



floranova
creative plant breeding



BOSSA NOVA

BURSTING WITH LIFE

New Varieties for 2015



Cloud Nine Blue AGE107



Cloud Nine White AGE104



North Face White ALY201



Bossa Nova[®] Ivory BOL207



Bossa Nova[®] Pink Glow BOL211



Cresta Gold Improved MAR458



Bossa Nova[®] Salmon Shades BOL212



Bossa Nova[®] Pure White BOL206



Cresta Bee MAR460

New Varieties for 2015



Violet Blotch PAN941



Red Blotch PAN937



Rose Blotch PAN936



Purple Blotch PAN939



Espresso Grande Red PET319



Espresso Red PET368



Espresso Deep Rose PET366



Cassius Yellow Blotch PAN933



Cassius Blue Blotch PAN940



Cassius White Blotch PAN931



Bel Viso Apricot VIO176



Bel Viso Wedgewood VIO173



Bel Viso Red Wing VIO182



Bel Viso Padparadja VIO183



Bel Viso Pure White Improved VIO177



Bel Viso Bright Purple VIO210

Contents

2	Contents
3	^{NEW} _{SERIES} Ageratum Cloud Nine..... ^{NEW} _{COLOUR} Alyssum North Face
4	Alyssum Golf, Begonia Ikon
5	Begonia Fairyland & Stara
6-7	^{NEW} _{COLOURS} Begonia Bossa Nova®
8	Corn Field of Dreams, Calendula Costa
9	Geranium Cabaret & Dancer
10	Geranium Mint Chocolate & Inspire
11	Geranium Moulin Rouge & Divas
12-13	Geranium Horizon
14	Hibiscus Honeymoon
15	Impatiens Athena
16	French Marigold Alumia
17	^{NEW} _{COLOURS} French Marigold Cresta
18	Triploid Marigold Zenith, African Marigold Dune
19	Mimulus Magic & Maximus
20	Nicotiana Avalon®, Perfume & Whisper
21	Pansy Jema & ^{NEW} _{SERIES} Cassius
22-23	Pansy Magnum®
24-25	Pansy Freefall®
26-27	Petunia Prism
28	Petunia Horizon
29	Petunia Frillytunia & Espresso® Frappé
30	^{NEW} _{COLOUR} Petunia Espresso® Grande
31	^{NEW} _{COLOURS} Petunia Espresso®
32	Portulaca Sun Daze
33	Salvia Victoria, Strata, Rhea & Cirrus
34	Salvia Sizzler
35	Salvia Maestro, Sahara & Mojave
36-37	Vinca Vitesse
38	Vinca Cobra
39	^{NEW} _{COLOURS} Viola Bel Viso
40	Viola Velour
41	Viola Angel
42	Wallflower Sugar Rush
43	Wallflower Treasure
44	Contacts



Cloud Nine

F1 Ageratum

NEW
SERIES

A brand new series bred for earliness and uniformity in the pack. Both colours are up to 7 days earlier than competing varieties and also flower very uniformly across the crop, making them ideal to grow together. Both varieties have smaller leaves and a more uniform habit making for a much more uniform end product. Cloud Nine Blue also has darker flower buds, giving a more attractive appearance than varieties with pale buds.



Cloud Nine Blue AGE107



Cloud Nine White AGE104



Cloud Nine Blue AGE107

Seed Form	Pelleted, Natural
Seed Count	170,000/oz - 6,000/g
Garden Height	4 - 5" (10 - 12cm)
Garden Spread	10 - 12" (25 - 30cm)
Flower Size	½" (1cm)

North Face

Tetraploid Alyssum

NEW
COLOUR

North Face is a new tetraploid Alyssum with a wonderful cascading habit, making it ideal as a hanging basket or container filler or in the garden border. The larger pure white flowers and improved vigour result in a better showing at retail stage and or with the consumer, whilst the lower growing & well branched habit is easier to handle for the growers.



North Face White ALY201



North Face White ALY201

Seed Form	Pelleted, Coated, Natural
Seed Count	71,000/oz - 2,500/g
Garden Height	5 - 6" (13 - 15cm)
Garden Spread	12 - 16" (30 - 40cm)
Flower Size	¼" (½cm)

Golf

Alyssum

Golf has been bred for uniformity between the colours - meaning Golf White stays as compact as the other colours. Unlike comparable varieties, the foliage remains dark green, maximising the appeal of this product, and increasing the shelf life.



Lavender ALY517



Rose ALY505



Violet ALY510



Pure White ALY515



Golf Bright Mixed ALY520

Seed Form	Natural
Seed Count	102,000/oz - 3,600/g
Garden Height	4 - 8" (10 - 20cm)
Garden Spread	10 - 12" (25 - 30cm)
Inflorescence Size	1¼ - 1½" (3 - 4cm)

Ikon

F1 Begonia hybrida



Ikon Bronze BEG981



Ikon Green BEG980

Ikon's unique habit combines delightfully tactile foliage with a wonderfully branching habit and masses of blush white flowers. Bred in Costa Rica, this variety knows how to perform - in the plug, pot, landscape or even hanging basket.

Begonia Ikon Green was described as a 'Showstopper' and voted Best Basket Plant in the Dallas Arboretum 2012 Trials where it took full Texas sun 'without even a crispy leaf'.

Seed Form	Pelleted
Seed Count	3,260,000/oz - 115,000/g
Garden Height	12 - 16" (30 - 40cm)
Garden Spread	16 - 20" (40 - 50cm)
Flower Size	1¼ - 1½" (3 - 4cm)

Fairyland

F1 Begonia

Fairyland has attractive double flowers held well above the neat green foliage which makes Fairyland a superb product for patio container plantings. Fairyland has a higher percentage of double flowers than any other comparable seed raised variety and the plant habit is more compact and branched.



