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Name Recognition, Name Recognition, Name Recognition - Sharing the Ice Punch Story

Vista, California, July 2008— In real estate it is ‘Location, Location, Location’. In plant marketing the mantra could go ‘Name Recognition, Name Recognition, Name Recognition’! Poinsettia ‘Ice Punch’ the newest hot novelty from the Ecke Ranch is certainly out to garner all the name recognition it can get through 2008. Launched exclusively with The Home Depot, ‘Ice Punch’ has been seen in newspapers and magazines from coast to coast.

“This is similar to publicity programs that we ran back in the 70’s and 80’s.” quotes Paul Ecke 3, CEO of the Ecke Ranch. “We have had a history of establishing the variety name as a category name and we are very excited about consumers learning to ask for ‘Ice Punch’ by name.”

Launched with marketing support from Floragem, a California based horticultural marketing company, the Ecke Ranch was able to focus on breeding and young plant production and let the market channel communications be handled by experts. “We really wanted to get national advertising and PR support for this unique item.” says Andy Higgins, president of the Ecke Ranch. Higgins continues, “The Home Depot launch allowed for immediate market impact, we enjoyed seeing both retailers and consumers excited about new genetics.”



Ice Punch is a truly unique color sport found in Europe and is distributed through the Ecke Ranch in Encinitas, Calif. Ecke Ranch is known worldwide as the birthplace of the modern poinsettia. Extensive trials at the University of Florida, Purdue University and North Carolina State have shown remarkable consumer reaction to this stunning plant. Steve Rinehart, chief operating officer and head of product development for the Ecke Ranch said, “We seldom have had consumers react to a new poinsettia as test shoppers have to Ice Punch.” Rinehart continued, “The combination of striking bract colors, leaf shape and strong upright bracts will make Ice Punch a must have plant for decorators.”

“Color is critical in plant selection of poinsettias. In the past we have seen more interest in ‘non-red’ poinsettias as new novelties and painted poinsettias hit the market,” said Andy Higgins, president of 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!”

Coming for the holiday season 2008, Poinsettia Ice Punch will be sold primarily through The Home Depot stores in the U.S. and will be available in all stores nationwide. Packaged in a beautiful decorative pot cover, this poinsettia will have an immediate impact on your holiday decorating plans.

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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