

## Pack Trials 2010

Traditionally the February NewsFlash is all about Pack Trials (now called Spring Trials), and I am not changing this tradition.

In this issue we will look at the new and improved varieties for 2010/11, check out what is new in the world of Trixi®, and remind you of the new location Selecta will be displaying in 2010.

With 32 new and improved varieties, Selecta makes sure that the program continues to be one

of the best available. MiniFamous™ and Trixi® had in 2009/10 their largest year ever, and we made sure this continues in 2010/11 as well. Top selling lines like Magadi™ Lobelia and Namid™ Bidens will continue to provide you with the best available.

There is lots to read in the February NewsFlash, so sit back, relax, and enjoy this issue.

Sincerely yours,  
Stefan Reiner



## Variety of the Month

**Namid™ Golden Eye** is one of my favorites for 2010/11. It has huge flowers with a golden yellow center and apricot flower petals. Its upright to mounding habit make it perfect for pots and to mix into containers. It is a bushy plant with lots of distinct flowers on top.

## Innovations 2011 - Simply the best!

**With 32 new varieties and improvements, 2010/11 will be an exciting year.**

We are proud to keep improving our next generation MiniFamous™ Double series by adding a new color. MiniFamous™ continues to play an important role in our program and with the all-new MiniFamous™ Light Pink + Eye and MiniFamous™ Gold Red Eye, we are adding pizzazz to America's #1 Calibrachoa series. The improved MiniFamous™ Apricot Red Eye puts MiniFamous™ iGeneration in a new and different light. You will be blown away by our all new MiniFamous™ Compact Purple. MiniFamous™ - Expect Success!

Selecta keeps adding spice to its world-class Osteospermum program with specialty colors. The all new Zion™ Pink is finally a real pink Osteospermum. Zion™ offers specialty colors you have been craving.

Selecta's specialty pot plant and perennial program takes a leap ahead. New varieties, including a stunning bi-color, are joining our SuperTrouper™ Pot Carnation program. Brand new in our program is Bonfire® Choc, a new dark foliage and mounding Begonia boliviensis series.

The list of innovative varieties is long, and some of the highlights you shouldn't miss include Bonfire® Choc Red Begonia (image right), Namid™ Golden Eye Bidens, Serengeti® Upright Dark Violet Nemesia, Sunrise™ XL True Red Zonal Geranium, Zion™ Pink Osteospermum, Moonlight™ Pink Zonal Geranium, Fuego™ Red White Eye Verbena, and Lascar™ Compact Pink Verbena.





### **MiniFamous™** Calibrachoa cultivars

Last year we introduced iGeneration. Now it is time for the next generation to take over. See for yourself what the iGeneration MiniFamous™ is all about.

Our four new varieties for 2010/11 include the bold MiniFamous™ Gold Red Eye (left), the improved MiniFamous™ Apricot Red Eye evol. (right), the stunning MiniFamous™ Light Pink + Eye (lower left), and the improved MiniFamous™ Peach evol. with a distinct orange-red eye in its center.

New to our top-selling MiniFamous™ Compact series is MiniFamous™ Compact Purple (lower right) replacing Compact Burgundy, a variety that started it all.

MiniFamous™ takes another leap ahead. North America's #1 Calibrachoa series just got better.



### **MiniFamous™ Double Pink evol.** Calibrachoa cultivars

MiniFamous™ Double Pink evol. (left) is our new variety joining our exclusive MiniFamous™ Double series. Last year we exchanged our line with the next generation genetics, featuring early and rich flowering, with great branching, and ease of growing. This year we are extending our color selection by one variety.



### **Bonfire® Choc** Begonia boliviensis

Bonfire® is not only one of our best selling single varieties, it is also one of the best consumer plants out there. Last year we added Bonfire® Scarlet. Now, for 2010/11, we are adding a new sub-series to Bonfire®. Bonfire™ Choc varieties have dark foliage and an upright to mounding habit. They are great for pots, containers, and for landscaping. Bonfire® Choc Red has large red flowers over dark foliage. Bonfire® Choc Pink has soft pink flowers over dark, almost black foliage.



