

Press release

Stuttgart, February 6, 2025

Selecta: IPM 2025 a great success

'One of the best IPMs ever' was the conclusion of many international employees at the end of IPM 2025. 'We are very satisfied with the number of visitors to our stand - at times it was completely full - and the high quality of the discussions we had,' added Klaus Gaumann, Director Marketing & PM. Customers, retailers and journalists were impressed by the quality of the plants and the highlights on show. There were quite a few of them:

Firstly, the extensive Poinsettia range was a real eye-catcher, from which the **Fantasy Star®** varieties with their white dotted bracts stood out in particular. The **Fantasy Star® Orange** was probably the most photographed item on the stand, if not in the entire Hall 2.

A newly set up 'photo point' offered visitors an attractive opportunity to take photos and at the same time successfully marked the IPM premiere of the colourful **hydrangea** range. Selecta presented impressive examples from its diverse hydrangea range. Rooted cuttings are delivered to Europe directly from the company's own mother plant location in Kenya.

Besides the presentation of promising new varieties, there were two other major topics of discussion at Dianthus. The quality and concept of **LUCKY LIPS®**, which was successfully launched last year, convinced further retail customers. This led to further orders from Germany, Austria and Switzerland in all sales channels (garden centres, DIY stores and food retailers). The newly acquired Whetman Dianthus range from the UK also met with keen interest. The well-known series and varieties of **Whetman Pinks®** will be available via the Selecta Supply Chain from calendar week 20.

The absolute highlight, with interest far exceeding expectations, was the system launch of **RCS 2.0**. This innovative sustainable propagation system impressed producers, retailers, media representatives and other visitors alike. Whether it is the use of biodegradable paper bags or strips in which cuttings can be rooted substrate-free, the favourable volume-to-weight ratio during transport or the flexible processing (both automatically with the TTA Cutting Edge and manually) - the system offers numerous advantages: it is sustainable, innovative and efficient.

IPM has once again proven to be the most important meeting place for the green industry. Selecta is entering the year full of confidence and is looking forward to IPM 2026.

Selecta One

The Selecta one Group is a leading global breeder, grower and marketer of innovative ornamental plants. The breeding activities comprise bedding and balcony plants, houseplants, perennials and cut flowers. With production sites and sales companies in Europe, Africa, Asia and America, Selecta one serves all relevant markets worldwide.

Contact

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