



PLAINVIEW  PURE



## PLAINVIEW PURE ECO-FRIENDLY

**Plainview Pure is** our flagship brand of premium plants designed for home, office, and seasonal gardens. From our exquisite orchids to our striking succulents and hardy green plants, our products provide long-lasting beauty with minimal care.

**We select hardy varieties** that require minimal watering; making them low maintenance and eco-friendly. With a wide selection of colors, sizes, and light needs, there truly is something for everyone.

## PLAINVIEW BRANDS



### PURE SUCCULENT

Originating from around the world, our succulents and cactus are available in a large variety of sizes, shapes, and colors.



### PURE GREENPLANTS

Possessing a hardy disposition and an iconic look, our green plants are the ultimate in low maintenance home décor.



### PURE ORCHIDS

Cultivated from Taiwanese orchids, our orchids offer large petals, high bud count, and lasting beauty.

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**Plainview PURE.** It's the essence of nature. Striking plants with intense colors, unique shapes, and hardy dispositions. Our PURE line of indoor plants brings the beauty of nature indoors. These plants are available in a wide range of varieties and sizes. From individual plants to garden designs, we create high-quality and high-value products that provide long-lasting beauty and enjoyment.



PREMIUM ORCHIDS & SUCCULENTS



# PUREORCHIDS

## Stunning Orchids in Stylish Designs

**Phalaenopsis orchids** are by far the most popular orchid variety. Their ease of care and long lasting flowers make them an ideal addition to both home and office. With bright, indirect light – either natural or artificial – and a little bit of moisture, these orchids will display colorful showy blooms for quite some time.

Over the past decade Plainview Growers has become a premier orchid grower, producing healthy, hardy, and simply gorgeous orchids! We start by importing only the finest breeds and finishing them in our family owned greenhouse. The orchid plants are potted in a mixture of sphagnum moss and coconut fiber. This mixture provides proper water retention without overwhelming the plant. Our experienced growers carefully nurture them, providing the proper lighting, humidity and temperature for each growth stage. This special attention ensures we deliver healthy and hardy plants that are ready to produce showy blooms.

**Pure Orchids** come in all colors and sizes. Colors range from light to dark and from solid to novelty markings and stripes. With multiple sizes to choose from there is an orchid for everyone. Our Micro Mini orchids are the perfect gift for a co-worker or a new apartment dweller. Large orchids and gardens make the statement you need for the coffee table or the board room.

**For any occasion and every style, Pure Orchids are an affordable luxury for everyone!**





## NATURAL ORCHIDS

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Our premium orchids are available in a multitude of colors. With solid colors, varying hues, and unique markings, each displays its own unique beauty. Most colors are available in all three sizes: 3" Micro Mini, 4" Mini, and 5".



**White**



**Lipstick**



**Pink**



**Purple**



**Yellow**



**Kaleidoscope**



**Orange**



**Coral Salmon**



**Novelty**



## COLORFUZE ORCHIDS

Make a bold statement with the extra intensity of our ColorFuze orchids. We inject a patented, non-toxic dye into our premium 5" orchid. The dye infuses throughout the plant, creating deep colored flowers with stunning variations in the trailing buds. ColorFuze Orchids are available in nine show-stopping colors.



**Blue Diamond**



**Blue Ocean**



**Ultra Violet**



**Purple Fusion**



**Lavender Mist**



**Apricot Sunset**



**Pink Lemonade**



**Yellow Tropic**



**Limelight**



# PUREGREENPLANTS

## Green Plants for Today's Consumer

**Green plants are** driving up houseplant sales as young consumers look for ways to easily connect with nature. Displaying an aura of wellness and having a propensity for thriving in most any condition, Pure GreenPlants are the perfect fit for millennial plant lovers. These plants are eco-friendly and portray a sense of well-being. Most varieties in our GreenPlants collection are virtually indestructible. These resilient plants guarantee success even for the first time plant owner!

