

FIRST CLASS NEWS FLASH



March 2006

The Poinsettia Trial results are in, and Selecta First Class varieties once again received rave reviews. Just to name the top-ranking in Best of Trials results were Christmas Feelings, Christmas Feelings colors; Christmas Carol, Christmas Star, and Silent Night. Below are some of the evaluations published in the February issue of GPN, where you will find the whole reports.

Christmas Feelings™ series

The National Poinsettia Trial by John Dole, Allen Hammer and Jim Barrett listed Christmas Feelings as one of the best varieties of the 2005 trials:

“Christmas Feelings series. ‘Christmas Feelings Red’ had made the best of trials list before, and this year, the series is being recognized for its uniformity of growth habit, consistent early midseason timing and quality of the colors. The series has a nice low to medium vigor with upright branching. ‘Christmas Feelings Red’ has large, bright-red bracts. This is a dark-leaf series, and the colors are as good or better than other dark-leaf varieties.”



Christmas Feelings plus colors at the UOF trial



Christmas Feelings at the UOF trial

Christmas Feelings is part of the Graphical Tracking study (right image) done by the UOF, and data is available on their website.



Christmas Feelings Red is accompanied by Christmas Feelings Pink, White, Marble, and Jingle (left image). A great color addition to the Christmas Feeling series is the new Cinnamon Candy (far left) with a similar habit, response time, and vigor. The full color range is available in the same habit, vigor, and response time (and in great colors), making it even easier for the grower to achieve better profits.

Selecta genetics – a way to better profits!

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Why should you grow Christmas Feelings?

The series was selected to help our clients achieve better profits. How? Selection criteria for the variety of the future were, for example, a low to medium vigor to reduce the need of PGR applications, less temperature needs to reduce heating costs, free branching to reduce special treatments, upright habit to reduce shrinkage during shipping and handling, sturdy stems to reduce stem breakage and shrink in production, healthy root system and disease tolerance, and great looks combined with outstanding post-harvest characteristics. Christmas Feelings is an easy-to-grow and handle variety that looks great and lasts long. It finishes right at the start of the main selling season and has available all the colors you need. The uniformity of the series is another feature that will help to reduce costs. The variety of the future has arrived: Christmas Feelings – **the** way to increase profits in Poinsettias!



'Christmas Carol'. "This new variety made the Best of Trials list in its first year. It has distinctive bright-red bracts with contrasting bright yellow and green cyathia. Customers have told us they prefer bright bracts over the dark bluish-red that is so common, which is why 'Christmas Carol' is so good. It is a midseason variety with a good growth habit."

'Christmas Star'. "This cultivar has tight clusters of dark-red, small- to medium-sized bracts that face upward, producing a very uniform floral display that looks like stars. 'Christmas Star' is not so different that it would be considered a novelty, but it does create a different appearance compared to varieties with large bracts. Under cooler temperatures or with use of more growth regulators, the star-shaped appearance is more defined. Finish timing is mid-season. 'Christmas Star' braches well and has a strong growth habit."



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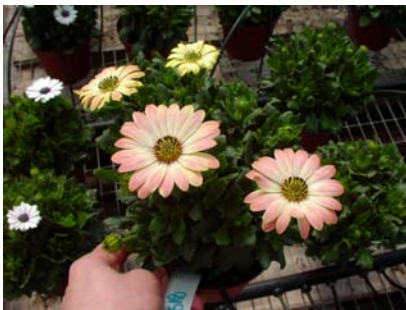
What's **NEW!** and hot, but more important, how do they perform?



With Pack Trials being two weeks away, most of our plants are starting to show color. This is a sneak preview on what is to come and how the varieties perform. Most of the images feature new varieties for 2006/07 and ideas how to use them.



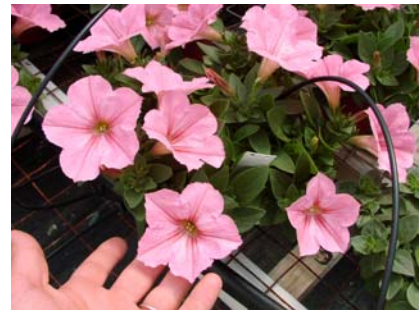
Sabina, our Marketing Manager, shows you a gallon pot with ColorPower® New Guinea Impatiens and a basket of our new Angelina™ Angelonia series. To the right is her favorite mixed container.



Zion™ Pink Sand
Famous™ Pink Vein



MiniFamous™ Super Purple



Serengeti® Tri-Color basket



MiniFamous™ Double Pink

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Lara™ White



Fame™ Pink Star



Lascar™ Hot Rose



Kenai™ Osteospermum in gallon pots



MiniFamous™ Pink

We are looking forward to welcoming you:

TO THE WORLD OF FIRST CLASS!
Pack Trial Days: April 1 to April 10, 2006
Hours: 9:00 a.m. to 5:00 p.m.

Contact Angela Storm a.storm@firstclassplants.com for appointments!



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.

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