Like the original, the new varieties are draught tolerant, take the heat and sun, and will perform great all summer long.

As with other Begonia boliviensis varieties, Bonfire® Choc Red and Bonfire® Choc Pink require more attention from growers, so make sure to ask for our detailed tech info.



**Namid™ Golden Eye** *Bidens ferulifolia*

A great addition to our top selling Namid™ *Bidens* series. This variety has a unique bicolor flower with its golden yellow center and apricot flower petals. It has a more upright to mounding habit with large star shaped flowers. It is great for pots and containers.



**Mohave™ Dark Rose evol.** *Bracteantha bracteata*

Our top-selling Mohave™ *Bracteantha* line is known for its bold colors and great grower and consumer performance. For 2010/11 we improved Mohave™ Dark Rose. The new variety fits the series better with better branching, a more controlled vigor, and improved uniformity.



**SuperTrouper™** *Dianthus caryophyllus* (Pot Carnation)

SuperTrouper™ is the world's #1 Pot Carnation series, and more and more growers in North America are rediscovering this crop. With the quarantine regulations for the U.S., it takes about two years longer to introduce new varieties in the U.S. compared to Europe. For the 2010/11 season we are continuing the Pot Carnations revolution started two years ago by improving two of our varieties and adding a new great performing bi-color to the program.



We improved the best sellers SuperTrouper™ Pink (top image), and SuperTrouper™ Light Pink. The new color addition is SuperTrouper™ Butterfly Dark Red (lower image). SuperTrouper™ offers a total of 17 great colors, all scented, and hardy to zone 6. We offer Pot Carnations as URC (shipping from Canada in great quality with virtually no buds). Selecta is the leader in Cut Carnations and Pot Carnations and a trusted name worldwide.



**Piccadilly™** *Diascia* cultivars

Improving our existing lines is as important as adding new varieties. For the coming season we are replacing two of our *Diascia* varieties with new and improved ones. Piccadilly™ Pink and Piccadilly™ Dark Salmon have large flowers, a mounding and tight habit, flower early, and perform great in summer. They are perfect for pots, baskets, and mixed planters of any kind.

### **Belleza™ White evol.** *Gaura lindheimeri*

Large flowers, early flowering, excellent summer performance, and hardy to zone 5 is what makes our Belleza™ *Gaura* series so great. We improved Belleza™ White for 2010/11. It branches better and has a more controlled vigor.



### **Magadi™** *Lobelia* cultivars

Selecta's top-seller, Magadi™ was a hit right from the start. Two new varieties are joining the series. Magadi™ Electric Blue (left) has an incredible color. It features thick branching, outstanding summer performance, and is a great addition to the series. Magadi™ Dark Blue (right) is very similar but with a dark blue flower. Magadi™ varieties have a mounded habit with incredible flower-power.

### **Serengeti®** *Nemesia* cultivars

One of our top-selling lines. We added new Serengeti® Flan de Coco, and the stunning Serengeti® Upright Purple. Choose from seven mounding varieties, adding stunning color to your mixed baskets, and choose from five upright varieties displaying large scented flowers all summer long. A great cool season crop.



### **Zion™ Pink** *Osteospermum ecklonis*

Zion™ *Osteospermum* have quickly become a hot seller. Their larger flowers and unique colors combined with great summer performance have placed them in programs almost year round. And for the coming season we added Zion™ Pink, finally a good pink *Osteospermum*, to the line. Zion™ varieties have a medium to high vigor, large colorful flowers, good summer performance, and great consumer appeal. Zion™ offers striking colors you have been craving. Zion™ is best used in medium to large pots and mixed containers. Selecta genetics -- a way to better profits.



### **Moonlight™ Pink** Zonal Geraniums

One great new variety joins the best dark foliage Zonal Geranium line available. The incredible Moonlight™ Pink adds an important color we were missing to this best-selling series. It has a clear defined color, dark foliage, and larger flowers. It has great performance and keeps this line above all others. Selecta breeding technology is working for you.



