

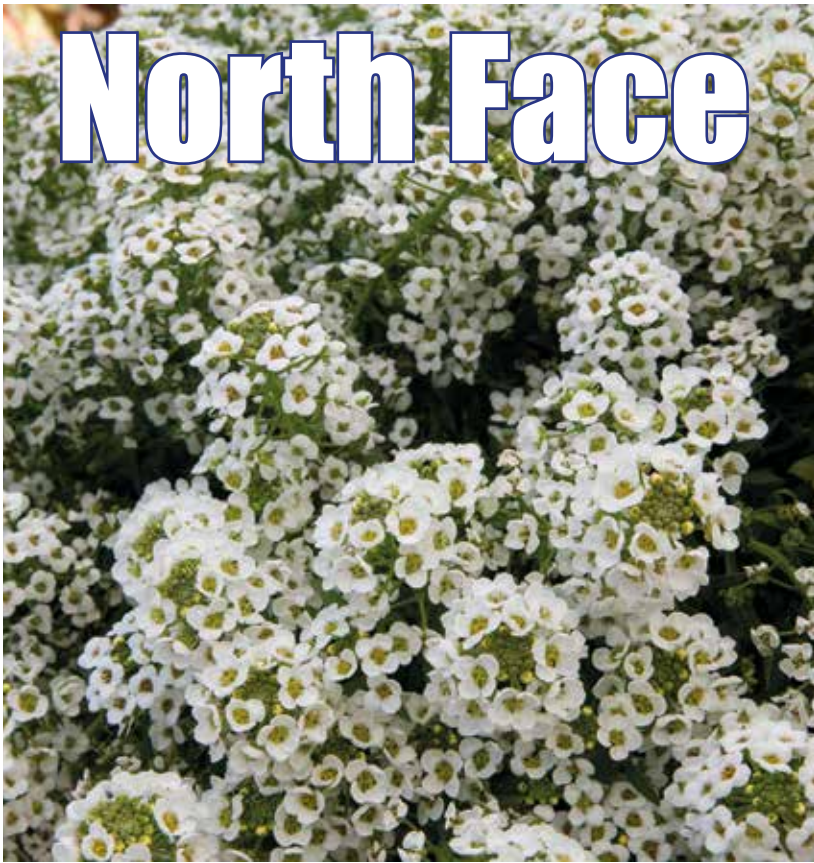


floranova
creative plant breeding



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North Face

North Face White ALY201



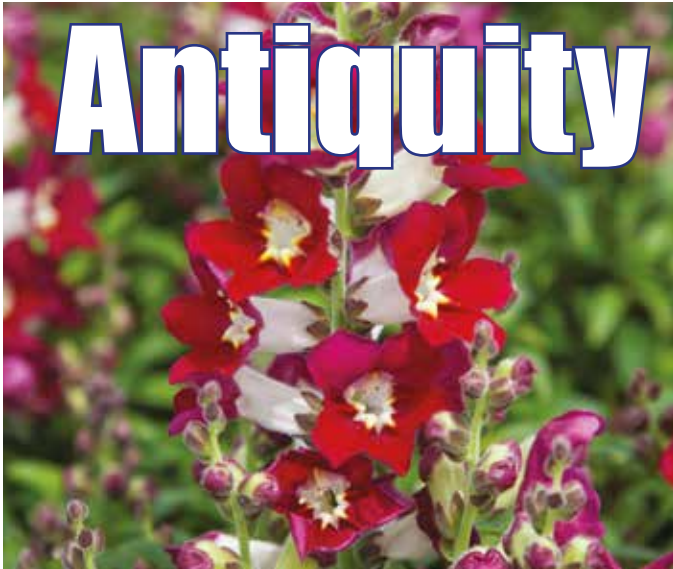
North Face White ALY201

North Face

Tetraploid Alyssum

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 with the consumer, whilst the lower growing & well branched habit is easier to handle for the growers. Available as multi-pelleted seed.

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



Antiquity

Antiquity Red Bicolour ANT406



Antiquity Red ANT403



Antiquity Purple ANT404



Antiquity Lemon ANT405



Antiquity Orange Bicolour ANT407

Antiquity

F1 Antirrhinum

Antirrhinum Antiquity is an open flowered series which is ideally suited to larger containers or garden borders. Antiquity has extremely robust foliage and great branching, resulting in outstanding garden performance. The improved branching also makes this variety much more suitable for Summer and Autumn production, where it fills the pot better before flowering.

