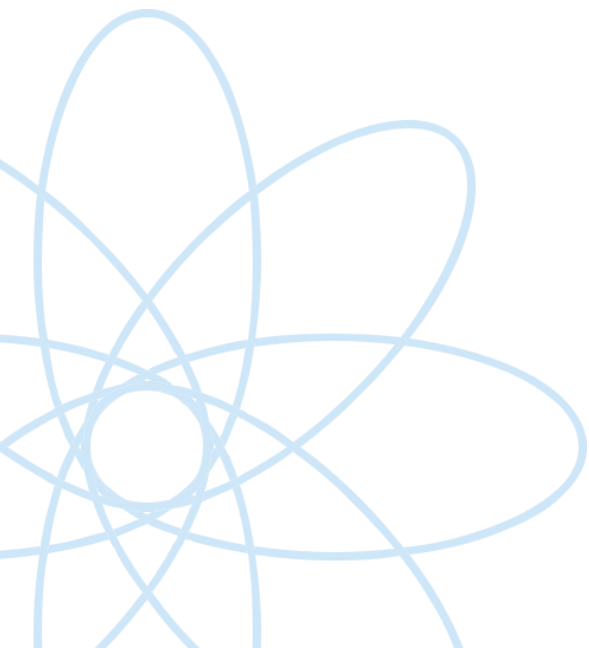


**floranova**  
creative plant breeding

New variety 2020 Presentation



## New Colour



'Old' Yellow



Yellow Improved

- Improved habit, now more branching
- Better flower colour, less blushing
- Improved vigour
- Larger & more visible flowers

## New Series



- Very strong & vibrant colour range
- 10 colours and formula mix
- Good vigour & branching across the series
- Good flower quality
- Good germination for an OP series

# Catharanthus 'SunJewels'



Available colours: White | Peppermint | Deep Red | Apricot | Red with Eye | Deep Lavender Eye | Blush  
Lavender Halo | Pink with Eye | Rose with Eye

## New Series



- F1 hybrid
- 90% emergence in 10 days, 1 plug per cell only
- Superior branching, more flowers per plant
- Superb F1 uniformity
- Less prone to yellow leaves
- Up to 2 weeks earlier than competition
- Blue, White, Sky Blue

New Series



New Series



Control

Hunky Dory



Sky Blue

White

Blue

New Series



Controls

Hunky Dory





## New Series



- Naturally compact habit, less stretching
- No PGR required
- Very uniform in habit and flowering
- Raspberry, Strawberry, White, Pink, Scarlet
- Trials in 2020, commercial 2021

New Series



Elan Raspberry

Control



## New Series



Red

- Dark foliated version of the market leading Horizon series
- Greater branching than competitors results in improved garden performance
- Min. 90% emergence in 7 days
- Wider colour range \*
- Red, Rose, Salmon, Soft Pink, Coral
- Orange & Violet for trials only (launch 2021)

New Series



Horizon Shadow Red

Control



## New Series



- Very large crested flower
- Dwarf but strong & well branched habit
- Outstanding garden performance
- Self-cleaning, no deadheading required!
- Low maintenance but long flowering

New Series



French control



Endurance Yellow



## New Colour



- Unique colour combination
- Large flowered anemone type
- Selected for outstanding garden performance
- Compact plant habit
- Great pack or pot performer

## New Colour



- Unique series with striking flower form
- Unrivalled branching and great garden vigour
- Quick production time, 9-10 weeks
- Red Improved – better seed quality



## New Series



- Compact but very dense branching
- More floriferous than competition
- Outstanding garden performance
- Great heat tolerance
- Wide range of colours

New Series



New Series



Blue & White



Blue Beacon



Blue Jump Up



Pink



Magenta



Deep Blue



White

