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Cover Photo: Lanai Twister Red verbena
Back Photo: Cartwheel Strawberry Twist gerbera



2013–2014
**New Variety
Brochure**

**Goldsmith Seeds
GoldFisch® Vegetative
Yoder® Mums**

syngenta flowers

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Bada Bing® / Bada Boom®

F1 Begonia semperflorens

- Bada Bing Scarlet ✓ **IMPROVED!** 
- Bada Bing White ✓ **IMPROVED!**
- Bada Boom White ✓ **IMPROVED!**

Bada Bing Scarlet Improved: larger, more vigorous habit and deeper leaf color

Bada Bing White Improved: improved for earliness, stronger branching, vigor and larger flowers to match the Bada series

Bada Boom White Improved: deeper bronze leaf color shows less fading under high light conditions

Uniform habit, tight bloom window and fast-cropping cycle makes the Bada series perfect for high-density production

NEW SERIES!

Sriracha™

F1 Cuphea llavea

- Pink ★ **NEW!** 
- Rose ★ **NEW!**
- Violet ★ **NEW!**

A totally new, premium, heat-loving class from seed that offers season-extending opportunities for growers and retailers

Compact, well-branched plants come in three vibrant colors that are very well matched for uniform production

Easy to program and a faster, cost-effective alternative to specialty vegetative varieties

CULTURAL REQUIREMENT: Seedlings must be treated at time of sowing with paclobutrazol sprayed at 0.5 – 1.0 ppm to suppress hypocotyl elongation.



Sriracha Pink



Fleur en Vogue Pink



Bada Bing Scarlet Improved



Sierra Snowridge Purple

Fleur en Vogue™

F1 Cyclamen Standard

- Pink ★ **NEW!** 

Stylish, one-of-a-kind, soft pink flowers with contrasting white sepals are held upside down, like fancy umbrellas

Strong, sturdy plants are as easy to grow as other standard cyclamen in 6" pots or larger

Free-flowering plants have outstanding customer appeal at a premium price

Sierra™

F1 Cyclamen Standard

- Snowridge Purple ★ **NEW!** 

Novelty color addition to the top-selling Sierra series has deep purple petals with a distinct white picotee

Larger flower size, more centrally held flowers and earlier to bloom than other standard varieties in this class

Tightly branched, uniform plants resist stretching and offer extended shelf life

Holds up well to Botrytis pressure and heat stress

Kiss™

F1 *Gazania rigens*

Frosty Orange ★ **NEW!** 

Bright orange flowers pop against silvery foliage for an eye-catching combination

Ideal crop for summer to extend the retail bedding-plant sales window

Uniform habit and flower timing simplify production, even at high densities


Nicely mounded, well-branched plants work well for 4" or larger production



Kiss Frosty Orange

Maverick™

Geranium/F1 *Pelargonium x hortorum*

Scarlet Picotee ★ **NEW!** 

Premium flower umbels with scarlet-and-white bicolor petals offer a new look to a garden favorite

Traditional geranium habit is very responsive to plant growth regulators (PGRs) and perfect for high-volume promotions

Uniform and early flowering to optimize greenhouse production

Naturally free-flowering to keep retail benches in color, increase sell through and provide season-long garden enjoyment



Maverick Scarlet Picotee




Cartwheel Strawberry Twist



Pinto Premium White to Rose

Pinto™ Premium

Geranium/F1 *Pelargonium x hortorum*

Orange Bicolor ★ **NEW!**
 Rose Bicolor ★ **NEW!**
 White ★ **NEW!**
 White to Rose ★ **NEW!** 

White to Rose selected as 2012 All-America Selections® Bedding Plant Award winner and Fleuroselect Gold Medal winner for outstanding greenhouse and garden performance

New bicolor varieties spice up seasonal promotions and hold up well through shipping and at retail

White: upgraded with shorter stems and better branching to meet the stringent Pinto Premium series profile

Market-leading series is bred specifically for fast, easy high-density production and large-volume shipping with uncompromised garden performance

