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September 2010

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SMART IDEAS FOR INDEPENDENT RETAILERS | MAGAZINE

CAN YOU
SPARE SOME

change?

'New Age'
strategies for
an 'Old School'
industry ... p. 10



Make way for new varieties!

Check out the latest and greatest introductions for 2011

ANNUALS

1. ARGYRANTHEMUM. Dress Up series from Hort Couture has eight new varieties bred by Heuger. Chocolate Princess has pink buds that open to reveal white marguerite flowers with striking chocolate brown eyes, dark blue-green foliage and heavy bud count.

2. BEGONIA. Benary has introduced several new begonia varieties, including *B. tuberhybrida* 'Illumination Golden Picotee.' It has a full mounded habit before it trails.

3. CALIBRACHOA. Superbells Blackberry Punch from Proven Winners has two-tone flowers with a rich, velvet black throat on deep-grape petals.

4. COLEUS. Mosaik is a new coleus series from Syngenta Flowers/Gold-Fisch. The low-maintenance plants have brightly colored foliage for both sun and shade applications. Colors include Lava Red (pictured).

5. DIANTHUS. Syngenta Flowers has introduced several new varieties. The new *D. barbatus* Diabunda F1 series features Pink Pearl, Purple (pictured), Purple Picotee, Red, Red Picotee and Rose.

6. GERANIUM. Ball FloraPlant's Fantasia Purple Sizzle produces purple with dark red eye flowers and contrasting dark green foliage. The large, semi-double flowers stand out in landscapes, large pots and baskets.

7. IMPATIENS. PanAmerican Seed's new Impreza series consists of easy-to-

manage plants that provide good soil coverage with less upward stretch. All eight colors flower early and finish in a tight five- to seven-day window for efficient shipping.

8. IPOMOEA. The Sweet Georgia series from Green Fuse Botanicals is compact and well-branched with a wide range of leaf shapes and colors. The broader leaf of Bronze (pictured) allows more chlorophyll for this bronze variety in early spring production and has a vibrant color.

9. LOBELIA. Selecta's Magadi Electric Blue is an eye-catching color that shows well from a distance. It flowers early and offers a choice of habits for versatile uses in baskets and planters. It performs well in the heat of summer.

10. MANDEVILLA. Sun Parasol Original White is the latest introduction in the Sun Parasol Original Group from Suntory Flowers. The profuse flowering plants continuously produce pure white, medium-sized blooms with a yellow throat.

11. NEMESIA. Angelart Pineapple (pictured) from Fides produces many flowers and a great scent. Strawberry is another new color.

12. PANSY. The F1 Iona series from Takii is uniform and very compact with large 3- to 3½-inch flowers and excellent heat tolerance with early flowering. New colors include Clear Blue, Orange, Heavenly Blue and Orange with Blotch (pictured).



MUCH MORE ONLINE! The following pages are just a sample of the many new varieties on the market. For a complete and comprehensive listing visit www.GardenCenterMagazine.com.



13. PETUNIA. Black Velvet from Ball FloraPlant is the world's only black petunia. It's a perfect fit for premium baskets and containers. The unusual color adds drama to mixed containers.

14. ZINNIA. Double Zahara from Pan-American Seed boasts all the same exceptional traits as its single Zahara counterparts: bigger flowers for more color show, outstanding disease tolerance, low water needs, and superior all-season performance in beds and planters.

PERENNIALS

15. ACHILLEA. 'Pineapple Mango' is an addition to the Tutti Frutti series from Blooms of Bressingham. It features a well-branched, vase-shaped habit and large, multi-hued flower clusters that start out a rich pink, mature to light pink/salmon and finish pale yellow.

16. AGASTACHE. Green Fuse Botanicals new Acapulco Deluxe series includes Carmine Red, Chiffon and Rose (pictured). The leaves and flowers

have a licorice fragrance and perform in most regions of North America including warm growing areas.

17. AMSONIA. North Creek Nurseries offers 'Spring Sky,' which displays a uniform, compact habit, consistent 18-inch stature and exceptional heat- and drought-tolerance. It produces sky-blue flowers.

18. AUBRIETA. Proven Winners adds two new varieties to its Madly series. Blue Violet has a deep, rich blue color with long spring flowering and re-

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bloom in fall. Magenta (pictured) features a vivid magenta color.

19. BUDDLEIA. Plug Connection and Pacific Plug & Liner offer the Buzz series from Cultivaris. The compact, hardy plants flower quickly from liners and produce full-sized, graceful, tapering flower spikes. Ivory features pure-white flower spikes.

