



CAST SPRING TRIALS 2020

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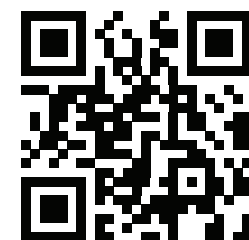
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 - Salvia Midnight Rose **NEW**



I'CONIA

G A R D E N B E G O N I A

I'Conia Begonias are the most luxurious series of hybrid begonias available for both sun and shade. Bred equally for foliage and flowers, these exquisite plants make a dramatic statement in the garden or in containers and baskets.





I'CONIA BACIO

This is the newest family to the I'Conia brand with naturally compact plants that are perfect for smaller container sizes. Miniature plants with smaller, but an abundance of brightly colored flowers on dark, rich foliage.

Ideal for 4-inch pots



I'CONIA PORTOFINO

This is the most luxurious lineup of garden begonias available anywhere. Plants have a dark chocolate foliage color that provides a striking backdrop to the brightly colored double flowers. The plants have a mounded habit that works well in containers or in hanging baskets for dramatic statements in both sun and shade.

Ideal for 6-inch pots



I'CONIA UPRIGHT

Our most popular lineup for large containers and landscapes, these varieties have a distinctive upright habit with vivid colors on extremely dark foliage. They make fantastic additions to Garden Party combination planters, as well as mass landscape plantings where heat tolerance is needed.

Ideal for 8-inch pots, upright deco containers, landscape



I'CONIA MISS

This trio of Miss Malibu, Miss Montreal and the new Miss Miami are stunning additions for hanging basket programs. They have the rich fully double blooms of an I'Conia begonia, but with an elegant cascading habit.

Ideal for hanging baskets



I'Conia Bacio Series

Bacio means "Little Kiss", and these were named because they are a cute miniature version of the best-selling Portofinos. Like the Portofino, they have really decadent foliage color and are tolerant of full sun or full shade in most climates. In dry or overly hot areas, they'll definitely need some shade. They have brightly colored flowers that will really pop against the dark leaves, and the flowers are smaller, but more plentiful than most begonias, giving a full flush of color all summer long. Being naturally smaller plants, they're the perfect pick for quart containers or even baskets where you don't want the plants to get overly large in the season.



I'Conia Bacio Orange | 50763



I'Conia Bacio Peach | 50768



I'Conia Bacio Salmon | 50756



I'Conia Bacio White | 50752

NEW

I'Conia Upright Sunshine



The fourth color to the Upright family is I'Conia Sunshine. This variety pairs beautifully with the best-selling I'Conia Upright Fire in large containers or mass landscape plantings for a display of bright sunshine yellow blooms on a dark, nearly black foliage.

NEW

I'Conia Miss Miami



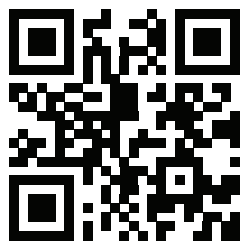
Miss Miami joins Miss Malibu and Miss Montreal as our top-pick begonias for hanging basket programs. These three varieties are known for their highly ornamental foliage, huge double blooms and extravagant cascading habit.

Miss Miami adds a new tone to the family with a vivid red color.

ROLLER COASTER

NEW GUINEA IMPATIENS

Roller Coaster varieties are a new and unique series of New Guinea Impatiens. They not only boast a large flower with double the petals, but each petal has a ruffled margin, like a roller coaster, giving a much more three-dimensional effect in the garden.





NEW
Roller Coaster Cotton Candy | 30424



Roller Coaster Hot Pink | 30323



NEW
Roller Coaster Red Racer | 30425



NEW
Roller Coaster Tangy Taffy | 30426



NEW
Roller Coaster Valravv Violet | 30355



NEW
Roller Coaster White Lightning | 30430

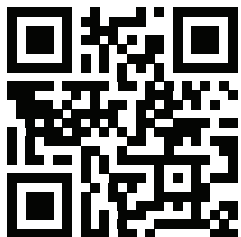


Coleus Main Street Beale Street

Main Street Beale Street is the first coleus to ever win the All-America Selections Award.