Pink BEG109

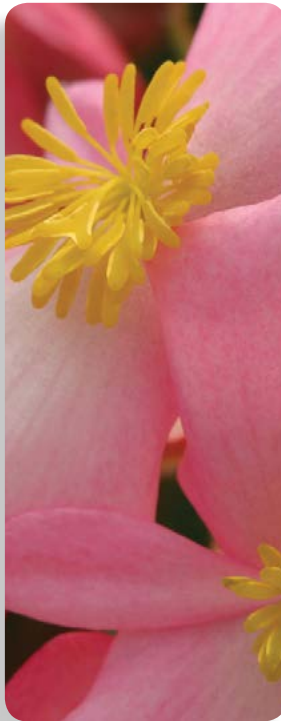


Red BEG108



White BEG107

Seed Form	Natural, Pelleted
Seed Count	2,693,000/oz - 93,000/g
Garden Height	7 - 8" (17 - 20cm)
Garden Spread	10 - 12" (25 - 30cm)
Flower Size	¾ - 1¼" (2 - 3cm)



Rose BEG755



Scarlet BEG765



Pink BEG810



White BEG805

Stara

F1 Begonia

Bred for superb heat and drought tolerance, Stara can be relied upon for season long performance. Stara has outperformed the competition in some of the world's toughest trial grounds, where other varieties can't take the heat! As an added bonus, the foliage darkens as the seasons change.



Stara Pink BEG810

Seed Form	Natural, Pelleted
Seed Count	3,260,000/oz - 115,000/g
Garden Height	12 - 16" (30 - 40cm)
Garden Spread	12 - 16" (30 - 40cm)
Flower Size	1¼ - 1½" (3 - 4cm)

Bossa Nova®

F1 Begonia boliviana



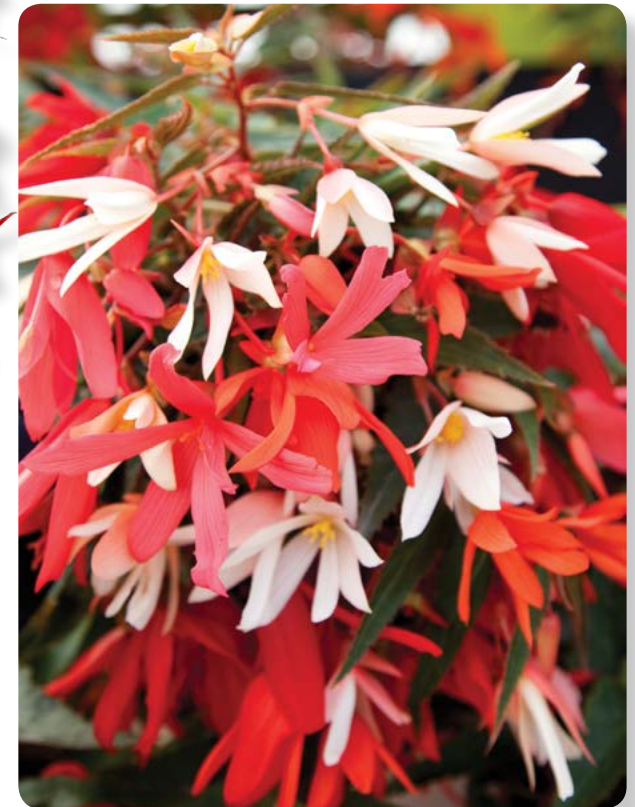
Begonia Bossa Nova® brings the carnival to your containers. Full of flower and available in a range of 8 bright colours, Bossa Nova® is sure to add a new dimension to your bedding displays.

Brilliant blooms cover the plant from late Spring until first frost and the well branched plants look stunning in a large container or hanging basket, either singly or as part of a combo.

Available as pelleted seed, Bossa Nova® is the economical alternative to cutting raised Begonia. The large flowers and nonstop flowering makes Bossa Nova® a great choice for any climate but will particularly thrive in warm situations, even where other Begonia have failed.

Seed Form	Pelleted
Seed Count	2,835,000/oz - 100,000/g
Garden Height	12 - 16" (30 - 40cm)
Garden Spread	16 - 20" (40 - 50cm)
Flower Size	2 - 3" (5 - 8cm)

Bossa Nova® Red BOL204



Bossa Nova® Mixed BOL200

Bossa Nova

F1 Begonia boliviensis



Bossa Nova® Orange BOL201

NEW
COLOUR



Bossa Nova® Pure White BOL206

NEW
COLOUR



Bossa Nova® Pink Glow BOL211

NEW
COLOUR



Bossa Nova® Ivory BOL207

NEW
COLOUR



Bossa Nova® Salmon Shades BOL212



Bossa Nova® White BOL202



Bossa Nova® Rosé BOL205



Bossa Nova® Red BOL204

Field of Dreams

Ornamental Corn



Field of Dreams ZEA101

Field of Dreams is an eye-catching variety with a very strong white stripe running through the pink tinged green leaves. More compact and branching than existing varieties, it is ideally suited to use as the centrepiece of a container or in a landscape display.



Field of Dreams ZEA101

Seed Form	Natural
Seed Count	170/oz - 6/g
Garden Height	59 - 70" (150 - 180cm)
Garden Spread	31 - 39" (80 - 100cm)
Flower Size	12" (30cm) Tassel



Field of Dreams, Calendula Costa, Viola Bel Viso and Wallflower Sugar Rush



Light Yellow CAL101



Orange CAL102



Yellow CAL103

Costa

Calendula

Costa is a dwarf and well branched variety with excellent uniformity and flower size compared to existing varieties. Due to its earliness, Costa is an ideal companion plant to sell in Spring alongside Viola and Pansy because of its earliness. Available as 3 separate colours and as a formula mix, Costa is perfect for 9cm - 13cm pot production.