<i>Seed Form</i>	Natural
<i>Seed Count</i>	212,500/oz - 7,500/g
<i>Garden Height</i>	9 - 11" (23 - 28cm)
<i>Garden Spread</i>	14 - 16" (35 - 40cm)
<i>Flower</i>	1½" (3cm)



Antiquity Mixed ANT400

Crackle & Pop



Crackle & Pop Mixed ANT600



Crackle & Pop Red Bic ANT611



Crackle & Pop Purple ANT613



Crackle & Pop Orange ANT606



Crackle & Pop Mixed ANT600



Crackle & Pop Yellow ANT604



Crackle & Pop White ANT601



Crackle & Pop Lav Bic ANT614



Crackle & Pop (R) makes a more compact and sturdy plant

Crackle & Pop

F1 Antirrhinum

Crackle & Pop is an early flowering dwarf snapdragon with strong pack, pot & garden performance. The well branched plants are covered by well formed flower spikes which bloom in a very tight flowering window.

<i>Seed Form</i>	Natural
<i>Seed Count</i>	181,100/oz - 6,400/g
<i>Garden Height</i>	6 - 10" (15 - 25cm)
<i>Garden Spread</i>	10 - 12" (25 - 30cm)
<i>Flower</i>	1" (3cm)



Crackle & Pop Red ANT609



Crackle & Pop (R) makes a more compact and sturdy plant



Bossa Nova®



Bossa Nova® Yellow BOL209



Bossa Nova® Pure White BOL206



Bossa Nova® Red BOL204



Bossa Nova® Ivory BOL207



Bossa Nova® Pink Glow BOL211



Bossa Nova® Rose BOL205



Bossa Nova® Orange BOL201

Bossa Nova® F1 Begonia

Begonia Bossa Nova® brings the carnival to your containers. Full of flower and available in a range of 7 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.

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



BOSSA NOVA

BURSTING WITH LIFE



Ikon



Ikon Bronze BEG981



Ikon Green BEG980



Ikon Green BEG980

Ikon

F1 Begonia

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'.

<i>Seed Form</i>	Pelleted
<i>Seed Count</i>	4,815,000/oz - 170,000/g
<i>Garden Height</i>	12 - 16" (30 - 40cm)
<i>Garden Spread</i>	16 - 20" (40 - 50cm)
<i>Flower</i>	1¼ - 1½" (3 - 4cm)



Costa



Costa Mixed CAL100



Costa Light Yellow CAL101



Costa Orange CAL102



Costa 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. Available as 3 separate colours and as a formula mix, Costa is perfect for 9cm – 13cm pot production.

<i>Seed Form</i>	Natural
<i>Seed Count</i>	4,200/oz - 150/g
<i>Garden Height</i>	10 - 12" (25 - 30cm)
<i>Garden Spread</i>	10 - 12" (25 - 30cm)
<i>Flower</i>	2 - 3" (5 - 8cm)



Bright Sparks

NEW



NEW Bright Sparks Burgundy CEL207



Bright Sparks Scarlet CEL201



Bright Sparks Yellow CEL202



Bright Sparks Deep Rose CEL203



Bright Sparks Scarlet (left) compared with Arabona Red

Bright Sparks

Celosia

An outstanding new variety with very large intense coloured plumes. Unrivalled in colour, early to flower and with greater branching which leads to more flowers per plant. Bred to withstand heat and humidity without fading in colour, this variety makes an outstanding landscape or container plant

Seed Form	Natural
Seed Count	48,500/oz - 1,700/g
Garden Height	14 - 18" (35 - 45cm)
Garden Spread	10 - 12" (25 - 30cm)
Flower	6 - 8" (15 - 20cm)



Apollo



Apollo Lovesong COS211



Apollo White COS111



Apollo Carmine COS113



Apollo Pink COS112

Apollo *Cosmos*

Apollo brings great benefits for growers, retailers and consumers alike. The naturally dwarf habit and shorter internodes makes for a better colour display, extended shelf life and ease of transport. The super-large flowers and overlapping petals make a greater impact in containers or the garden. The best Cosmos for pot production - flowering in a 10cm pot.

<i>Seed Form</i>	Natural
<i>Seed Count</i>	4,200/oz - 150/g
<i>Garden Height</i>	18 - 26" (55 - 65cm)
<i>Garden Spread</i>	20 - 24" (50 - 60cm)
<i>Flower</i>	4" (10cm)



Apollo Mixed COS110



Reach Out

NEW



NEW Reach Out Pink GER990

NEW



NEW Reach Out Lilac Bicolour GER976

NEW



NEW Reach Out Light Purple GER989

NEW



NEW Reach Out White GER987

Reach Out

F1 Ivy Leaf Geranium

A brand new series of F1 Ivy Leaf Geranium. Early to flower and easier to produce than competing varieties due to its compact habit and short internodes. The Reach Out series produces a full canopy of flowers all over the plant and does not get 'tangled up' in production like other varieties. Superb landscape, container & basket performance.

Seed Form
Seed Count
Garden Height
Garden Spread
Flower

Scarified
5,700/oz - 200/g
6 - 8" (15 - 20cm)
10 - 14" (25 - 35cm)
1¼ - 1½" (3 - 4cm)

NEW



NEW Reach Out Hot Pink GER977

NEW



NEW Reach Out Red GER988



Reach Out Red GER988

Inspire



Inspire Mixed GER030



Inspire Scarlet GER032



Inspire Appleblossom GER034



Inspire Salmon GER033



Inspire White GER039



Inspire Rose GER031

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.

