

Grower's Insight



VITROFLORA[®]

2026/2027

Introduction

Perennials are often presented in a fragmented manner – as a list of varieties, divided by species, series, or new arrivals of the season. In production and sales practice, this method rarely reflects how the offer is actually planned. Gardeners and garden centers think not in terms of individual plants, but in terms of continuity: the rhythm of the season, product availability, and consistent quality.

This publication offers a different perspective. It presents perennials in a chronological order, consistent with their natural growth rhythm and shelf life – from plants that require time and planning, through early summer perennials, to varieties that maintain their value throughout the season. This arrangement allows us to view the assortment not as a warehouse of names, but as a continuous production and sales program.

This continuity is crucial today. For garden centers, regular deliveries, predictable quality, and the ability to build displays smoothly are the foundation of supplier loyalty. A supplier who can offer not a single hit, but a consistently maintained offer from spring to autumn becomes a long-term partner, not just a seasonal one.

A well-organized perennial offer calms the season. When production and sales aren't a race to find the next new product, it's easier to focus on quality, relationships, and long-term planning. This publication was created on the basis of precisely this approach - as a tool for organizing thinking about perennials over time, not just by species. We offer it to producers and retail partners with the hope that it will become not just a one-time read, but a reference point for planning future seasons.

Grower's Insight is divided into four chapters, corresponding to the four stages of the season. The divisions are highlighted by introductory pages and colors: light green for spring, yellow for early summer, red for summer, and blue for the chapter presenting plants suitable for each season.

Vitroflora Team



Spring

Early
summer

Summer

The whole
season





CHAPTER I

Spring

Spring perennials are perfect for those who plan for production ahead and early sales. They require consistency, patience, and careful planning, but in return they offer a very early, structured effect and high-quality produce. These plants fit well into spring programs, provided they are considered from the outset as part of a long-term plan, not a quick turnaround.

Pulmonaria hybrida

Mona Blue & Mona Red

Mona Blue

„Mona Blue” is a pulmonaria that maintains its composure and order from the start of the season. It grows best in partial shade and shade, where it quickly forms a compact clump and maintains its quality even with extended planting. Flowering occurs in April and May, making it a highly valuable early spring offering.

A mature plant reaches approximately 50 cm wide and 20 cm tall, and during the flowering period, the inflorescences grow to approximately 25 cm. The habit remains compact and well-balanced, which is important for container production. This variety is designed for hardiness zone 4 and performs well both in the garden and in containers.

For production, it is best grown in 17-19 cm pots. Vernalization is an essential element of the cycle – without it, it is difficult to achieve a uniform start and full flowering. Planting is most often planned for weeks 27–34, and the crop time is typically 30–37 weeks. This is a variety that reflects the time invested in its cultivation.

Mona Red

„Mona Red’ develops at a very similar pace to „Mona Blue,’ making these two varieties a natural combination. It prefers partial shade and shade, and in spring – from April to May – it adds a distinct yet subdued pop of color.

The plant remains compact in growth: approximately 50 cm wide and 20 cm tall, with a flower height of approximately 25 cm. Its form is stable and predictable, making it easy to grow. This variety is suitable for zone 4 and performs well in both garden and container production.

Best production results are achieved in 17–19 cm pots. Vernalization is required, and the planting window is within the same range as „Mona Blue’, i.e., weeks 27–34. The crop time remains similar – approximately 30–37 weeks – making it easy to plan production of both varieties simultaneously.

76485

Mona Blue
Pulmonaria hybrida
IV:V --50 |20/25


V NEW

73499

Mona Red
Pulmonaria hybrida
IV:V --50 |20/25


L NEW


Spring

Geranium sanguineum

Frivolius series

The Frivolius series are Geraniums that quickly demonstrate their value in pots. Their greatest advantage is their compact, dome-shaped habit, which maintains a uniform shape from the start.

Varieties from this series grow best in sunny locations and bloom from May to June. Mature plants reach approximately 30 cm wide and 15 cm tall, and up to 20 cm during the flowering period. They are designed for hardiness zone 4 and perform well in gardens and containers.

Production is based on pot sizes ranging from 12 to 19 cm, allowing for great flexibility in the design of the offer. Vernalization is required and is an important part of the cycle. Planting is usually planned for weeks 27–32, while the crop time can vary greatly – from 28 to as long as 43 weeks – depending on the timing and program objectives.





