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No room on the retail bench – ya gotta shove in somehow...great foliage color positions the new 'Fireworks'TM

Vista, California, June 2008— One of the realities about spring seasonal retailing is there is not extra space on the retail selling bench. As the benches are so full of saleable product, a 'new' item needs to be significantly better genetics to replace successful plants. Watch out for the new Pennisetum 'Fireworks' as it is making room on the benches!

Positioned as great new color compared to common fountain grass, 'Fireworks' is the newest introduction from ItSaul Plants of GA. "We knew we had to have superior colors to carve out space at retail," says Bobby Saul of ItSaul Plants, "This category is too crowded with good plants just to have a 'me-too'. I think 'Fireworks' will light up sales at retail."

This new breeding in pennisetum has giant sprays of color that explode like bottle rockets and color blooms that are like July Fourth fireworks. Grasses are all the rage today and pennisetum has become an important garden and landscape plant. Featured at The Home Depot in the VIVA! line, new Pennisetum



'Fireworks' will add stunning color to any garden.

The Fireworks Pennisetum has multi-hued leaves with red, bronze, green and gold that shine in the sun. Hardy to Zone 6, this grass will grow to 30" tall in the garden. Ray French, VIVA! program product manager at Floragem, had an immediate reaction to the new 'Fireworks', "For me it was love at first

sight. I do not fall as hard for most plants but this pennisetum is just special." French goes on to say, "Depth of color, range of color, this is a plant with textures that will make any garden glow."

Floragem is a horticultural marketing company that works with The Home Depot on the VIVA! collection of flowers, grown by The Home Depot grower network and sold exclusively through The Home Depot. Consumer information on VIVA! plants is available at www.vivagarden.com or to the press in the press room of www.floragem.com.

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