

# FIRST CLASS NEWS FLASH



## April 2007 - The Profit Center™ 2007, Part 1

Selecta's first Profit Center™ is history, and thanks to our many visitors, it was a great success. We thank all of our 600-plus visitors for stopping by and spending so much quality time with us. The April News Flash will present Part 1 of the highlights: a report of this year's Selecta Pack Trial, the results of the questionnaire, and the winners of our raffle. Part 2 will follow with the May News Flash.

The Profit Center™ focused on growers and their distributors and was designed to help sales reps to serve their customers even better. In addition to the 2008 novelties, Selecta presented different plant programs, an idea factory for containers and mixed planters, and cultural trials showing what works and what doesn't. There were no comparisons this year, and no line-up of all of our 284 varieties either. We showed our 61 introductions, possible future varieties, and a whole lot more. Our motto was: Welcome to a whole new world, welcome to The Profit Center™, and welcome to the world of Selecta First Class.

**Join me for a quick walk through the exhibition area.**



After signing in, visitors could either walk straight to the trial or stroll by our mixed planters and baskets to our retreat area for some coffee and other refreshments. The floor plan design was very open, offering a lot of space and passages making it easy to access the different theme areas. As our guests are most important to us, it was their choice to either take a guided tour or walk by themselves and ask questions whenever they felt like it. The whole event is stressful enough, so we offered a place to learn, see, get ideas, meet the staff, relax and, of course, enjoy.



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The Selecta First Class program grew so diverse that it was fun creating and planting the mixed baskets and containers. A CD-ROM with images and recipes from The Profit Center 2007 is available on request. Just send us a short note, and your copy will be on its way to you.



**Sunrise™ Raspberry Eye**



**MiniFamous™ Compact Safran**

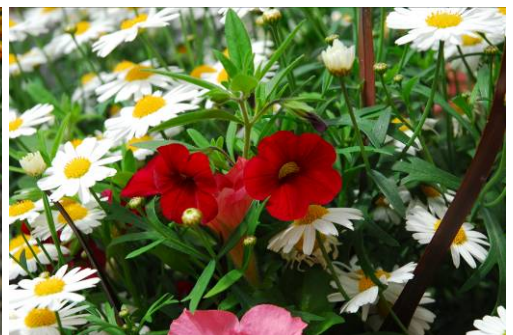


**Mohave™ Autumn Bronze**

“Color sells!” Our goal was to have good-looking plants in full color available but without helping nature. We grew our trials as close to a growers-reality as possible and used no additional light or other little helpers to achieve a good result. We still grow trial and not exhibition plants, which is part of our motto.



**FlowerPower™ Compact Yellow**



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## MiniFamous™ Rules!



**MiniFamous™ Double Blue**



**MiniFamous™ Double Dark Pink**

Visitors expressed their excitement about the two additions to the award-winning MiniFamous™ Double series (now 3 available). The six new varieties joining the next generation Calibrachoa MiniFamous™ Compact series (now 12 available) delighted growers and retailers alike. No less exciting are the three additions to our unique MiniFamous™ Sun series (now 4 available) and the three new varieties joining our traditional MiniFamous™ series (now 16 available).



**MiniFamous™ Orange evol.**



**MiniFamous™ Sun Pink Veins**



**MiniFamous™ Compact Watermelon**



**MiniFamous™ Compact Coral**



**MiniFamous™ Sun Purple Eye**



**MiniFamous™ Compact Gold Red Eye**

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**Selecta First Class innovations were the topic of our questionnaire.**

We asked our visitors for their three favorite introductions and the reason for their pick. As a thank you, all participating visitors qualified for our raffle. Many visitors told us their favorites, and the result is very interesting.

Ranking	Favorite New Varieties	Visitor Comments
<b>1</b> (20.0%)	Moonlight™ Strawberry Blush (Zonal Geranium)	Great unique color, striking contrast.
<b>2</b> (15.0%)	MiniFamous™ Compact Dark Red (Calibrachoa)	Nice and full, good dark red, eye-popping contrast, good habit.
<b>3</b> (11.1%)	MiniFamous™ Double Blue (Calibrachoa)	Incredible breakthrough, will sell great, pretty and unique flowers, great addition to the series.
<b>4</b> (9.7%)	Mohave™ Autumn Bronze (Bracteantha)	Great color and overall look, flowers are nicely displayed above the foliage.
<b>5</b> (9.3%)	Lascar™ Red Surprise (Verbena)	Unique color, great overall look, eye-popping contrast, will sell great.
<b>6</b> (8.1%)	SweetSunshine™ Compact Lime (Petunia)	Great flower shape, unique color, wonderful round habit, full center.
<b>7</b> (7.9%)	Charming™ Blue (Petunia)	Striking color, full round habit, good overall look.
<b>8</b> (7.1%)	Marino™ Blue (Heliotrope)	Great habit, good color, nicely scented.
<b>9</b> (6.9%)	Marino™ Silver Blue (Heliotrope)	Unique color, good habit, nicely scented.
<b>10</b> (4.9%)	FlowerPower™ Compact Yellow (Osteospermum)	Great color and overall look, nice flower display, interesting red center.

