and enjoyment!**



**PREMIUM ORCHIDS & SUCCULENTS**



**PUREORCHIDS**

**Simply stated, PURE Orchids are captivating!** Hand selected and inspected before shipping, only the finest orchids leave our greenhouse. This ensures that you receive nothing less than a beautiful plant with showy color and long lasting beauty!

Each season, our in-house designer creates unique and inspiring upgrades with styles ranging from modern to traditional. By leveraging upcoming trends, these designs enhance the appeal of our orchids and perfectly blend with the season. This added touch keeps our orchids fresh and exciting.

**The perfect way for you to increase floral sales!**

## WHY PURE ORCHIDS?

**We start with the finest, select breeds of Taiwanese orchids** which are well known for their high bud count and large petals. These plants are then nurtured for the next six months by our seasoned team of orchid growers. The perfect environment is created, giving the proper amount of humidity and adjusting the temperature and lighting based on the plant stage. Each orchid is individually staked with decorative bamboo to provide support as the plant forms buds and blooms. This special care ensures healthy, happy plants with beautiful, long-lasting blooms.

Our orchids are grown in a potting mixture of sphagnum moss and coconut fibers. This mixture has superior moisture retention, helping to keep the moisture level optimal and minimizing the need for watering. This ease of care is not only beneficial to the plant, but also to your floral department and the end consumer.

**Exquisite beauty combined with low maintenance is the perfect formula for happy customers!**

**Pure Orchids are available in three sizes** – 5", 4" Mini, and 3" Micro Mini. This range of sizes ensures there is an orchid for almost anywhere and any budget!

Our 5" premium orchids are the crème de la crème of our inventory! Ranging from 20 – 28" in height, these beauties boast upwards of 10-12 flowers. They are available in a wide range of colors and markings; as well as our much sought after white orchids.

Not to be outdone, our 4" mini orchids make a great statement on their own. More compact, their height ranges from 12-15". Despite their shorter size, their beautiful and showy flowers portray a burst of color. Our mini orchids also boast a high bud count upwards of 12-16 flowers and are available in a wide range of colors and markings.

**Our Micro Mini orchids**, with a height range of no more than 10" fit just about anywhere. Perfect on a kitchen windowsill, desk, or corner shelf; they brighten just about any spot. Displaying upwards of 8-10 flowers, they provide bright, intense color.



5" Orchid



4" Mini Orchid



3" Micro Mini Orchid

## NATURAL ORCHIDS

---

**Our premium natural orchids are sold by color families.** Most popular are our white, purple, and novelty colors. We also offer beautiful shades of pink, yellow, and orange.



**White**



**Pink**



**Purple**

**Each color family provides** a beautiful assortment of orchids. From dark hues and showy markings that reflect bold character to soft pastels that blend effortlessly anywhere.