<i>Seed Form</i>	Scarified, Coated
<i>Seed Count</i>	6,250/oz - 220/g
<i>Garden Height</i>	10 - 12" (25 - 30cm)
<i>Garden Spread</i>	9 - 10" (23 - 25cm)
<i>Flower</i>	3 - 4" (8 - 10cm)



Quantum



Quantum Mixed GER600



Quantum Red GER601



Quantum Light Pink GER613



Quantum Red GER601



Quantum Salmon Improved GER611

Quantum F1 Geranium

This unique F1 Geranium has outstanding heat tolerance and long flowering in regions with high temperatures. The attractive star-shaped flowers are less prone to shattering therefore giving a great display of colour for much longer. With the added attraction of serrated foliage, this new variety really can add something new to your assortment.

Seed Form	Scarified, Coated
Seed Count	6,250/oz - 220/g
Garden Height	12 - 16" (30 - 40cm)
Garden Spread	12 - 16" (30 - 40cm)
Flower	4 - 5" (10 - 12cm)



Quantum Red GER601

Horizon

NEW

NEW Horizon New Star GER193



Horizon Neon Rose GER844



Horizon Lavender GER830



Horizon Light Salmon GER803



Horizon Violet GER845



Horizon Appleblossom GER829



Horizon Red (PBR EU) GER841



Horizon Orange GER828



Horizon Deep Red GER808



Horizon Pure White GER811



Horizon Rose GER831



Horizon Coral Spice GER833



Horizon Deep Salmon GER805



Horizon Scarlet GER827

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. New for 2018 - Horizon New Star - an extremely popular novelty colour now improved to match the series extremely well.

<i>Seed Form</i>	Scarified, Coated
<i>Seed Count</i>	6,250/oz - 220/g
<i>Garden Height</i>	12 - 14" (30 - 35cm)
<i>Garden Spread</i>	10 - 12" (25 - 30cm)
<i>Flower</i>	4 - 5" (10 - 12cm)



Divas



Divas Raspberry Ripple GER815



Divas Star GER191



Divas Red Picotee GER820

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.

<i>Seed Form</i>	Scarified, Coated
<i>Seed Count</i>	6,250/oz - 220/g
<i>Garden Height</i>	12 - 14" (30 - 35cm)
<i>Garden Spread</i>	10 - 12" (25 - 30cm)
<i>Flower</i>	4 - 5" (10 - 12cm)

Moulin Rouge



Moulin Rouge GER205

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.

<i>Seed Form</i>	Scarified, Coated
<i>Seed Count</i>	6,250/oz - 220/g
<i>Garden Height</i>	12 - 16" (30 - 40cm)
<i>Garden Spread</i>	12 - 14" (30 - 35cm)
<i>Flower</i>	5 - 6" (12 - 15cm)



Moulin Rouge GER205

Dancer



Dancer Mixed GER769



Dancer Deep Rose GER302



Dancer Red GER776



Dancer Star GER773



Dancer Orange GER770



Dancer Pink GER307



Dancer White GER761



Dancer Salmon GER305

Dancer *F2 Geranium*

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

High quality F2 separate colours.

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



Cabaret

Cabaret Mixed GER760

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.

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



Cabaret Mixed GER760

Honeymoon



Honeymoon Deep Red HIB107



NEW Honeymoon Rose HIB109



Honeymoon White with Eye HIB101



Honeymoon Light Rose HIB104



Honeymoon Mixed HIB100

Honeymoon *F1 Hibiscus*

Hibiscus Honeymoon is available as 4 distinct colours including the deepest red ever introduced. Honeymoon is a truly eye-catching variety with real shelf appeal. It 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.

<i>Seed Form</i>	Scarified
<i>Seed Count</i>	2,636/oz - 930/g
<i>Garden Height</i>	24 - 32" (60 - 80cm)
<i>Garden Spread</i>	20 - 24" (50 - 60cm)
<i>Flower</i>	6 - 8" (15 - 20cm)



Athena



Athena Appleblossom IMP727



Athena Bright Purple IMP721



Athena Red IMP730



Athena Coral IMP726



Athena Orange IMP724



Athena Appleblossom IMP727



Athena Orange Flash IMP725

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 to 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.

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



Zenith



Zenith Deep Orange MAR653



Zenith Golden Yellow MAR651



Zenith Lemon Yellow MAR650



Zenith Orange MAR671



Zenith Red & Gold MAR652



Zenith Red MAR695



Zenith Yellow MAR681

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.