Seed Form	Natural
Seed Count	5,100/oz - 180/g
Garden Height	10 - 12" (25 - 30cm)
Garden Spread	10 - 12" (25 - 30cm)
Flower Size	2 - 3" (6 - 8cm)



Costa Mixed CAL100

Cabaret

F2 Geranium

Superb seed quality, plug uniformity and garden performance make Cabaret the best choice for high volume Geranium production. Quality like Cabaret should cost more! 100-110 days from sowing to flower.

The number one choice F2 Mixed Geranium for growers worldwide.



Cabaret Mixed GER760

Seed Form	Scarified, Coated
Seed Count	5,700/oz - 200/g
Garden Height	12 - 14" (30 - 35cm)
Garden Spread	10 - 12" (25 - 35cm)
Flower Size	4 - 5" (10 - 12cm)

Dancer

F2 Geranium

Dancer is perfect for high volume, low cost production. Now available in seven colours, Dancer has exceptional uniformity and seed quality for an F2 Geranium. Dancer is suitable for pack production but has the vigour to perform in the landscape.



Dancer Mixed GER769



Deep Rose GER771



Orange GER770



Pink GER774



Salmon GER772



Red GER776



White GER761



Star GER773

Seed Form	Scarified, Coated
Seed Count	5,700/oz - 200/g
Garden Height	12 - 14" (30 - 35cm)
Garden Spread	10 - 12" (25 - 35cm)
Flower Size	4 - 5" (10 - 12cm)

Mint Chocolate

F1 Geranium

Mint Chocolate is an eye-catching variety with unique shaped, chocolate coloured foliage with a mint-green edge. Excellent for pots, containers and landscaping and available in two vibrant colours.

Seed Form	Scarified, Coated
Seed Count	5,250/oz - 185/g
Garden Height	12 - 14" (30 - 35cm)
Garden Spread	12 - 14" (30 - 35cm)
Flower Size	4" (10cm)



Mint Choc Cherry GER401



Mint Choc Candy GER400



Mint Choc Mixed GER399

Inspire

F1 Geranium

Inspire is unique in the world of seed raised Geranium due to its early and prolonged flowering. A superb product for large scale commercial operations where turnaround on the nursery or a show of colour at point of sale is paramount.



Appleblossom GER034



Scarlet GER032



White GER039



Rose GER031



Inspire Mixed GER030



Salmon GER033

Seed Form	Scarified, Coated
Seed Count	5,250/oz - 185/g
Garden Height	10 - 12" (25 - 30cm)
Garden Spread	9 - 10" (23 - 25cm)
Flower Size	3 - 4" (8 - 10cm)

Moulin Rouge

F1 Geranium

Moulin Rouge is the best option available for landscaping. Large flower heads and vigorous plants mean that planting densities can be decreased with no reduction in the visual appeal.



Moulin Rouge GER205

Seed Form	Scarified, Coated
Seed Count	5,250/oz - 185/g
Garden Height	12 - 16" (30 - 40cm)
Garden Spread	12 - 14" (30 - 35cm)
Flower Size	5 - 6" (12 - 15cm)



Moulin Rouge GER205

Divas

F1 Geranium

Divas are a range of novel colours with real wow factor. Breakthrough genetics provide unique colours for something a little out of the ordinary.



Petticoat GER843



Raspberry Ripple GER815



Star GER191



Picotee Red GER820

Seed Form	Scarified, Coated
Seed Count	5,100/oz - 180/g
Garden Height	12 - 14" (30 - 35cm)
Garden Spread	10 - 12" (25 - 30cm)
Flower Size	4 - 5" (10 - 12cm)

Horizon

F1 Geranium

Horizon's natural basal branching sets it aside from competing varieties and reduces production costs with a lesser requirement for PGR applications. Horizon is the grower's first choice for high density pot and pack production due to its earliness, uniformity and short, sturdy flower stems. The wider range of colours offers greater choice than competing varieties. In the landscape or container, Horizon's 360° branching and hybrid vigour makes for a stunning display into late Summer.



Appleblossom GER829



Lavender GER830



Coral Spice GER833



Deep Red GER808



Light Salmon GER803



Deep Salmon GER805



Neon Rose GER844

Seed Form	Scarified, Coated
Seed Count	5,100/oz - 180/g
Garden Height	12 - 14" (30 - 35cm)
Garden Spread	10 - 12" (25 - 30cm)
Flower Size	4 - 5" (10 - 12cm)

Horizon

F1 Geranium



Orange GER828



Rose GER831



Pure White GER811



Scarlet GER827



Red (PBR EU) GER841



Violet GER845



Horizon Mixed GER800

Honeymoon

F1 Hibiscus

Hibiscus Honeymoon is a striking recent introduction to the Floranova assortment. Available as 3 distinct colours including the deepest red ever introduced, Honeymoon is a truly eye-catching variety with real shelf appeal. Honeymoon creates a naturally well branched plant, reaching 2 - 2½ feet which is ideal for large containers or for planting out directly in the garden. Honeymoon is a very heat tolerant variety and will enjoy a sunny spot in the garden. Hibiscus responds very well to growth regulators, and with the correct programme will make a very saleable, bushy, flowering plant in as little as 14 weeks from sowing.



Honeymoon Deep Red HIB107

Seed Form	Scarified
Seed Count	2,636/oz - 93/g
Garden Height	24 - 32" (60 - 80cm)
Garden Spread	20 - 24" (50 - 60cm)
Flower Size	6 - 8" (15 - 20cm)



Honeymoon Deep Red HIB107



Honeymoon White with Eye HIB101



Honeymoon Light Rose HIB104



Athena

F1 Impatiens

Athena brings to the market the great impact of consistently semi-double blooms on a high quality product suitable for industrial production. Athena's spreading habit makes it well suited for hanging baskets. The fantastic colour range gives it superb point of sale appeal and makes it stand out in the landscape. Athena is the only semi-double seed raised Impatiens on the market.



