



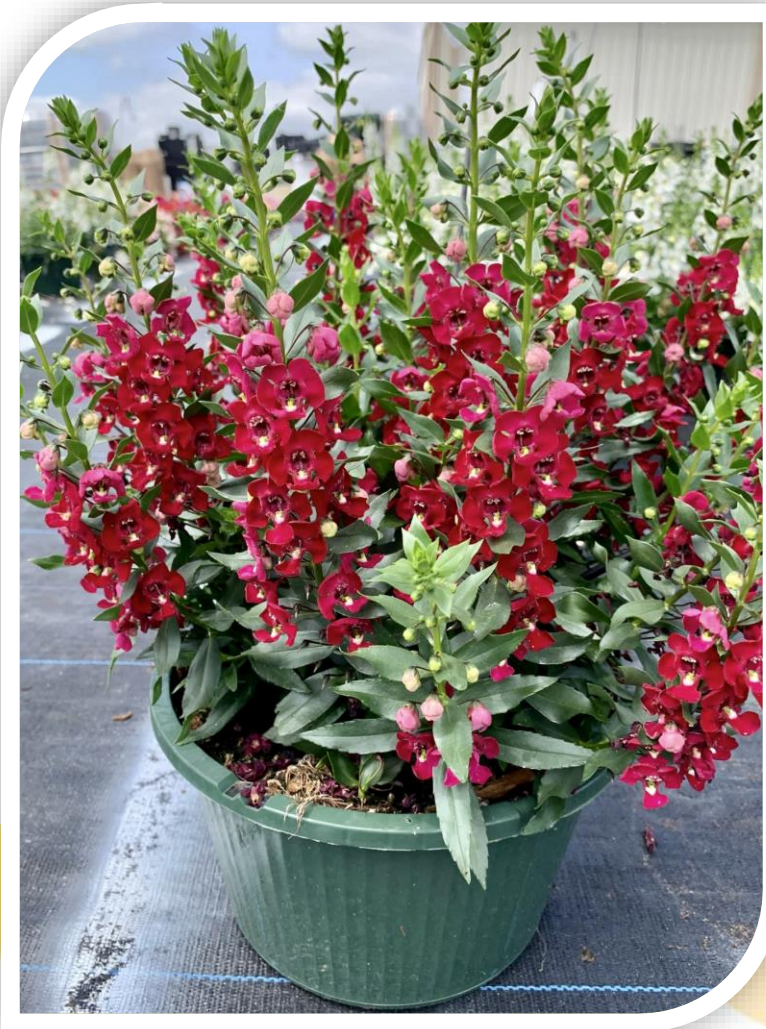
Baï FloraPlant.®

2024 Introductions



NEW Angelonia Archangel™ Ruby Sangria

SEASON
EXTENDER



- Highly unique color.
- Large blooms.
- 9 colors in series.



Ball FloraPlant®

NEW Bidens Bee Alive Double Orange



- First double orange Bidens on the market!
- Great in combos – especially for the Fall.
- Pollinator plant – works great in combos and the garden.



NEW Bidens Bee Alive Improved



- Improved for greater flower power and improved shelf life.
- Pollinator plant – works great in combos and the garden.



NEW Calibrachoa Cha-Cha™ Diva Lavender

- Use in combos and premium baskets.
- Medium-high vigor, mounded habit.
- Cha-Cha is 25% larger than Cabaret with large, cascading blooms.
- Easy to produce – uniform in size and flower timing.
- 12 colors, including 3 Diva color-shifting varieties.



Cha-Cha™ Calibrachoa



NEW Diva
Lavender



Deep Blue



Diva Apricot



Diva Hot Pink



Frosty Lemon



Fuchsia



Lavender



Orange



Red



Red Kiss



Tangerine



Yellow

NEW Cleome Lavender Dreams

SEASON
EXTENDER

- Use in large containers and landscapes.
- Deer resistant.
- Pollinator Magnet
- 30% smaller than the leading vegetative variety.
- Soft thorns – easier to handle for grower and consumer.



