



2014 New Collection

Europe | Africa | Middle East

syngenta *flowers*®

TM

Turn on the flowering season

We have plenty that's new for 2014 to really kick start the flowering season! In this New Collection catalogue, you'll discover 43 new / improved seeds varieties plus 45 new / improved cuttings. And you won't want to miss our new complete series: the Dahlia 'Grandalia'.

Get the full picture?

Use this New Collection catalogue in combination with our 2013 Full Assortment catalogue to get the complete and up-to-date view on all our innovations, novelties, in seeds and cuttings, including our award-winning series. Details on each plant – including pot size, habits, shipping month, producing month and more – are at your fingertips, with colorful, sharp images that help make your choice clear.



 **GoldsmithSeeds**  **GoldFischCuttings**  **YoderMums**

Syngenta Seeds has exercised reasonable care and skill in compiling this information. All data in this brochure is intended for general guidance only and the user should apply it in accordance with his own knowledge and experience of local conditions. Syngenta Seeds cannot accept any liability in connection with this advice.

® Registered Trademark of a Syngenta Group Company, ™ Trademark of a Syngenta Group Company. The information provided in this catalogue has been checked by Syngenta to the best of our ability. Syngenta does not accept or assume any liability for accuracy of this information.

Come to meet us

Flower Trials

10 - 13 June 2014

De Lier, The Netherlands

Also from Syngenta

And if you are looking for Cyclamens, Pansy Violas, Poinsettias or Chrysanthemums, you can take a look at our dedicated catalogues for each assortment. Together, these catalogues offer everything you need to get growing.



Our 2014 awarded products



seeds annuals biennials, perennials & pot plants

Sunstorm® Purple Imp.

Catharanthus roseus (Vinca)

This core color has been improved to match the uniformity and vigor of the SunStorm series.

Solid purple petals with a striking white eye.

Compact, well-branched plants are ideal for high density pack production.



IMP.

Sunstorm® Purple Imp.

Venti Parfait Crimson

Dianthus chinensis

An addition to the Venti Parfait series, this new solid Crimson complements the existing bicolored Crimson Eye. This series, unlike traditional dianthus, has clusters of huge, slightly fringed blooms on compact plants, giving them high impact for early spring displays. This variety is screened to have greater tolerance to the common soil disease, *Fusarium*, so it will perform well in the landscape for an extended period.



NEW

Venti Parfait Crimson

Big Kiss

Gazania rigens

Red
Yellow
Mix Imp.

These core color additions to the Big Kiss series expand sales opportunities and flower one week earlier than Big Kiss White Flame and Big Kiss Yellow Flame.



NEW

Big Kiss Red



NEW

Big Kiss Yellow



Big Kiss Mix Imp.

Frosty Kiss Mix Imp.

Gazania rigens

Bright eye-catching colors pop against trendy silver foliage. Silver foliage provides contrast to heat-loving landscapes and hard-to-plant areas. Kiss Frosty Mix now includes Frosty Orange and Frosty Red along with the original Frosty Mix components.



NEW

Frosty Kiss Mix Imp.

Florific®

Impatiens hawkeri

Sweet Orange
Mix



Florific® Sweet Orange



Florific® Sweet Orange

The addition of Sweet Orange to the Florific series expands the range of core colors for landscape applications. Unique Sweet Orange is a breeding breakthrough for seed New Guinea impatiens. Plants with bronze-green foliage are covered by striking bicolor flowers in shades of salmon and orange. Extra-large, premium flowers sit on top of the foliage for more impact at retail and in the garden.

Strong garden vigor provides season-long enjoyment in shady gardens, especially in areas where *Impatiens* Downy Mildew limits the use of *I. walleriana* in the landscape.



NEW

Florific® Sweet Orange



NEW

Florific® Mix

Accent Premium Orange Star Imp.

Impatiens walleriana

Improved for more consistent bicolor pattern and reliability of seed supply.

Large bright orange and white bicolor flowers make cheerful retail displays and invigorate shady gardens.

Ideal for large packs, pots and premium upgraded containers because of its full habit.

Well-branched plants increase the amount of color displayed at retail and in the garden.