Cartwheel™

F1 *Gerbera jamesonii*

Strawberry Twist ★ **NEW!** 



Add exciting, rich variation to displays: new color exhibits shades ranging from buttery yellows with a hint of pink to deep strawberry with a hint of yellow and anything in between

Vigorous plants are perfectly sized for 5" pots or larger and provide a higher bloom count at first flush compared to costly vegetative varieties

Distinctive, semi-double flowers on vigorous plants are perfect for premium retail sales of patio-ready decorative pots

Jaguar™

F1 *Gerbera jamesonii*

- Lemon Dark Center ★ NEW! 
- Scarlet ★ NEW! 

Lemon Dark Center offers a new soft shade of yellow with a contrasting and eye-catching dark center

Scarlet features large flowers with rich color on strong, vigorous plants

Outstanding seed quality with 90% germination to meet the needs of both self-sowers and plug specialists

Compact plant for most efficient high density production in 4-5" pots

Special note: For simplified sowing, all Syngenta Flowers-Goldsmith Seeds gerbera series will be available as filmcoated seed for 2013-2014.

FEATURED SERIES!



Jaguar Mix

Jaguar

Jaguar is the earliest and most uniform gerbera series on the market today! Its space-saving footprint simplifies production and shipping to make your gerbera program more profitable. Compact plants, covered with bouquets of three to five flowers on short stems, drive increased sales at retail. Boost your profits in multiple ways with Jaguar!



Jaguar Lemon Dark Center



Xtreme Bright Eye



Jaguar Scarlet



Florific Violet

Xtreme™

F1 *Impatiens walleriana*

- Bright Eye ★ NEW! 
- Bright Rose ★ NEW!
- Punch ★ NEW!
- Salmon ✓ IMPROVED!

Salmon Improved: More saturated salmon color on more free-flowering plants; replaces current Xtreme Salmon and Xtreme Deep Salmon

Non-stretching plant habit extends shelf life and reduces PGR costs

Large, premium flowers and uniform, well-branched plants perform beautifully for grower, retailer and consumer

Perfect for high-volume, high-density production without compromising plant quality at retail or landscape performance

NEW SERIES!

Florific™

F1 *Impatiens hawkeri*

- Lavender ★ NEW!
- Red ★ NEW!
- Violet ★ NEW! 
- White ★ NEW!

This New Guinea impatiens from seed sets the new standard for economical, high-quality bedding plant production in jumbo packs and 4" pots

Growers can be confident in faster crop times of Florific (12-14 weeks) and top-quality plants for high-density production

Uniform and well-branched plants are paired with large, flat flowers held on top of the foliage

A great alternative to *I. walleriana* where Impatiens Downy Mildew exists in the landscape

 Pictured

Colossus™

Pansy/F1 *Viola wittrockiana*

- Tricolor ✓ **IMPROVED!** 
- Yellow with Blotch ✓ **IMPROVED!**

Tricolor Improved: More compact habit and better branching plants for reduced stretch and superior shelf life

Yellow with Blotch Improved: larger flower size and improved earliness under short days or low light levels

Extra-large, upward-facing blooms maintain maximum size even under stressful conditions and are held upright for excellent retail display

Colossus features a compact, tightly branched habit that requires little to no PGRs, making it especially suited to growers who face hot production conditions

Delta™ Premium

Pansy/F1 *Viola wittrockiana*

- Pure Lemon ✓ **IMPROVED!** 

Pure Lemon Improved: stronger color and tighter branching to fit the non-stretching Delta Premium profile

Produces masses of large, upward-facing blooms held just above the foliage for great retail appeal

Plants fill flats and pots completely for a premium appearance, with no soil showing at retail

Overwinters well and rebounds from severe weather proving that Delta really does it all!

FEATURED SERIES!

Delta Premium

Delta Premium is universally recognized as the best pansy series in the world, in any region and any season. It hosts a wide range of colors that share the most uniform branching and stretch-resistant habit available on the market. Others may claim similar attributes, but none have the consistent quality and versatility of Delta Premium.