Height: 20 to 32 in. (51 to 81 cm)

Spread: 12 to 18 in. (30 to 46 cm)

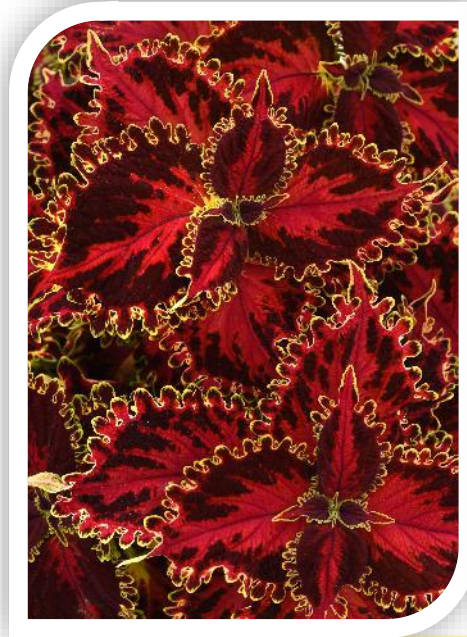
BallFloraPlant®

NEW Coleus Volcanica™ Collection Solar Flare



NEW Solar Flare

- Holds color in high light and temperatures.
- Medium vigor, mounded, upright habit.
- Frilly texture.
- Similar habit and texture to Volcanica Collection Limewire.



Limewire



NEW Coleus Volcanica™ Collection French Quarter Improved



- Adds depth to coleus programs with the addition of a pink.
- Features pink, burgundy and green leaves.
- Provides brighter colors and branching than original French Quarter.



Coleus Positioning – New Collections

MicroBlaze™ Micro	Ignite™ Compact	ChargedUp™ Medium	Volcanica™ Vigorous
<ul style="list-style-type: none"> • Matchsticks • Spitfire 	<ul style="list-style-type: none"> • Copperhead • Heartbreaker • Ruby Punch • Ruby Slipper • Special Effects 	<ul style="list-style-type: none"> • Campfire • Coleosaurus • Dragon Heart • Electric Lime • Henna • Indian Summer • Inferno • Vulcan 	<ul style="list-style-type: none"> • NEW French Quarter Improved • NEW Solar Flare • Limewire • Redhead • Trusty Rusty • Vino • Wasabi



NEW Euphorbia Flurry

- Double bloom Euphorbia
Bright white blooms with
showy appeal.
- Mounded habit.
- Good for combos,
hanging baskets and
landscapes.



GERANIUM

Zonal Geraniums 2024



Fantasia



Galaxy

NEW Galaxy™ Geraniums

- Large containers
- Full, large blooms
- 10 colors



NEW Galaxy Dark Red Improved offers a darker red color and the flower resists shattering.



NEW Galaxy™ Raspberry Sizzle features large, striking maroon-red blooms.



NEW Fantasia® Geranium Lavender Sizzle

- **NEW Lavender Sizzle** has a lighter pink/lavender bloom with a well-defined center splash of color.
- Dark leaves offer superb contrast to bright blooms.
- Excellent uniformity for more plants per sq. ft. and optimum shipping density.
- Targeted range of core and novelty colors simplifies selection.



LANTANA

Our lantanas are grouped by vigor to assist in variety selection.



**Little
Lucky™**



**Lucky™ &
Shamrock™**



**NEW
DragonFruit**



Bloomify™



Landmark™

NEW Lantana Lucky™ Yellow Improved

Offers better branching and more reliable URC supply



Existing

Upgrade

NEW Lantana Bloomify™ Pink Improved

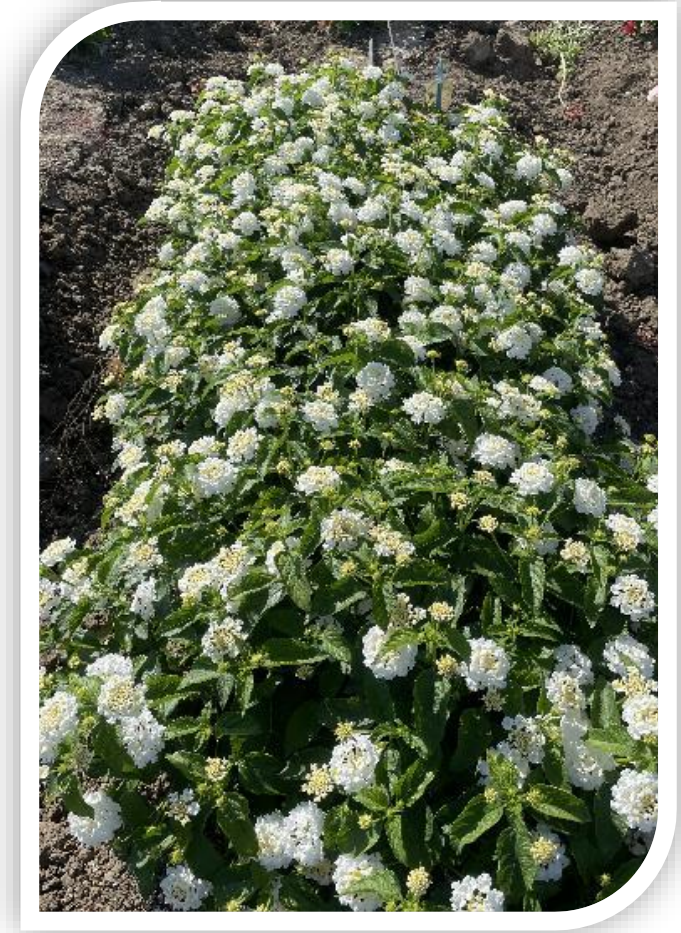
- Sterile Bloomify contains 6 colors.
- Larger blooms with brighter color.
- Use in large containers and landscapes.