IMP.

Accent Premium Orange Star Imp.

Multibloom Red Imp.

Pelargonium x hortorum (Geranium)

Best-selling dwarf geranium is improved for earlier flowering and better garden vigor. Compact plants are best suited for production in packs or small pots and planting outdoors in small garden beds or patio containers.



Multibloom Red Imp.



IMP.

Multibloom Red Imp.

Duvet® North Mix

Petunia grandiflora

Genetically compact is the future for seed Petunia; the 'non' stretching genetic habit offers easiness of growth and a real reduction in use of PGR. The better shelf-life gives also advantages for retail. Our genetically compact grandiflora series Duvet® has an excellent performance on earliness and branching, and is outperforming competition on uniformity, seed quality and garden performance. This year we add the North Mix to the assortment, which provides the best color mix for the North European market.



NEW

Duvet® North Mix

8



Petunia grandiflora Duvet®

Petunia multiflora Damask®

Petunia milliflora Picobella

Petunia milliflora Picobella Cascade

Ramblin' Amethyst

Petunia pendula

Ramblin' petunia performs like no other seed petunia, making it an excellent value for growers and consumers. Its early flowering and well-mounded plants offer simplified growing and shipping, ensuring only top quality plants arrive at retail. Consistent with the reliable performance seen in the rest of the series, the new Ramblin' Amethyst shows off designer, jewel-toned flowers with deep purple veins for a perfect addition to one of the best-in-class spreading series.

Incredible value in trailing petunia:

- Earliness and mounded, controlled vigor for a premium finish
- Easy to produce in time for spring sales dates
- Provides ease in growing, selling and exceptional value for the home gardener



NEW

Ramblin' Amethyst

Obsession® Apricot Imp.

Verbena Hybrida

Obsession is THE standard series in the market. Very well synchronized habit and earliness, perfect for packs and smaller pots and giving lots of flowers on nicely branching, compact plants.

The Apricot Imp. has a more deep apricot color and is clearly more branching and compact than its former version.



IMP.

Obsession® Apricot Imp.

Maché White Imp.

Ranunculus asiaticus

An earlier, more paper-white bloom has been added to this profitable early spring crop.

Improved for overall vigor with more refined, airy foliage leaves that fill pots easily.

Large, double blooms entice consumers early in the season.



Maché White Imp.

Karma

Viola x wittrockiana F1 (Pansy)

Blue Sun
Rose Blotch

New novelty color addition to the pansy series of choice for landscapers.

Blue Sun has deep purple wings with varying shades of blue and yellow faces atop robust, powerful plants.

- Larger flowers than similarly colored competitive selections.
- Suited for fall and spring pansy production in packs and pots.

Vigorous plants with strong root systems provide superior performance in the landscape.



Rose Blotch



Blue Sun

Delta®



Viola x wittrockiana F1 (Pansy)

Deep Blue
Neon Violet Imp.
Violet & White Imp.
Yellow with Purple Wing Imp.

Regardless of season, Delta offers the most uniform, early flowering of any pansy. Its modern, compact plant habit requires fewer plant growth regulators and is stretch resistant for longer retail shelf-life.

One of the deepest blue flowers on the market, Delta Deep Blue is so dark the blotch is nearly impossible to spot. Neon Violet is more free-flowering with enhanced uniformity from plant to plant.



Deep Blue



Neon Violet Imp.



Violet & White Imp.



Yellow with Purple Wing Imp.

Deltini



Viola cornuta F1

Blue Mix

The unique day-length neutral habit makes Deltini THE next generation of small-flowered violas (Viola cornuta). It gives unmatched programmability, which makes cultivation much more predictable. When adding best-in-market uniformity and plant habit to it, Deltini is a truly unique and 'game-changing' series. Perfectly suited for mass production and growers who need to plan accurately.

Besides the traditional biennial cultivation, it is also suited for a fast spring cultivation programme, which shortens the production cycle up to 7 weeks.

Growers can save costs on: less flower picking, low use of PGRs and plant protection products, low disease risk and better use of greenhouse space. Ideally for spring (but also suited for late autumn) in packs and 9cm pots. With Deltini Blue a great new color is added to the series and a mix will now also be available.



