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Building a Better Mousetrap - Innovation hits Vinca!

Vista, California, May 2008— The old adage is that you need to build a better mouse trap to be a successful inventor and in the case of a new Vinca – we would like to warn the mice of America to be on alert! If the dark green leaves of Vinca minor is one of the country's most popular ground covers, wait until the great new colors of the new VIVA! Vinca '24 Carat' hit the stores. This hot, new breeding should be a surefire hit at retail.

"We look for innovative new products, but especially ones that help redefine a plant category," comments Ray French, VIVA! program product manager for Floragem. French explains, "Through new breeding we have a new Vinca that will color up a shady spot and still have the grower and garden performance to satisfy the customer. Typically these novel colors have been hard to grow."

New breeding has led to a number of new products in the VIVA! line at The Home Depot. French continues, "The Home Depot has been instrumental in introducing a number of new items on behalf of ItSaul, a specialty perennial grower and breeder near The Home Depot's corporate offices in Georgia. In addition to the strong Echinacea series 'Big Sky' from ItSaul, we are excited about this stunning, gold Vinca '24 Carat'."



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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