



Floragem
3742 Blue Bird Canyon Road, Vista, California 92084 USA

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Floragem announces the SunPatiens revolution

Vista, California — Floragem, a marketing company comprised of experienced growers and innovative horticultural professionals, is pleased to announce the SunPatiens® program – a revolutionary product introduction. The plants are a new, inter-specific impatiens that thrive in full sun and high heat conditions.

VIVA!® SunPatiens will be launched exclusively through The Home Depot stores in the U.S. and Canada in spring of 2006. Packaged in the unique 4-color VIVA! SunPatiens Pot, all plants will include for consumers full garden care information, a Favorite Garden Plan™ and a planting guide.

SunPatiens are a breakthrough series of impatiens bred by Sakata America and distributed through the Ecke Ranch. Extensive trials at the University of Georgia in 2004 and 2005 have shown remarkable performance in extreme summer conditions versus other annuals – from petunias to geraniums and other impatiens. Russ Gillum, Project Manager for the Ecke Ranch says, “I have seen summer trials for more years that I can count and have never seen a plant series out perform plants as SunPatiens has in Georgia.” Gillum continues, “These are an entirely different beast from seed or New Guinea impatiens – large robust landscape plants that will flower through unbelievable summer conditions.”

The initial SunPatiens launch will include four colors, an orange, white, purple and red. Ron Cramer of Sakata America has watched this program for three years and comments, “We wanted a unique way to introduce this special collection of genetics, and the opportunity to work with The Home Depot and the VIVA! program fits – we will see SunPatiens introduced in it’s own distinct pot in The Home Depot’s 2006 plant program.” The Home Depot will have SunPatiens in more than 1,700 stores in 2006.

Floragem is a brand marketing company comprised of greenhouse growers and marketing professionals. The VIVA! program is a full line of flowers, vegetables and herb plants grown by the VIVA! grower network and sold exclusively to 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 .

For more information please contact Laurie Scullin at (352) 495-3375 or lscullin@floragem.com



SunPatiens test field in Athens, Georgia
Full sun and hot!



Available in
four colors