Moonlight™ Strawberry Blush made first place well ahead of MiniFamous™ Compact Red. However, the MiniFamous™ Double and MiniFamous™ Compact series were without a doubt the most talked about varieties of our trial and the HD® Concept the most talked about program of the whole Pack Trial event.



Moonlight™ Strawberry Blush



MiniFamous™ Compact Dark Red



MiniFamous™ Double Blue

## Mixed planter display questionnaire:

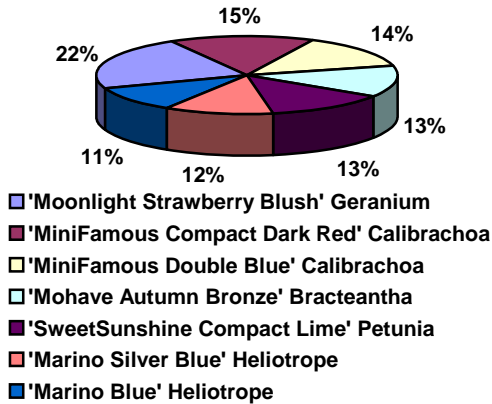
Ranking	Mixed Planter Display	Total	Women	Men
1	Display #4	76	32	44
2	Display #3	54	17	34
3	Display #1	46	17	29
4	Display #2	44	17	27

We asked visitors to vote for their favorite mixed planter group. The groups were planted by four teams competing with each other for a nice prize. Thank you for taking the time.

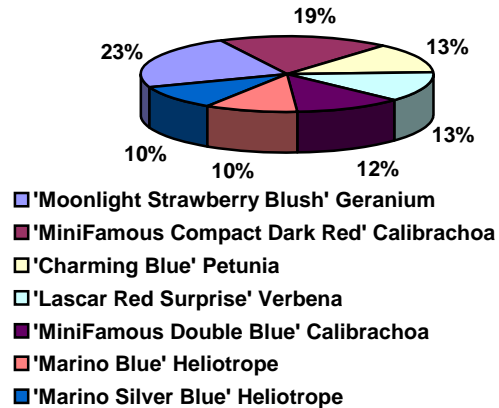
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## Women's Favorites:



## Men's Favorites:



And now, what everyone has been waiting for, the winners are:



**1<sup>st</sup> place and our grand prize winner of an iPod Nano is:**

Kate Domoszlaj, Redmond, WA

**2<sup>nd</sup> to 5<sup>th</sup> place and winners of an iPod Shuffle are:**

Linda Goetz, Ft. Wright, KY

Kris Higgins, Idledale, CO

Willy Knowles, Denver, CO

Steve Sorrells, Canton, NC

**6<sup>th</sup> to 20<sup>th</sup> place and winners of a Selecta First Class Cap and Clock are:**

Mary Youngblood, Lawrenceburg, IN

Chris Corwin, Owings, MD

John Esser, Madison, WI  
 Ron Bracciante, Eatans Neck, NY  
 Melanie Garceau, Port Angeles, WA  
 Earl Waddell, Huntersville, NC  
 Ted Holom, Burlington, WI  
 Felicia Vandervelde, Dunnville, ON  
 Cindy Eckenrode, Zionville, PA  
 Kristel Gramlich, Watsonville, CA  
 Shawn Smith, Wychoff, NJ  
 Teresa Angel, Litchfield, MI  
 Anne Haag, Chalfont, PA  
 Steve Reed, Litchfield, MI  
 Nancy Chennault, Castle Rock, WA

**Congratulations to the winners and thank you all for participating!**

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Should you wonder what happened to all the nice plants we had, they are planted in our trial garden. We planted most program varieties for 2007/08 and trial varieties. You are very welcome to visit us and take a close look at our trial garden. The 2007 Pack Trials are over, but we are looking forward to welcoming you to **The Profit Center™ 2008** from April 5 to 12, 2008.

Now a couple of our hot new varieties that prove once again: **Selecta Genetics – the way to better profits!**



**Charming™ Blue Petunia**



**Marino™ White Heliotrope**



**Namid™ Bidens**



## May News Flash

Part 2 of the report will talk about the different programs we presented and the cultural trials (No-pinch versus pinch trial, soil trial, and a PGR trial).

For information, varieties, services and NEWS, visit our website 'firstclassplants.com' and request our new catalogs.

Sincerely yours,  
Stefan Reiner

**First Class: Where innovation, reliability, quality, and customer service meet.**