NEW

Deltini Blue



NEW

Deltini Mix

Little Treasure Pink

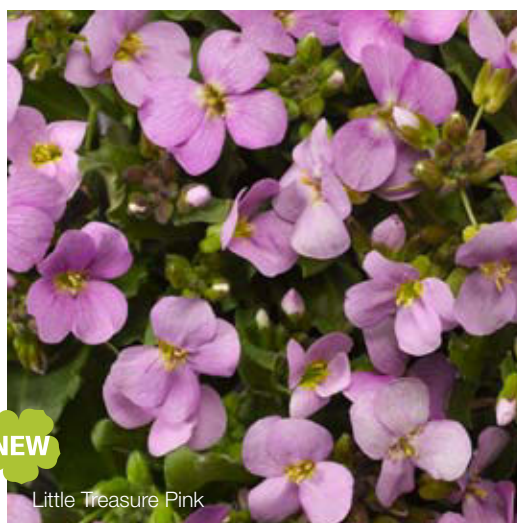
Arabis caucasica

A complete new color in this species. And the first F1 hybrid Arabis, offering a new standard for uniformity.

The fresh Pink color is attractive for the end user.

The strong vigor and great uniformity make this an easy to produce plant for the growers.

The early flowering helps the retailer to offer color at the early start of Spring.



NEW

Little Treasure Pink

Audrey



Aubrieta Hybrida

Deep Blue Shades

Deep Purple Compact

Purple Shades

Audrey is the first F1 hybrid Aubrieta, offering strong vigor, great uniformity and nice compact plants, that stay mounded in the pot and in the garden.

Next to the well-known Red-Purple Mix and the Blue Shades now also available in stronger, deeper colors: Deep Blue, Purple and Deep Purple.



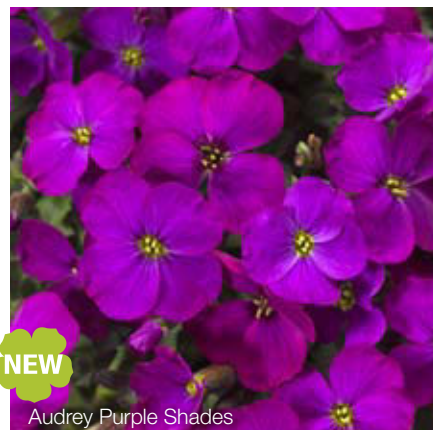
NEW

Audrey Deep Blue Shades



NEW

Audrey Deep Purple Compact



NEW

Audrey Purple Shades

Filligree Imp.

Campanula garganica

Improved version of the original Filligree, more uniform and 100% flowering in warmer climates.



IMP.

Filligree Imp.

Surrender Red



Sedum telephium

Surrender is the very first uniform Sedum telephium from seed. Easy to sow, easy to grow. Very good natural branching and a great color in your garden for several years.



NEW

Surrender Red

Winfall® Deep Rose

Cyclamen persicum F1

Winfall is the perfect, Botrytis tolerant mini Cyclamen for Autumn and Winter production.

NEW



Deep Rose

Laser

Cyclamen persicum F1

Coral Flame
Synchro Scarlet Imp.

The Laser Synchro series is extremely uniform, early flowering and perfectly sized for high-density production in 10 to 12 cm pots.

Laser Synchro Scarlet is improved for:

- Compact and branching habit.
- Fuller, mounded plants that produce more flowers.
- Shorter flower stems that hold longer
- Deep scarlet red color that resists fading.

Coral Flame is a new color in the Laser midi series.

- A unique, very vivid, strong color that attracts everyone that sees it.

IMP.



Synchro Scarlet Imp.