NEW Lantana Bloomify™ White



- **NEW** color addition to sterile Bloomify Series.
- Use in large containers and landscapes.



NEW Lantana DragonFruit



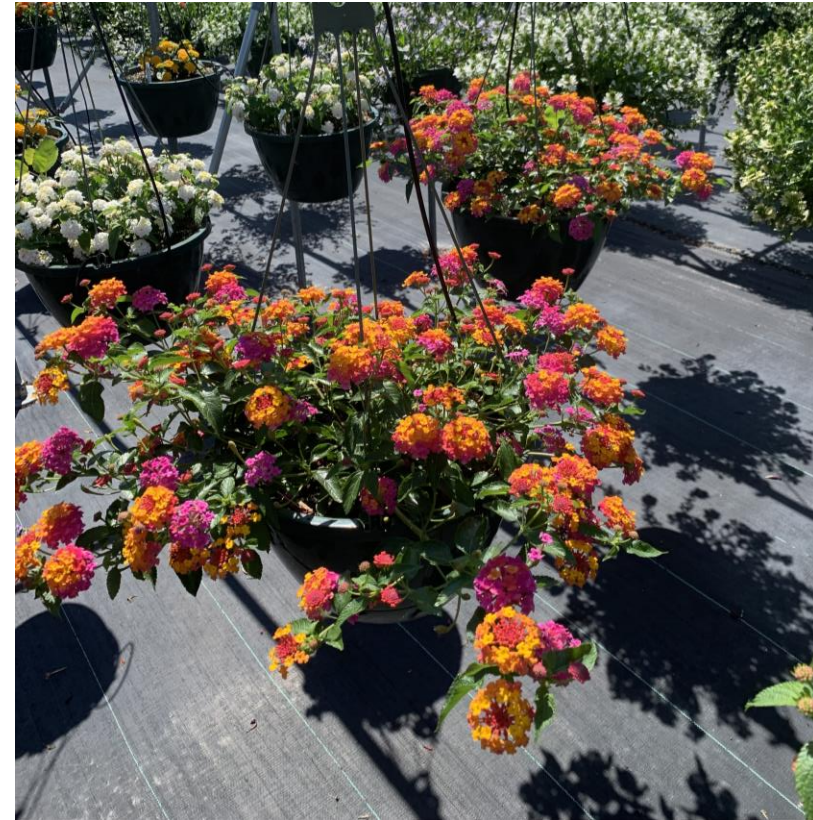
- Standalone item.
- Spectacular heat-loving color!
- Spreading/trailing habit.
- Perfect for hanging baskets.
- Large bicolor blooms.
- Use in combos, hanging baskets and a spreading landscape plant.



NEW Lantana DragonFruit



WK31 VA 2020



Breeder Trial W.C. WK29 2022

NEW Lantana Shamrock™ Varieties

- Perfect for hanging baskets and combos.
- 6 colors in series



**NEW Shamrock
Rose Gold**



**NEW Shamrock
Orange Flame Improved**

NEW Lantana Shamrock Red



NEW Shamrock Red

Week 32, West
Chicago



**NEW Shamrock
Red**

Competitor

Competitor

NEW Lobelia Early Springs™ Varieties

Increased heat tolerance with extended bloom time.

NEW Early Springs Sky Blue



NEW Early Springs Lavender



NEW Lobelia Waterfall™ Dark Blue Improved

Offers increased
branching and vigor.
Longer bloom time!