Seed Form	Natural, Elitech
Seed Count	48,200/oz - 1,700/g
Garden Height	10 - 12" (25 - 30cm)
Garden Spread	14 - 16" (35 - 40cm)
Flower Size	1½" (4cm)

Sweetheart Mixed IMP750



Appleblossom IMP727



Bright Purple IMP721



Red IMP730



Orange IMP724



Coral Pink IMP726



Red Flash IMP731



Orange Flash IMP725

Alumia

French Marigold

Floranova's French Marigold series' were bred by David Lemon in California. David has been breeding Marigolds since 1964 and in 2006 was awarded the All America Selections Breeders Cup for his outstanding contribution to flower breeding. David has made a significant contribution to the breeding of virtually all major Marigold series that have been marketed!

Alumia delivers large blooms and strong branching stems. Available as 6 well matched colours, including the unique 'Vanilla Cream'. Alumia has a tight flowering window across all colours. A great choice for pots, packs and the garden.

Seed Form	Clipped, Novacoat Coated
Seed Count	9,200/oz - 325/g
Garden Height	10 - 12" (25 - 30cm)
Garden Spread	10 - 14" (25 - 35cm)
Flower Size	2 - 2½" (5 - 6cm)



Vanilla Cream MAR402



Deep Orange MAR404



Flame MAR406



Gold MAR403



Red MAR407



Yellow MAR405



Vanilla Cream MAR402



Deep Orange MAR457



Flame MAR455



Gold Improved MAR458



Harmony MAR454



Yellow MAR451



Bee MAR460



Orange MAR453



Spry MAR456



Cresta Mixed MAR450

Cresta

French Marigold

The Cresta series is notably earlier flowering than its closest rivals, therefore saving valuable time, space and cost in production. The large showy flowers, great uniformity and excellent garden performance is everything that modern growers and consumers demand. A great choice for pots, packs and the garden.

Seed Form	Clipped, Novacoat Coated
Seed Count	12,750/oz - 450/g
Garden Height	9 - 11" (23 - 28cm)
Garden Spread	12 - 16" (30 - 405cm)
Flower Size	2 - 2½" (5 - 6cm)

Zenith

F1 Triploid Marigold

This unique Afro-French hybrid (triploid) has more branching, more flowers, more heat tolerance and more rain tolerance. With no seed set, Zenith requires no dead heading to maintain its phenomenal flower power all Summer long.

Seed Form	Clipped, Coated
Seed Count	9,200/oz - 325/g
Garden Height	14" (35cm)
Garden Spread	14" (35cm)
Flower Size	2 - 3" (5 - 8cm)



Golden Yellow MAR651



Lemon Yellow MAR650



Orange MAR671



Red MAR695



Deep Orange MAR653



Yellow MAR681

Dune

African Marigold

Dune is an early blooming, intermediate African Marigold. Offering exceptional value for money, its fully double flowers have a unique flatter form, delivering excellent weather tolerance.



Yellow MAR162



Orange MAR161



Gold MAR163

Seed Form	Clipped
Seed Count	12,750/oz - 450/g
Garden Height	10 - 12" (25 - 30cm)
Garden Spread	8 - 10" (20 - 25cm)
Flower Size	3 - 4" (8 - 10cm)

Magic

F1 Mimulus

Seed Form	Natural, Pelleted
Seed Count	581,000/oz - 20,500/g
Garden Height	8 - 10" (20 - 25cm)
Garden Spread	8 - 10" (20 - 25cm)
Flower Size	1½" (4cm)

With its short production cycle, Magic can be finished in just 7 - 8 weeks from sowing with a minimum requirement of 12½ hour days to initiate flowering. Tolerating light frosts (to 25°F/-4°C), Magic can be produced outside for early season sales. Its compact, floriferous habit makes it well suited to pack sales.

A highly flexible, quick turnaround product.



Ivory MIM922



Orange MIM925



Red MIM923



White Blotch MIM941



White Flame MIM936



Wine MIM931



Yellow MIM926



Yellow Blotch MIM942



Yellow Flame MIM934

Maximus

F1 Mimulus

The only series of grandiflora Mimulus on the market. Quick to flower and requiring just 12½ hour days to initiate flowering Maximus is a great option for early and late season colour. Maximus

has a vigorous habit, best suited to 4in (10cm) pot production. Maximus makes a great cool crop and can be produced outside for early Spring or Fall sales.



Ivory MIM501



Orange MIM502

Red Shades MIM507



Yellow MIM506



Yellow Blotch MIM500



Maximus Mixed MIM510



Maximus Clear Mixed MIM511

Seed Form	Natural, Pelleted
Seed Count	709,000/oz - 25,000/g
Garden Height	10 - 12" (25 - 30cm)
Garden Spread	8 - 10" (20 - 25cm)
Flower Size	2½" (6cm)

Avalon[®]

F1 Nicotiana

Compact, branching and uniform, Avalon[®] is great for plug and pack production but also has added vigour for improved garden performance. These combined characteristics make Avalon[®] the perfect choice for growers without compromising the performance for the home gardener.



Appleblossom NIC903



Lime NIC906



Lime Purple Bicolour NIC904



White NIC907



Red NIC902

Seed Form	Natural, Elitech, Pelleted
Seed Count	312,000/oz - 11,000/g
Garden Height	10 - 12" (25 - 30cm)
Garden Spread	10 - 12" (25 - 30cm)
Flower Size	1½" (4cm)

Perfume

F1 Nicotiana

Bred for improved disease tolerance and garden performance, Perfume is an ideal product for landscape use. Vigorous well branched plants with a mass of upward facing blooms thrive all Summer long.