### **Sunrise™ XL** Zonal Geraniums

We took our more vigorous Sunrise™ varieties and created Sunrise™ XL, a new series with medium-high vigor varieties perfect for 6-inch, gallons, and larger pots. Choose from a total of 9 varieties whereof two are new. Sunrise™ XL Appleblossom (left) and Sunrise™ XL True Red (right) are all new and great varieties. Both have large, long-lasting flower heads, are well branching, and have the vigor needed to perform great for consumers even in the landscape.



### **Sunrise™ White** Zonal Geraniums

We took the more vigorous Sunrise™ Brilliant White into the new Sunrise™ XL series. New for our standard medium vigorous Sunrise™ series is Sunrise™ White. It has large white flowers and a controlled well-branched habit. Choose from a total of 10 varieties for bench-run 4- to 6-inch production.



### **SweetSunshine™ White evol.** Petunia cultivars

SweetSunshine™ White evol. is the latest addition to the series. It has beautifully white double flowers, flowers earlier, and has a mounding habit. The series features seven distinctively different colors with great performance and looks; perfect to mix in containers and baskets.



### **Fairy™ Blue evol.** Scaevola aemula

Scaevola is a great crop for hot and humid climates and late spring as well as summer sales. It is a great crop to mix into baskets, use in mixed containers, and in the landscape. Fairy™ Blue evol. has improved branching, a better color, and flowers earlier.



### **Lascar™ Compact** Verbena cultivars

The huge success of our new compact varieties introduced the last two years laid the ground for our new Lascar™ Compact series. Choose from a total of five varieties with excellent branching, a tight mounding habit, and early flowering. New are Lascar™ Compact Dark Red (left) and Lascar™ Compact Pink (right). They are great for pots and gallons.



### **Lascar™** Verbena cultivars

New additions to our medium-vigorous Lascar™ series are Lascar™ Brilliant White (left) and Lascar™ Magenta (right). Both are well branching and have lots of flowers. They are great for pots, mono baskets, and mixed baskets and containers.



### Fuego™ Red White Eye Verbena cultivars

Fuego™ is our vigorous series perfect for large baskets, mixed baskets, and landscaping. They have large flowers, broad dark-green foliage, and a great outdoor performance. New for 2010/11 is Fuego™ Red White Eye with a wonderful dark red flower with a distinct white center. It looks stunning from the distance and close-up. A variety you don't want to miss.



### Trixi® Multi-Liner Program

With no doubt, Trixi® has been our largest introduction ever. Sales more than tripled in its second full commercial year, and the only reason it wasn't more was availability. But you can be assured that this will not happen in 2010/11.

Trixi® recipes just work, it is that simple. Tested and trialed for grower performance, timing, point-of-sale appeal, and consumer performance our mixes have left the competition in the dark.

We are not changing much for our 2010/11 program. The overall recipe offer will increase to 17 mixes by adding five new and dropping three. The twelve top-selling recipes remain untouched.

Yes, these new recipes may look familiar to you. They have been tested and trialed all last year and were displayed at Pack Trials to gather information about the combinations themselves. We took the best-performing mixes with the most positive feedback and added them to the program. We have already started to test the recipes for 2011/12, and you will be surprised.

New for 2010/11 are top to bottom and left to right: Trixi® Melon Sorbet, Trixi® Purple Heart, Trixi® Paso Doble, Trixi® Tequila Sunrise, and Trixi® Lollipop.

### Selecta News

New for Pack Trials 2010 is that we are displaying at the Ball Horticulture Spring Trial location in Santa Paula.

The focus will be on new varieties and our best sellers. We are displaying in three areas:

- ) Indoors are our MiniFamous™ Calibrachoa, Verbena, Geranium, NGL, Petunia, just to name a few.
- ) Outdoors are our FlowerPower™ and Zion™ Osteospermum, Pot Carnation, Magadi™ Lobelia, Nemesia, just to name the highlights.
- ) Watch out for our Trixi® display in the indoor entrance area.

Make sure to stop by and visit the Selecta Spring Trials at the Ball Horticulture location.



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