"The first-ever coleus to be named an AAS Winner! Main Street Beale Street coleus is an outstanding variety exhibiting deep red foliage that holds its color extremely well in the garden. The rich color doesn't fade, bleach or get spotty as the season moves into late summer. The lush, bushy plant grows uniformly and as a huge bonus, does not flower until very late in the season – up to 6 weeks later than the comparisons! A unique feature of this coleus is that it can be successfully grown anywhere from full sun to full shade, making it an ideal foliage item for anywhere in the garden. Growers, retailers, landscapers and homeowners will all appreciate the beautiful color and uniform height of this coleus."

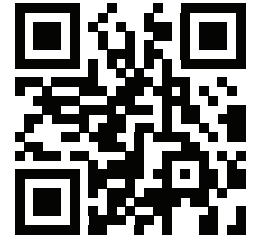
—AAS





Coleus Le Freak

- A new standalone variety suitable for mass garden plantings or to add a fun and feathery texture to combination plantings
- Long narrow foliage with a trendy color combination of variegation blends well with any color palette
- Sun or shade tolerant for easy gardener success



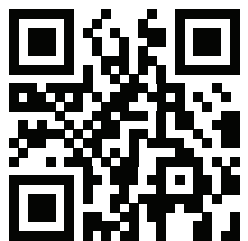
DURA *bloom*

**The most beautiful and
toughest landscape
petunia you'll ever see.**

Interspecific breeding yields the strongest root
structure in its class

Daylength neutral for countless year-round blooms

Superb heat and drought tolerance for consumer
success





Petunia DuraBloom Series

- A new interspecific hybrid of petunias, never before seen in the category
- This new species' root structure allows for a much more durable petunia plant that handles heat and drought much better through the summer months
- The thick petals are impervious to summer rains and stay full of color in the landscape
- A total of 7-colors in the series



Petunia DuraBloom Blue Vein | 41746



Petunia DuraBloom Electric Lilac | 40906



Petunia DuraBloom Royal Pink | 40989



Petunia DuraBloom Soft Pink | 41742



Petunia DuraBloom Hot Pink | 40985



Petunia DuraBloom Purple | 41631



Petunia DuraBloom Watermelon | 41633

Pelargonium

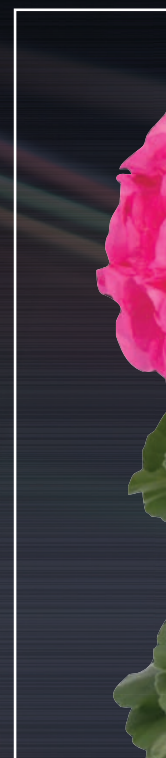
Big EEZE Series

An interspecific geranium series engineered with all the benefits of zonal and ivy geraniums but keeping the classic look of a zonal geranium that consumers want, with ultra large flowers, stronger habits and superior summer performance.



The classic zonal habit and look that consumers are familiar with, making more confident purchases in the garden center

Full canopies of flowers from the very beginning for stronger appeal at retail



A well branched and rounded chassis making production easy for growers

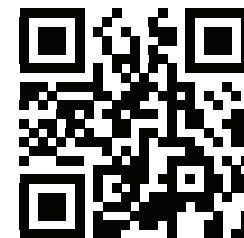
The biggest, most oversized blooms available on a geranium

Dark green zoned foliage provides a healthier look on the retail bench and in the garden

Interspecific breeding gives more heat and drought tolerance throughout the summer months