Antique Lime NIC434



Blue NIC426



Bright Rose NIC429



Deep Purple NIC433



Lime NIC444



Red NIC431



White NIC430

Seed Form	Natural, Pelleted
Seed Count	283,500/oz - 10,000/g
Garden Height	16 - 20" (40 - 50cm)
Garden Spread	10 - 12" (25 - 30cm)
Flower Size	1 - 1½" (3 - 4cm)

Whisper

F1 Nicotiana

An outstanding architectural plant, Whisper is an interspecific Nicotiana with excellent disease tolerance. It produces hundreds of small flowers on tall elegant plants from May until the first frosts. Whisper will add height and structure to any garden.



Appleblossom NIC196



Deep Pink NIC191



Rose Shades NIC195

Seed Form	Natural, Pelleted
Seed Count	283,500/oz - 10,000/g
Garden Height	36 - 39" (90 - 100cm)
Garden Spread	12 - 14" (30 - 35cm)
Flower Size	1 - 1½" (3 - 4cm)

Jema

F2 Pansy

Jema is a high quality jumbo flowered F2 pansy. With its strong basal branching and very large flowers, Jema is well suited for production in high temperatures and high light and is economical enough for high density production in pots and packs.



White Blotch PAN455



Blue Shades PAN470



Yellow Blotch PAN475

Seed Form	Natural
Seed Count	19,800/oz - 700/g
Garden Height	5 - 7" (13 - 18cm)
Garden Spread	5 - 7" (13 - 18cm)
Flower Size	3" (8cm)

Cassius

F1 Pansy

NEW SERIES

Cassius has been bred to be stronger in high stress conditions, particularly high day and night temperatures. The habit stays more compact to fill the pack or pot better, the stems are less prone to stretching and the flower size will be larger than existing large flowered competitors. Cassius is an ideal choice therefore for the first productions for early Autumn sales.



Red Blotch PAN937



Rose Blotch PAN936



Purple Blotch PAN939

Seed Form	Natural
Seed Count	19,800/oz - 700/g
Garden Height	5 - 7" (13 - 18cm)
Garden Spread	5 - 7" (13 - 18cm)
Flower Size	3 - 3½" (8 - 9cm)



White Blotch PAN931



Blue Blotch PAN940



Yellow Blotch PAN933



Violet Blotch PAN941

Magnum[®]

F1 Pansy

Seed Form	Natural, Primed
Seed Count	21,250/oz - 750/g
Garden Height	6 - 8" (15 - 20cm)
Garden Spread	6 - 8" (15 - 20cm)
Flower Size	3" (8cm)

Magnum[®] performs for the grower, retailer and the consumer. Its compact early flowering, branching habit is maintained in hot or cold temperature extremes and low light providing full flower performance season long. Its large flowers are carried on short stems above a well branched, full bodied, yet compact plant. Magnum[®] is particularly attractive in a 4" (10cm) pot.



Magnum Mixed PAN570



Purple Bicolour PAN588



Purple PAN585



Pink Shades PAN587



Beaconsfield PAN571



Porcelain Blue Shades PAN583



Blue Blotch PAN584



Clear Blue PAN573

Magnum[®]

F1 Pansy



Yellow Blotch PAN580



Red Wing PAN579



Yellow PAN575



Primrose PAN577



Pure White PAN590



Orange PAN576



Orange Blotch PAN592



White Blotch PAN581



Scarlet Shades PAN582



Red Blotch PAN574



Rose Blotch PAN578



Freefall®

F1 Pansy

Freefall® is the growers choice for Spring and Autumn baskets! Compared to competing varieties, Freefall® is more affordable, comes in a wider range of colours and produces flowers all over the plant. The sustained day-length neutral flowering means that Freefall® will flower much later into Winter and will also be first to flower in Spring. Being extremely hardy, Freefall® can survive all but the harshest conditions making it an ideal consumer choice for Winter baskets.



Freefall Mixed® PAN300



Lavender PAN303



Deep Violet PAN308



Cream PAN312



Marina PAN316



Golden Yellow PAN302



Purple Wing PAN311



Purple & White PAN307



Freefall Mixed PAN300



Regal Mixed PAN299



The multi-branching habit and vigorous growth habit of Freefall[®] means one plant will easily fill a 6 inch pot with masses of colour!



Moonlight Mixed PAN298

Seed Form	Natural, Primed
Seed Count	19,800/oz - 700/g
Garden Height	4 - 6" (10 - 15cm)
Garden Spread	14 - 20" (35 - 50cm)
Flower Size	2" (5cm)



Little Faces Mix PAN297



Marina PAN316

Prism

F1 Petunia

Prism is very early flowering with massive bloom size, setting it apart from the competition. Add to that a naturally compact habit and uniform finishing across an outstanding colour range and Prism is the best series of standard grandiflora Petunia to choose for your programme.

The Prism Sundae series are the largest flowered veined series available on the market.



Blue PET707



Bright Rose PET737



Sunshine PET702



Red PET720



Lavender PET762



Pink PET715



Prism Mixed PET700

Seed Form	Natural, Elitech, Pelleted
Seed Count	312,000/oz - 11,000/g
Garden Height	12 - 15" (30 - 40cm)
Garden Spread	12 - 15" (30 - 40cm)
Flower Size	4 - 5" (10 - 12cm)

Prism

F1 Petunia



Plum Sundae PET770



Blackberry Sundae PET716



Salmon PET740



Raspberry Sundae PET718



Blueberry Sundae PET717



Dewberry Sundae PET766



Strawberry Sundae PET768



Ruby PET730



White PET705



Deep Rose PET745



Horizon

F1 Petunia

A large flowered multifloral series selected for extra early flowering on compact plants. Horizon is very well suited to production in a wide range of sizes from packs to large finished containers. The thick petals of Horizon tolerate wet conditions on the bench and in the landscape providing colour all Summer long.

