

# 2012

## Poinsettias



# Foundation for Selection

Selecta is quickly becoming a top poinsettia choice for growers, thanks to the reliability and plant structure of every variety in the program.

Every Selecta poinsettia is bred for:

**V-shaped and  
well-branched habits**

**Long-lasting  
cyathia**

**Strong  
roots**

These essential  
qualities in every  
variety make you a  
winner at retail with:

**Better shipability**

**Better sleeveability**

**Longest shelf life**

must  
**HAVE** ★

If you want your selection  
to stand out, these are the  
necessities for an unbeatable  
poinsettia program.

## **CHRISTMAS DAY RED**

Fastest growing variety in  
North America! Best for  
6-in. and larger programs -  
grown cool or warm.



**PINK CANDY**

This sought-after color, like all Selecta poinsettias, has better shipability, better sleeveability and a longer shelf life.

**Page 12**



**CHRISTMAS BEAUTY™ RED**

An excellent 7.5-week response time for prompt, Black Friday delivery.

**Page 5**



**NEW**  
**CANDLE LIGHT WHITE**

Versatile white grows perfectly alongside Christmas Day Red – a beautiful combination.

**Page 3**



**MARBELLA**

This novelty has a pink and white color contrast that no one can pass up at retail.

**Page 11**

# Christmas Day Red

**The fastest growing variety in North America is tops for the midseason market**

**Proven greenhouse performance and long shelf life**

**Medium vigor with V-shaped habit**

**This energy-efficient variety's timing will not be delayed when grown cool**

**Versatile for different pot sizes**

**Best-selling red**

**NEW**

# Candle Light White

**The perfect match to Christmas Day Red – matches in vigor, timing and habit**

**Large bracts with cyathia that do not drop – the best retail shelf life amongst white varieties**

**Perfect for midseason markets**

**Christmas Day Red**



**must  
HAVE★**

**Christmas Day Red**





---

◀ **A TIP ON CHRISTMAS DAY RED FROM TECHNICAL SUPPORT MANAGER, GARY VOLLMER:**



"If versatility is crucial to your program, then Christmas Day Red is your answer. It's the best choice for 6-in. and larger production, and it's easy to grow both cool and warm. The

timing won't be delayed when finished cool. If you apply early growth regulators after pinching, you'll get a nice, all-bracts-on-top habit that looks fantastic at retail."

---



must  
HAVE★

**NEW** Candle Light White

---

▲ **A TIP ON CANDLE LIGHT WHITE FROM TECHNICAL SUPPORT MANAGER, GARY VOLLMER:**

"This is such a great versatile white - make it even better as a combo with Christmas Day Red! The two are a match made in heaven for vigor, timing and habit. You can grow them alongside each other or in combinations in a range of temps and regions from Florida to Canada. And when you finish Candle Light White at warmer temps, it produces even whiter bracts."

---

**Christmas Day Red and  
Candle Light White Mix**

# Christmas Beauty™ Series

**7.5-week response time for prompt, Black Friday delivery**

**Controlled, V-shaped habit for excellent sleeveability**

**Bred for high-density production**



Red



**NEW** Pink

---

**A TIP ON CHRISTMAS BEAUTY RED  
FROM TECHNICAL SUPPORT MANAGER,  
GARY VOLLMER:**



“Efficiency is king! And the most efficient, pinched poinsettia in production today is Christmas Beauty Red! Exceptional branching is what allows you to pinch earlier and exactly to bract count. Be sure to check out the scheduling chart on [SelectaNorthAmerica.com](http://SelectaNorthAmerica.com) for more information.”

---



must  
**HAVE** ★  
Red

# Christmas Feelings™ Series

## BEST-SELLING SERIES

Reliably uniform, space-efficient and easy to grow

Low energy input and low PGR requirements

Fantastic color range

No late-season stretch

Strong habit brings more saleable plants to market and delivers excellent post-harvest characteristics

Dependable timing to finish for peak shipping



Marble



NEW White evol.



