



Floragem  
3742 Blue Bird Canyon Rd, Vista, California 92083 USA

**FOR IMMEDIATE RELEASE**

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## **A flower that thinks it's a highlighter pen!**

*Vista, California* — A flower with 65 mph color and the ability to 'pop' out of a landscape cannot sit idly on the sideline – Petunia 'Lemon Zest' is our landscape highlight pen. "We think we bred and sell plants but we are really in the decorating and home landscape industry", quotes Lisa Heredia, program manager for Floragem. "We really do sell 'color' for peoples homes and this yellow just leaps up and down and says 'look at me'", Heredia continues, "When I design gardens I want to be able to have some areas stand out, and white and bright yellow colors can do that. 'Lemon Zest' will be an easy add to many garden designs."

A mounded plant growth habit assures that the soft yellow flowers 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"

'Lemon Zest' will be found in stand alone displays at The Home Depot stores in spring of 2007 and will have packaging that talks of the 'fresh squeezed color' from this fun new petunia. The plants will get about 15" tall in the garden, prefer full sun conditions and are hardy to zone 10.

The VIVA! program introduces a variety of new and noteworthy flower varieties into the US and Canadian markets and contains a mixture of annuals, perennial and woody 'color' for use in home landscapes by home gardeners or landscapers. By looking at new flower breeding from around the world VIVA! and The Home Depot bring innovative new garden ideas to homeowners from coast to coast.

Floragem is a horticultural marketing company that works with The Home Depot on the VIVA! collection of flowers, grown by the Floragem grower network and sold exclusively to The Home Depot. Consumer information on VIVA! plants is available at [www.vivagarden.com](http://www.vivagarden.com) or to the press in the press room of [www.floragem.com](http://www.floragem.com) .

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