71151

Frivolius Pink
Geranium sanguineum

V:VI →30 |15/20 ☀️ ❄️ 4 🌿



The same format
and production rhythm,
delicate flower color.



71150

Frivolius Lilac
Geranium sanguineum

V:VI →30 |15/20 ☀️ ❄️ 4 🌿



Bright, calm colors,
compact habit, 12–19
cm pots.



71148

Frivolius Purple
Geranium sanguineum

V:VI →30 |15/20 ☀️ ❄️ 4 🌿



The darkest accent
in the series,
very uniform growth.



Spring



Silene virginica

Burning Heart

'Burning Heart' is an early spring perennial with a distinctive character that nicely rounds out the biennials. It grows compactly, reaching approximately 25 cm wide and 15 cm tall, but its flowering inflorescences can reach up to 40 cm. It blooms from April to May and thrives best in sunny locations.

This plant is designed for hardiness zone 6 and performs well in the garden and in containers. Its form quickly stabilizes after winter, producing a striking effect in early spring.

For production, it is best grown in 17-19 cm pots. Vernalization is required, and planting is usually planned in weeks 34-38. This variety fits well into early spring programs, provided the cycle is planned early enough.



79941

Burning Heart*Silene virginica*

IV:V →25 |15/40 ☀️ ❄️ 6

V NEW



CHAPTER II

Early summer

Early summer perennials occupy a special place in the program. They take over the season after spring planting and begin to build a long-term continuity of offerings. They don't need to start aggressively – what's more important is that they develop evenly, tolerate various production dates well, and maintain their appearance for many weeks. This group is dominated by varieties that offer considerable planning freedom: they can be planted over a wide time window, and the end result remains stable and predictable.

Phlox paniculata

Blue Dolphin

„Blue Dolphin’ is a phlox with an exceptionally well-organized habit that performs well in both container production and landscape plantings. It grows best in sunny locations and begins flowering in the second half of the season – from July to September – making it a good addition to an early summer program.

The plant forms a compact clump approximately 30 cm wide and tall, and during the flowering period, its inflorescences rise to approximately 60 cm. This allows it to maintain a proportionate silhouette and does not require a large pot to look „finished.” It is designed for cultivation in hardiness zone 4.

„Blue Dolphin’ offers great flexibility in production. It can be grown in both small and larger containers – from 9 to 19 cm. Vernalization is not necessary, although it can be beneficial for uniform growth. The planting window is very wide and ranges from the 10th to the 34th week of the year, while the finishing time to sale can range from 10 to even 46 weeks, depending on the strategy adopted.



76531

Blue Dolphin
 Phlox paniculata

VII-IX ←30 |30/60 ☀️ ❄️ 4

L V NEW


Rudbeckia hirta

Littlebeckia™ Moonwalk

'Moonwalk' retains the same compact character that distinguishes the Littlebeckia™ series, but brings a slightly more distinctive, stable habit. It thrives best in full sun and blooms from June to October, maintaining a very uniform appearance for a long time.

In terms of growth, the plant is similar to 'Ballerina': approximately 20 cm wide and 35 cm tall, and with flowers reaching up to approximately 40 cm. The form remains well-controlled and resistant to lateral spreading. This variety is suitable for hardiness zone 7.

For production, it is best grown in 17–19 cm pots. The planting and sales schedule is the same as for the other Gold varieties in this series – planting in weeks 16–26, with a crop time of 7–10 weeks.



76483

Littlebeckia™ Moonwalk
Rudbeckia hirta

VI: X → 20 | 35/40 ☀️ ❄️ 7

V NEW



Early Summer



**Little
Beckia**
R U D B E C K I A

Rudbeckia hirta

Littlebeckia™ Ballerina

„Ballerina” is one of the most compact varieties in the Littlebeckia™ group, well-suited to programs focused on clean form and a uniform appearance. It grows best in sunny locations and blooms for a long time – from June to October – without significant breaks in the season.

The plant reaches approximately 20 cm wide and 35 cm tall, and with flowers reaches approximately 40 cm. Despite its small size, it remains very easy to display and maintains its proportions well in the pot. This variety is suitable for hardiness zone 7 and for container production.