Week 31,
West Chicago



NEW Osteospermum Serenity™ Electric Rose

- **NEW** HOT pink color for the series.
- Exceptional habit and uniform timing.
- Low-energy crop; full, mounded plants with fewer PGRs.



NEW Osteospermum Serenity White Improved

- Improved branching, flower power
- Habit and performance better matches rest of series



BallFloraPlant®

PETUNIAS

Our petunia series are grouped by vigor to assist in variety selection.



CannonBall™



SureShot™



ColorRush™

NEW Petunia SureShot™ Varieties



NEW Red

NEW Hot Pink

NEW Pink Vein

NEW Raspberry
Cheesecake



Petunia SureShot™ Series



All colors:

- Flower within one week of each other.
- Share the same uniform habit.
- Similar flower sizes.
- Bred for weather tolerance- Rain, wind, cool early season temps, and summer heat



NEW Hot Pink



NEW Pink Vein



NEW Raspberry Cheesecake



NEW Red



Dark Blue



Dark Red



Magenta



White



Blue Vein



Blueberries & Cream

NEW Petunia SureShot™ Varieties



NEW Red



NEW Hot Pink



NEW Petunia SureShot™ Varieties

NEW Pink Vein



NEW Raspberry Cheesecake



Petunia Slingshot™ Collection

NEW Lemonberry



NEW Burgundy Bliss



Petunia Slingshot™ Collection



Phantom



Black Magic



**Cascadias™ Indian
Summer**



**Rhythm And Blues
Mounded/Trailing**

NEW Petunia ColorRush™ Blueberries and Cream



- Notable for big vigor and excellent garden performance.
- Our most vigorous line is ideal for 12-in. (30-cm) and larger containers and baskets, as well as landscapes.
- Mounds of color hold up in the heat and rain.



NEW Petunia Jewel Collection Frosted Sapphire

Beautiful blue and white picotee pattern makes this double petunia a great component for hanging baskets, containers and mixes.



Midnight Gold



Pink Diamond



NEW Salvia Plum Crazy

- Unique color.
- Matches habit of Salvia Black & Bloom.
- Perfect butterfly and hummingbird attractor.
- Tough as nails!
- Use in landscapes and large containers.



NEW Thunbergia Sunny™ Rose Sensation

- **NEW Rose Sensation** brings a nice pink color to the series.
- Ball FloraPlant is the only source for in-demand unrooted thunbergia cuttings.
- This vigorous vine produces very large, brightly colored flowers all Summer.
- Great for baskets, large containers and upright vining areas.



NEW Verbena Cadet Upright™ Orchid Rose

- **NEW** addition to Cadet series brings it to 9 colors!
- Upright habit – easy to use in small containers and combos.
- Proven garden performance with superior disease resistance.



NEW Verbena EnduraScape™ Purple Fizz

- Excellent landscape performance.
- **Full habit, and large blooms.**
- Use in landscape, large hanging baskets and combos.
- 11 colors.



NEW Verbena Firehouse™ Peppermint

- Unique red and white color.
- Firehouse greenhouse and garden performance.
- **Perfect habit for hanging baskets and combos.**



NEW MixMasters™



Serendipity

Calibrachoa Cabaret® Bright White
Calibrachoa Cabaret Neon Rose
Calibrachoa Cabaret Strawberry Parfait



Piece of Cake

Calibrachoa Cabaret® Strawberry Parfait
Spreading Petunia Double Vogue™ Pink
Verbena Firehouse™ White

BallFloraPlant®

NEW MixMasters™



Before You Know It

Petunia CannonBall™ Coral
Petunia CannonBall Pink
Petunia CannonBall Yellow



Worth a Shot

NEW Petunia SureShot™ Pink Vein
Petunia SureShot White

BallFloraPlant®

NEW MixMasters™



Oh, for Sure

Petunia SureShot™ Dark Blue
NEW Petunia SureShot Hot Pink
Petunia SureShot White

BallFloraPlant®



All that Glimmers

Double Impatiens Glimmer™ Appleblossom
Double Impatiens Glimmer Burgundy
Double Impatiens Glimmer Hot Pink

NEW MixMasters™



Just My Luck

Lantana Shamrock™ Butterscotch Glow

NEW Lantana Shamrock Orange Flame Improved

Lantana Shamrock Peach



Bee's Glee

Petunia Bee's Knees

NEW Petunia SureShot™

Raspberry Cheesecake



Good Company

Lantana Shamrock™ Butterscotch Glow

Lantana Shamrock Red

Ball FloraPlant®