Pelargonium Big EEZE Series



Pelargonium Big EEZE
Dark Red | 20873



Pelargonium Big EEZE
Foxy Flamingo | 21560



Pelargonium Big EEZE
Fuchsia Blue | 20881




Pelargonium Big
EEZE Neon | 20878




Pelargonium Big
EEZE Pink | 20882



 **NEW**
Pelargonium Big EEZE
Salmon | 21178



 **NEW**
Pelargonium Big EEZE
Watermelon | 21179

New Annuals 2021





NEW

Bacopa Bahia Blue Sand 2021 | 70423

- An improved variety from our previous Bahia Blue Sand with a more intense blue color and a larger flower size
- Bahia Sand varieties are more compact in nature, making them ideal components to combination planters and baskets



NEW

Bidens Bidy Boom Red 2021 | 70594

- A strong improved variety with a fuller habit, immense flower power and a strong, clear red flower color
- Outstanding pick for combination planters in both spring and autumn



NEW

Calibrachoa Aloha Nani Appleblossom | 43971

- Naturally compact and early flowering makes the Nani lineup a perfect pick for small containers and high-density production
- Aloha Nani Appleblossom has a beautiful shimmering pink flower color with a deep raspberry eye for dramatic contrast



NEW

Calibrachoa Aloha Kona Orange Zest | 43982

- Aloha Kona varieties are the perfect size and habit for universal application
- The well-branched mounded / semi-trailing habits make them ideally suited for containers and hanging baskets with easy shipability
- Aloha Kona Orange Zest brings a vivid orange color to the lineup



NEW

Calibrachoa Hula Gold Medal | 43489

- The top selected calibrachoa in our breeder trials last summer for the unstoppable flower power and bold bicolor blooms that cannot be missed
- Bright golden yellow color with a rich, contrasting orange eye
- Outstanding selection for mono-culture baskets or in combination planters



NEW

Calibrachoa Aloha Hot Orange | 43963

- Aloha varieties offer strong vigor and quickly fill out large baskets or mingle well in combination containers cannot be missed
- Hot Orange offers a new vivid color this popular lineup



Calibrachoa TikTok Series

The TikTok series is the newest addition to the Dümmer Orange lineup. These blooms have a fun, playful pattern with a unique pattern resembling the hands of a clock. The plants have medium-strong vigor and are well suited to hanging baskets and combination containers.



Calibrachoa TikTok Grape | 44035



Calibrachoa TikTok Rose | 44033



Calibrachoa TikTok White | 43579



NEW

Chamaesyce Star Dust White Sparkle 2021 | 15162

- Improved performance and crystal white color on this double flowering euphorbia
- Excellent filler for warm season combinations and as a blanket of white for the summer landscape



NEW

Dahlia Hypnotica Limoncello | 73592

- Hands down, the most vibrant bicolor dahlia on the market today
- This was a top pick in all of our trials throughout the last year with the vivid "highlighter yellow" on pure white bicolor blooms
- Hypnotica varieties are outstanding in combination containers and in the garden



NEW

Cuphea Blackberry Sparkler | 71039

- A Dümme Orange exclusive from PlantHaven International
- An extremely floriferous cuphea with unique coloring of blackberry tips on white tubular flowers
- Dark, glossy green foliage stands out on the retail bench
- Outstanding pollinator plant



NEW

Dahlia MegaBoom Berry Blast | 73569

- This is the first launch to a new series of dahlias from Dümme Orange
- MegaBoom varieties are characterized by their huge flowers, similar to our best-selling XXL lineup, but on shorter peduncles where the flowers are held just above the foliage
- Ideal plant structure for combination containers or high-density shipping to retail
- Berry Blast has a unique explosion of color with magenta on white



NEW

Cuphea Hummingbird's Lunch | 71038

- A Dümme Orange exclusive from PlantHaven International
- As the name suggests, this plant will give gardeners a hummingbird highway in their yards
- The pollinators cannot resist the profusion of scarlet tubular flowers loaded with nectar



NEW

Dahlia XXL Cancún | 73573

- One of the most stunning additions to the XXL lineup with a stately plant structure that XXL varieties are known for
- The color is a superior clean red with a perfect flower structure
- All season flowering makes this an outstanding choice for large landscape plantings



