

Secrets of Senetti®

SENETTI®



SUNTORY

COLLECTION EUROPE

2017
NOVELTY

SENETTI®
Violet



SENETTI®

PERICALLIS HYBRIDS

NEW! Senetti® FIVES

A series of compact pericallis varieties, excelling in design and color impact. Smart, chic and with a touch of eccentric glamour. Fantasy flowers with tempting colours in early spring!

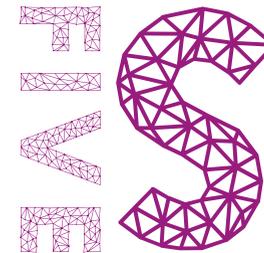
Choose purple flowers with an almost neon pink heart, or pink flowers with a soft purple lining. A deep, dark purple variety, an intense magenta shade or a luminous bright purple tone. All with a naturally compact growth habit.

Watch out for Senetti®!



SENETTI®
Magic Salmon

2017
NOVELTY



2017
NOVELTY

SENETTI®
Violet



2017
NOVELTY

SENETTI®
Magic Blue



2017
NOVELTY

SENETTI®
Magic Salmon



2017
NOVELTY

SENETTI®
Red



2017
NOVELTY

SENETTI®
Grape



SENETTI®
Magic Blue

2017
NOVELTY



Variety and colour	Denomination	Flowering	Vigour	Growth Habit
SENETTI' <small>PERENNIAL HYBRID</small>				
NEW 2017 Violet	Sunseneikuku	early	compact	patio type
NEW 2017 Magic Blue	Sunsenegoroku	early	medium	patio type
NEW 2017 Magic Salmon	Sunsenegonana	early	compact	patio type
NEW 2017 Red	Sunsenegoku	early	medium	patio type
NEW 2017 Grape	Sunsenemui	early	compact	patio type
Lavender	Sunseneraibu	medium	medium	very patio
Pink Bicolor	Sunsenepiba	early/medium	medium	patio type
Magenta Bicolor	Sunsenereba	medium	medium	very type

Variety and colour	Denomination	Flowering	Vigour	Growth Habit
SENETTI' <small>PERENNIAL HYBRID</small>				
Magenta	Sunsenere	medium	medium	very patio
Violet Bicolor	Sunsenebaibai	medium	medium	patio type
Blue Bicolor '15	Sunsenebubakai	early/medium	compact	patio type
Blue	Sunsenebu	medium	medium	very patio
Deep Blue	Sunsenedibu	medium	medium	very patio
Baby Magenta	Sunsenebare	medium	medium	very patio
Baby Magenta Bicolor	Sunsenepapiba	early	medium	patio type
Baby Blue	Sunsenebabu	early	medium	patio type

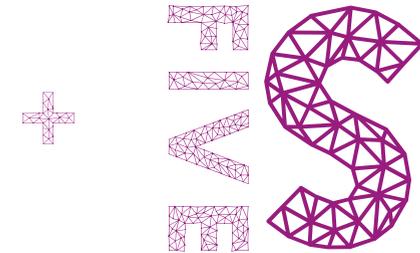
THE COMPLETE COLLECTION : WWW.SENETTI.EU

Senetti® is a collection of revolutionary pericallis hybrids from the Suntory® Collection Europe, brought to you by Moerheim New Plant BV.

Senetti® thrives in low temperatures and provides high colour impact early in the season. Senetti® is available in a wide range of colours such as vivid blues, magentas, violets and stunning bicolors.

Senetti® has large, daisy-like flowers which appear from early spring until summer. Senetti® is packed with flowers: up to 200 on a plant grown in a 10-inch pot.

When the first flowers start to fade, plants can be cut back to rebloom later in the season, extending the consumer's enjoyment.



SENETTI®
Lavender



SENETTI®
Pink Bicolor



BEST SELLER
SENETTI®
Magenta Bicolor



BEST SELLER
SENETTI®
Magenta



BEST SELLER
SENETTI®
Violet Bicolor



SPOT LIGHT
SENETTI®
Blue Bicolor '15



SENETTI®
Blue



BEST SELLER
SENETTI®
Deep Blue



SENETTI®
Baby Magenta



SENETTI®
Baby Magenta Bicolor



SENETTI®
Baby Blue



Cultivation information

SENETTI® PERICALLIS HYBRIDS

Flowering characteristics

Senetti® will flower roughly 3 months after potting and is then ready for delivery. Senetti® does not need a cold treatment to induce flowering.

Cuttings

Start with certified clean cuttings from an official Moerheim New Plant supplier.