Production can be done in 12-19 cm pots, depending on the target market. Planting usually takes place in weeks 16-26, and the crop time is approximately 7-10 weeks. This variety performs well in denser plantings and shorter cycles.



76433

Littlebeckia™ Ballerina
Rudbeckia hirta
VI:X —20 |35/40 ☀️ ❄️ 7



Rudbeckia hirta

Littlebeckia™ Pirouette

‘Pirouette’ represents a more compact approach to rudbeckias. This variety was developed for a significantly smaller format, making it suitable for denser container production without compromising visual quality.

The plant thrives in a sunny location and blooms from June to October. It grows to approximately 20 cm wide and 35 cm tall, reaching approximately 40 cm with flowers. Despite its small size, it remains distinct and stable in form. It is designed for hardiness zone 7.

It can be grown in pots from 12 to 19 cm. The planting window is very flexible, ranging from week 10 to week 26 of the year, and the crop time is typically 7–12 weeks.



76435

Littlebeckia™ Pirouette
Rudbeckia hirta
VI: X → 20 | 35/40 ☀ 7



 **Little
Beckia**
RUDBECKIA

Rudbeckia hirta

Littlebeckia™ Step Up

'Step Up' continues the spirit of the Littlebeckia™ series, maintaining its compact nature and strong clump. It prefers sun and blooms for a long time – from June to October – without compromising its habit.

In terms of growth, it is very similar to 'Pirouette': approximately 20 cm wide and 35 cm tall, with flowers reaching up to 40 cm. This plant performs well in evenly spaced areas and presents no problems with dense spacing. It belongs to zone 7.

Production is best done in 17–19 cm pots. The planting window and crop time remain the same as for the entire Littlebeckia™ series, facilitating consistent planning.



76436

Littlebeckia™ Step Up
Rudbeckia hirta

VI: X → 20 | 135/40 ☀️ ❄️ 7



 **Little Beckia**
RUDBECKIA

Littlebeckia production

Early Summer

Rudbeckia hirta

SmileyZ™ BIG Cheerleader

„Big Cheerleader’ is a variety that offers the opportunity to grow in a larger format without sacrificing its compact habit. It thrives in full sun, blooms from June to October, and is suitable for hardiness zone 7.

The plant reaches approximately 20 cm wide and 35 cm tall, and with flowers reaches approximately 40 cm. Despite being suitable for larger pots, it maintains a well-organized silhouette and maintains its proportions.

Pot sizes range from 17 to 23 cm. Planting can be planned widely – from weeks 13 to 28 – and the crop time is typically 9 to 14 weeks.



SmileyZ™
BIG

76437

SmileyZ™ Big Cheerleader
Rudbeckia hirta

VI:X →45 | 45/55 ☀️ ❄️ 7



Rudbeckia hirta

Kick-Start™ Kissing

„Kick-Start Kissing” is a Rudbeckia with a distinct, robust character, designed for container cultivation. It grows best in full sun and immediately makes its presence felt in the season, blooming continuously from June to October.

Mature plants reach approximately 35 cm wide and 40 cm tall, and with flowers, they reach approximately 45 cm. Its upright, stable, and very distinct habit makes it easy to maintain a uniform batch. This variety is designed for hardiness zone 7.

17-19 cm pots perform best for production. The timeline is simple and predictable: planting occurs in weeks 13-18, and the crop time is typical: 8 to 12 weeks.



76442

Kick-Start Kissing

Rudbeckia hirta

VI:X --35 |40/45 ☀️ ❄️ 7 🌱



Rudbeckia hirta

Kick-Start™ Passion

76441

Kick-Start Passion
Rudbeckia hirta

VI:X →35 |40/45 ☀️ ❄️ 7 🌱



'Kick-Start Passion' develops at a nearly identical pace to 'Kissing,' allowing these varieties to be treated as a cohesive set within our offer. It prefers sunny locations, begins flowering early, and maintains its blooms well into autumn.

In terms of growth and form, it is very similar: approximately 35 cm wide, 40 cm tall, and up to 45 cm with flowers. Its habit remains orderly, and the plant holds well in a container without excessive sprawl. Designed for zone 7.

Production is based on 17-19 cm pots. The planting window and time to sale are the same as for other varieties in the Kick-Start series, making planning parallel batches much easier.