Dahlia Novation Series

- A new series of dahlias launched this year for early flowering and high-density production
- Novation varieties replace the Dahlinova series as strong upgrades with outstanding uniformity within the series
- Very full, well-branched plants with loads of double flowers early in the season



Dahlia Novation
Hot Pink | 73950



Dahlia Novation
Red | 73951



Dahlia Novation
Salmon | 73828



Dahlia Novation
Yellow | 73578



Dahlia Novation
Pink Bicolor | 73954



Dahlia Novation
Ruby | 73949



Dahlia Novation
White | 73953



Fuchsia Arêtes Upright Latina | 62434

- Arêtes Upright varieties are well suited to high-density production with early flowering on naturally compact and extremely well-branched plants
- Excellent additions to combination containers for early season sales
- Arêtes Upright Latina is a striking cranberry and soft pink bicolor flower



Lysimachia Sunburst | 76409

- This new lysimachia from PlantHaven is sure to be a staple throughout hanging basket combinations
- Extremely fast to grow with large, succulent leaves makes a dramatic cascading addition
- As a bonus, the plant will burst alive with sunny yellow flowers in mid to late summer



Nemesia

Escential Series

- A new series from the world's premier breeder of nemesia and diascia in the U.K., Penhow Plants
- Upright plants habits which are very well branched, put off an extremely full display of blooms
- Unique intense colors and extremely fragrant, these are great additions for the early season sales in garden centers
- Sterile flowers continue to bloom throughout the summer months and won't go to seed



Nemesia Escential
Blackberry | 72310



Nemesia Escential
Blueberry Custard | 72313



Nemesia Escential
Bumbleberry | 72317



Nemesia Escential
Pinkberry | 72318



Nemesia Escential
Raspberry Lemonade
| 72319



Nemesia Escential
Strawberry | 72398



Nemesia Escential
Sugarberry | 72399



NEW

New Guinea Impatiens Magnum Midnight Orchid | 30130

- An attention-grabbing jet-black foliage with a contrasting soft orchid pink colored bloom
- Magnum New Guinea Impatiens are very impressive at the garden center with huge flowers early in the season that continue all summer
- Stunning new variety with dramatic contrast



NEW

Pelargonium Patriot Rosalinda | 20128

- An absolute stunning variety for the garden center
- Massive, vivid pink blooms with fully double flowers will really wow consumers for impulse purchasing
- Very vigorous plants will easily fill out large containers and baskets



NEW

New Guinea Impatiens Magnum XL Orange | 30129

- The largest flower in our largest flowering series – XL Orange boasts and enormous flower size with a vivacious orange color
- Magnum New Guinea Impatiens are very impressive at the garden center with huge flowers early in the season that continue all summer
- Excellent new color to brighten up shade gardens



NEW

Pelargonium Savannah Cerise Sizzle 2021 | 20429

- One of our most popular novelties in the Savannah lineup is now improved for more flowers and a more distinct bicolor effect in the petals
- This variety has the classic dark foliage of the Savannah series with an electric magenta palette of colors in the blooms accented with a bright white eye



NEW

Osteospermum Margarita Pink Flare 2021 | 60558

- An improvement to Margarita Pink Flare with more prolific flower power and a stronger contrast in the bicolor blooms
- Excellent branching and extremely easy to produce with low energy inputs for a first-to-market crop in early spring



NEW

Pelargonium Survivor Scarlet | 21176

- Survivors are known as the classic zonal with exceptional heat tolerance and summer performance for the gardener
- Survivor Scarlet has a vivid red/orange color with zoned green foliage



NEW

Petunia Pinkerbell | 41731

- Pinkerbell was a top pick by growers in our week 35 breeder trials
- The blooms are very unique with the two-toned color pattern and will certainly catch consumer attention at retail
- The semi-double nature of the blooms makes them more resistant to botrytis than traditional fully double varieties, making them more weather tolerant for the gardener