WonderFall White



Delta Premium Pure Lemon Improved



Karma Lemon



Colossus Tricolor Improved



WonderFall Blue with Blotch

Karma™

Pansy/F1 *Viola wittrockiana*

- Lemon ★ **NEW!** 
- Red with Blotch ✓ **IMPROVED!**
- White with Blotch ✓ **IMPROVED!**

Lemon: replaces Karma Primrose and maintains strong vigor to easily fill pots and garden beds



Red with Blotch Improved: earlier to flower with richer color and more controlled plant habit

White with Blotch Improved: earlier to flower with better branching while maintaining vigor

Excellent series for traditional growing, in spring or fall, with reliable PGR response and superior vigor in the landscape

WonderFall™

Trailing Pansy/F1 *Viola wittrockiana*

- Blue with Blotch ★ **NEW!** 
- Purple ★ **NEW!**
- White ★ **NEW!** 
- Yellow ★ **NEW!**
- Yellow with Blotch ★ **NEW!**

These core colors complement the unique eye-catching bicolor varieties desired by consumers

Well-branched and vigorously trailing plants with large blooms

Continuous flowering provides color covering the entire plant as it matures

WonderFall will be available as primed and raw seed beginning in 2013

FEATURED SERIES!

WonderFall

WonderFall provides growers with vigorous plants that fill containers quickly, even in high-temperature production. Superior-branching and low-growing habit requires fewer plants per pot to create an exceptional finished container. This trailing pansy fits perfectly into value-added retail programs in the spring or fall; consumers will clearly see they are buying a premium product!

NEW SERIES!

Arabesque™

F1 *Penstemon hartwegii*

Appleblossom	★ NEW!	
Pink	★ NEW!	📷
Red	★ NEW!	
Violet	★ NEW!	📷

This new series, ideal for premium programs, offers the look of a perennial with the growing ease of an annual

Superior quality, better branching and faster, more reliable crop timing than traditional penstemon

Suitable for quarts, gallons and larger premium containers

Strong, compact branching makes plants easier to grow, handle and ship without damage



Damask Salmon

NEW SERIES!

Damask™

F1 *Petunia multiflora*

Blue	★ NEW!	
Carmine	★ NEW!	📷
Mix	★ NEW!	
Pink	★ NEW!	
Red	★ NEW!	
Rose	★ NEW!	
Salmon	★ NEW!	📷
Violet	★ NEW!	
White	★ NEW!	

New, naturally compact multiflora series bred for high-density pack and small pot production

Best suited for mass-market growers producing petunia packs regularly throughout the season

Early, uniform series with little-to-no need for PGRs

Tidy plants deliver strong landscape vigor with less maintenance for home gardeners and provide season-long satisfaction



Arabesque Pink



Damask Carmine



Arabesque Violet

FEATURED CLASS!



Picobella Cascade Purple

Trailing Petunia Program

Build your best and most complete trailing petunia program with Syngenta Flowers. Capture the first sales of the season with the Plush® series, which is among the earliest and least daylength-sensitive series on the market. For broader color range and later turns, Ramblin™ delivers outstanding garden vigor. Diversify your offer with the Picobella™ Cascade series. With its petite flowers and a balanced, compact habit, mini has never been so big.

Primera™

F1 *Primula acaulis*

Orange ✓ **IMPROVED!**

Orange Improved: deeper, more stable orange flower color

Large, colorful blooms help capture the first sales of the fall and winter season

Primera is bred for early-season production, extra-early flowering and overall series uniformity

Robust plant habit with strong, rounded deep green leaves and a wide array of bright colors

📷 Pictured

Cora®

Vinca/F1 Catharanthus roseus

Apricot ✓ **IMPROVED!** 

Apricot Improved: stronger color with less fading under high heat

One of two vinca series from Syngenta Flowers that offer patented resistance to many strains of aerial Phytophthora