20. COREOPSIS. 'Golden Dream' is a dwarf sport of the Blooms of Bressingham variety 'Crème Brulee'. The smaller 'Golden Dream' is long blooming

with 1-inch flowers that peak in June and July.

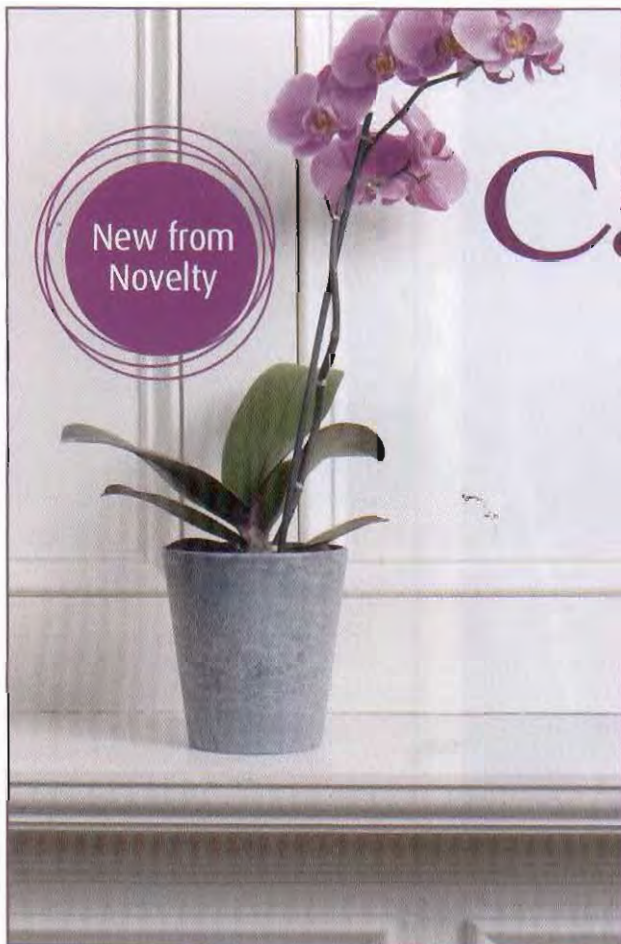
21. DIANTHUS. PlantHaven has introduced several new *D. hybrida*. Coconut Surprise has masses of fragrant, double white flowers with burgundy red centers on short stems. It has a blue-green foliage and flowers spring through fall.

22. ECHINACEA. 'Mama Mia' from Terra Nova Nurseries has very large flowers which change from red to orange to coral and finally pink. It has

a big habit and long bloom time from summer to fall. Plants reach 26 inches.

23. GAILLARDIA. 'Arizona Red Shades' from Benary is the first red pot-type gaillardia from seed. Its deep red blooms are tipped in yellow. It has excellent branching and produces masses of flowers.

24. GEUM. 'Mai Tai' from Intrinsic Perennial Gardens features heavy blooming, vigorous plants that have single to semi-double rose fading to a peachy-pink flowers in May.



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25. **HELLEBORUS.** Skagit Gardens' Gold Collection adds Pink Frost. It features rich colors begin as burgundy and white buds that open to pink flowers, aging to a burgundy red.

26. **HEUCHERA.** 'Berry Marmalade' from Terra Nova Nurseries has purple-black, ruffled leaves that stand up to intense heat and cold. It grows up to 12 inches tall with a spread of 28 inches and a flower height of 18 inches.

27. **HIBISCUS.** Fleming's Flower Fields introduces its Fleming Dwarf

series. These hybrids reach 2½- to 3-foot tall. 'Kui Nuku,' which means "little one" in Hawaiian, has 11-inch lavender-mauve flowers.

28. **HOSTA.** 'American Hero' from Walters Gardens benefits Project Ever-Green, a national non-profit organization that supports members of the U.S. armed forces and their families. A portion of the proceeds of each plant sold will be donated to the organization.

29. **IBERIS.** Absolutely Amethyst from Proven Winners is a completely new

color. Plants flower in late April to May. It grows 10-12 inches tall and 10-14 inches wide.

30. **LEUCANTHEMUM.** 'Daisy May' from Proven Winners has clean, white flowers and grows 12-24 inches tall. 'Daisy Mae' is hardy to USDA Hardiness Zone 5 and prefers full sun.

31. **PENSTEMON.** 'Prairie Twilight' from Blooms of Bressingham has many small tubular flowers. Plants produce dainty flowers with white tips and throats.

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