

# Awesome New Varieties

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1. New varieties = new technology
2. New varieties show innovation – YOUR INNOVATION
3. New varieties attract consumer attention when presented as “NEW”
4. New varieties get media hype – traditional & non-traditional

*THE REAL CHALLENGE IS FINDING NEW USES TO HELP DIFFERENTIATE AND TELL A STORY AT RETAIL...*

## **STUNNING COLOR**

**End-cappers**

**Premium price**

**Unique forms, flowers**

- Serena and AngelMist angelonia
- Voltage Yellow osteospermum
- Can-Can calibrachoa
- Showcase Extreme Rose geranium
- Mesa Yellow gaillardia
- Designer Peppermint Twist geranium
- MiniFamous Double calibrachoa
- Luna hibiscus
- Jumping Jack viola
- Diamonds Blue delphinium

## **BOOM WITHOUT BLOOM**

**Foliage is trendy!**

**Interesting forms and textures**

**Premium combo components**

- Breathless Blush euphorbia
- Live Wire isolepis
- Limon & Verde talinum
- Electric Lime coleus
- Henna coleus
- Redhead coleus
- Twisted Arrows juncus
- Blue Chalk senecio
- Silver Fox chrysocephalum
- Jade Princess ornamental millet

## **BIG SELLERS**

**NOT commodities!**

**Multi-unit sales**

**Promotional items**

- Sun Spun petunias
- Zahara zinnias
- WAVE FAMILY
  - Easy Wave Burgundy Star
  - Shockwave Denim
- Tidal Wave Cherry
- Matrix pansies
- Fiesta double impatiens
- Miss Sunshine helianthus
- Clear Crystal alyssum
- Taishan African marigold
- Mediterranean vinca (trailing)

## **WEIRD & WILD**

**Grab attention**

**Break convention – new uses, etc**

**Fun, energy, employee excitement!**

- Debonair petunia
- Sophistica petunia
- Maracas Brazilian Fireworks
- Solcito zinnia
- Fireworks gomphrena
- Versa coleus (Rose to Lime; Burgundy to Green)
- Kong coleus
- Shark's Tooth crassula
- Spike crassula
- Fizzy Lemonberry pansy

## **2011 SNEAK PEEK**

**Spring Trials/Pack Trials 2010 introductions to growers – available for retail in Spring 2011.**

- Black petunia collection
- Wave Purple Improved
- Plentifall pansy
- Gryphon begonia
- Simply Salad concept
- Cajun Belle pepper
- Zahara Zinnia doubles