



PRESS RELEASE

Perennial Plant Association has awarded Izel Native Plants their 2022 Retail Sales Award.

We are pleased to announce the [Perennial Plant Association](#) has awarded Izel Native Plants their 2022 Retail Sales Award. The award was presented at the 2022 National Symposium in Lancaster, Pennsylvania, the first week in August.

The Retail Sales Award recognizes a commercial representative who is instrumental in making an operation progressive and successful in outstanding sales and service.



Co-Founders:
Claudio Vazquez and
Amanda McClean

Izel Native Plants is the brainchild of co-founders Claudio Vazquez and Amanda McClean, two former Washington, DC, photographers and avid gardeners. Motivated by their frustration in trying to find reliable native plant information online and user-friendly websites for their purchases, they launched [izelplants.com](#) in 2014 with the idea that they could help others facing the same predicament.

Izel makes the inventories of a dozen nurseries, and/or wholesale growers, available for online mail order purchasing. Focusing on quality rather than quantity, it operates within the native plant segment of the industry and limits its service area to 36 states across the midwestern and eastern portions of the country.

In a very short period, Izel has established itself as a leading online retailer of native plants with an outstanding reputation for the quality of information it provides to consumers and its level of customer service. Likewise, they have developed strong partnerships with their growers and work diligently in support of their interests, missions and commitment to native plants for the common good.

As garden design shifts towards a more naturalistic aesthetic relying on dense plantings, and as younger, environmentally conscious, e-savvy generations that grew up in the era of big box stores enter the market, the appeal of getting wholesale plants directly into the hands of consumers is likely to keep trending upwards. In that respect, the 2022 Perennial Plant Association's Retail Sales Award recognizes Izel Native Plants' role as a leader, influencer/disrupter, within the horticultural industry.