Pure GreenPlants include a collection of various Sansevieria. From the more traditional Trifasciata to the exotic Cylindrica, this collection is by far our most durable and steady performer. It is mostly comprised of plants who thrive even in undesirable lighting conditions.

Sansevieria Trifasciata is the most well-known variety. This iconic plant portrays a retro feel. But we've modernized its look by adding extra cuttings. This creates a fuller plant that is more appealing and of greater value.

This category also includes Sansevieria Hahnii, more commonly known as bird's nest. These more compact plants boast beautiful color variegation and fullness. They look great in all sizes and add a beautiful pop of greenery most anywhere.

**Looking for a little more flair?** Our exotic cylindrical plants will give you a unique look. Each plant is hand-crafted by our own greenhouse staff. The spear-like spikes are carefully placed to create a specific configuration. The plants are then finished in our greenhouse until they are well rooted and ready to ship. With its intertwined spikes and ribbon-tied tip, Braid is by far, the most popular formation.

Upgraded in beautiful ceramic containers, our green plants are elevated to a whole new level!





## GREENPLANTS

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**Versatile and care-free**, our green plants perform well most anywhere! From rich leafy greens to varied and unique forms, this category offers of a wide variety of plants and styles.



**Cylindrica Braid**



**Cylindrica Fan**



**Cylindrica Fernwood**



**Cylindrica Multi-Straight**



**Cylindrica Rocket**



**Cylindrica Spaghetti**



**Boncelleses**



**Francisii**



**Samurai Dwarf**



**Trifasciata Laurenti Green**



**Trifasciata Laurenti Golden**



**Trifasciata Moonshine**



**Trifasciata Superba**



**Trifasciata Canary**



**Hahnii Green**



**Hahnii Black Jade**



**Hahnii Golden**



**Hahnii Jade Pagoda**



**Pachira Braid  
(Moneytree)**



**Pachira Single  
(Moneytree)**



**Ficus Ginseng  
(Bonsai)**



# PURE SUCCULENTS

## Exceptional Quality & Selection

**Succulents are everywhere** – restaurants, hotel lobbies, offices, and homes. These hardy and versatile plants are fast becoming a staple of plant décor. The abundance of varieties and easy care are likely fueling their popularity.

At Plainview Growers, we have a reputation for being choosy about what we grow. We select varieties that perform well, offer aesthetic appeal, and are long-lasting. Planted in our own proprietary blend of growing material; these plants get the proper nutrients and moisture for optimal growth. Grown in our own greenhouse, we ensure every plant is big, healthy, and beautiful before it ships!

**Our succulent family** has expanded to include cactus varieties. These plants, native to the Americas, are virtually indestructible and have their own unique style. Cactus are slow growing, which makes them perfect houseplants! They won't quickly outgrow their containers and they look good any time of year.

There is nothing small about our succulents and cactus. We grow them so they can make a statement by themselves or mixed in a garden. Most varieties are available in each size – 2", 3.5" and 5". No matter the size; our succulents always make a bold statement!





# Exciting New Varieties

**At Plainview**, the status quo is never the norm. We are always in search of the latest trends and the newest plants to add to our program.

**Introducing Cereus Paolina!** It looks like a cactus but feels like a succulent. Cereus Paolina is a spineless plant with fleshy columnar stems and funky, cactus style.

**Exciting addition to our Aloe Series!** We've add several new varieties to our Aloe collection. These plants have small, colored teeth protruding from their leaves; giving them a completely unique look! The leaves are fleshy and spiky and range from smooth, deep green to bumpy variegations. These Aloes are planned to be in production in spring.





## PEARLS

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The **Pearl family** is comprised mostly of Echeveria. These beautiful rosettes have universal appeal. Colors range from deep dark hues of green and purple to the lightest of blue and gray.