NEW

Petunia Potunia Dark Red 2021 | 40601

- Potunia varieties have become a grower-favorite for their tight bubble habit, providing a mass of color in a densely branched plant
- Potunia Dark Red 2021 is a strong improvement to the lineup with a darker, more true red color and a stronger habit with better weather tolerance



NEW

Petunia Potunia Cotton Candy | 41722

- Potunia varieties have become a grower-favorite for their tight bubble habit, providing a mass of color in a densely branched plant
- Potunia Cotton Candy is a very durable and weather tolerant plant with a pure pastel pink color, not previously available in the series



NEW

Petunia Surprise Pink Orchid | 41635

- Surprise petunias have been a top-choice line for hanging baskets and large containers, due to their strong and vigorous plant habits
- Surprise Pink Orchid has a beautiful orchid pink bloom with strong veining for a great long-distance effect



Petunia Surprise Sparkle Series

- The newest series of petunias to the Dümmer Orange assortment
- Sparkle varieties have a medium vigorous semi-trailing habit, perfect for hanging baskets and combinations
- The blooms have the distinct sparkles and stay consistent through varying temperature and weather situations



Petunia Sparkle Blue | 41710



Petunia Sparkle Purple | 41708



Petunia Sparkle Burgundy | 41732



Petunia Sparkle Magenta | 41791



Petunia Sparkle Red | 41726



Portulaca Cupcake Orange Touch | 72752

- A brilliant new addition to the award-winning Cupcake series with an explosive orange and yellow starburst bloom
- Excellent heat and drought tolerance make these sure winners for hanging basket combinations as well as large groundcover plantings



Portulaca Cupcake Purple Touch | 72736

- Striking magenta on lemon bicolor blooms
- Excellent heat and drought tolerance make these sure winners for hanging basket combinations as well as large groundcover plantings



Scaevola Purple Bird | 72979

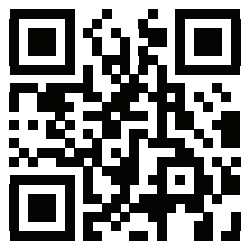
- The earliest flowering scaevola available for earlier season sales
- Purple Bird blends well into hanging baskets and other combination planters
- Extremely heat and drought tolerant for a full season of gardener satisfaction





Garden Party: Aria Collection

These four combinations utilize our newest Aria Angelona and are designed for superior summer performance.





Garden Party Aria Habanera

- Angelonia Aria Blue | 80074
- Geranium Savannah Oh So Orange | 20358
- Calibrachoa Aloha Nani Calibash | 43970
- Lobularia YOLO Lavender | 72116



Garden Party Aria Senza Mama

- Angelonia Aria White | 80075
- Geranium Big EEZE Foxy Flamingo | 21560
- Heliotrope Nagano | 71703
- Petunia Potunia White | 40853



Garden Party Aria Queen of the Night

- Angelonia Aria Soft Pink | 80073
- Geranium Big EEZE Pink | 20882
- Heliotrope Nagano | 71703
- Calibrachoa Aloha Kona White | 43314



Garden Party Aria Yankee Diva

- Angelonia Aria Purple | 80077
- Geranium Big EEZE Dark Red | 20873
- Lobularia YOLO White | 72110
- Petunia Potunia Starfish | 40848

NEW

Garden Party: Pollinator's Paradise

These new Garden Party selections blend annuals and non-stop flowering perennials that are strong attractors for garden pollinators.



Bee Lovely



Hummingbird Song



Butterfly Breeze



Butterfly Garden

BETTER **TOGETHER**

Big EEZE Geraniums ♥ **Great Falls Coleus**

These two plants make a perfect pairing every time for an outstanding display of flowers and foliage all summer long.