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



Cheerleader



Cheerleader Orange MAR583



Cheerleader Gold MAR582



Cheerleader Orange MAR583



Cheerleader Yellow MAR581



Cheerleader Yellow MAR581



Cheerleader Series

Cheerleader *F1 African Marigold*

Cheerleader is a new early flowering F1 hybrid African Marigold with very compact but robust foliage. The large weather resistant blooms are held strongly above the very well branched foliage, leading to a prolific display of colour in beds or containers. The 3 colours are uniformly early into bloom, making them perfect for pot or pack production.

<i>Seed Form</i>	Clipped, Coated
<i>Seed Count</i>	12,740/oz - 450/g
<i>Garden Height</i>	8 - 10" (20 - 25cm)
<i>Garden Spread</i>	14 - 18" (35 - 45cm)
<i>Flower</i>	4 - 4½" (10 - 11cm)



Cheerleader Yellow MAR581

Dune



Dune Mixed MAR160



Dune Yellow MAR162



Dune Orange MAR161



Dune Gold MAR163

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.

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

Alumia



Alumia Vanilla Cream MAR402

Alumia Vanilla Cream

French Marigold

Alumia delivers large blooms and strong branching stems. Available as the unique 'Vanilla Cream', a perfect choice for that special item in a mixed combo. A great choice for pots, packs and the garden.

<i>Seed Form</i>	Clipped, Coated
<i>Seed Count</i>	9,900/oz - 350/g
<i>Garden Height</i>	10 - 12" (25 - 30cm)
<i>Garden Spread</i>	10 - 14" (25 - 35cm)
<i>Flower</i>	2 - 3" (5 - 8cm)



Alumia Vanilla Cream MAR402

Magic



Magic Spring Blossom MIM914



Magic Ivory MIM922



Magic Orange MIM925



Magic Red Improved MIM939

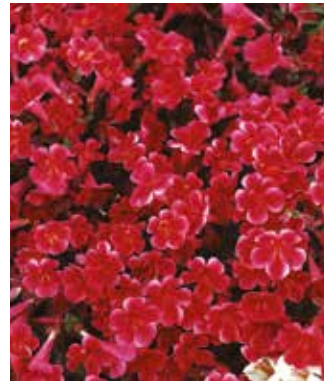
Magic Mixed MIM920



Magic White Blotch MIM941



Magic White Flame MIM936



Magic Wine MIM931

Magic
F1 *Mimulus*

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.



Magic Yellow MIM926



Magic Yellow Blotch MIM942



Magic Yellow Flame MIM934

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





Maximus Clear Mixed MIM511



Maximus Yellow MIM506



Maximus Orange MIM502



Maximus Ivory MIM501



Maximus Red Shades MIM507



Maximus Yellow Blotch MIM500

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.

<i>Seed Form</i>	Natural, Pelleted
<i>Seed Count</i>	480,000/oz - 17,000/g
<i>Garden Height</i>	10 - 12" (25 - 30cm)
<i>Garden Spread</i>	8 - 10" (20 - 25cm)
<i>Flower</i>	2½" (6cm)



Maximus Mixed MIM510



Seventh Heaven



Nemesia Seventh Heaven



Seventh Heaven Pink NEM106



Seventh Heaven Deep Blue NEM102



Seventh Heaven Bicolour NEM107



Seventh Heaven White NEM101



Seventh Heaven Lavender Bic NEM107

Seventh Heaven

F1 Nemesia

Featuring the first bicolour of its kind from seed, Seventh Heaven brings the performance of vegetative varieties into an easier to handle seed format. Seventh Heaven has denser and better branched foliage and larger flowers than other seed varieties. Selected colours also have the added benefit of a very sweet fragrance.

<i>Seed Form</i>	Pelleted
<i>Seed Count</i>	170,000/oz - 6,000/g
<i>Garden Height</i>	12 - 14" (30 - 35cm)
<i>Garden Spread</i>	14 - 16" (35 - 40cm)
<i>Flower</i>	½ - ¾" (1 - 1½cm)



Nemesia Seventh Heaven

Avalon®



Avalon® Mixed NIC900



Avalon® Appleblossom NIC903



Avalon® Lime NIC906



Avalon® Lime Purple Bicolour NIC904



Avalon® Pink Picotee NIC908



Avalon® Red NIC902



Avalon® White NIC907

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.

<i>Seed Form</i>	Pelleted, Natural, Elitech
<i>Seed Count</i>	312,000/oz - 11,000/g
<i>Garden Height</i>	12" (30cm)
<i>Garden Spread</i>	12" (30cm)
<i>Flower</i>	2" (4cm)



Perfume



Perfume Mixed NIC450



Perfume Blue NIC426



Perfume Lime NIC444



Perfume Bright Rose NIC429



Perfume Antique Lime NIC434



Perfume Red NIC431



Perfume Deep Purple NIC433



Perfume White NIC430

Perfume

F1 Nicotiana

Bred for improved disease tolerance and garden performance, Perfume is a breakthrough in the suitability of Nicotiana for landscape use. Vigorous, well branched plants with a mass of upward facing blooms thrive Summer long.

