

# FIRST CLASS NEWS FLASH



**April 2006**

The First Class Pack Trials 2006 open house is history and thanks to our many visitors, it was a great success. We thank all of our 500-plus visitors for stopping by and spending so much quality time with us. The April News Flash will present highlights of this year's First Class Pack Trial, the results of the questionnaire, and the winners of our raffle.

Our motto this year was simplicity and information: less crowded displays (more space for the single variety), easy-to-use and read information, diversity of products (to show varieties in pots and baskets or larger containers), leading competing lines side by side to compare, and recipes for planters, baskets, and more. The plants were the stars of the trial, but we also had knowledgeable staff to answer all questions, an area to retreat to get some rest, and of course good coffee.

**Join me for a short walk through the trial.**



After signing in, visitors could either walk straight to the trial or stroll by our mixed planters and baskets to our retreat area for some coffee, and other refreshments. As our guests are the most important to us, it was their choice to either take a guided tour or walk by themselves and ask questions whenever they felt like it. The whole event is stressful enough, so we offered a place to learn, see, get ideas, meet the staff, relax and, of course, enjoy.



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The Selecta First Class program grew so diverse that it was fun creating and planting the mixed baskets and containers. A CD-ROM with all images and a tour through our 2006 Pack Trials is available on request. Just send us a short note, and your copy will be on its way to you.



**ColorPower® NGI (5" pots)**



**Serengeti® Nemesia mix (12" basket)**

"Color sells"! Our goal was to have good-looking plants in full color available but without helping nature. We grew our trials as close to a growers-reality as possible and used no additional light or other little helpers to achieve a good result. We grow trial and not exhibition plants, which is our motto.



New is our sun-lover logo introduced during Pack Trials and featured in our new catalog. Varieties in this group are especially suitable for hotter areas and will perform great outdoors. Those varieties are also great season extenders and will be along with other varieties available as URC until week 21. Examples are our new Angelina™ Angelonia, Baringo™ Geranium, Magadi™ Sun Lobelia, Lara™ White Nierembergia, and many more.

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## MiniFamous™ Rule!

Why? See next page!



**MiniFamous™ Double Pink**



**MiniFamous™ Compact series**

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**Selecta First Class innovations were the topic of our questionnaire.**

We asked our visitors for their three favorite introductions and the reason for their pick. As a thank you, all participating visitors qualified for our raffle. Many visitors told us their favorites, and the results are very interesting.

Ranking	Favorite New Varieties	Visitor Comments
1	MiniFamous™ Double Pink Calibrachoa	Incredible breakthrough, will sell great, pretty unique flowers, totally new item.
2	Angelina™ Angelonia- all varieties	Great looking uniform series, compact habit, great habit, great colors, dark foliage, excellent branching.
3	MiniFamous™ Compact Yellow Red Eye Calibrachoa	Great color, great habit, great shape.
4	Zion™ Pink Sand Osteospermum	Wonderful unique color, eye catching, great habit, unique Osteospermum.
5	Zion™ Plum Osteospermum	Wonderful color, unusual Osteospermum.
6	MiniFamous™ Safran Calibrachoa	Nice and full, good yellow, eye-popping contrast, good habit.

MiniFamous™ Double Pink made first place well ahead of Angelina™ Angelonia. Double Pink was without doubt the most talked about variety of our trial and the whole Pack Trial event. Finally a breeding breakthrough that is appealing to sales, growers, and consumers.

Ranking	Favorite Series
1	Zion™ Osteospermum
1	MiniFamous™ Calibrachoa
3	MiniFamous™ Double Calibrachoa
4	Angelina™ Angelonia
5	MiniFamous™ Compact Calibrachoa
6	MiniFamous™ Super Calibrachoa

MiniFamous™ Double Pink ranked #3 in the series competition close behind the all new Zion™ Osteospermum series and our #1 seller MiniFamous Calibrachoa. The survey shows clearly why MiniFamous™ is America's #1 Calibrachoa series: almost 50% of all votes went to MiniFamous™ (when taking all MiniFamous™ sub-lines together).