NEW



Coral Flame

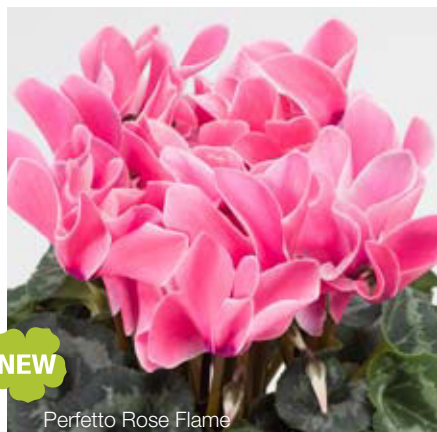
Perfetto

Cyclamen persicum F1

Rose Flame
Synchro Mix
Pure White

2 new colors and a mix that extend the color range to 8 colors plus 3 mix.

NEW



Perfetto Rose Flame

NEW



Perfetto Synchro Mix

NEW



Perfetto Pure White

Sierra Synchrono Scarlet South

Cyclamen persicum F1

This addition to the Synchrono series has proven to perform perfectly under the warm conditions in the South of Europe in Summer and early Autumn.

Very floriferous, with strong flower stems and the strongest red color of all Cyclamen.



NEW

Synchrono Scarlet South



Top Uniformity

- Top uniformity in habit
- Top uniformity in earliness
- Easiest crop planning

Snowridge Midi



Cyclamen persicum F1

Purple
Wine

Earlier and more free flowering than competitive intermediate varieties with this color pattern.

Holds up well to *Botrytis* and heat stress in pots or when planted in garden beds.



NEW

Wine



NEW

Purple

Rainier

Light Pink with Eye Imp.

Cyclamen persicum F1

Large, salmon-pink blooms with distinct rosy eyes produce a bicolor look.

Thick flowers held centrally, in masses, on sturdy stems make Rainier perfect for premium retail sales.

Grows well at low temperatures and under low light conditions, making it ideal for winter production and sales.



IMP.

Light Pink with Eye Imp.

Snowridge Maxi



Cyclamen persicum F1

Scarlet
Rose

Thick petals with distinct white edges. Larger flower size, more central and earlier flowering than competitive varieties in this color class.



NEW

Scarlet



NEW

Rose

Friller® Pink

Cyclamen persicum F1

Bright pink addition to the Friller series expands sales opportunities for this novel cyclamen, giving it high retail appeal.

The earliest and most uniform, fringed-flowering standard cyclamen series on the market.

Round, compact plants with many leaves produce multitudes of brightly colored and textured flowers.



NEW

Pink

Fleur En Vogue White Imp.



Cyclamen persicum F1

Now the imp. variety has 100% umbrella shaped flowers.



IMP.

White Imp.

Venezia Blue Imp.

Pericallis cruenta (Cineraria)

Imp. to better match the earliness of the other colors.



IMP.

Venezia Blue Imp.



cuttings annuals & perennials

Sassy®

Argyranthemum frutescens

S Pink

L Pink Imp.

L White Imp.

The new variety and 2 improvements are creating a more complete uniform *Argyranthemum* Sassy offer.



Aurelia® Sun



Asteriscus maritimus

New segment next to the trailing type Aurelia Gold and Aurelia Early Gold.
Aurelia Sun is a very early flowering pot-type.



Callie®

Calibrachoa Hybrid

Apricot
Burgundy
Deep Blue Imp.
Deep Yellow Imp.
Pink with Red Eye

Three new color additions to round out an already strong color assortment.
Close internode spacing gives these plants a wellmounded habit.
Robust habit makes these varieties great for larger containers.



Grandalia



Dahlia x Hybrida

Rich, vibrant blooms present themselves nicely above the plant canopy.

Full range of colors include five core colors and two novelty colors.

Continuous blooming and flower bud development through plants' lifespan.

Pot size 12-19 cm

Habit upright

Pinching No

PGR Yes

Crop time after potting 8-10 weeks

Finished plant shipping month April-June



30-50



III-XI

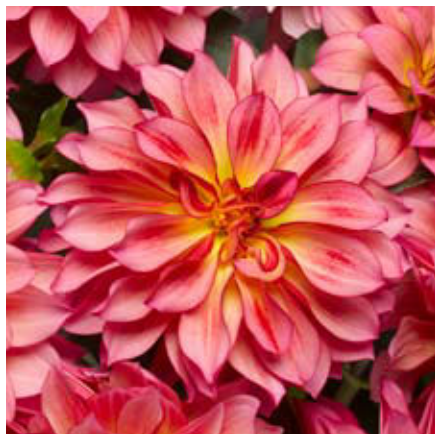


50



Yellow

White



Sunrise



Pink



Rose Swirl



Deep Rose



Orange



Deep Red

Suncharm Rose Picotee

Dianthus caryophyllus

A new special color to complete the Suncharm series.