**Yellow**



**Orange/Salmon**



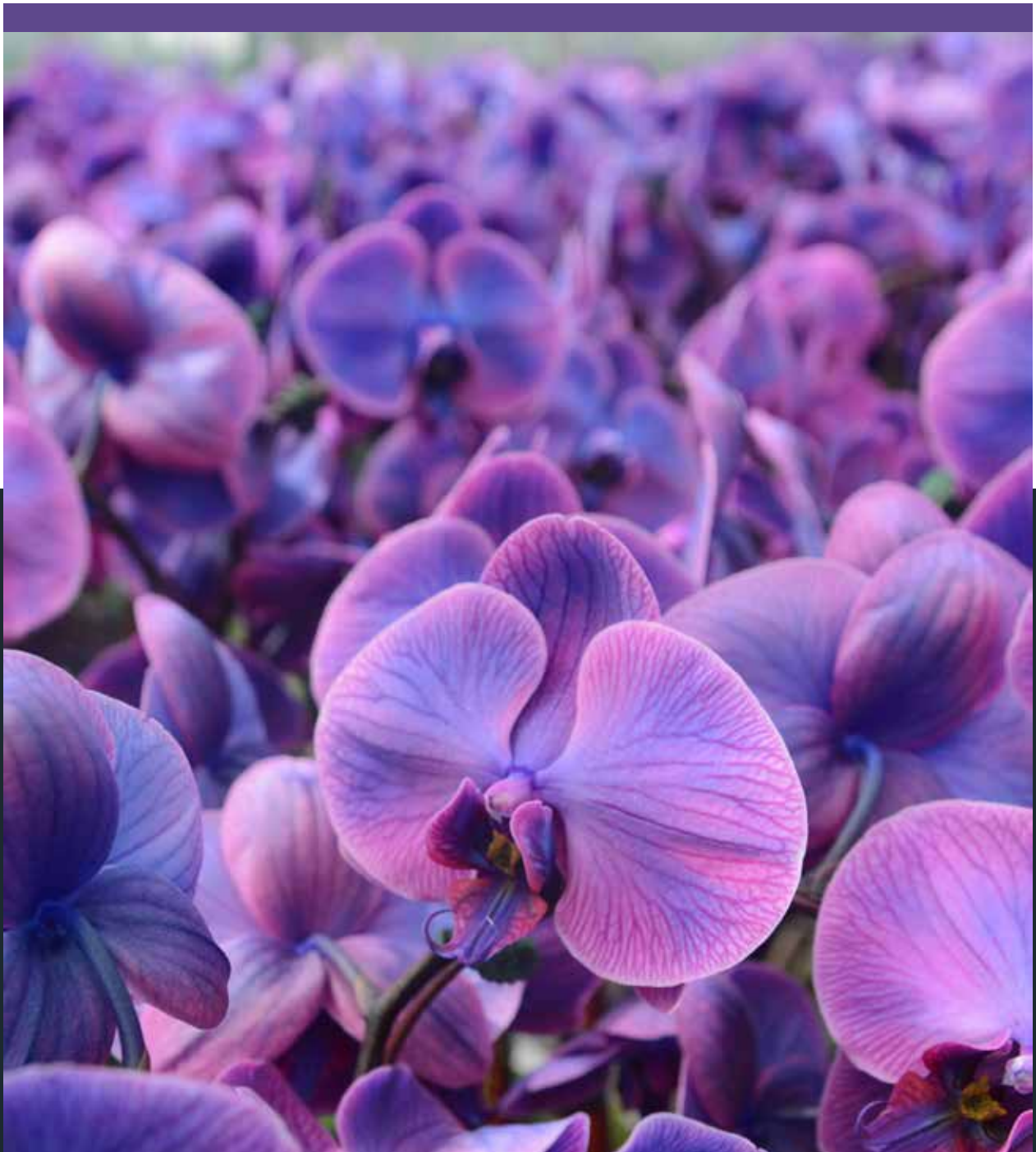
**Novelty**

## COLORFUZE ORCHIDS

---

**ColorFuze orchids start with our premium 5" orchids.** We then inject a patented, non-toxic dye into the stems. The dye infuses through the flowers and buds, creating a deep rich color with stunning variations in the trailing buds. We are only one of three licensed U.S. producers of dye-infused orchids.

**ColorFuze orchids are available year round.** With eight colors available, there is always a perfect choice for any season!





Blue Diamond



Blue Ocean



Purple Fusion



Lavender Mist



Pink Lemonade



Orange Sorbet



Yellow Tropic



Limelight





**Unique and versatile**, succulents are a must-have item in the floral industry. They provide unique color, texture, and style. With their carefree maintenance and durable beauty, they are an ideal addition to your floral program!

**We select only hardy varieties - including patented varieties from the Netherlands.**

**These are specifically chosen** for their natural ability to minimize stretch, produce more intense color, and establish better growing habits. By providing ideal growing conditions, we produce large, highly attractive plants that naturally endure a longer shelf life and minimize loss in transit.

