



## Versatile Princettia is Beautiful



### 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.



### FLORAL

Pretty pastel colors and compact flower clusters/bracts make Princettia a beautiful choice for floral arrangements and bouquets. Perfect for winter weddings before and after Christmas!



### 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.

### 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 and extend beyond the season.

*Inside  
and  
Out!*



*Alive With Flowers*



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**PRINCETTIA  
VARIETIES &  
CULTURE GUIDE**

**SUNTORY**  
SUNTORY FLOWERS

## CHOOSE PRINCETTIA® FOR PREMIUM COLORS!

**B**righten your holiday offering with Princettia varieties, which offer the pinkest pinks and the whitest white!

Princettia is a brand of interspecific hybrid euphorbias that bring significant improvements to traditional poinsettias. Compact plants produce dramatically different colors. Their naturally branching habit creates more flower clusters with smaller bracts, like a beautiful centerpiece.

Mix and match the five compact colors. Three are pink – Pink, Hot Pink and Dark Pink. Princettia Red is a distinctive cranberry red color with smaller bracts than the typical standard red poinsettia.

Most popular is Princettia Pure White, which is truly as white as a sheet of paper. Traditional white poinsettias tend to be more creamy or greenish in hue. For this reason, Pure White bracts make an excellent surface for painted poinsettias. Colors are more vibrant versus dirty looking.

For those who would like a more traditional looking plant, but still have the bright signature color, there is Princettia Queen™ Pink, the beginning of the queen-sized category for this brand. Plants size up a little larger than the five compact varieties.

### Hot Stuff!

Retailers and consumers will appreciate Princettia's longer shelf life. Princettia varieties are also more heat tolerant, withstanding temperatures up to 95°F in the landscape and to 104°F in the greenhouse. They are immune to heat delay and color up on time.

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, 5-inch, 6-inch, mixed bowls and combinations. Maximize the opportunity by promoting the Princettia brand as special, because it is!



**Princettia**

## PRINCETTIA SUPPLY EXPANDS

More farms will supply Princettia cuttings to the North American market starting in 2021.

### Dümmen Orange – El Salvador

Princettia source serving US and Canadian growers for nearly 10 years.  
[na.dummenorange.com](http://na.dummenorange.com)

### Vivero Internacional – Mexico

Leading poinsettia producer newly licensed for Princettia.  
[viverintl.com](http://viverintl.com)

### Beekenkamp – Ethiopia

Leading European supplier of Princettia for more than 10 years.  
[www.beekenkamp-usa.com](http://www.beekenkamp-usa.com)

## Princettia Culture Notes

Compared to a traditional poinsettia, Princettia is easier to grow with less height, disease and pest management. It's most applicable for 4-inch up 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.

### GROWING ON:

#### Potting

- Liners should be potted within 2 days of receiving and the plug should be placed at the same level of the media. Avoid stem contact with the soil.
- The growing media should have a pH of 5.8-6.3 and a target EC of 1.5.
- High porosity is essential (75-85%) pore space. This creates space for air, water and oxygen. A starter EC of 1.5-2.0 is desirable.

### CROP TIMES

4-inch pot (1 liner), 10 weeks, 1 pinch  
6 to 6 ½-inch pot (1 liner),  
18-20 weeks, 1 pinch  
10-inch tabletop bowl (3-4 liners),  
12-14 weeks

### Pinching

The timing of pinching depends on several factors including:

1. Desired number of nodes on the stem
2. Scheduled start date of short days
3. Root establishment

For the desired number of flower heads on the finished plant, in general:

- 4-inch crop, leave 4-5 nodes.
- 6-inch crop, leave 5-8 nodes below the pinch.
- The number of nodes above 8 will not be viable, as a large amount of space will be required between the plants.

### Growing Temperatures

- For establishment of the crop after propagation, the following temperatures are suggested:  
Day 75-80°F (24-27°C)  
Night 65-75°F (18-24°C)
- From initiation to bract expansion  
Day 70-75°F (21-26°C)  
Night 65-68°F (18-20°C)
- Final finishing  
Day 70-75°F (21-24°C)  
Night 65-78°F (18-20°C)

### Flower Initiation & Development

The first stage of flowering begins 5-7 days after the critical day length is reached (12 hours). Flower development is the time from flower initiation to pollen shed. This period is 7-8 weeks.

### Response Times for Princettia Varieties

|            |         |
|------------|---------|
| Red        | 7 weeks |
| Pure White | 7 weeks |
| Dark Pink  | 7 weeks |
| Pink       | 7 weeks |
| Hot Pink   | 7 weeks |
| Queen Pink | 8 weeks |

### Managing Growth

With the exception of Princettia Queen™ Pink, all Princettia varieties are naturally compact and mounding. Maintain adequate space to achieve this form. Minimal to no plant growth regulator (PGR) is required. Growers can use Cycocel post pinch to even things up. PGR sprays and drenches are recommended. Northern growers have found success with Cycocel at rates of 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.



Pure White Bonpri 974



Red Bonpri 9172



Hot Pink Bonpripicom



Pink Bonprilipcom



Dark Pink Bonpridepcom

### Princettia Features & Benefits:

- Naturally compact with short internodes for a nice shape
- Gorgeous, vibrant, stable colors
- Immune to heat delay
- Excellent branching
- Easy to schedule and plan production
- Disease resistant
- Reduced chemical inputs
- Much longer shelf life than traditional poinsettias
- Great for landscapes and interiorscapes
- Mixes nicely in combination planters

## CHOOSE PRINCETTIA® FOR VIBRANT, PREMIUM COLORS



Princettia Queen™ Pink Bonpri 1095



Size Comparison Queen Pink vs Dark Pink

### Princettia Queen™ Pink Is Queen Sized!

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

## Princettia Production Planner

Culture & Timing Guide

| Cultivar: Princettia by Suntory Flowers |                    | SOURCE: Plantpeddler |             |             |         |         |
|---|--------------------|----------------------|-------------|-------------|---------|---------|
| Desired Finish Date                     |                    | 10/4                 | 10/11       | 10/18       | 11/22   | 12/6    |
| 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 and growing conditions. Typically: Deduct 1 LD ( long day) week for 4.5-inch production, add 1 LD week for 6.5-inch, 1 ppp 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 weeks for compact varieties, 8 weeks for Princettia Queen™. Be aware of heat buildup under black cloth. Shade at dark. Extend morning of 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.

### Princettia® Is Perfect For Combinations

One place Princettia varieties really shine is in combination planters. Naturally branching plants with compact flower clusters blend more gracefully than standard poinsettias.

Mix three compact colors together for a tricolor bowl or centerpiece.



Place two side by side in an oblong planter.



Add tropical houseplants for season-extending flair.



Mix with other greenery and complimentary blooming plants in premium dish gardens.