Kick-Start production

Salvia nemorosa

Great Grape

„Great Grape“ is a sage with a distinctive character. It grows best in a sunny location and begins flowering in May and continues into June. This variety is a good finisher for the early part of the season, before summer perennials take over.

The plant forms a stable clump about 30 cm wide and tall, and during flowering, its inflorescences rise to about 40 cm. Its habit remains upright and distinct, facilitating even planting. This variety is designed for hardiness zone 5 and performs well in both garden plantings and container production.

For production, it is best grown in 17-19 cm pots. Vernalization is not necessary, but it can be beneficial for uniform flowering. Planting is usually done in weeks 28-36, with a longer production cycle of 36 to 44 weeks.



72663

Great Grape

Salvia nemorosa

V:VI → 30 [30/40] ❄️ ❄️ 5



Salvia nemorosa

Salute Lavender

„Salute Lavender“ is a variety with a calmer, more delicate expression that complements the early summer salvias very well. It prefers a sunny location and blooms from May to June, adding a bright, structured accent to the early season.

In terms of height, the plant is slightly shorter than „Great Grape“. It reaches approximately 30 cm wide and 25 cm tall, and with flowers, it grows to approximately 35 cm. Its habit remains even and stable, which is especially important when producing larger batches. This variety is designed for hardiness zone 5.

For best results, plant in 17-19 cm pots. Vernalization can be helpful in achieving uniform growth. The planting window and production rhythm are the same as for „Great Grape“ - from week 28 to 36, with a longer crop time, reaching 36-44 weeks.





72664

Salute Lavender
Salvia nemorosa

V:VI →30 |25/35 ☼ ☼5



Coreopsis x hybrida

Calypso Lemon & Calypso Red Eye

Calypso Lemon

‘Calypso Lemon’ is a creeping variety with a steady, predictable growth pattern that fits well into an early summer production program. It prefers a sunny location and blooms from July to September, producing a consistent mid-season display.

The plant reaches approximately 35 cm wide and 25 cm tall, and with flowers, it grows to approximately 35 cm. Its compact form and good maintenance facilitate container production. This variety is suitable for hardiness zone 6.

Production is based on 12-19 cm pots. The planting window is from weeks 13-24, and the crop time is typically 7 to 12 weeks.



Calypso Red Eye

‘Calypso Red Eye’ follows the same pattern as the other varieties in the series. It prefers full sun, blooms from July to September, and forms a compact, well-proportioned plant suitable for container cultivation.

The growth and form remain consistent: approximately 35 cm wide and 25 cm tall, reaching approximately 35 cm with flowers. This variety is suitable for zone 6.

Production in 12-19 cm pots is the most natural solution. Planting dates and crop time are identical to those of ‘Calypso Lemon,’ allowing these varieties to be treated as a single, cohesive group within our offering.



75534

Calypso Lemon
Coreopsis x hybrida

VII-IX →35 |25/35 ☀️ ❄️ 6

V NEW

75533

Calypso Red Eye
Coreopsis x hybrida

VII-IX →35 |25/35 ☀️ ❄️ 6

V NEW

Nepeta siberica

Serene Wild Orchid

„Serene Wild Orchid” is a Catmint with an elegant, compact, upright growth habit, primarily intended for landscape plantings. It grows best in full sun and blooms from June to September, providing a long, consistent summer display.

Mature plants reach approximately 40 cm wide and 30 cm tall, and with flowers, they reach approximately 40 cm. The habit is compact, and the stems hold well upright. This variety is suitable for hardiness zone 5.

For container production, 9–11 cm pots are best. This variety does not require vernalization and fits well into simpler summer programs.



74091

Serene Wild Orchid
Nepeta siberica

VI:IX →40 |30/40 ☀️ ❄️ 5

L

NEW



CHAPTER III

Summer

Summer perennials form the backbone of our offerings in the second half of the season. These plants must withstand extended storage, changing weather conditions, and intensive display without losing their distinctive habit or commercial quality. Consistency is particularly important in this group - both in the plants' appearance and their performance in production. A carefully curated selection of summer perennials allows for smooth sales from early summer to early autumn, without the need for constant redesign.

