

**SUNTORY**

SUNTORY FLOWERS



*Princettia*<sup>®</sup>

Princettia Pure White

# Choose Princettia for Premium Colors

NEW



Pure White  
Bonpri 974

NEW



Red  
Bonpri 9172

**P**RINCETTIA is brand of interspecific hybrid euphorbias that bring significant improvements to traditional poinsettias. Compact plants produce dramatically different colors – pinker pinks and whiter whites! Princettia's naturally branching habit creates more flower clusters with smaller bracts, like a beautiful centerpiece. Retailers and consumer will appreciate their longer shelf life. Princettia varieties are also more heat tolerant and durable in landscapes.

Position Princettia as a premium item. Don't let it get lost as extra colors in a general poinsettia offering. Recommended pot sizes are 4-inch, 6-inch, mixed bowls and combinations. Maximize the opportunity by promoting the Princettia brand as special, because it is!



Pink  
Bonprilipcom



Hot Pink  
Bonprpicom



Dark Pink  
Bonpridepcom

## Princettia benefits:

- ✓ Gorgeous, vibrant, stable colors
- ✓ Naturally compact with short internodes for nice shape
- ✓ Excellent branching for high productivity
- ✓ Easy to schedule and plan production
- ✓ Less prone to signs of chemical damage
- ✓ Much longer shelf life than traditional poinsettia
- ✓ Great for landscapes and interiorscapes
- ✓ Perfect for breast cancer awareness promotions

## Princettia Can Take the Heat!

Princettia hybrids are more heat tolerant and can withstand temperatures up to 95°F in the landscape and to 104°F in the greenhouse.

## Princettia Queen Pink™ is Queen Sized!

- ✓ Whole new plant category
- ✓ Achieves larger size than compact series
- ✓ Produces larger, vivid pink bracts



Princettia Queen Pink™  
Bonpri 1095

# Princettia Production Planner

## Culture and Timing Guide

Cultivar: Princettia by Suntory  
Container Size: 6" / 15cm - 1PPP

SOURCE: Plantpeddler

Desired Finish Date		10/3	10/10	10/17	11/21	12/5
Finish Week	Finish Week	41	42	43	48	50
Crop Type	Operation	Black Cloth	Black Cloth	Black Cloth	Natural	Natural
Start Date	Transplant RC	5/30	6/6	6/13	7/18	8/1
4	Pinch Date	6/27	7/4	7/11	8/15	8/29
6	Optional CCC*	7/4	7/11	7/18	8/22	9/5
7	Space	7/18	7/25	8/1	9/5	9/19
10	Short Days	8/1	8/8	8/15	NA	NA
16	Opt. Fascination**	9/12	9/19	9/26	10/31	11/14
17	Early Ship	9/26	10/3	10/10	11/14	11/28

### Notes

Adjust based on your experience & growing conditions. Typically: Deduct 1 LD (long day) week for 4.5" production, add 1 LD week for 6.5"-1ppp production. Allows for compact mounded finished form. For larger spec, allow one additional week LD. Must use short day/black cloth treatment for early flowering. Natural season is 7.5 wks. Be aware of heat build-up under black cloth. Shade at dark. Extend morning for 13 hours short day minimum.

\* With good culture, irrigation and spacing, growth regulators are typically not required.

\*\* To expand bracts at finish, apply Fascination at starting rates of 3-4 ppm

## Grower To Grower Advice

Mike Gooder of Plantpeddler shares secrets of producing the best Princettia crop:

**C**ompared to a traditional poinsettia, Princettia is easier to grow with less height, disease and pest management. It's most applicable for 4-inch to 6.5-inch production, along with bowls and pans. Timing schedule is similar to poinsettia. Varieties have a stronger root system that establishes quickly and good root health. Princettia also has a long sales window and is easily timed through the seasons, being photoperiod responsive.

**Scheduling:** Flower timing is 7.5 weeks with gradual maturity. Plants color early with a long peak and hold late. Natural season is late November, depending on location. For early finish, like for October breast cancer awareness sales, black cloth must be used 13 hours continuously. Lighting is required for late crops – night interruption or day-length extension.

**Starting:** Pay attention to water, fertility and temperatures. Princettia is a more compact, low-vigor plant. Plants will use less water than standard poinsettias. The trick is to maintain adequate fertility to promote maximum growth. Start warm with media temperatures of 72°-75°F day/night. As plants develop, growers can reduce temperatures to 65°-68°F day/night as bracts expand. For maximum bract

expansion, maintain warm temperatures through finish. Do not grow Princettia as a cool crop.

**Branching:** Princettia is very free branching. Plants can have a tendency to over branch. More branches mean smaller overall bract size. Keep this in mind; it is a different look. Count nodes. The number of bracts desired plus one node is plenty. Many European and Asian producers do a no-pinch production. The earliest stage to consider Fascination is at inflorescence, two weeks prior to shipping. This is very optional.

**Managing growth:** With the exception of Queen Pink, all Princettia varieties are naturally compact and mounding. Maintain adequate space to achieve this form. Minimal to no PGR is required. Growers can use Cycocel post pinch to even things up. PGR sprays and drenches are recommended. We have found success with Cycocel at 750-1250 ppm.

**Pests & diseases:** Monitor and control pests and diseases typical for poinsettia production. Fungus gnat control is critical, especially in the beginning. Water management plays a role. Princettia has a stronger root system, but constant inspection is recommended. Apply fungicides as needed. Botrytis can be a risk near or at harvest, especially on very ripe plants postharvest.

# Versatile Princettia is Beautiful *Inside and Out!*



LANDSCAPE

Princettia is more durable in landscapes and an excellent choice for climates that don't dip below 40°F in the fall and winter. Create stunning beds and urns in commercial districts, resorts, residential developments and parks.



INTERIORSCAPE

Make spirits bright with vibrant, long-lasting Princettias. While the three pinks blend beautifully together, Pure White is a dramatically whiter white. Perfect for office buildings, hotel lobbies and shopping centers.



HOME DÉCOR

Princettias are an ideal choice for consumers who are looking for alternatives to the standard red poinsettias at Christmas. Long-lived plants pair beautifully with more neutral home décor.



RETAIL

In addition to Christmas sales, Princettia's vibrant pink shades are ideal for breast cancer awareness promotions in October. Cross-merchandising opportunities for effective displays are endless.

## Princettia's International Awards

- 2010 First Prize - Innovert Gold Medal  
Salon du Vegetal, France
- 2009 Gold Medal at Green Expo  
Sydney, Australia

- 2009 Silver Medal  
Floral Gent, Belgium
- 2009 Glazen Tulp Nominee,  
The Netherlands

- 2009 Flower of the Year  
Japan Flower Selection, Japan
- 2009 Promotion of the Year,  
Nursery and Garden Industry  
NSW and ACT, Australia

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