



Floragem
3742 Blue Bird Canyon Road, Vista, California 92084 USA

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The SunPatiens revolution gets brighter!

Vista, California — Floragem, a marketing company comprised of experienced growers and innovative horticultural professionals, is pleased to announce new **VIVA!® SunPatiens®** colors for spring 2007! VIVA! SunPatiens plants are a new, inter-specific impatiens that thrive in full sun and high heat conditions. New for 2007 are a dark lavender and a bold, brassy, variegated leaved salmon.

VIVA! SunPatiens was launched exclusively through The Home Depot stores in the U.S. and Canada in spring of 2006. Packaged in the unique 4-color VIVA! SunPatiens Pot, all plants will include for consumers full garden care information, a Favorite Garden Plan™ and a planting guide.

SunPatiens are a breakthrough series of impatiens bred by Sakata America and distributed through the Ecke Ranch. Extensive trials at the University of Georgia in 2004, 2005 and 2006 have shown remarkable performance in extreme summer conditions versus other annuals – from petunias to geraniums and other impatiens. Russ Gillum, Project Manager for the Ecke Ranch says, “I have seen summer trials for more years that I can count and have never seen a plant series out perform plants as SunPatiens has in Georgia.” Gillum continues, “These are an entirely different beast from seed or New Guinea impatiens – large robust landscape plants that will flower through unbelievable summer conditions.”

The new colors for 2007 are distinct. Unique in both leaf color and in its branching is the **VIVA!® SunPatiens® Variegated Salmon**. Tightly spaced internodes make this a wonderful mounded plant ideal for hanging baskets. Add in the rich yellow and green variegated foliage and light salmon colored flowers and we have a showstopper. **VIVA!® SunPatiens® Lavender** has a large dark lavender flower contrasted by dark foliage. Both new colors are exceptional in hot and sunny locations!

Floragem is a brand marketing company comprised of greenhouse growers and marketing professionals. The VIVA! program is a full line new and innovative plants, grown by the VIVA! grower network and sold exclusively to 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.

For more information please contact Laurie Scullin at (352) 495-3375 or lscullin@floragem.com