Seed Form	Natural, Elitech, Pelleted
Seed Count	312,000/oz - 11,000/g
Garden Height	10 - 12" (25 - 30cm)
Garden Spread	10 - 12" (25 - 30cm)
Flower Size	2½ - 3" (6 - 7cm)



Flame PET845



Bright Rose PET815



Deep Rose PET842



Blue PET810



Pink PET875



Red PET825



Red Halo PET860



Ruby PET832



Salmon PET820



White PET805



Yellow PET879



Raspberry Sundae PET868



Strawberry Sundae PET847



Horizon Mixed PET800

Frillytunia®

F1 Petunia

The large ruffled blooms of Frillytunia® offer a unique alternative to standard Petunias. Best suited to production in 10cm (4") pots, Frillytunia® makes a large elegant plant in the garden.

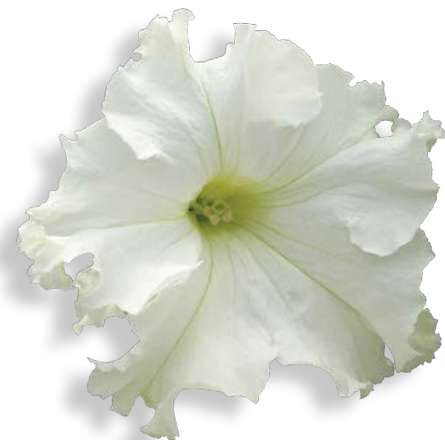
Rose PET131



Seed Form	Natural, Pelleted
Seed Count	297,000/oz - 10,500/g
Garden Height	10 - 12" (25 - 30cm)
Garden Spread	10 - 12" (25 - 30cm)
Flower Size	4" (10cm)



Burgundy PET135



White PET139

Espresso® Frappé

F1 Petunia

This unique new variety is the first in its class, sharing all the benefits of the 'Espresso' series of dwarf petunias but with the bonus of frilly flowers.

Available in 2 colours, the plant habit is naturally dwarf and resistant to stretching. The very showy blooms are held on short stems just above the foliage, making it ideal for pot or pack production.

Seed Form	Natural, Pelleted
Seed Count	297,000/oz - 10,500/g
Garden Height	7 - 9" (18 - 23cm)
Garden Spread	10 - 12" (25 - 30cm)
Flower Size	4" (10cm)



Mixed PET131



Rose PET134



Burgundy PET135

Espresso® Grande

F1 Grandiflora Petunia

A naturally dwarf grandiflora Petunia with superior garden performance compared to rivals. The non-stretching plant habit is easier to hold in greenhouse production and results in superb shelf life during shipping and at retail level. In the garden it will develop into a vigorous but low-growing mound shape, covered in flowers throughout the season.



Red PET319

Seed Form	Natural, Elitech, Pelleted
Seed Count	312,000/oz - 11,000/g
Garden Height	7 - 9" (18 - 23cm)
Garden Spread	14 - 16" (35 - 40cm)
Flower Size	3" (8cm)



Deep Rose PET303



Blue PET306



Pink PET309



Peach PET318



Espresso® Grande Mixed PET300



Purple PET313



White PET314



Espresso® Mixed PET350

Seed Form	Natural, Elitech, Pelleted
Seed Count	312,000/oz - 11,000/g
Garden Height	7 - 9" (18 - 23cm)
Garden Spread	14 - 16" (35 - 40cm)
Flower Size	2½ - 3" (6 - 8cm)



Red PET368

Espresso®

F1 Multiflora Petunia

A naturally dwarf multiflora Petunia with good garden vigour. The non-stretching plant habit is easier to hold in greenhouse production and results in superb shelf life during shipping and at retail level. In the garden it will develop into a tidy, low-growing mound shape which is covered in flowers that quickly recover from rain damage to flower continuously throughout the season.



Blue PET354



Rose PET356



Deep Rose PET366



White PET363



Ruby PET359



Sweet Pink PET360

Sun Daze

F1 Portulaca

Seed Form	Natural, Multi Pelleted
Seed Count	255,000/oz - 9,000/g
Garden Height	5 - 7" (13 - 18cm)
Garden Spread	8" (20cm)
Flower Size	2" (5cm)

Sun Daze is a brand new series of compact, well branched, large flowered Portulaca. The neat, mounded habit provides a highly attractive plant in the pot or in the garden which will thrive in any sunny spot. Sun Daze is an early flowering Portulaca with a close flowering window across all colours and a range of 5 strikingly bright colours. Sun Daze has a denser natural habit and larger flowers than competing varieties.



Fuchsia POR304



Orange POR301



Red POR302



White POR305



Yellow POR303



Victoria

Salvia farinacea

Strata, Rhea & Cirrus

Salvia farinacea



Victoria Blue SAL407

Salvia farinacea thrive in a vast range of climatic conditions. A Floranova speciality, our Salvia farinacea are the most selected and well managed stocks on the market. These Salvia know no compromise. For the grower they are compact, branching and early flowering. The stocks are continuously selected for large, dense, tightly packed flower spikes for maximum impact at point of sale.

The widest selection of Salvia farinacea available.