**Agavoides**



**Agavoides Lemaire**



**Agavoides Red Tip**



**Mira**



**Apus**



**Hercules**



**Texensis**



**Lilacina**



**Orion**



**Green Pearl**



**Spoon Pearl**



**Indigo Pearl**



**Purple Pearl**



**Curly Pearl**



**Pelusida**



**Sagita**



**Serrano**



**Oviferum**



**Lola**



**Fabiola**



**Purpureum**



## ROCKS

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The **Rock family** consists of a wide variety of Aloe, Gasteria, and Haworthia. With their edgy feel and pointy leaves they offer unique and varied styles. This family is hardier than most and can perform well with partial light.



**Cereus Paolina**



**Aloe Piranha**



**Aloe Pink Dragon**



**Aloe Mellow Yellow**



**Aloe Arborescens**



**Aloe Humulis**



**Aloe Jaws**



**Aloe Reitzii**



**Aloe Variegata Magic**



**Gasteria Aristata**



**Gasteria Durban**



**Gasteria Flow**



**Gasteria Limpopo**



**Gasteria Kyaka**



**Gasteria Royal Wolfgang**



**Haworthia Concolor**



**Haworthia Cooperii**



**Haworthia Big Band**



**Haworthia Fasciata Green**



**Haworthia Limifolia**



**Haworthia Pentagona**



## WOODS

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**Our Woods family** is comprised of the fast growing Crassula. This family boasts rich leafy greens with soft edges and unique forms. Wood varieties look great in a trendy upgraded container.



**Crassula Curly Gray**



**Crassula Horntree**



**Crassula Hulk**



**Mesembryanthemoides**



**Crassula Minova Magic**



**Crassula Ovata**





## CACTUS

**Cactus plants** are easily recognized by their fleshy stem and prickly spines. Spines can be long and hard or soft and fuzzy. Cactus add amazing interest with their funky and atypical shapes.



**Cereus Fairy Castle**



**Echinocactus Grussoni  
Hildm**



**Cactus Gymnocalycium**



**Cactus Parodia  
Schumanniana**



**Cactus Mammillaria  
Hahniana**



**Cactus Mammillaria  
Elongata**



**Cactus Mammillaria  
Herrerae**



**Cactus Grafted E  
Albispinus - Yellow**



**Cactus Grafted G  
Friedrichii - Carmine**



**Cactus Grafted G  
Friedrichii - Red**



**Cactus Grafted G.  
Friedrichii-Black**



**Cactus Grafted  
Parodia Scopa - White**



Gentle natural fiber that is vital in maintaining healthy digestion and relief from hairballs.

Contains chlorophyll which is a natural and healthy antibiotic.

Excellent source of vitamins, minerals, amino acids, enzymes and protein.





# Unsurpassed Quality & Service

**For 35 years**, The Van Vugt Family has been dedicated to providing high-quality, high-value plants. All our varieties are hand selected for their natural beauty, longevity, and durability. Our goal is to provide you with a plant that looks good and lasts long! With our dedicated team of seasoned growers you can expect high quality plants across all our product lines.

**Our facilities are family owned and operated.** To us, it's personal; which is why we stand behind our product and our service. From product development to delivery at your warehouse– and everything in between – our focus is on quality, accuracy, and ensuring your satisfaction is achieved. We don't want to meet your expectations, we want to exceed them!

**Hardy plants** are just the first step in our process. Just as much planning, care, and diligence is given to our upgrades. Our ceramics and gardens are designed to enhance the beauty of our plants; not compete with them. We offer choices that are seasonal, stylish, and trend-setting. We like to think our upgrades are a work of art! We know you have options and we don't take your loyalty lightly. We strive to provide the best possible service and products in the industry. By deploying technology, utilizing efficient scheduling, and taking advantage of seasonality, we continue to drive down costs so we can offer our products at a fair and competitive price.

Beautiful Plants.....Hardy Varieties.....Stylish Upgrades.....Countless Choices

## That's Plainview PURE



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