Echinacea hybrida

Delicious Candy White

'Delicious Candy White' is a coneflower with a calm, orderly character, primarily intended for landscape planting. It grows best in sunny locations and begins flowering from June to August, offering a distinct summer effect without excessive sprawl.

The plant forms a clump about 30 cm wide and 40 cm tall, and during flowering, its silhouette rises to approximately 55 cm. Its habit remains stable and proportionate, making it easy to use in larger planting groups. This variety is designed for hardiness zone 4.

It is primarily grown in 9-11 cm pots. The planting schedule is simple and fits well into summer programs without the need for vernalization.



74684

Delicious Candy White
Echinacea hybrida
VI-VIII →30 [40/55] ☀️ ❄️ 4

L NEW

Pearl™ series

The Pearl™ series was developed for container production, where consistency and uniform growth are key. All varieties grow best in sunny locations, blooming from June to July, and form compact, well-balanced plants.

In terms of growth, the varieties in this series maintain a compact format: approximately 30 to 35 cm in width and height, with flowers reaching approximately 40 cm. This format allows for easy pot selection and batch consistency. The series is designed for hardiness zone 5.

Pot sizes ranging from 12 to 19 cm are suitable for production. Planting is most often planned for weeks 12 to 24, and the crop time is typically 8 to 13 weeks, providing good control over delivery times.

- Echinacea hybrida ‚Pearl™ Dark Orange‘
- Echinacea hybrida ‚Pearl™ Deep Red‘
- Echinacea hybrida ‚Pearl™ Magenta Imp.‘

Each variety maintains the same rhythm of growth and production, differing only in the color of the flowers. Be sure to check out the whole Pearl™ group on www.vitroflora.com!



„Pearl™ Red Imp.” boasts an extended flowering period from June to September. It grows best in full sun and is suitable for container production in hardiness zone 4.

The plant reaches approximately 35 cm wide and 40 cm tall, and with flowers reaches approximately 50 cm. Its habit remains stable and well-controlled, making batch production easier.

Production is best done in 17-19 cm pots. Planting occurs in weeks 13-24, and the crop time is typically 11-12 weeks.



Pearl ECHINACEA



Pearl™ Dark Orange
Echinacea hybrida
VI:VII --30 130/40 ☀️ ❄️ 5 🌿

77397



Pearl™ Deep Red
Echinacea hybrida
VI:VII --35 135/40 ☀️ ❄️ 5 🌿

74688



Pearl™ Magenta Imp.
Echinacea hybrida
VI:VII --30 135/40 ☀️ ❄️ 5 🌿

77398



Pearl™ Red Imp.
Echinacea hybrida
VI:IX --35 140/50 ☀️ ❄️ 4 🌿

75996



Summer

Heliopsis helianthoides

Oriole™ Single Yellow



Oriole™

'Oriole Single Yellow' is a summer perennial that performs particularly well in long-term cultivation. It grows best in a sunny location and blooms from July to October, making it a valuable addition to the later part of the season.

A mature plant reaches approximately 50 cm wide and 40 cm tall, and with flowers, it grows to approximately 50 cm. Its well-branched and uniform habit translates into an aesthetically pleasing appearance both in containers and in plantings. This variety is designed for hardiness zone 4.

Production can be carried out in a wide range of pot sizes – from 9 to 23 cm – depending on the target market. Planting typically occurs in weeks 16–24, and the crop time is approximately 10–14 weeks.



74312

Oriole Single Yellow
Heliopsis helianthoides
VII-X →50 |40/50 ☀️ 🌿 4

L V



Origanum rotundifolium

Castello

'Castello' is an Oregano with a structured, compact growth habit that fits well into summer landscapes. It grows best in full sun and blooms from June to September, offering a consistent effect for several months.

The plant reaches approximately 25 cm wide and 30 cm tall, and with flowers, up to approximately 40 cm. Its good branching allows it to maintain a distinct form without the need for extensive growth control. It is designed for hardiness zone 5.

It is primarily used in 9-11 cm pots, making it a convenient option for larger-scale landscape plantings.

76487

Castello
Origanum rotundifolium

VI:IX →25 |30/40 ☀️ ❄️ 5 🌿



Rudbeckia hirta
SmileyZ™

The SmileyZ™ series includes varieties with a very long flowering period and a strong presence in the summer season. All grow best in sunny locations and bloom from June to October, maintaining a stable habit. They are designed for hardiness zone 7 and for container production.