Victoria White SAL410



Strata SAL408



Seascape Mixed SAL399



Cirrus SAL400



Rhea SAL411



Strata SAL408

Seed Form	Natural, Elitech
Seed Count	29,500/oz - 1,040/g
Garden Height	16 - 20" (40 - 50cm)
Garden Spread	10 - 12" (25 - 30cm)
Flower Size	5" (12cm)

Seed Form	Natural, Elitech
Seed Count	30,000/oz - 1,050/g
Garden Height	12 - 16" (30 - 40cm)
Garden Spread	8 - 10" (20 - 25cm)
Flower Size	4" (10cm)

Sizzler

Salvia splendens

Sizzler has been designed and bred with the grower in mind: compact, early flowering and uniform across the colours, with short, dense flower spikes for a longer shelf life. Sizzler is available in 5 colours and a formula mixture.

Seed Form	Natural, Elitech
Seed Count	8,000/oz - 285/g
Garden Height	8 - 10" (20 - 25cm)
Garden Spread	8 - 10" (20 - 25cm)
Flower Size	8" (20cm)



Burgundy SAL615



Burgundy Halo SAL656



Red SAL610



Salmon SAL632



Purple SAL622



Maestro Sahara

Salvia splendens

The earliest red Salvia in the Floranova assortment with the added benefit of great garden performance. Perfect for high density production in packs and 10cm (4") pots. Day length neutral.

Seed Form	Natural, Elitech
Seed Count	7,500/oz - 265/g
Garden Height	8 - 10" (20 - 25cm)
Garden Spread	6 - 8" (15 - 20cm)
Flower Size	6" (15cm)



Maestro SAL435

Sahara

Salvia splendens

Sahara has bright red, dense flower spikes that hold their colour intensity throughout the season, even in the heat. Sahara performs well in packs but is ideally suited to larger pots and the landscape due to its intermediate plant height. A facultative short day variety.

Seed Form	Natural, Elitech
Seed Count	7,500/oz - 265/g
Garden Height	10 - 12" (25 - 30cm)
Garden Spread	8 - 10" (20 - 25cm)
Flower Size	10" (25cm)



Sahara SAL821



Mojave SAL710



Mojave SAL710

Mojave

Salvia splendens

A compact branching habit combined with profuse season long flowering and extreme heat tolerance make Mojave a great choice for plugs, packs, pots and the landscape. Deep red, dense flower spikes hold their colour throughout the season without fading and contrast beautifully with the dark green foliage. Day length neutral. Awarded a Fleuroselect Quality Mark.

Seed Form	Natural, Elitech
Seed Count	7,500/oz - 265/g
Garden Height	10 - 12" (25 - 30cm)
Garden Spread	8 - 10" (20 - 25cm)
Flower Size	8" (20cm)



Mojave SAL710

Vitesse

F1 Vinca

The first full series of F1 Vinca on the market, Vitesse continues to lead the way for performance, seed quality and colour range. Vitesse has a dense and well branched habit, even as a young plant, making it easier to control. In the garden it has strong disease tolerance and maintains better flower quality than competing varieties. Vitesse should be your first choice for pot production!

Seed Form	Natural, Elitech
Seed Count	18,500/oz - 650/g
Garden Height	12 - 14" (30 - 35cm)
Garden Spread	12 - 16" (30 - 40cm)
Flower Size	1½ - 2" (5 - 6cm)



Lavender Morn VIN441



Rose Morn VIN442



Cranberry VIN424



Apricot VIN428



Lavender VIN402



Purple VIN701





Orange VIN427



Orchid VIN409



Raspberry VIN423

Vitesse

F1 Vinca



Orchid VIN409



Peppermint VIN401



Pink VIN605



Red VIN408



Red with Eye VIN412



Rose VIN404



Strawberry Red VIN421



White VIN405

Cobra

F1 Vinca

Cobra is a compact mounding series bred specifically for pack use. With large flowers, exceptional disease tolerance and the ability to perform well in sub-optimal conditions. Cobra has the ability to perform for the grower and the consumer.



Cobra Mixed VIN600



Apricot Improved VIN622



Red VIN619



White VIN601



Rose Improved VIN620



Passion Fruit VIN602



Red Eye VIN613



Orange VIN618



Rose Eye VIN621



Peppermint VIN609



True Red VIN614



Purple Eye VIN608



Orchid Eye VIN607

Seed Form	Natural, Elitech
Seed Count	18,500/oz - 650/g
Garden Height	10 - 12" (25 - 30cm)
Garden Spread	12 - 16" (30 - 40cm)
Flower Size	1½ - 2" (5 - 6cm)



Margarita VIO156



Golden Yellow VIO184



Rose Blotch VIO167



NEW COLOUR
Apricot VIO176

Bel Viso

F1 Viola

The new series selected for precision performance in Autumn and Spring. Earlier and more uniform in Spring than its rivals, producing large showy blooms on a compact, tidy branching habit. In Autumn, Bel Viso is very uniform in flowering time and habit and easy to control even in warm conditions. Perfect for pot or pack production and available in a vibrant range of colours.



Cream VIO169



Marina VIO148



Blue Bronze VIO168



NEW COLOUR
Wedgewood VIO173

Seed Form	Natural, Primed
Seed Count	35,400/oz - 1,250/g
Garden Height	5 - 7" (13 - 18cm)
Garden Spread	5 - 7" (13 - 18cm)
Flower Size	1½" (4cm)



Yellow Blotch VIO171



Yellow Jump Up VIO165



Purple White Face VIO155



NEW COLOUR
Red Wing VIO182



NEW COLOUR
Padparadja VIO183



Blue VIO162



White Jump Up VIO166



YTT VIO164



NEW COLOUR
Pure White Improved VIO177



NEW COLOUR
Bright Purple VIO210

Velour

Viola

Velour has an important place in any Viola product mix, remaining compact and bushy on the bench, retail shelf and in the garden. Velour is ideal for Spring and Summer marketing.