## PEARLS

---

**With their beautiful rosettes** and variety of colors and leaf patterns, Pearls are the most popular family of succulents. They require minimal watering and possess an inherent tolerance for high temperatures and sunlight.



All Pearl varieties have one thing in common - Rosettes - a true sign of nature's beauty.  
Beyond that, each variety offers its own unique characteristics.

## PEARLS

**The Pearl family is comprised of Echeveria.** This family offers beautiful rosettes in a large range of colors and leaf styles. Edges can be pointed, rounded, or a combination of both. Leaves can be smooth or textured. Colors range from deep dark hues of purple and green to light shades of pink and gray.



**Agavoides**

available in 2", 3.5" & 5"



**Apus**

available in 2", 3.5" & 5"



**Green Pearl**

available in 2", 3.5" & 5"



**Hercules**

available in 2", 3.5" & 5"



**Lilacina**

available in 2", 3.5" & 5"



**Lola**

available in 2" & 3.5"



**Mira**

available in 3.5" & 5"



**Orion**

available in 2", 3.5" & 5"



**Pelusida**

available in 2", 3.5" & 5"

**Purple Pearl**

available in 2", 3.5" &amp; 5"

**Sagita**

available in 2", 3.5" &amp; 5"

**Schedeckieri**

available in 2", 3.5" &amp; 5"

**Serrano**

available in 5"

**Setosa**

available in 2", 3.5" &amp; 5"

**Subsessillis**

available in 5"

**Texensis**

available in 5"

**Fabiola**

available in 2" &amp; 3.5"

**Purpureum**

available in 2" &amp; 3.5"

**Dark Red**

available in 2"

**Dark Purple**

available in 2"

**Pachyphytum Bracteosum**

available in 2"

## WOODS

---

**Compact and sturdy**, our Woods family creates depth and interest. Consisting of Crassula and Kalanchoe, this family offers plants with unique foliage and significant form. Most varieties grow fairly quickly and are equally beautiful in a standalone container or as focal point in a large dish garden or planter.



Wood varieties are known for their fullness and unique foliage shapes. Ranging from small, thin leaves to large oval ones, tubular in shape to curly – Wood varieties add depth and form.

**Crassula Curly Gray**

available in 5"

**Crassula Horntree**

available in 2", 3.5" &amp; 5"

**Mesembryanthemoides**

available in 5"

**Crassula Minor Double**

available in 5"

**Crassula Money Maker**

available in 5"

**Crassula Ovata**

available in 2", 3.5" &amp; 5"

**Crassula Hulk**

available in 5"

**Kalanchoe Flapjack**

available in 5"

**Kalanchoe Tomentosa**

available in 5"

## ROCKS

---

**The strongest of our succulents**, this family includes Aloe, Gasteria, and Hawthoria. Easily accepting of a dry environment, these varieties perform well with partial sunlight and minimal care. Although these varieties are slow growers, they can get quite large making them a perfect choice for single, trendy containers.



Hard and edgy, Rock varieties are quite unique! Showing a variety of pointed leaf shapes and color variegation, Rocks are a crowd stand out.



**Aloe Humilis**

available in 5"



**Aloe Reitzii**

available in 5"



**Aloe Variegata Magic**

available in 5"



**Aloe Vera**

available in 5"



**Gasteria Aristata**

available in 3.5" & 5"



**Gasteria Flow**

available in 2", 3.5" & 5"



**Gasteria Kyaka**

available in 5"



**Gasteria Little Warty**

available in 2"



**Gasteria Zimflora**

available in 5"

**Hawthoria Blg Band**

available in 2"

**Hawthoria Concolor**

available in 2"

**Hawthoria Paris**

available in 2"

**Hawthoria Limifolia**

available in 2" &amp; 5"

**Hawthoria Pentagona**

available in 2", 3.5" &amp; 5"

**Hawthoria Zebra**

available in 2" &amp; 3.5"

## STANDARD SUCCULENT CONTAINERS

Pure Succulents are offered in standard grower pots and in three distinct sizes. All sizes are available to ship in trays of straight varieties.

