

THE WORST PEST IN 150 YEARS!

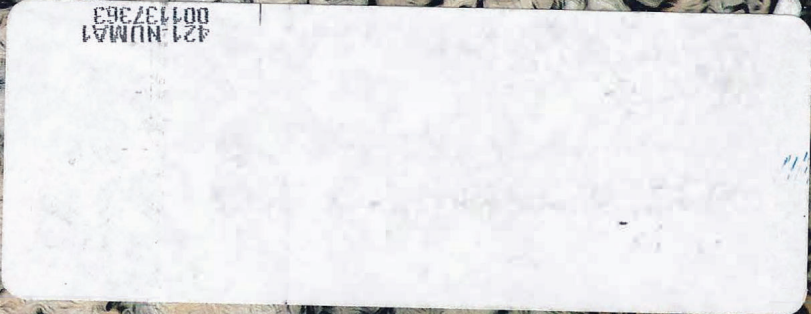
JANUARY 2019 NURSERYMAG.COM

# Nursery<sup>®</sup>

MANAGEMENT



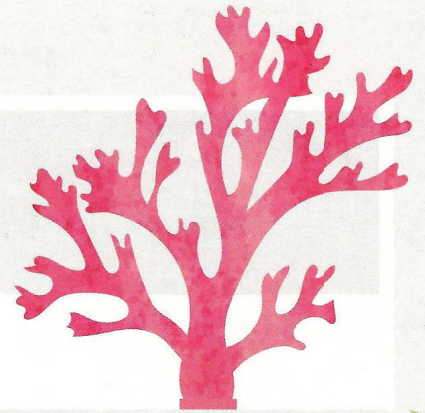
# INVASION!



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# LIVING CORAL

PANTONE 16-1546



# 2019

COLOR OF THE YEAR

## MATCHING PLANTS

There are plants on the market that match or blend with the 2019 Pantone Color of the Year, allowing the green industry to piggy-back marketing efforts of this vibrant color.

**An animating and life-affirming coral hue with a golden undertone that energizes and enlivens with a softer edge.**

Representing the fusion of modern life, PANTONE Living Coral is a nurturing color that appears in our natural surroundings and at the same time, displays a lively presence within social media. PANTONE 16-1546 Living Coral emits the desired, familiar, and energizing aspects of color found in nature. In its glorious, yet unfortunately more elusive, display beneath the sea, this vivifying and effervescent color mesmerizes the eye and mind.

- Coral Knock Out rose
- Coral Drift rose
- Easy Elegance Coral Cove rose
- Hollywood Hibiscus Playboy
- Echinacea Sombbrero Hot Coral
- Flower Carpet Rose Coral
- 'Coral Sunset' peony
- Agastache 'Kudos Coral'
- 'Wanvisa' water lily



Flower Carpet Rose Coral



Echinacea Sombbrero Hot Coral



Agastache 'Kudos Coral'



Hollywood Hibiscus Playboy

## FOR 20 YEARS

Pantone's Color of the Year has influenced product development and purchasing decisions in multiple industries, including fashion, home furnishings, and industrial design, as well as product, packaging, and graphic design.

The Color of the Year selection process requires thoughtful consideration and trend analysis. To arrive at the selection each year, Pantone's color experts at the Pantone Color Institute comb the world looking for new color influences. This can include the entertainment industry and films in production, traveling art collections and new artists, fashion, all areas of design, popular travel destinations, as well as new lifestyles, playstyles, and socio-economic conditions. Influences may also stem from new technologies, materials, textures, and effects that impact color.

SOURCE: WWW.PANTONE.COM/COLOR-INTELLIGENCE/COLOR-OF-THE-YEAR/COLOR-OF-THE-YEAR-2019