Red Cinnamon



Pink



**Pink**



**Red**



**Dark Salmon**



**Cinnamon**



**Merlot**

# Christmas Carol™ Series



**This high-quality root structure is maintained at cool temps without delay**

**Attractive, oak-shaped foliage**

**Large, showy bracts**

**Medium vigor and excellent branching**



**Red**



**Pink**

**Red**

# Christmas Season Series™

A very early season series for 6-in. pot programs and larger

Showy bracts, thick cyathia and sturdy stems all contribute to a longer shelf life

An energy-efficient series



Red



Pink



Marble

# Distinctive Selections

Other offerings tailored to your specific program needs.

**NEW**

## Dramatic Red

Massive bracts make a striking display

7.5-week response for big pot finishing

“Straight up” production – easy and early for large container programs

## Marbella

This stand-out novelty has great color contrast between pink and white

Contrast is brought out more in cooler finishing, but will stay stable in warmer temps

Great for large pot programs

## Happy Christmas Red

Medium-sized bracts of true red color have incredible appeal under the artificial light at retail

## Valentine

Rose-shaped bracts for an extraordinary, romantic look

Pot and cut-flower use

## Noel Red

Florist-grade, red poinsettia

Large, red bracts perfect for larger plant formats

Early, 7.5-week response time



**Happy Christmas Red**



**Valentine**

**NEW Dramatic Red**

**must  
HAVE** ★  
**Marbella**



**A TIP ON MARBELLA FROM  
TECHNICAL SUPPORT MANAGER,  
GARY VOLLMER:**



“What makes Marbella noteworthy is its remarkable color contrast. Rest assured, it will be a big hit at retail! Cool finishing brings out the pink against the white edges even more. An ideal variety for 6-in. and larger programs, Marbella has nice, large bracts. An early application of growth regulators will provide a flawless shape.”

**Noel Red**

# Benchmates

These selections match in timing and vigor to be grown alongside each other.

## Pink Candy

Sought-after, novelty color is rose pink with cream-speckled bracts  
Ideal for painting and decoration

## Christmas Eve Red

Best-performing, early red  
Very attractive, symmetrical, red bracts  
Upright, V-shaped habit

## Wintersun White

Oak-shaped foliage  
Ideal for painting and decoration  
Our BEST early season white variety

## Vintage Red

Classic look - red color and traditional bract shape  
Early season variety  
Small pot and basket programs



Christmas Eve Red



Wintersun White



Vintage Red

must  
HAVE★  
Pink Candy

### A TIP ON PINK CANDY FROM TECHNICAL SUPPORT MANAGER, GARY VOLLMER:



"As the easiest and most uniform novelty to grow, Pink Candy is exceptionally sweet! You can grow it with any variety - cool or warm. Its bright color and perfect habit makes it both a grower and consumer favorite!"

# Your Product on Your Schedule

Our Linda Vista facility located in Cartago, Costa Rica is the primary production center for our North American market that provides fast and reliable delivery of unrooted product. Increase your late-season flexibility by using WebTrack<sup>SM</sup> to view online, up-to-the-minute inventory 24 hours a day.



**Linda Vista production facility in Cartago, Costa Rica**

Our facility in Uganda provides the same full assortment of product to Europe, and can provide unrooted cuttings for North American supply at any time.

You can also choose from a broad lineup of Selecta's licensed Root & Sell Stations (see the back cover) for rooted cuttings.

What this extensive supply chain network means for you is reliable delivery of exactly what you ordered, exactly when you need it.

## Unrooted Cuttings (URC)

**Variety minimum/multiples:** 100

**Order minimum:** 2,000

Unrooted cuttings are shipped with 1.6-in. (4-cm) stem length, 4 to 5-mm stem diameter and 3 to 4 mature leaves. Contact your Ball Seed sales rep, log on to [ballseed.com](http://ballseed.com) or call 800 879-BALL to place your order.