True F1 vigor results in well-branched plants that thrive in heat and humidity and offer the best consumer solution for troubled landscapes

Huge, overlapping, high-quality flowers atop glossy foliage for great retail appeal

Cora Cascade

Vinca/ F1 Catharanthus roseus

Apricot ★ **NEW!**

Like Cora, Cora Cascade has patented resistance to several strains of aerial Phytophthora

Vigorous trailing plants fill out in the landscape, hanging baskets and containers for ultimate color coverage

A heat lover that extends the selling season into the hot summer months



Cora Apricot Improved



SunStorm Red Halo



Penny Primrose with Blotch

SunStorm®

Vinca/Catharanthus roseus

Red Halo ★ **NEW!** 


New color with deep red petals and white halo-like eye adds flair to the SunStorm series

Compact, branching habit requires little-to-no PGRs making this vinca one of the most profitable high-density production items

Early and uniform flowering across the series for fast bench runs and efficient shipping

Penny™

F1 Viola cornuta

Primrose with Blotch ★ **NEW!** 
 Purple Marina ✓ **IMPROVED!**
 (renamed from Penny Deep Marina)
 Deep Marina ✓ **IMPROVED!**

Primrose with Blotch is perfect for brightening early spring combinations and landscapes

Purple Marina has been renamed to describe its true color

Deep Marina Improved: now represents a more true deep-blue marina

Under warm conditions, Penny's tightly branched and non-stretching plant habit requires fewer PGRs and offers longer shelf life. Penny is the most reliable, best-selling viola series around the globe

 Pictured

Calypso™

Bacopa/Sutera cordata

Jumbo White ✓ **IMPROVED!** 

Improved for larger flowers and superior branching – expect more color and more efficient production

Bred to produce more new flower buds and flower longer into the season with best-in-class heat tolerance

Impressive addition to early-season mixed containers

Well-suited for 4.5" containers, hanging baskets and everything in between for maximum versatility

Goldalia™

Dahlia x hybrida

Rose ✓ **IMPROVED!** 
 Scarlet ✓ **IMPROVED!** 

Rose Improved: more controlled vigor to better match series habit and timing

Scarlet Improved: richer flower color, better bloom coverage and increased flower bud count

Improved uniformity makes the Goldalia series ideal for bench-run, high-density quart production

Free-flowering plants deliver color that drives impulse sales at retail



Calypso Jumbo White Improved



Goldalia Rose Improved



Goldalia Scarlet Improved

FEATURED SERIES!



Calliente Dark Rose

Calliente®

Pelargonium interspecific

As the series that started the hybrid-geranium craze, Calliente is an award-winning favorite year after year at independent trials across North America! Calliente offers continuous flower color on plants with dark green or medium green foliage. The series is ideal for six-inch and larger containers, and premium baskets. Calliente is heat-loving, drought-tolerant and self-cleaning for continuous, low-maintenance color all summer long.

FEATURED SERIES!






Calliope Lavender Rose

Calliope®

Pelargonium interspecific

The Calliope series has a double-flower form offering the look of a zonal geranium with a punch! Heat-loving and drought-tolerant, Calliope will perform reliably in even the hottest, driest summer conditions. Calliope features large flower heads in rich colors, which bloom under full-sun and partial-shade conditions. Its superior branching fills containers quickly, providing a premium-looking finish.

Kwik Kombos™

- Callie® Color Wheel™ Mix ★ **NEW!**
- Desert Sunset™ Mix ★ **NEW!**
- Magelana™ Berries 'n' Cream™ Mix ★ **NEW!**
- Plum-tastic™ Mix ★ **NEW!**
- Sanguna® Punk Rock™ Mix ★ **NEW!** 
- Sanguna Salute™ Mix ★ **NEW!**
- Spellbound® Sweetheart™ Mix ★ **NEW!**
- Summer Skyline™ Mix ★ **NEW!** 
- Techno® Sea Breeze™ Mix ★ **NEW!** 

Three-in-one vegetative mixes built from award-winning varieties

Extensively trialed across North America to ensure quality and reduce shrink at retail

Plant-and-go process eliminates design and planting errors, and simplifies transplanting

Available as rooted or unrooted cuttings to meet your needs and preferences

FEATURED SERIES!