Deep Blue Blotch VIO436



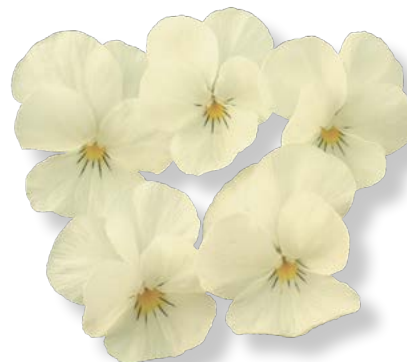
Sky Blue VIO450



Purple Wing VIO432



Purple & White VIO435



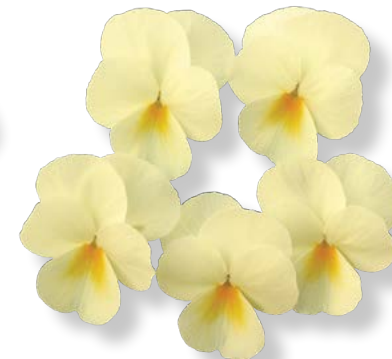
White VIO420



Blue Blotch VIO425



Lilac VIO457



Cream Splash VIO433



Yellow VIO415



Yellow Blotch VIO437

Seed Form	Natural
Seed Count	36,900/oz - 1,300/g
Garden Height	5 - 7" (13 - 18cm)
Garden Spread	4 - 6" (10 - 15cm)
Flower Size	1¼ - 1½" (3 - 4cm)

Angel

F1 Viola

The Angel series is best suited to Autumn production. Its well branched habit and later flowering gives better pot or pack fill during periods of high temperature and high light. The series is further enhanced by the addition of a range of novelty colours not seen in other series.



Amber Kiss VIO142



Blueberry Glow VIO113



Lilac Frost VIO115



Cream VIO124



Deep Yellow VIO143



Terracotta VIO145



Yellow Blotch VIO128



Primrose Yellow VIO138



Pure White VIO141



Velvet VIO114



Violet Duet VIO108



Lilac Glow VIO116



Tiger Eye VIO129

Seed Form	Natural, Primed
Seed Count	35,400/oz - 1,250/g
Garden Height	5 - 7" (13 - 18cm)
Garden Spread	4 - 6" (10 - 15cm)
Flower Size	1¼ - 1½" (3 - 4cm)

Sugar Rush

F1 Wallflower

The Fall-flower Wallflower



Orange WAL127



Primrose WAL112



Yellow WAL115



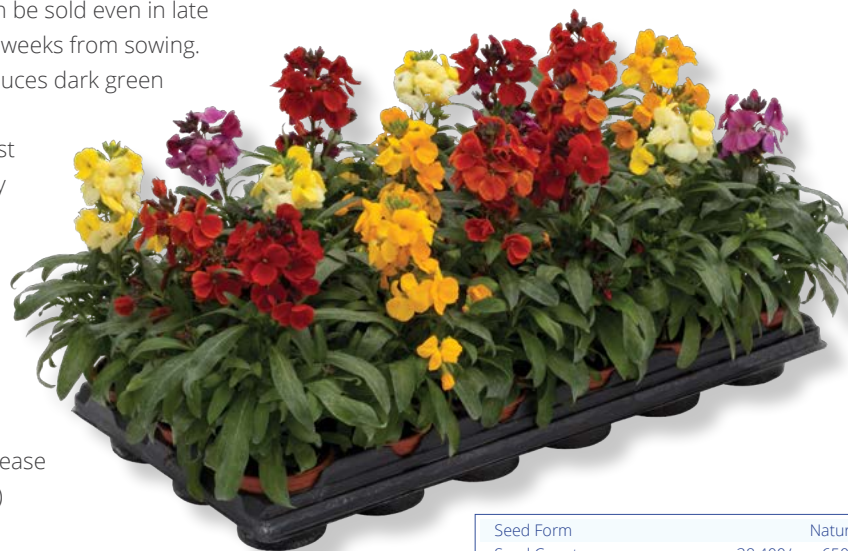
Purple Bicolour WAL113



Red WAL124

Sweetly scented and ultra-fast in production. Not requiring cool temperatures for flowering, this F1 hybrid Cheiranthus can be sold even in late Summer or early Autumn from as little as 9 weeks from sowing. Even during warm temperatures it still produces dark green healthy foliage and great natural branching. Once planted out it will withstand heavy frost and wintery conditions, making a nice bushy plant that will then re-flower in early Spring. Alternatively, it can be sold as a flowering plant in early Spring in as little as 14-16 weeks from sowing. The perfect addition for Autumn and Winter gardening. A versatile companion to Pansies!

(Sugar Rush is not available in all regions. Please refer to your pricelist for more information.)



Sugar Rush Mixed WAL135

Seed Form	Natural
Seed Count	38,400/oz - 650/g
Garden Height	8 - 10" (20 - 25cm)
Garden Spread	8 - 10" (20 - 25cm)
Flower Size	1 - 1½" (2 - 4cm)



The Fall-flower Wallflower



Red WAL100



Yellow WAL103



Treasure Mixed WAL110



Treasure

F1 Wallflower

The original F1 Winter flowering landscape Cheiranthus. Treasure's exceptional plant vigour and strong branching habit makes it a perfect plant to overwinter for super early Spring colour. Early flowering and fragrant, Treasure is a great companion to Pansy and Viola for early season displays. Multi-branching with a great habit and dense flower spikes.



Primrose WAL105



Bronze WAL106

Seed Form	Natural
Seed Count	18,400/oz - 650/g
Garden Height	9 - 11" (23 - 28cm)
Garden Spread	10 - 12" (25 - 30cm)
Flower Size	1 - 1½" (2 - 4cm)

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