Geranium Big EEZE Watermelon | 21179
Coleus Great Falls Angel | 70948



Geranium Big EEZE Salmon | 21178
Coleus Great Falls Angel | 70948



Geranium Big EEZE Dark Red | 20873
Coleus Great Falls Yosemite | 70945



Geranium Big EEZE Foxy Flamingo | 21560
Coleus Great Falls Iguazu | 70942



Geranium Big EEZE Pink | 20882
Coleus Great Falls Iguazu | 70942

New Perennials 2021

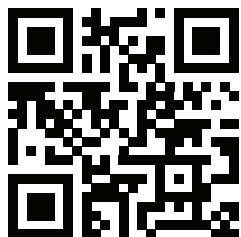




 NEW

Aubrieta Rock On Purple | 82101

- The hardiest Aubrieta on the market, perfect for northern perennial rock gardens
- Compact, low-growing alpine plants with evergreen foliage



 NEW

Coreopsis Limoncello | 81781



 NEW

Coreopsis Limoncello Golden | 81831

- Two varieties perfectly matched and designed specifically for the landscape market
- Large plants are first year flowering and put on a heavy show of blooms from early summer through frost
- Great filler items to take up a large amount of space in the garden



NEW

Gaura Graceful Magic | 81080

- An excellent combination component with a dense mass of beautiful tricolor foliage
- Plants have dark pink flowers emerging in late summer



NEW

Lavandula Imperial | 81086

- This French lavender has a beautiful fringed, gray-green foliage
- Imperial is a leader in the class of dentata types with exceptional flower power



NEW

Lavandula Papillon Lilac | 78774

- A new color addition to the Papillon series with large bracts coming on early in the season



NEW

Leucanthemum Sweet Daisy Rebecca | 81090

- Rebecca has a unique double flower form with an abundance of narrow fringed petals
- This Leucanthemum continues to bloom for 14- to 16-weeks continuously for an unstoppable summer show



Phlox Spring Series

- The Spring series offers growers a full line of vividly colored subulate phlox which time together within a week, for outstanding retail displays
- Dark, evergreen needle foliage makes a strong groundcover throughout the year



Spring Blue Improved | 82140



Spring Pink | 82137



Spring Pink Dark Eye | 82147



Spring Scarlet | 82136



Spring Soft Pink | 82146



Phlox Woodlander Series

- A new interspecific evergreen groundcover phlox with extended flower power
- Blooms are larger than traditional subulate types for added retail appeal
- Woodlander phlox are adaptable to both sun and partial shade for better consumer success



Phlox Woodlander Lilac | 77239



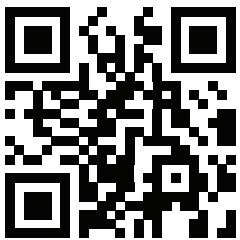
Phlox Woodlander Pink | 77237



Phlox Woodlander Rose | 77238



Phlox Woodlander White | 77240





Phlox Early Magenta | 81098

- Phlox Early varieties are an interspecific cross that are the first upright type to come into flower in the season
- Dense clusters of flowers resemble larger panicle types, but with a profusion of smaller florets for great color displays



Flame Pro Light Blue | 80171



Flame Pro Baby Doll | 80438



Flame Pro White | 80939



Phlox Flame Pro

- Phlox Flame Pro varieties are dense, compact panicle types with outstanding uniformity in timing and size for easy retailability



Salvia Midnight Series

- The Midnight series of nemorosa salvia are characterized by their vibrant flowers on dark, midnight purple stems
- The plants are compact in height, yet cover a lot of space with a wide, semi-spreading habit
- Both colors are perfectly matched for landscape mixes or container plantings



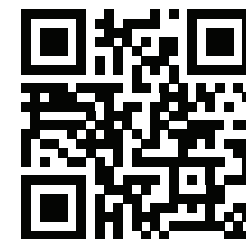
Salvia Midnight Purple | 81143



Salvia Midnight Rose | 81144



Industry Gamechanger



3 weeks from
direct stick



4 weeks from
direct stick



5 weeks from
direct stick



6 weeks from
direct stick



7 weeks from
direct stick



8 weeks from
direct stick





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