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Color Blocking Boosts Bottom Line - The Success of Petunia 'Lemon Zest'

Vista, California, April 2008— We all know that basic merchandising will work on bedding plants at retail. By keeping the shelves well stocked with nice looking product, by keeping the plants all priced, all watered and looking good, retailers expect quick turns at retail. Petunia 'Lemon Zest' has taken that story one more step by showcasing the importance of color blocking!



“The combination of bright yellow flowers and the great yellow pot made a statement on the bench,” says Gary Mangum of Bell Nursery and a leading VIVA! supplier for The Home Depot. Mangum continues, “When you can make a strong block of color consumers will stop, look, then buy. We saw significant sell-through numbers with this display.”

A mounded plant growth habit assures that the soft yellow flowers of Lemon Zest will form balls of color. “I like the plant infrastructure,” says Ray French, product manager for Floragem. French goes on, “Petunias tend to split apart or get bald in the center of the plant, think of a bad ‘comb over.’ ‘Lemon Zest’ grows in a nice, tight, mounded manner so the color stays on top of the plant and you avoid green spots. This is exceptional breeding by Dummen and similar to their Potunia plant habit”.

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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