Potting compost

Use a good-quality potting compost with a pH between 5.0 and 6.0.

Potting

Use a minimum pot size of 12 cm and a maximum pot size of 20 cm. Smaller pot sizes are not recommended for Senetti®.

Climate

- **Temperature:** after potting, keep the temperature high at around 18°C. Maintain this temperature for a few weeks to allow the plant to become established. After that the growing temperature can be lowered to 5-10°C. Senetti® does not need a cold period to induce flowering. In general, crops grown in cooler conditions are of better quality and produce better flowers.
- **Air humidity (RH):** make sure to avoid excessive humidity, particularly in winter when temperatures are lower.
- **Light:** Senetti® likes light, so it is not suited for very early potting dates (e.g. September to October). 1 December is recommended as the earliest potting date, but a date in January or February is even better.

Watering

If there is sun in the spring, Senetti® can use a lot of water. However, make sure not to over-water during cultivation as the plants will grow too vigorously. Avoid over-watering at the start of cultivation and during potting, in order to prevent root rot.

Feeding

Senetti® needs minimal to moderate feeding. Use an EC of 0.5-1 mS (0.5-1 g/l) of a well-balanced mixture that contains all necessary nutrients. If plants are over-fed, the leaves can grow too large. This is mainly due to nitrogen. Make sure plants receive sufficient magnesium.

Keeping the plants compact

To avoid elongation of the stems and flower stems, use Alar 65% (3 g/l). Regulate growth more often if necessary. When flowering starts, watch out for excessive stretching of the flower stems. Flower damage due to Alar is not especially visible but, as a precaution, its use is better avoided in the later stages. Use negative DIF if necessary. Do not use Cycocel because it can easily cause yellow leaf edges.

Crop protection

- Senetti® is not particularly susceptible to disease.
- Powdery mildew can occur.

Growing schedule

	<i>15-20 cm pots:</i>
Potting:	(December), January, February (note: no sooner due to lack of light).
Pinching:	Around 2 weeks after potting when the plant is ready (note: not too early).
Cultivation period:	3 months, depending on planting time, pot size, temperature and variety.
Spacing:	Depends on pot size. Do not over-crowd pots, to avoid yellow leaves at a later stage. This also helps to produce strong, healthy plants.

If you need specific cultivation information about a certain variety in particular, feel free to contact Moerheim New Plant bv.

- Root rot can occur. To avoid this, ensure sufficient evaporation during dull weather and just after potting. Do not allow the crop and compost to become too wet.
- Avoid Botrytis by maintaining an active and sufficiently dry climate.
- Look out for insect pests, especially thrips at the flowering and budding stage. Also watch out for whitefly, aphids, leaf miner and caterpillar. Admire, Mesurool and Vertimec are used to control these pests.

Transport

Nothing specific, avoid long transports.

Disclaimer

The information above has been compiled with maximum care and is based on our current knowledge. Moerheim New Plant bv is not responsible for the consequences of use or misuse of the above information. When using crop protection products or growth regulators, always comply with applicable laws and regulations in your country.

Instant
colour
in
early
spring

SENETTI®

Contact **MNP**_{bv}

The Suntory® Collection Europe offers flowering bedding and pot plants for every garden and balcony. From petunia Surfinia® and calibrachoa Million Bells® to mandevilla Sundaville® and poinsettia Princettia®, the collection includes only innovative top-notch products. The plants in the Suntory® Collection Europe are known for their superior garden performance and bring masses of flowers and vivid colours to their surroundings. The Suntory® Collection holds the largest market share on the European horticultural market.

Moerheim New Plant

The Suntory® Collection Europe is brought to you by Moerheim New Plant, whose core business is introducing new plants and varieties onto the European horticultural

market. Moerheim New Plant provides licences, devises new marketing concepts, monitors policy and carries out selection activities for breeders in Europe. The Moerheim crop portfolio includes flowering indoor plants, shrubs, bedding plants and rose understock.

Marketing

SENETTI®'s are marketed with the SENETTI® label. For more information or promotional material please contact marketing and communications at info@moerheim.com or +31 (0) 172 50 67 00

Interested in a product from the Suntory® Collection Europe? For the latest information on product availability and other questions, please contact us.

Online

We launched the new Senetti® website, to support Senetti® sales among your customers. This website is full of inspirational photos, tip and tricks for your customers on how to use their Senetti® at home. Join in on the Senetti® experience!

www.senetti.eu



European
market
leader

SENETTI®



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