**2" - PACK 28****3.5" - PACK 18****5" - PACK 8**

## COLORFUZE SUCCULENTS

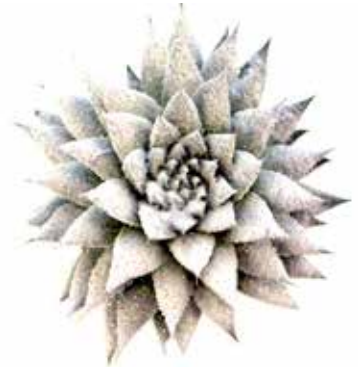
**Only hardy**, long-lasting varieties are selected for our ColorFuze succulents. They are painted to order using water-based, non-toxic floral paint. The paint is harmless to the plant. As it grows, the natural green leaves provide a unique and charming contrast.



Silver



Gold



Snow



Pink



Lavender



Red



Green



Soft Blue



Yellow



Orange



White



Blue



  
**easy**care

Our new line of eco-friendly plants are truly **easy care**! Hardy and durable, these plants perform well most anywhere. They enjoy filtered light and require very minimal watering. Exotic and contemporary looking, our EasyCare plants are sure to grab attention! Sold in both plastic grower pots and sleek ceramics.



**Euphorbia Lactea**  
5.5" Ceramic Upgrade



**Adenium Arabicum**  
5.5" Ceramic Upgrade



**Sansevieria Braid**  
5.5" Ceramic Upgrade



**Sansevieria Spaghetti**  
5.5" Ceramic Upgrade



**Sansevieria Fan**  
5.5" Ceramic Upgrade



**Sansevieria Rocket**  
5.5" Ceramic Upgrade



**Sansevieria Braid**  
3" Ceramic Upgrade



**Sansevieria Spaghetti**  
3" Ceramic Upgrade



**Sansevieria Rocket**  
3" Ceramic Upgrade



**Sansevieria Fan**  
3" Ceramic Upgrade



**Hoya Kerrii**  
3" Ceramic Upgrade

All EasyCare varieties  
are available in plastic  
grower pots.

## THE PLAINVIEW STORY

Exceptional Flowers. Exceptional Value. Exceptional Service. That's Plainview Pure!



Joe, Tom, and Arie Van Vugt

photo credit: Wegmans Food Markets

**Plainview Growers, Inc. was established in 1986** by Arie & Flo Van Vugt. As the business grew, sons Tom and Joe joined the management team. For over 30 years Plainview Growers has been family owned and operated with the continuous goal of providing high quality plant products.

**The business began by producing** and selling finished bedding plants and potted crops. In 2007, orchids were added to the product mix with succulents following in 2014. Today, Plainview Growers, under the flagship brand of Plainview Pure, offers a distinctive line of premium orchids and succulents.

Originally operating under one greenhouse, Plainview has multiple locations comprised of over 18 acres of growing space. This provides ample room to maintain extensive product inventory year round. With a new headquarters in Allamuchy, NJ, Plainview Growers is strongly committed to their long-term goal of growing and shipping only high quality premium plants!

### Plainview Delivers

**Our climate controlled fleet** of vehicles ensures quality products ship direct from our greenhouse to your door. We can provide weekly deliveries from Boston to N.C. to Chicago. Our shipping partners enable us to extend our reach to Midwestern and Southwestern states.

With our large and varied inventory, fast order turnaround, and climate controlled delivery fleet, we can meet your needs for high quality orchids and succulents year-round!





**Plainview Pure** is the flagship division of Plainview Growers, offering gorgeous premium orchids and succulents from our over 30 years of experience as a greenhouse grower.



**Plainview Growers**

229 Farm Road | Pompton Plains, NJ 07444  
Phone +1 800 541 1611  
[www.plainviewgrowers.com](http://www.plainviewgrowers.com)