<i>Seed Form</i>	Pelleted, Natural
<i>Seed Count</i>	283,500/oz - 10,000/g
<i>Garden Height</i>	16 - 20" (40 - 50cm)
<i>Garden Spread</i>	12 - 15" (30 - 40cm)
<i>Flower</i>	1 - 1½" (3 - 4cm)



Perfume Mixed NIC450

Magnum®



Magnum® Mixed PAN570



Magnum® Red Blotch PAN574



Magnum® Yellow Blotch PAN580



Magnum® Scarlet Shades PAN582



Magnum® Clear Blue PAN573



Magnum® Yellow PAN575



Magnum® Blue Blotch PAN584

Magnum®
F1 Pansy

Magnum® performs for the grower, retailer and the consumer. Its compact early flowering, branching habit is maintained in hot or cold temperature extremes and even in lower light conditions 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. Uniquely designed to remain compact but freely branching, Magnum® resists stretching even at higher temperatures.

Seed Form	Natural, Primed
Seed Count	21,500/oz - 760/g
Garden Height	6 - 8" (15 - 20cm)
Garden Spread	6 - 8" (15 - 20cm)
Flower	3" (8cm)



Magnum® White Blotch PAN581



Magnum® Orange PAN576



Magnum® Purple Bicolour PAN588



Magnum® Red Wing PAN579



Magnum® Lilac Shades PAN586



Magnum® Beaconsfield PAN571



Magnum® Primrose PAN577



Magnum® Porcelain Shades PAN583

Freefall[®] XL

NEW



NEW Freefall[®] XL Golden Yellow PAN336

NEW



NEW Freefall[®] XL Bright Yellow PAN331

NEW



NEW Freefall[®] XL Purple Face PAN332

Freefall[®] XL

F1 Pansy

Pansy Freefall[®] XL has the same great habit as the original Freefall series but has the added benefit of much larger flowers. XL is easy for growers thanks to its non-tangling habit and 10-14 day earlier flowering in Spring than Cool Wave. Perfect for hanging baskets, containers or even ground cover, Freefall[®] XL will flower prolifically all over the plant.

<i>Seed Form</i>	Natural, Primed
<i>Seed Count</i>	36,900/oz - 1,300/g
<i>Garden Height</i>	4 - 7" (10 - 18cm)
<i>Garden Spread</i>	14 - 22" (35 - 55cm)
<i>Flower</i>	2 - 2½" (5 - 6cm)

NEW



NEW Freefall[®] XL Red Wing PAN333

NEW



NEW Freefall[®] XL Azure Blue PAN327



Freefall XL Golden Yellow PAN336



Freefall® Golden Yellow PAN302



Freefall® Purple & White PAN307



Freefall® Marina PAN316



Freefall® Golden Yellow PAN302



Freefall® Purple Wing PAN311



Freefall® Deep Violet PAN308



Freefall® Cream PAN312



Freefall® Lavender PAN303

Freefall®
F1 Pansy

Freefall® is the growers choice for Spring and Autumn baskets! Compared to competing varieties, Freefall® 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.

Seed Form	Natural, Primed
Seed Count	36,900/oz - 1,300/g
Garden Height	4 - 6" (10 - 15cm)
Garden Spread	14 - 20" (35 - 50cm)
Flower	2" (5cm)



Prism



Prism Mixed PET700



Prism Bright Rose PET737



Prism Dewberry Sundae PET766



Prism Sunshine PET702

Prism

F1 Grandiflora 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.



Prism Blackberry Sundae PET716



Prism Blue PET707



Prism Plum Sundae PET770

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

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 4 - 5" (10 - 12cm)



Prism Salmon PET740



Prism Strawberry Sundae PET768



Prism Ruby PET730



Prism Blueberry Sundae PET717



Prism Pink PET715



Prism Red PET720



Prism Coral Halo PET755



Prism White PET705



Prism Deep Rose PET745



Prism Lavender PET762



Prism Raspberry Sundae PET718



Espresso® Grande



Espresso® Grande Mixed PET300



Espresso® Grande Pink PET309



Espresso® Grande Purple PET313



Espresso® Grande Peach PET318



Espresso® Grande Pink PET309



Espresso® Grande Red PET319



Espresso® Grande White PET314



Espresso® Grande Deep Rose PET303



Espresso® Grande Blue PET306

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.

<i>Seed Form</i>	Natural, Elitech, Pelleted
<i>Seed Count</i>	368,000/oz - 13,000/g
<i>Garden Height</i>	7 - 9" (18 - 23cm)
<i>Garden Spread</i>	14 - 16" (35 - 40cm)
<i>Flower</i>	3½ - 4¼" (9 - 11cm)



Espresso®



Espresso® Rose PET356



Espresso® Sweet Pink PET360



Espresso® Deep Rose PET366



Espresso® Red PET368



Espresso® White PET363



Espresso® Ruby PET359



Espresso® Blue PET354



Espresso® Frappé Ruby PET135



Espresso® Frappé Rose PET134

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.