NEW

Suncharm Rose Picotee

Bandana® Orange

Lantana camara

Series includes four colors with the same great attributes of the Bandana series. Spreading habit makes it ideal for the landscape and large mixed containers because of its robust growth and size. Excellent choice for season-extending sales.

Well branching habit means more blooms at the time of sale. Underutilized: Use Bandana in 10 and 12-inch hanging baskets. Conducive to high-density production.



NEW

Bandana Orange

Techno® Up (upright type)

Lobelia erinus

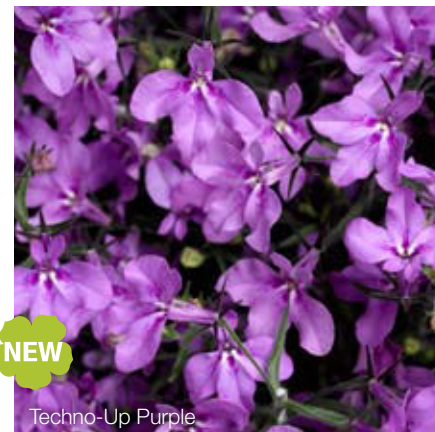
Sky Blue
Purple

Color powers which is suitable for the smaller pots, then the Techno Ups are the right choice for you. The upright habit makes this series suitable for a high density way of growing, easy to pack and less shipping damage.



NEW

Techno-Up Sky Blue



NEW

Techno-Up Purple

Techno® White Imp. (trailing type)

Lobelia erinus

The Techno White Imp. shows an improved central branching habit. It fills the pot or container nicely with the combination of dark green leaves and the big white flowers. It is an easy to grow variety.



IMP.

Techno White Imp.

Techno Designer Collection Blue Big Eye



Lobelia erinus

The striking Blue color with the big white eye makes this variety special. The variety is in the DC Blue (Designer Collection), because of its different habit. The habit is not fitting the trailing segment or the upright segment, so the habit is an in-between.



NEW

Techno DC Blue Big Eye

Calliope®



Pelargonium interspecific

L Hot Rose

L Red Splash

2 new colors to give an extra boost and attention to the series.



NEW

Calliope L Hot Rose



NEW

Calliope L Red Splash

Sanguna® Patio



Petunia Hybrida

White

Salmon

Purple

Red

Bred for pot-tight, high-efficiency production.
Early and continuous flowering for season-long color.
Ideal for late season and summer turns.



NEW

Patio White



NEW

Patio Salmon



NEW

Patio Purple



NEW

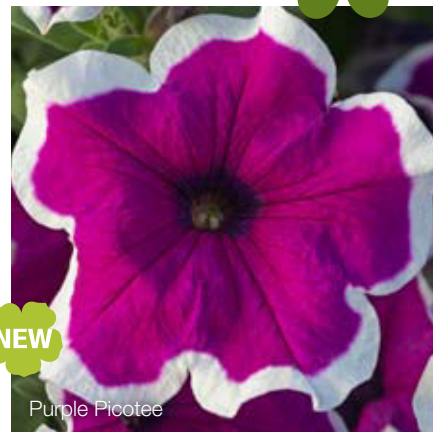
Patio Red

Sanguna Designer Collection Purple Picotee



Petunia Hybrida

The Purple Picotee is not directly fitting into one of the regular series. Purple Picotee is first showing an upright habit before showing vigorous way of growing and trailing.



NEW

Purple Picotee

Sanguna®



Petunia Hybrida

Twirl Blue

Twirl Purple

Early Purple Imp.

Pastel Yellow Imp.

Red Imp.

Sweet Pink

2 new twirl colors

One-of-a-kind flower pattern.
Early and continuous flowering.
Ideal for high-end hanging basket and container programs.



