

Trixi™ Retail Edition 2011

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Today we are part of a new lifestyle, asking for simple but worthwhile products. We could call it the Apple generation. Give me a product that is trendy, beautiful, powerful, and innovative but easy to use. I don't want to look into a manual to figure out its basics. It needs to work out of the box. Trixi™ adds instant gratification to a consumer's home.

MiniFamous™ Calibrachoa and Trixi™ go hand in hand. Only one of the 17 Trixi™ recipes is without MiniFamous™. Calibrachoa is for a good reason the dominating component in these multi-liner mixes. Looking at consumer it is one of the crops tolerating rain better than its big sister Petunia and wilting much later compared to most vegetative spring annuals like Verbena. This said, it is an easy to care for crop that takes abuse much better than most other crops. MiniFamous™ Calibrachoa is one of the reasons why Trixi™ is so much better than all other multi-liner programs out there.

From a consumer point of view, Trixi™ offers a new look for mixed baskets and containers. We have spoken with the garden enthusiast, the occasional gardener, and the newcomer, and all agree that Trixi™ works great. Whenever they used Trixi™ in their garden, visitors to their house asked where they got these gorgeous plants. We have met a number of Trixi™ fans that do remember the names we gave each mix and say that this makes them even more attractive. Now you are not talking about a mix of purple, red, and orange or trying to pronounce the difficult botanical name Calibrachoa. No, you just say this is Caribbean Cocktail, a Trixi™.

Consumers love them, no doubt. Growers like the idea and the ease of growing. With Trixi you finally get beautiful baskets without the trial and error by testing your own recipes. By using Trixi™ mixes, which have been tested, and relying on technical information second to none, achieving unbelievable quality has become much easier.

Retailers, where are you in this scenario? It doesn't take lots of different varieties and crops per basket to impress at retail. Less is more, and quality and color are what sells a basket. I have seen Trixi™ at different retailers flying off shelves selling for the same price as mixes using more different crops for overall higher input costs. Trixi™ helps you to sell more for a better margin. Trixi™ is the future of mixed baskets and containers.

As mentioned, each Trixi™ mix has a unique name and a reason why we named it as we did. Let me introduce you to the 17 2010/11 mixes. Make sure to include Trixi™, the future of mixed baskets and containers, into your 2011 retail program.



Berry Fields:

A bowl of fresh berries topped with sugar inspired this mix. Summer is also about warm and relaxing colors and what announces summer better than a bowl of fresh berries.

Ayers Rock:

The colors of the Outback, bold and beautiful, will keep you dreaming of long summer nights and sunsets over the natural wonders of this magnificent part of the world.



Blueberry Parfait:

Tone in tone works great for many occasions. This soft colored mix lets you win every woman's heart and is perfect for Easter and Mother's Day.

Caribbean Cocktail:

This ball of bold color created by vigorous and large flowering MiniFamous™ varieties is the perfect mix for large and impressive baskets. It's creating a feast of colors transforming each patio into paradise.



Double Delight:

During hot summer days this cool color mix will let you refresh your mind, creating a cool oasis in midst of your patio.

Gold & Bold:

Add color to your life with this bold mix. It screams "Look at me" from the distance and will catch everyone's attention.





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Liberty Bell:

This beautiful, vigorous, and stately mix is a tribute to one of the most widely known symbols of America's Independence.



Melon Sorbet:

Watermelon is everybody's summer favorite. Fresh cut, as a sorbet, or with cream on top, it is summer at its best. A mix selected by women for women and perfect for Easter and Mother's Day.



Lemon Sorbet:

It shouts summer on top of its lungs. This citrusy mix lets you dream of sunflowers, green grass, summer parties, and ice-cold lemonade.



Lollipop:

Take yourself back in time by thinking of the striking and sweet colors of every child's favorite candy. Add sweetness to your patio with this seductive mix.



Old Glory:

Red, White, and Blue in a pure MiniFamous™ mix. Old Glory is a brilliant way to celebrate Independence Day.



Purple Heart:

Purple and White from every angle. If it is the white edged purple Petunia, the white eyed purple Verbena, or the white Bacopa, they all add their beauty and vigor to this bold and massive mix.

Paso Doble:

Beautiful costumes, well synchronized moves, bold colors crossed with Latin flair makes this Spanish march-like dance so wonderful to watch. Light the fire resting inside you with this mix inspired by sound, drama, and movement.



Sunrise:

A colorful statement of orange, dark red, and yellow flowers perfectly blended together. This pure MiniFamous™ mix stands out and performs beautifully.

Spring Valley:

Natural, unprocessed colors after a long and hard winter announce spring in the high elevations of the Sierras. Inspired by orange, blue, and white spring flowers in Yosemite, this mix declares the end to winter.



Twinkle Star:

Inspired by a little girl and her favorite song, this mix reminds you of bright stars in the dark sky.

Tequila Sunrise:

A cocktail classic captured in this great mix. Sweet citrusy with a strong aftertaste makes this mix the perfect choice to create an escape to paradise on your patio.



We are used to see Trixi™ mostly used in 10- and 12-inch baskets as well as 8- and 10-inch patio pots. In Europe Trixi™ is used mostly in smaller pots like 5- and 6-inch pots, quarts, and gallons. This adds a range of possibilities to this concept. Consumers will be stunned by these different-looking pots and can use them for their planters, window boxes, baskets, and patio containers at home. Plant them as fillers in the pot of large solitaire plants or just decorate your yard with it. Offer different center pieces along with the smaller pots so consumers can start individualizing their planters and create their own. Use straw or other plantable pots to make it even easier and environmentally friendlier for our consumers. Keep the Apple mentality in mind! See examples below. Doesn't Trixi™ look stunning in smaller pots?



Be inspired by the color Trixi™ brings to your retail outlet (see image of Trixi™ Lemon Sorbet ready to go to the store below) and what consumers can do with it. It instantly adds a splash of color.

For more information about Trixi™, please visit our website <http://firstclassplants.com>. Detailed technical information is available on our website or by calling our office.



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