

## Press release

Stuttgart, December 2024

### Selecta @ IPM 2025

Green, Great, Gorgeous! - The motto of IPM 2025 will be realised perfectly by Selecta one at its **stand D21 in hall 2**. New products, proven varieties and marketing concepts as well as new projects will be presented on an area of 220 m<sup>2</sup>.

'For many years, we have valued IPM as the most important meeting place for the green sector and as an excellent platform for welcoming national and international guests and strengthening important partnerships in the long term. This personal contact with decision-makers and the opportunity to deepen our business relationships in particular make IPM indispensable for us,' explains Klaus Gaumann, Director Marketing & Product Management at Selecta one.

Selecta one will be focussing on poinsettias, dianthus, other bedding and balcony plants and, for the first time, hydrangeas as well as the cutting-edge marketing concepts **Planta Morgana, Nature Garden and Autumn Friends**.

#### Poinsettia

If looking for a special eye-catcher, Selecta one recommends the **Fantasy Star®** variety. The colour pattern of the red bracts with large white speckles is unique on the market and gives **Fantasy Star®** an impressively eye-catching appearance. The variety impresses with its narrow, medium-strong growth, very early intensive colouring of the pattern and a reaction time of approx. 8.5-9 weeks. The variety is suitable for almost all production processes, from 6 cm pots minis to stems. A new variety, **Fantasy Star® Orange**, is being introduced, which scores with the same production characteristics and a beautiful, intense colour with the distinctive pattern.

Selecta has chosen the **Christmas Time** variety as this year's 'Star of the Year'. It has been on the market for two years now and has already clearly surpassed the million mark and is already a proud member of Selecta one's 'Top 7' red poinsettia club. With its bright red bract colour, upright medium vigorous growth and V-shaped uniform branching, it has received consistently positive feedback from producers in Northern and Southern Europe. **Christmas Time** is easy to produce and pack, it convinces with high productivity per unit and low inhibitor requirements. It is very well suited to impressively covering the interesting late sales segment in many markets and can be produced from mini 6 cm pots to pot size 14 cm.

#### One in Dianthus

The Selecta carnation range stands for great brands, proven varieties and innovative new launches. Selecta's range of pot and cut carnations is known for its excellent quality and covers all producer and consumer demands. The wide variety of series, colours and growth types offers numerous possibilities.

The Dianthus range centres on **Oscar®**, the most homogenous and best-selling carnation series worldwide with a total of 19 varieties and **PINK KISSES®**, the success brand par excellence, as well as the extraordinary **Kiwi Mellow Cool** in the cut flowers segment.

For the first time, the **LUCKY LIPS®** carnation series, which was introduced at IPM 2024, will be integrated into the Selecta stand. The premiere of the newly presented quality and value-added concept centred around the varieties Lara, Lena, Lisa, Lola and Luna was a complete success throughout Europe. The concept was very well received across the industry. The qualities of **LUCKY LIPS®** were convincing and retailers reported good sales.

#### **Further highlights:**

Selecta will be presenting a selection from the Hydrangea programme for the first time at IPM. This assortment offers a complete and competitive product selection in different colours, growth and flowering times. On the one hand it consists of the production assortment, which is harvested from own hydrangea mother plants at the Selecta site in Kenya. On the other hand, Selecta offers a tried-and-tested commercial range for customers in southern Europe. A newly designed photo point on the stand invites visitors to capture the attractiveness of the new hydrangea launch in a perfect setting.

Prominently represented at the Selecta stand is Calibachoa Bakari®, the 2024 FleuroStar Award participant. The Calibrachoa variety with the extraordinary colour spectrum, which plays with red, orange, pink and yellow, impresses with radiant flowers that seem to glow like the sun itself. Speaking of sun, Bakari® impresses in full sun locations with a strong appearance, early flowering and bushy growth. Bakari® is a real eye-catcher with outstanding product characteristics and the most promising Calibrachoa variety for the next summer sales.

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#### **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**

*For further information or for picture requests please contact Nadine Schuler-Zeeb, Selecta Klemm GmbH & Co. KG, Hanfäcker 10, D-70378 Stuttgart, +49-(0)711-95325-245, n.schuler-zeeb@selecta-one.com*