## Rooted Cuttings (RC)

Our Root & Sell Stations produce superb quality, ready-to-go rooted cuttings. Find the complete list on the back cover of this catalog. Contact your Ball Seed sales rep or your preferred distributor for more details.

















## Selecta Clean & Field Tested Varieties



Every Selecta Poinsettia variety is rigorously tested before entering our program, and is subject to the same testing annually. Our Selecta Clean stock program follows strict, internationally recognized protocols, and is based on 51 years of experience. Clean stock starts in the Selecta clean stock facility in Stuttgart, Germany. Our Field Tested varieties are trialed extensively for both grower and consumer performance. For more information, visit [SelectaNorthAmerica.com](http://SelectaNorthAmerica.com) or call 800 879-BALL.

## Selecta Poinsettia Growing Recommendations

Variety	Page	Foliage	Natural Flower (first pollen)	Response Time in weeks (first pollen)	Vigor
<b>Very Early Season</b>					
<b>Christmas Carol™ Series</b>					
 Christmas Carol Pink 'NPCW10186'	8	dark green	Nov. 10-17	7 - 7.5	medium-high
 Christmas Carol Red 'NPCW04107'	8	dark green	Nov. 10-17	7 - 7.5	medium-high
<b>Christmas Season™ Series</b>					
 Christmas Season Marble 'NPCW10196'	9	dark green	Nov. 10-17	7	high
 Christmas Season Pink 'NPCW10160'	9	dark green	Nov. 10-17	7	high
 Christmas Season Red 'NPCW08135'	9	dark green	Nov. 10-17	7	high
<b>Early Season</b>					
<b>Christmas Beauty™ Series</b>					
 Christmas Beauty Red 'NPCW10158'	4	dark green	Nov. 20-27	7.5	low
 <b>NEW</b> Christmas Beauty Pink	4	dark green	Nov. 15-22	7.5	low
 <b>Christmas Eve Red</b> 'NPCW08153'	12	dark green	Nov. 12-22	7 - 7.5	medium
 <b>NEW Dramatic Red</b>	10	dark green	Nov. 15-22	7.5	medium-high
 <b>Marbella</b> 'NPCW10184'	11	dark green	Nov. 15-22	7.5	medium-high
 <b>Noel Red</b> 'NPCW10167'	11	dark green	Nov. 15-22	7.5	medium-high
 <b>Pink Candy</b> 'NPCW09154'	12	dark green	Nov. 15-22	7.5	medium
 <b>Vintage Red</b> 'NPCW11190'	12	dark green	Nov. 12-22	7 - 7.5	medium
 <b>Wintersun White</b> 'NPCW09124'	12	dark green	Nov. 15-22	7.5	medium













<sup>1</sup> **Energy Efficient/Space Efficient:** Varieties are rated from most (•••) to least (•) efficient. Contact us for guides.

<sup>2</sup> **Cool Finish:** Indicates minimum temperature starting two weeks after the beginning of short days. Please note that a crop grown cooler requires more time to finish (4 to 7 days), and will have smaller bracts and darker color (for example, white may turn cream-yellow). Toward the end of the crop (two weeks prior to shipping), slowly lower the temperature for green-leaved varieties to 65°F (18°C) day/night and dark green-leaved varieties to 63°F (17°C) day/night.



