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## **‘Less is More’ – New compact SunPatiens hit market**

*Vista, California* — Novel marketing is the hallmark of the ‘SunPatiens<sup>®</sup>’ program, introduced through the VIVA! Program at The Home Depot. With first in marketplace 4-color picture pots supported by consumer marketing and strong public relations efforts, SunPatiens have sold the story of a consumer friendly impatiens for full sun.

New in 2008, the VIVA! program, along with Sakata Seed America and the Ecke Ranch, adds a lineup of more compact genetics suitable for quart containers. Now in addition to 7 colors of ‘Vigorous SunPatiens’ 5 new colors of ‘Compact SunPatiens’ will be available to consumers. (shown is SunPatiens ‘Compact Lavender’)



Carrying on in the theme of targeted marketing with SunPatiens, the introduction team has been doing advance trialing with top landscape firms throughout the US. Ray French, product manager at Floragem elaborates, “Landscapers and consumers are looking for low maintenance annuals and SunPatiens offer full color in hot all day sun with minimal care.” French continues, “Feedback from the landscape trade has been very positive. SunPatiens showoff in full sun areas.”

Integrated programs that drive new plant introductions from a breeder through distribution must contain components that allow consumers to learn about the new genetics. “Sakata as the flower breeder was very supportive of using consumer marketing in major magazines such as Southern Living and Sunset.” comments Floragem program and marketing manager Lisa Heredia. Heredia continues, “Connecting the breeder, retailer, and consumer allows VIVA! to tell the story of the plant.”

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](http://www.vivagarden.com) or to the press in the press room of [www.floragem.com](http://www.floragem.com) .

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