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	2½ - 3" (6 - 8cm)

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, Elitech, Pelleted
Seed Count	312,000/oz - 11,000/g
Garden Height	7 - 9" (18 - 23cm)
Garden Spread	10 - 12" (25 - 30cm)
Flower	4" (10cm)



Popstars



Popstars Mixed PHL200



NEW

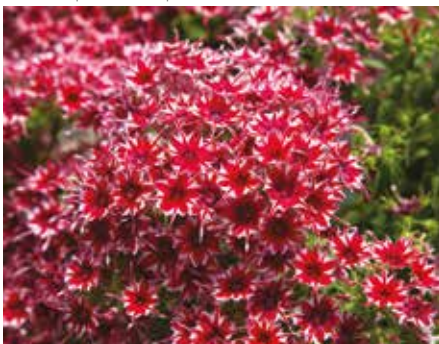
NEW Popstars Deep Blue PHL216



Popstars White PHL202



Popstars Purple Eye PHL204



Popstars Red PHL201



Popstars Rose Eye PHL207



Popstars Purple PHL205



Popstars Blue PHL211

Popstars F1 Phlox

Naturally dwarf & strong branching, Popstars is a new F1 hybrid Phlox with a fantastic show of single and bicoloured star-shaped flowers. The compact habit with F1 vigour ensures good garden performance and amazing flower power.

<i>Seed Form</i>	Natural
<i>Seed Count</i>	17,600/oz - 620/g
<i>Garden Height</i>	10 - 12" (25 - 30cm)
<i>Garden Spread</i>	14 - 16" (25 - 40cm)
<i>Flower</i>	¾ - 1¼" (2 - 2½cm)



Sun Daze



Sun Daze Mixed POR300



Sun Daze Orange POR301



Sun Daze Fuchsia POR304



Sun Daze White POR305



Sun Daze Red POR302



Sun Daze Fuchsia POR304



Sun Daze Yellow POR303

Sun Daze

F1 Portulaca

Sun Daze is a series of compact, well branched, large flowered Portulaca that flowers all over the plant. 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 the range of 5 strikingly bright colours. Sun Daze has a denser natural habit and larger flowers than competing varieties.

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



Salvia farinacea



Seascape Mixed SAL399



Cirrus SAL400



Rhea SAL411



Strata SAL408

Victoria, Strata, Rhea & Cirrus *Salvia farinacea*

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.

Compact Types

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 4" (10cm)

Victoria Types

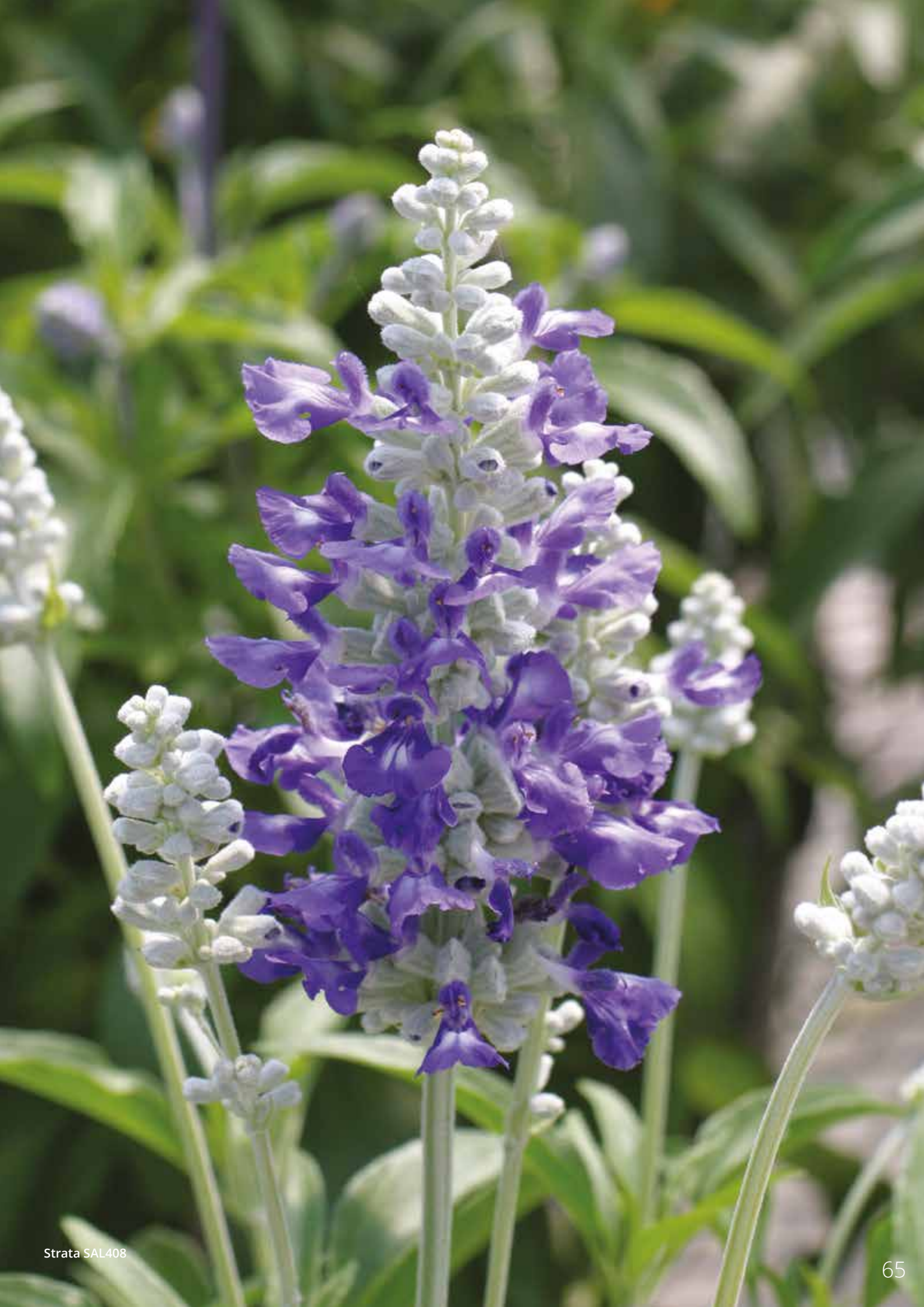
Seed Form Natural, Elitech
Seed Count 29,500/oz - 1,040/g
Garden Height 16 - 20" (40 - 50cm)
Garden Spread 10 - 12" (25 - 30cm)
Flower 5" (12cm)