Average Bract Size	Post Harvest	Energy Efficient <sup>1</sup>	Cool Finish <sup>2</sup> (24 hrs avg.)	Space Efficient <sup>1</sup>	Recommended spacing for 6"	2.5" Mini	4 - 5" 6"	8"	10"	Tree/ Pyramid
large, oak shaped	very good	•••	61° F / 16° C	•	14.5"x14.5"	✓	✓	✓		
large, oak shaped	very good	•••	61° F / 16° C	•	14.5"x14.5"	✓	✓	✓		
large, pointed	very good	••	63° F / 17° C	•	14.5"x14.5"			✓	✓	✓
large, pointed	very good	••	63° F / 17° C	•	14.5"x14.5"			✓	✓	✓
large, pointed	very good	••	63° F / 17° C	•	14.5"x14.5"			✓	✓	✓
medium, round	very good	••	63° F / 17° C	••	13"x13"	✓	✓	✓		
medium, round	very good	••	63° F / 17° C	••	13"x13"	✓	✓	✓		
medium, round	very good	••	63° F / 17° C	••	13"x13"	✓	✓	✓	✓	
large, pointed	very good	••	63° F / 17° C	•	14.5"x14.5"			✓	✓	✓
medium, pointed	good	•	65° F / 18° C	••	13"x13"	✓	✓	✓	✓	✓
large, pointed	very good	••	63° F / 17° C	•	14.5"x14.5"	✓	✓	✓	✓	✓
medium, round	excellent	••	63° F / 17° C	••	13"x13"	✓	✓	✓	✓	
medium, oak shaped	very good	••	63° F / 17° C	••	13"x13"	✓	✓	✓	✓	
medium, oak shaped	excellent	••	63° F / 17° C	••	13"x13"	✓	✓	✓	✓	

## Selecta Poinsettia Growing Recommendations

Variety	Page	Foliage	Natural Flower (first pollen)	Response Time in weeks (first pollen)	Vigor
<b>Midseason</b>					
 <b>NEW Candle Light White</b>	3	dark green	Nov. 20-27	8	medium
 <b>Christmas Day Red</b> 'NPCW10164'	2	dark green	Nov. 20-27	8	medium
<b>Christmas Feelings™ Series</b>					
 Christmas Feelings Cinnamon 'NPCW10193'	6	dark green	Nov. 20-27	8.5	low-medium
 Christmas Feelings Dark Salmon 'NPCW10183'	6	dark green	Nov. 20-27	8.5	low-medium
 Christmas Feelings Marble 'NPCW09173'	6	dark green	Nov. 20-27	8	low-medium
 Christmas Feelings Merlot 'NPCW09170'	6	dark green	Nov. 20-27	8	low
 Christmas Feelings Pink 'NPCW04081'	6	dark green	Nov. 20-27	8	low-medium
 Christmas Feelings Red 'NPCW02044'	6	dark green	Nov. 20-27	8	low-medium
 Christmas Feelings Red Cinnamon 'NPCW10194'	6	dark green	Nov. 20-27	8.5	low-medium
 <b>NEW</b> Christmas Feelings White evol. 'NPCW10171'	6	dark green	Nov. 20-27	8	low-medium
 <b>Happy Christmas Red</b> 'NPCW10187'	10	dark green	Nov. 20-27	8	medium
 <b>Valentine</b> 'NPCW05102'	10	dark green	Nov. 20-27	8	medium-high

<sup>1</sup> **Energy Efficient/Space Efficient:** Varieties are rated from most (•••) to least (•) efficient. Contact us for guides.

<sup>2</sup> **Cool Finish:** Indicates minimum temperature starting two weeks after the beginning of short days. Please note that a crop grown cooler requires more time to finish (4 to 7 days), and will have smaller bracts and darker color (for example, white may turn cream-yellow). Toward the end of the crop (two weeks prior to shipping), slowly lower the temperature for green-leaved varieties to 65°F (18°C) day/night and dark green-leaved varieties to 63°F (17°C) day/night.