**Zion™ Terra Cotta, Plum, and Pink Sand**



**Angelina™ Violet and White**



**MiniFamous™ Super Purple**

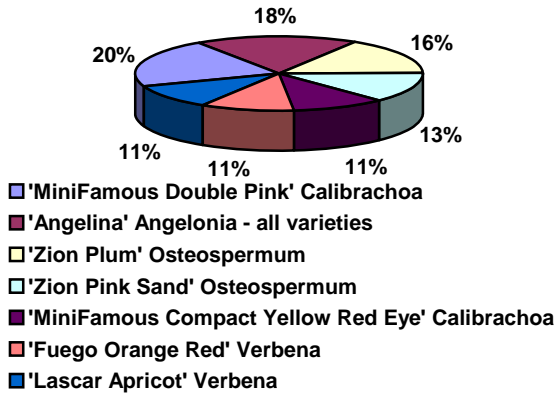


**MiniFamous™ Safran**

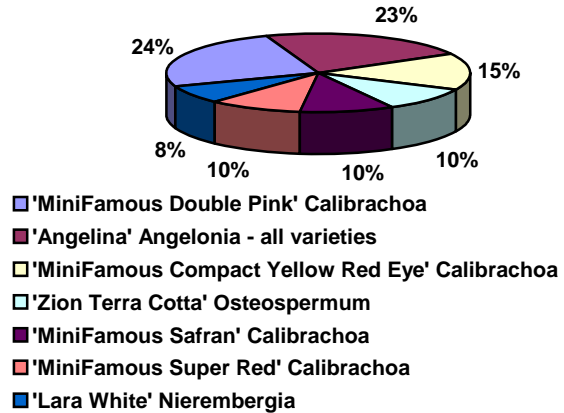
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## Women's Favorites:



## Men's Favorites:



And now, what everyone has been waiting for, the winners are:



### 1<sup>st</sup> to 5<sup>th</sup> place and winners of a Selecta First Class Jacket and Cap are:

John Thorsen, McHutchison  
 Chuck Mihlebach, Griffin  
 Cindy Homes, Griffin  
 Sandy Raupp, Fred C. Gloeckner  
 John Esser, Fred C. Gloeckner

### 6<sup>th</sup> to 10<sup>th</sup> place and winners of a Selecta First Class Polo Shirt and Cap are:

Lloyd Traven, Peace Tree Farm  
 Doriane Faccotti, Northern Innovators  
 Katy Fessler, Fessler Nursery  
 Kenneth Kadohiro, Family Tree Nursery  
 Valerie Squires, EHR

### 11<sup>th</sup> to 20<sup>th</sup> place and winners of a Selecta First Class Cap and Clock are:

Mike Klesa, Fred C. Gloeckner  
 Bill Calkins, Ball Publishing  
 Brian Weesies, Glass Corner Greenhouses  
 Scott Almquist, Griffin  
 Courtney Lewis, Fessler Nursery  
 Chuck Prendeville, Coast Nurseries  
 Dana Moss, Moss Greenhouse  
 Don Bridges, Henry F. Mitchell  
 Craig Yoshida, Fred C. Gloeckner  
 Steve Mester, BFG

Congratulations to the winners and thank you all for participating!

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Should you wonder what happened to all the nice plants we had, for the third time we planted our trial garden with the program for 2006/07, including trial varieties and selected competitive varieties for comparison. You are very welcome to visit us and take a close look at our trial garden. The 2006 Pack Trials are over, but we are looking forward to welcoming you to our 2007 First Class Pack Trial open house.

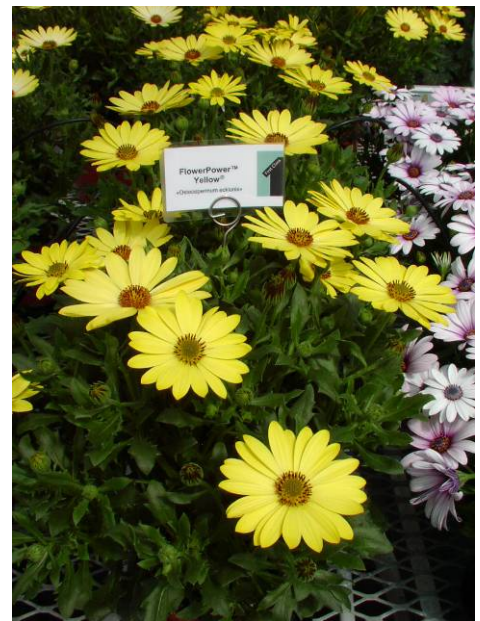
Now a couple of our Best Selling varieties that prove once again: **Selecta Genetics – a way to better profits!**



**Moonlight™ Raspberry Blush**



**ColorPower® Salmon Pink**



**FlowerPower™ Yellow**

For information, varieties, services and NEWS visit our website 'firstclassplants.com' and request our new catalogs.

Sincerely yours,  
Stefan Reiner

**First Class: Where innovation, reliability, quality, and customer service meet.**