Victoria Blue SAL407



Victoria White SAL410



Red Salvia



Sahara SAL821



Mojave Improved SAL711



Sentry SAL436

Red Salvia

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.

Mojave has long been the first choice of growers and landscapers because of its intense red colour, dense flower spike, robust dark green foliage and very uniform habit. We have improved both the plant habit and the seed quality of Mojave Improved to further cement its place at the top of your assortment.

Sentry brings you the strong intense red colour and dense flower spike of our top selling variety Mojave, with the added benefit of earliness and a more compact, but still very uniform, plant habit. This makes Sentry a great choice for smaller pots and packs whilst retaining that great garden performance.

Sahara	Natural, Elitech	Mojave Improved	Natural, Elitech
<i>Seed Form</i>	7,500/oz - 265/g	<i>Seed Form</i>	8,000/oz - 280/g
<i>Seed Count</i>	10 - 12" (25 - 30cm)	<i>Seed Count</i>	10 - 12" (25 - 30cm)
<i>Garden Height</i>	8 - 10" (20 - 25cm)	<i>Garden Height</i>	10 - 12" (25 - 30cm)
<i>Garden Spread</i>	10" (25cm)	<i>Garden Spread</i>	6 - 8" (15 - 20cm)
<i>Flower</i>		<i>Flower</i>	
Sentry	Natural, Elitech		
<i>Seed Form</i>	7,500/oz - 265/g		
<i>Seed Count</i>	8 - 10" (20 - 25cm)		
<i>Garden Height</i>	10 - 12" (25 - 30cm)		
<i>Garden Spread</i>	4 - 6" (10 - 15cm)		
<i>Flower</i>			



Sizzler



Sizzler Purple SAL622



Sizzler Red SAL610



Sizzler Burgundy Halo SAL656



Sizzler Burgundy SAL615



Sizzler Salmon SAL632

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 mix.

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



Sizzler Red SAL610

Blockbuster



Blockbuster Peppermint VIN732



Blockbuster Dark Red VIN729



Blockbuster Burgundy VIN722



Blockbuster Crimson VIN725



Blockbuster Apricot VIN721



Blockbuster Icy Watermelon VIN730



Blockbuster White VIN740



Blockbuster Red with Eye VIN738



Blockbuster Punch VIN733



Blockbuster Purple VIN735

Blockbuster

F1 Vinca

Floranova's latest breeding has focused on flower size!

This exciting new series of 10 colours brings all of the attributes you would expect from Florianova Vinca, but with huge flowers!

Blockbuster has a compact, well branched habit as seen with Vitesse, but with much larger flowers that maintain their well rounded form. The flowers are capable of reaching 5.5-6cm, even in extreme conditions. The colour intensity of Blockbuster is much greater, even in full sun conditions.