Differences between varieties mainly concern plant size and pot selection – from classic 17–19 cm pots to larger containers in selected varieties. However, the habit remains distinct and well-controlled.

Depending on the variety, planting occurs in weeks 13–28, and the crop time is usually 9–14 weeks.

- Rudbeckia hirta ‚SmileyZ™ Cheerful‘
- Rudbeckia hirta ‚SmileyZ™ Kissing‘
- Rudbeckia hirta ‚SmileyZ™ Party‘
- Rudbeckia hirta ‚SmileyZ™ Passion Imp.‘
- Rudbeckia hirta ‚SmileyZ™ Big Joy Imp.‘
- Rudbeckia hirta ‚SmileyZ™ Big Double Luck‘

This series performs well in programs based on long exposure and intensive summer rotation.



SmileyZ™ Cheerful
 Rudbeckia hirta
 V:EX —35 |40/45 ☀️ 🌱 7 🌱

76425



SmileyZ™ Kissing
 Rudbeckia hirta
 V:EX —35 |40/45 ☀️ 🌱 7 🌱

72932



SmileyZ™ Passion Imp.
 Rudbeckia hirta
 V:EX —35 |35/40 ☀️ 🌱 7 🌱

76440



SmileyZ™ Party
 Rudbeckia hirta
 V:EX —40 |45/45 ☀️ 🌱 7 🌱

72987



Rudbeckia hirta

SmileyZ™ BIG



SmileyZ™ Big Joy Imp.
Rudbeckia hirta
VI: X → 45 | 55/65 ☀️ ❄️ 7

76438



SmileyZ™ Big Double Luck
Rudbeckia hirta

75542

Veronica hybrida

Lancita™ series

The Lancita series includes speedwells with a compact growth habit and a very uniform appearance. They thrive in sunny locations and bloom from June to July, providing a structured accent in the first part of summer.

Plants reach 20 to 25 cm in width and height, and with flowers, grow to 30-35 cm. They are designed for hardiness zone 5 and for landscape use.

They are grown in 9-11 cm pots. The series responds well to simple, repeat summer programs.

- Veronica hybrida ‚Lancita Blue‘
- Veronica hybrida ‚Lancita Pink‘
- Veronica hybrida ‚Lancita Purple‘
- Veronica hybrida ‚Lancita White‘



75180
Lancita Blue
Veronica hybrida
VI-VII → 20 | 25/35 ☀️ ❄️ 5



75181
Lancita Pink
Veronica hybrida
VI-VII → 20 | 25/35 ☀️ ❄️ 5



75179
Lancita Purple
Veronica hybrida
VI-VII → 25 | 25/30 ☀️ ❄️ 5



75182
Lancita White
Veronica hybrida
VI-VII → 25 | 25/30 ☀️ ❄️ 5

Miscanthus sinensis

Lady in Red

'Lady In Red' is a miscanthus that creates a striking effect in late summer and early autumn. It grows best in a sunny location and blooms from August to October, offering a distinct vertical accent.

The clump grows approximately 40 cm wide and 50 cm tall, and with the inflorescences, the entire plant reaches approximately 100 cm. This variety is suitable for hardiness zone 5 and for landscape use.

It is grown in 9-11 cm pots. The plant fits well into summer-autumn programs without requiring complicated planting.

Lady in Red is known for its intense and long-lasting autumn color, but moving it from unheated tunnels to outdoor beds after winter will cause its growth to turn a burgundy color to a greater or lesser extent. This is due to the temperature difference between the inside of the unheated polytunnels and the outside conditions. When outdoor temperatures drop below 0°C, Lady in Red, under stress, turns burgundy without damaging the leaf blade. This color persists until the second half of summer, depending on the weather. The colder the spring, the longer-lasting effect of the burgundy leaves – a unique feature among Miscanthus at this time and a way to distinguish one's assortment from others.



75149

Lady in Red

Miscanthus sinensis

VIII-X → 40 | 50/100 ☀ ❄ 5

L NEW

Perovskia atriplicifolia

Zasha

„Zasha“ is a *Perovskia* with medium, very orderly growth. It thrives best in sunny locations and blooms from June to August, maintaining its attractive appearance even at the bud stage.

