



Paul Ecke Ranch
PO Box 230488, Encinitas, California 92023 USA

April 2008

XEROX, Kleenex and Ice Punch - Ecke creates a new color category

Encinitas, California — Ecke Ranch, the originator of the modern poinsettia, has done it again – created a new color category for poinsettias. Paul Ecke III, CEO of Paul Ecke Ranch comments “Over the years my family has been delighted to introduce new colors of poinsettias to US consumers. We did it years ago with ‘Monet’, a soft air-brushed look in one of the worlds most beautiful plants and again recently with ‘Winter Rose Red’ – a striking rose-like poinsettia.” Ecke continues, “Ice Punch is exactly that special, a never before seen color combination that consumers are asking for by name.”

During the winter holiday season in 2007, Poinsettia Ice Punch was launched exclusively through The Home Depot stores in the U.S. and will be available in 2008 in The Home Depot as well as selected Garden Centers.

Comparing ‘Ice Punch’ to the historic consumer brand names that became the category name, such as XEROX or Kleenex, may seem a tad forward, but explained Steve Rinehart, Chief Operating Officer for the Paul Ecke Ranch, “We seldom have had consumers react to a new poinsettia as shoppers have to Ice Punch.” Rinehart continued, “The combination of striking bract colors, leaf shape and strong upright bracts make Ice Punch a must have plant for decorators who are now starting to ask for Ice Punch by name. We are getting many e-mails ahead of the season from shoppers making sure that they will find Ice Punch in their local stores.”

Ice Punch is made special with a rich rosy red bract brushed with a soft frosty white center. The bract color is framed by dark green leaves. In addition to the wonderful color, Ecke Ranch expects Ice Punch to hold up well in homes. “We carefully test all new poinsettias for wear and tear in home conditions,” reported Paul Ecke III, CEO of Paul Ecke Ranch. Ecke continued, “Ice Punch has that rare combination of beauty and brawn – a plant that should look great right through the entire holiday season.”

“Color is critical in plant selection of poinsettias. In the past we have seen more interest in ‘non-red’ poinsettias with new novelties and painted poinsettias hitting the market,” said Andy Higgins, president of Paul Ecke Ranch. Higgins continued, “Ice Punch will be a direct hit for home decorators as it bridges the ‘red’ and ‘non-red’ color range – this is definitely not your mother’s poinsettia!”

Additional Poinsettia care information may be found at www.pauleckepoinsettias.com .

For more information please contact Lisa Heredia at Floragem, 941-483-3134 or lheredia@floragem.com.

#