Average Bract Size	Post Harvest	Energy Efficient <sup>1</sup>	Cool Finish <sup>2</sup> (24 hrs avg.)	Space Efficient <sup>1</sup>	Recommended spacing for 6"	2.5" Mini	4 - 5" 6"	8"	10"	Tree/ Pyramid
large, pointed	excellent	••	63° F / 17° C	••	13"x13"	✓	✓	✓	✓	✓
large, pointed	very good	••	63° F / 17° C	••	13"x13"	✓	✓	✓	✓	✓
large, pointed	excellent	••	63° F / 17° C	••	13"x13"	✓	✓	✓	✓	
large, pointed	excellent	••	63° F / 17° C	••	13"x13"	✓	✓	✓	✓	
large, pointed	excellent	••	63° F / 17° C	••	13"x13"	✓	✓	✓	✓	
large, pointed	excellent	••	63° F / 17° C	••	13"x13"	✓	✓	✓	✓	
large, pointed	excellent	••	63° F / 17° C	••	13"x13"	✓	✓	✓	✓	
large, pointed	excellent	••	63° F / 17° C	••	13"x13"	✓	✓	✓	✓	
large, pointed	excellent	••	63° F / 17° C	••	13"x13"	✓	✓	✓	✓	
large, pointed	excellent	••	63° F / 17° C	••	13"x13"	✓	✓	✓	✓	
medium, star shaped	very good	••	63° F / 17° C	•	14.5"x14.5"	✓	✓	✓	✓	
rose shaped	excellent	•	65° F / 18° C	••	13"x13"	✓	✓	✓	✓	✓

## ROOTED CUTTINGS (RC)

Selecta varieties are available as rooted cuttings from Selecta licensed Root & Sell Stations. Contact your favorite broker for ordering details.

### U.S. Root & Sell Stations

#### C. Raker & Sons, Inc.

10371 Rainey Road  
Litchfield, MI 49252  
(517) 542-2316

#### CK Greenhouses, Inc.

200 Schoolhouse Road  
Cheshire, CT 06410  
(800) 773-1694

#### Cumberland Trail Growers, Inc.

US Highway 40 West &  
1950 East  
St. Elmo, IL 62458  
(800) 321-3001

#### Esbenshade's Greenhouses, Inc.

546 A  
East 28th Division Highway  
Lititz, PA 17543  
(717) 626-7000

#### Greenstreet Growers, Inc.

391 West Bay Front Road  
Lothian, MD 20711  
(410) 867-9500

#### Hardy Starts by Welby Gardens

2761 East 74th Avenue  
Denver, CO 80229  
(303) 288-3398

#### Knox Nursery, Inc.

940 Avalon Road  
Winter Garden, FL 34787  
(800) 441-5669

#### Lucas Greenhouses

214 Whig Lane Road  
Monroeville, NJ 08343  
(856) 881-0234

#### Mast Young Plants, Inc.

6564 Peach Ridge Avenue  
NW  
Grand Rapids, MI 49544  
(800) 541-3910

#### Millstadt Greenhouses

6627 Route 158  
Millstadt, IL 62260  
(618) 476-7200

#### Peterson Brothers, Inc.

1630 Creekview Drive  
San Antonio, TX 78219  
(210) 333-6971

#### Plantpeddler, Inc.

530 2nd Avenue SW  
Cresco, IA 52136  
(800) 827-1654

#### The Plug Connection

2627 Ramona Drive  
Vista, CA 92084  
(760) 631-0992

#### Van de Wetering Greenhouses Inc.

5784 Sound Avenue  
Jamesport, NY 11947  
(631) 722-8757

### Canada Root & Sell Stations

#### Burnaby Lake Greenhouses Ltd.

17250 80th Avenue  
Surrey, BC V4N 3G4  
(604) 576-2088

#### Les Serres Frank Zyromski

1853 Chemin Laliberté  
Rivière-Rouge, QC J0T 1T0  
(819) 275-5156

#### Linwell Gardens Ltd.

4760 Lincoln Avenue  
Beamsville, ON L0R 1B3  
(905) 563-6383

## UNROOTED CUTTINGS (URC)

All Selecta varieties are available as unrooted cuttings exclusively through Ball Seed.

BallSeed.

#### Ball Horticultural Company

622 Town Road  
West Chicago, IL 60185-2698  
(800) 879-BALL Fax: (800) 234-0370  
ballseed.com

© 2011 Ball Horticultural Company 11521

♻️ Printed in the U.S. on 10% post-consumer recycled paper with soy-based inks.

BALL is a registered trademark of Ball Horticultural Company in the U.S.

™ denotes a trademark of and ® denotes a registered trademark of Selecta Klemm GmbH & Co. KG in the U.S., which may be registered in other countries.

 **selecta**