The plant reaches approximately 40 cm wide and 35 cm tall, and with flowers grows to approximately 45 cm. It is suitable for hardiness zone 4 and for container production.

Production pots range from 12 to 19 cm. Planting occurs in weeks 13 to 24, and the crop time is 9 to 15 weeks.



77670

Zasha 2026
Perovskia atriplicifolia
VI-VIII →40 |35/45 ☀️ ❄️ 4

V NEW





76534

JS® Queen Paola
Phlox paniculata

VII=IX --60 |80/100 ☀️ ❄️ 4 🌱

L NEW

Phlox paniculata

JS Queen Paola

„JS® Queen Paola” is a significantly larger phlox, designed primarily for landscape plantings. It grows best in full sun and blooms from July to September.

A mature plant reaches approximately 60 cm wide and 80 cm tall, and with flowers, it reaches approximately 100 cm. Its strong and stable habit makes it a good choice for larger arrangements. It is designed for hardiness zone 4.

It is grown in 9-11 cm pots. This variety is well-suited to programs focused on outdoor planting and landscape projects.





CHAPTER IV

The whole season

All-season plants are the foundation of a stable offering. They aren't tied to a single, short sales period and don't require a precise „hit-or-miss” approach. Well-managed, they remain attractive for a long time – whether thanks to their foliage, long flowering, or simply their predictable form. In practice, these varieties can be safely incorporated into a program as a permanent element, complementing other seasonal groups and ensuring continuity in the product range.

Brunnera macrophylla

Little Heart

'Little Heart' is a *Brunnera* that thrives in partial shade and shade, developing a compact, structured form from early spring. It blooms in April and May, but its greatest asset is its stable clump, which persists even after flowering.

A mature plant reaches approximately 30 cm wide and 30 cm tall, and during the flowering period, including the inflorescences, it grows to approximately 40 cm. The form remains compact and uniform, which is important for container production. This variety is designed for hardiness zone 4 and is suitable for both gardens and containers.

It is best grown in 12-13 cm pots. Vernalization is required to ensure a uniform start to the plants. Thanks to its wide planting window – from weeks 8 to 32 – it can be easily adapted to various planting schedules. The finishing time to sale is short, usually 7 to 9 weeks, making it a very rewarding element of the spring and all-season offer.



70493

Little Heart
Brunnera macrophylla

IV-V →30 |30/40 🌿/🌱 ❄️ 4



Geranium hybrida

Shades of Purple

Geranium hybrida 'Shades of Purple' is a geranium with an exceptionally long flowering window, lasting from June to October. Throughout this period, the plant maintains a well-organized appearance, making it suitable for both landscape plantings and container cultivation.

It thrives best in sunny locations, but also does well in partial shade, allowing for great flexibility in its use. Mature plants can grow to approximately 60 cm wide and 40 cm tall, and during flowering, their silhouette reaches approximately 45 cm. Despite its relatively large size, the habit remains stable and does not lose its shape. This variety is suitable for hardiness zone 5.

'Shades of Purple' is highly flexible in production. It can be grown in pots ranging from 9 to 19 cm in diameter, depending on the target market and the planned growing period. Vernalization is not necessary, although it can be beneficial for uniform growth. The planting window is between weeks 16 and 35 of the year, while the crop time to sale is very wide - from 9 to even 44 weeks - which allows for free control of plant availability during the season.



Whole season



74696

Shades of Purple
Geranium hybrida

VI: X → 60 | 40/45



V L NEW



Scirpus pendulus

Stars & Stripes

Scirpus pendulus 'Stars and Stripes' is an interesting addition to the ornamental grass range, especially where a site-tolerant plant is needed. It thrives in both sun and partial shade, significantly expanding its potential uses.

The plant blooms from April to May. The main clump reaches approximately 30 cm wide and 30 cm high, while the inflorescences grow to approximately 50 cm. It makes its presence felt in spring, and its decorative foliage retains its value even after the flowering period. This variety is suitable for hardiness zone 6 and for landscape use.

9-11 cm pots are best for production. The plant does not require vernalization and fits well into simple, year-round programs where site tolerance and form stability are key.

76099 | Stars and Stripes
Scirpus pendulus
IV±V → 30 | 30/50 ☀️/☁️/🌑 ❄️ 6

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Whole season





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