Kwik Kombos Techno Sea Breeze Mix

Kwik Kombos Vegetative Mixes

Differentiate your offer with Kwik Kombos vegetative mixes. These designer blends take the guesswork out of producing beautiful and balanced premium combinations. With a broad assortment that's been extensively trialed for performance, quality and reliability, these seasonal combinations meet the needs of growers, retailers and consumers alike.



Starcluster Red



Kwik Kombos Sanguna Punk Rock Mix



Starcluster Lavender





Kwik Kombos Summer Skyline Mix

NEW SERIES!

Starcluster™

Pentas lanceolata

- White ★ **NEW!**
- Rose ★ **NEW!**
- Red ★ **NEW!** 
- Lavender ★ **NEW!** 

A GoldFisch Heat Lovers® series: bred to perform through hot, summer conditions

Large flower clusters are supported by strong stems to ensure consistent quality at retail

New flowers form over spent blooms – no deadheading required and low maintenance for busy consumers

Ideally suited for gallons or larger; well branched for a strong showing in containers or landscapes

 Pictured

Lanai®
Verbena hybrida

- Scarlet with Eye ★ NEW!
- Twister Purple ★ NEW!
- Twister Red ★ NEW!

Scarlet with Eye: brilliant, non-fading scarlet color times well with the series

Twister Purple and Twister Red join the Lanai Premium selections: truly unique novelty colors to diversify pots, baskets and combo planters

Grower-friendly in production with an easy-to-control and uniform mounded-trailing habit

Strong vigor quickly fills planters and baskets for faster greenhouse turns and impressive retail displays

**Pictured on front cover*

FEATURED SERIES!



Lanai Vintage Rose

Lanai Premium Selections

The Lanai Premium selections include the most innovative verbena colors and patterns on the market. These first-class verbena are free flowering, providing lavish blooms and outstanding color coverage for stunning displays all season. Additionally, Lanai is renowned for its powdery mildew tolerance and award-winning garden performance. The Lanai Premium collection includes showstoppers Lanai Candy Cane, Lanai Vintage Rose, Lanai Twister Pink and now Lanai Twister Purple and Lanai Twister Red.



Lanai Twister Purple



Magelana Lipstick Improved



Lanai Scarlet with Eye



Titan Red

Magelana™
Verbena hybrida

- Lipstick ✓ IMPROVED!

Lipstick Improved: sharper pink flower color and superior flower form

Compact, low-profile habit allows for higher density transport and retail displays

Fine-leaf foliage lends a differentiated and upscale look at point of sale

Award-winning series for its vivid color and excellent landscape performance

Poinsettia
Euphorbia pulcherrima

- Neva™ ★ NEW!
- Sigma™ ★ NEW!
- Titan™ Red ★ NEW!

Neva
A shining choice for mid-season sales

Strong, v-shaped habit, sturdy stems and a robust root system

Highly versatile for any pot size from 4 ½ to 10 inches; perfect for 6-inch production – no rings required!

Sigma
Star performer for early-to-mid November promotions with eye-catching cyathia to kick off the Christmas holidays

Ideal for high-density production, with a compact habit and bracts proportionately sized to its vigor

Little to no growth regulators required, and little to no heat delay

Titan Red
Excellent early blooming variety with strong stems and an upright habit that's fantastic in medium-to-large containers

Finish cool during the last three weeks in production to intensify color and save heating costs

Incredible performance and award-winning shelf life for retailers and consumers

Garden Mums

Chrysanthemum morifolium

Babette™ Yellow	★ NEW!	
Chelsey™ Coral	★ NEW!	
Chelsey Pink	★ NEW!	
Chelsey White	★ NEW!	
Chelsey Yellow	★ NEW!	
Danielle™ Purple	★ NEW!	
Danielle Red	★ NEW!	
Wanda™ Red	★ NEW!	