NEW

Sanguna® Twirl Blue



NEW

Sanguna® Twirl Purple



IMP.

Sanguna® Pastel Yellow Imp.



IMP.

Sanguna® Sweet Pink



IMP.

Sanguna® Early Purple Imp.



IMP.

Sanguna® Red Imp.

Sundance Compact Imp.



Sanvitalia procumbens

The great and well known Sundance compact is improved by this new variety.

The habit is more uniform. Always attractive by showing darker green and sturdy leaves with always flowers on top.

The earliness is the same.

IMP.



Sundance Compact Imp.

Bombay Early Compact White

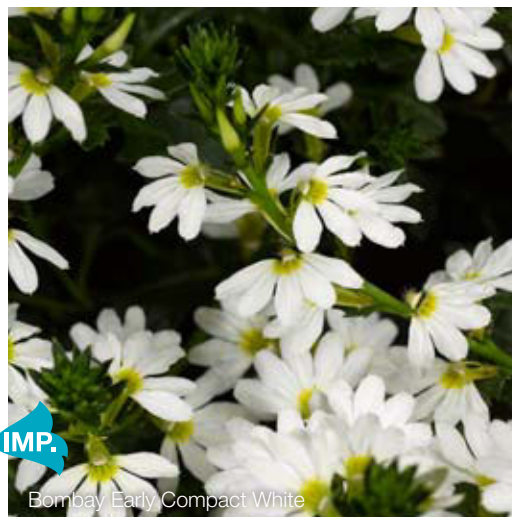


Scaevola aemula

A real garden survivor under all circumstances.

That's where this improved Bombay Early Compact White is standing for. Better branching habit and an earlier flowering time makes it also an attractive item for the grower's assortment.

IMP.



Bombay Early Compact White

Lanai® Twister



Verbena Hybrida

Blue Imp.
Cherry Blossom
Red Imp.
Violet

Sharper contrast in flower colors Foliage is improved to look fresh longer.
Improved vigor to fill containers and provide a premium finish.
Well-suited for hanging baskets, mixed and monoculture containers.



Magelana

Verbena Hybrida

Peach
Red Imp.

Improved for a tighter habit that is consistent with the rest of the series.
Selected for strong center flowering and sharper colors.
Low-profile habit with fine-leaf foliage.



NEW

Magelana Peach



IMP.

Magelana Red Imp.

Axcent Violet with Eye Imp.

Aubrieta Hybrida

The Improved variety has a better winter hardiness and matches the rest of the series in earliness and flower size.
Axcent is the earliest flowering series in the market with large flowers and a whole range of strong colors.
This gives great sales opportunities in early Spring.



IMP.

Axcent Violet with Eye Imp.

Index

Let's turn on the flowering season	3
Our 2014 awarded products	4

Goldsmith Seeds

Seeds Annuals	8
Seeds Biennials	10
Seeds Perennials	12
Seeds Pot Plants	14

GoldFisch Cuttings

Cuttings Annuals	18
Cuttings Perennials	26

Legende



New Series



New Variety



Improved Variety



Selective or
exclusive distribution



FleuroStar winner

The FleuroStar is awarded annually to the variety with "wow" factor, being highly attractive at point of sale to retailers and consumers.



Fleuroselect Gold Medal

The Fleuroselect Gold Medal is awarded to a variety that is a breakthrough in breeding and beauty with outstanding garden performance.



Fleuroselect Approved Novelty

Fleuroselect Novelty Protection is given to a variety which is new and clearly distinguishable from any existing commercial variety.



AAS winner Award

New variety with superior garden performance judged in impartial trials in North America.



AGM Award

The British Royal Horticultural Society awards plants that are best for all-round garden value.



syngenta *flowers*

Syngenta Seeds B.V.
PO Box 2, 1600 AA Enkhuizen
The Netherlands
Westeinde 62, 1601 BK Enkhuizen
The Netherlands

Phone: + 31 (0) 228 366 411
Fax: +31 (0) 228 312 818
E-mail: infoflowers.eame@syngenta.com

www.syngentaflowers.eu