<i>Seed Form</i>	Natural, Elitech
<i>Seed Count</i>	15,500/oz - 550/g
<i>Garden Height</i>	10 - 12" (25 - 30cm)
<i>Garden Spread</i>	12 - 16" (30 - 40cm)
<i>Flower</i>	1½ - 2" (5 - 6cm)





Vitesse Rose Morn VIN442



Vitesse Orange VIN427



Vitesse Purple VIN701



Vitesse Lavender Morn VIN441



Vitesse Rose Morn VIN442



Vitesse Raspberry VIN423



Vitesse Pink VIN605



Vitesse Red with Eye VIN412



Vitesse Peppermint VIN401



Vitesse Cranberry VIN424



Vitesse Strawberry Red VIN421



Vitesse Red VIN408



Vitesse Rose VIN404



Vitesse Apricot VIN428



Vitesse Lavender VIN402



Vitesse White VIN405



Vitesse Orchid VIN409

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!

<i>Seed Form</i>	Natural, Elitech
<i>Seed Count</i>	15,500/oz - 550/g
<i>Garden Height</i>	12 - 14" (30 - 35cm)
<i>Garden Spread</i>	12 - 16" (30 - 40cm)
<i>Flower</i>	1½-2" (5 - 6cm)



Cobra



Cobra Mixed VIN600



Cobra Rose Eye VIN621



Cobra Orchid Eye VIN607



Cobra True Red VIN614



Cobra Orange VIN618



Cobra Peppermint VIN609



Cobra Rose VIN620



Cobra Apricot Improved VIN622



Cobra Red VIN619



Cobra Purple Eye VIN608



Cobra White VIN601



Cobra Passion Fruit VIN602



Cobra Red Eye VIN613

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.

Seed Form	Natural, Elitech
Seed Count	16,500/oz - 550/g
Garden Height	10 - 12" (25 - 30cm)
Garden Spread	12 - 16" (30 - 40cm)
Flower	1½ - 2" (5 - 6cm)



Cobra Mixed VIN600

Bel Viso



New Yellow Blotch Imp VIO202



New Bel Viso Yellow Imp VIO212



New Bel Viso Marina Imp VIO225



New Bel Viso Yellow Blotch Imp VIO202



Bel Viso True Blue VIO209



Bel Viso Violet Beacon VIO198



Bel Viso Padparadja VIO183



Bel Viso Lavender Beacon VIO197



Bel Viso Golden Yellow VIO184



Bel Viso Bright Purple VIO210



Bel Viso Lemon Yellow VIO185

Bel Viso

F1 Viola

Viola Bel Viso has been 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.

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





Bel Viso Cream Imp VIO204



Bel Viso Pineapple Crush VIO208



Bel Viso Deep Blue Blotch VIO196



Bel Viso Orange Jump Up VIO189



Bel Viso Blackberry Swirl VIO201



Bel Viso Apricot VIO176



Bel Viso YTT VIO164



Bel Viso Rose Blotch VIO167



Bel Viso Purple White Face VIO155



Bel Viso Wedgewood VIO173



Bel Viso White Jump Up VIO166



Bel Viso Red Wing VIO182



Bel Viso Margarita VIO156



Bel Viso Yellow Jump Up VIO165



Bel Viso Pure White VIO177



Tiger Eye



Tiger Eye Red VIO211



Tiger Eye Yellow VIO181



Tiger Eye Yellow VIO181



Tiger Eye Red VIO211

Tiger Eye *F1 Viola*

Floranova has markedly improved the performance of Viola Tiger Eye and also added a new colour and a striking mix. Earlier flowering, much improved plant habit and better seed quality now means this unique colour can be grown alongside the mainstream Viola and Pansy crops. An absolute must for any Halloween promotion.

<i>Seed Form</i>	Natural, Primed
<i>Seed Count</i>	28,500/oz - 1,000/g
<i>Garden Height</i>	5 - 7" (13 - 18cm)
<i>Garden Spread</i>	4 - 6" (10 - 15cm)
<i>Flower</i>	1½ - 1½" (3 - 4cm)



Sugar Rush



Sugar Rush Orange WAL127



Sugar Rush Yellow WAL115



Sugar Rush Purple Bicolour WAL113



Sugar Rush Red WAL124



Sugar Rush Primrose WAL112



Bounty Yellow WAL109



Bounty Primrose WAL107

Sugar Rush

F1 Wallflower

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!

<i>Seed Form</i>	Natural
<i>Seed Count</i>	18,400/oz - 650/g
<i>Garden Height</i>	8 - 10" (20 - 25cm)
<i>Garden Spread</i>	8 - 10" (20 - 25cm)
<i>Flower</i>	1 - 1½" (2 - 4cm)

Bounty

F1 Wallflower

An early flowering and fragrant Winter flowering Cheiranthus, Bounty makes the ideal companion for Pansy and Viola plantings. Flowers in 10/12 weeks from a week 32/33 sowing. Compact and uniform with dense flower spikes. Programmable and quick to finish.

<i>Seed Form</i>	Natural
<i>Seed Count</i>	17,000/oz - 600/g
<i>Garden Height</i>	12" (30cm)
<i>Garden Spread</i>	10" (25cm)
<i>Flower</i>	1" (2 - 3cm)



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