Babette Yellow

This late season extender maintains a rich yellow and times well with the Barbie™ family

Chelsey Family

The all-new Chelsey family fits the mid-season flowering window; times well with Danielle Red and Danielle Purple in shaded and natural-season programs

Large flowers, round plant habit and uniform flowering

Versatile! Well suited to spring, shaded, West Coast and natural-season production

Mix and match to create unique fall combinations

Chelsey Coral

Decorative member of the mid-season Chelsey family, with half-week slower natural-season response

Chelsey Pink

Fits the mid-season flowering window with large, pink flowers

Timing similar to Victoria™ Pink



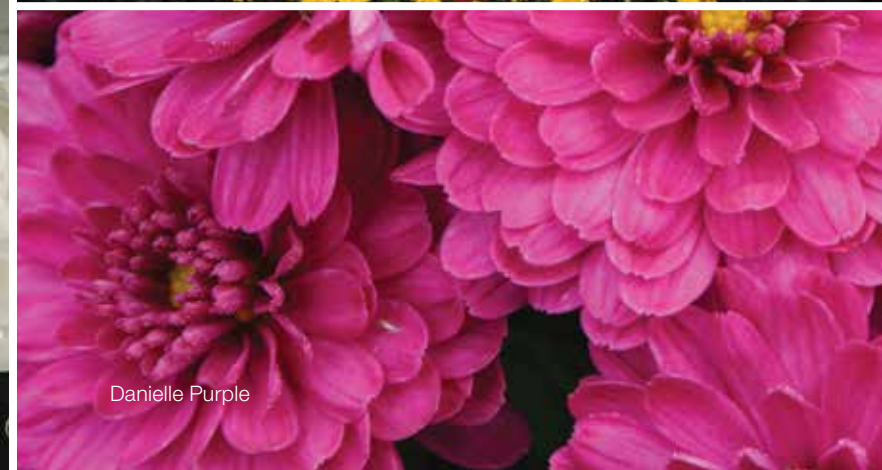
Wanda Red



Chelsey White



Babette Yellow



Danielle Purple

Chelsey White

A great option for a mid-season white that can be mixed well in fall combinations

Chelsey Yellow

Clear yellow flower with round plant habit and uniform mid-season flowering

Timing is similar to Crazy Victoria Amber, but with clear yellow color

Danielle Purple

This mid-season purple decorative bridges the gap from Beth™ Violet to Wanda Purple and pairs well in combo pots with the Chelsey family or Danielle Red

Danielle Red

Perfect sphere-shaped habit for a mid-season red decorative that can be used in combination containers with the Chelsey family or Danielle Purple

Wanda Red

Non-traditional, red color blends well the other members of the late-season Wanda family

Pot Mums

Chrysanthemum morifolium

Apple Valley™ Cherry	★ NEW!	📷
Durango™ Yellow	✓ IMPROVED!	
Freeport™	★ NEW!	
Hilo™ Fuchsia	★ NEW!	
Hilo™ Tangerine	★ NEW!	📷
Seaside™ White	★ NEW!	📷

Apple Valley Cherry

Cherry-and-yellow bicolor sport of Apple Valley to use for spring or fall promotions.

Durango Yellow

Improved to match Honey Durango and Durango Bronze in timing and habit, and will now complement them in combinations

Freeport

Vibrant cherry decorative flowers with gold undertones jazz up Easter programs and add interest to fall assortments

Hilo Fuchsia

Vibrant fuchsia with distinct halo is another electric color addition to the Hilo family that will appeal to a new generation of consumers

Hilo Tangerine

Brilliant addition to the Hilo family as a glowing orange with halo

Use in combination with Hilo Mango and Hilo Fuchsia

Seaside White

Decorative quill flowers lend a distinctive and upscale look to holiday promotions; well-suited for 4.5" production



Apple Valley Cherry



Hilo Tangerine



Seaside White

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