



*Princettia*<sup>®</sup>

**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, as well as two options for red!

New Sparkling varieties are a breakthrough in this hybrid euphorbia class with a splashy pattern that creates interest and excitement, like Sparkling Rouge on our cover and Sparkling Rosé on page 4.

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 produces more flower clusters with smaller bracts, like a beautiful centerpiece. 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 canvas for painted poinsettias. Colors are more vibrant and take less paint to get full coverage.

For those who would like a more traditional looking plant, we've created the Princettia Queen® category. Plants size up larger than the more compact varieties but offer the same vivid color on larger bracts. Choose from four designer shades - Pink, Hot Pink, Shell Pink and Rose Punch on page 6.

## Princettia® Features & Benefits

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



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



**HOME DÉCOR**  
Princettia® is an ideal choice for consumers looking for an alternative to the standard red poinsettia. Long-lived plants pair beautifully with more neutral decor and create instant ambiance.

*Versatile  
Princettia®  
is Beautiful*



**FLORAL**  
Pretty pastel colors and compact flower clusters make Princettia® a beautiful choice for floral arrangements and tablescape. Perfect for winter weddings before and after Christmas!

*Inside  
and  
Out!*



**INTERIORSCAPE**  
Make spirits bright with vibrant, long-lasting Princettias®. Vivid pinks and white add pops of color to brighten dreary, dark days. Perfect for office buildings, hotel lobbies and shopping centers.



**RETAIL**  
Delight your customers by offering fresh, modern varieties that pack a colorful punch! Princettia® varieties will set your assortment apart and capture impulse sales.



# PRINCETTIA®

euphorbia

Princettia®  
Pure White

Vibrant,  
premium  
colors!

- Naturally compact
- Excellent branching
- Mixes well with combinations
- Uniform series
- A true family of color!



**Sparkling Rouge**  
*Bonpr 1639*



**Sparkling Rosé**  
*Bonpr 611*



**Pure Red**  
*Bonpr 1762*



**Red**  
*Bonpr 9172*



**Pure White**  
*Bonpr 974*



**Dark Pink**  
*Bonpridepcom*



**Pink**  
*Bonprilipcom*



**Hot Pink**  
*Bonprpicom*

**Princettia® Pure White is as white as snow!**



Most white poinsettias on the market have a creamy yellow or greenish cast. Recent introductions are more ivory. Princettia® Pure White is the brightest white on the market!



# PRINCETTIA QUEEN®

euphorbia



**Rose Punch**  
*Bonpri 1482*



**Hot Pink**  
*Bonpri 1495*



**Shell Pink**  
*Bonpri 1647*



**Pink**  
*Bonpri 1095*

## Princettia Queen® Sizes Up!



## Queen-Sized Color!

- New medium-vigor series
- Finishes larger than Princettia compact varieties
- Produces larger, vivid bracts
- Brightest pinks on the market



Princettia Queen® Pink is noticeably larger than the compact Princettia varieties.

Side by side:  
Princettia Queen® Pink  
next to Princettia® Hot Pink



# 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, 2-inch minis, 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 6.5 inch pots (1 liner),  
18 to 20 weeks, 1 pinch  
10-inch tabletop bowl (3-4 liners),  
12-14 weeks

### 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.

### Pinching

- The timing of pinching depends on several factors including:
- Desired number of nodes on the stem
  - Scheduled start date of short days
  - 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:  
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)

### Managing Growth

With the exception of Princettia Queen® series, all Princettia® varieties are naturally compact and mounding. Maintain adequate space to achieve this form. Minimal to no plant growth regulator (PGR) is required but recommended in small doses to help even the growth. Growers can use Cycocel post pinch to even things up. 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 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.

## SECRETS OF SUCCESS

### 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
- For maximum bract expansion, maintain warm temperatures through finish.
- Do not grow Princettia as a cool crop.

### Count Nodes

Princettia® is very free branching. Plants have a tendency to over branch. More branches mean smaller overall bract size. Keep in mind, this is a different look. The number of bracts desired plus one node is plenty.

### Scheduling

Plants color early with a long peak and hold late. Natural season is mid to late November, depending on the 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 through night interruption or day length extension.

# Princettia® Production Planner

## Culture & Timing Guide

Target Sales Date	Target Sales Weeks	Crop Operation Type	Transplant RC Date	Pinch Date	Optional CCC*	Spacing Date	Short Day Initiation	Early Ship Date
Princettia Compact								
8-Nov	45	Black Cloth	3-Jul	24-Jul	7-Aug	22-Aug	6-Sep	31-Oct
15-Nov	46	Natural	10-Jul	31-Jul	15-Aug	29-Aug	N/A	7-Nov
22-Nov	47	Natural	17-Jul	7-Aug	22-Aug	5-Sep	N/A	14-Nov
29-Nov	48	Natural	24-Jul	14-Aug	29-Aug	12-Sep	N/A	21-Nov
6-Dec	49	Natural	31-Jul	21-Aug	5-Sep	19-Sep	N/A	28-Nov
Princettia Queen								
8-Nov	45	Natural	17-Jul	7-Aug	7-Aug	22-Aug	N/A	31-Oct
15-Nov	46	Natural	24-Jul	14-Aug	15-Aug	29-Aug	N/A	7-Nov
22-Nov	47	Natural	31-Jul	21-Aug	22-Aug	5-Sep	N/A	14-Nov
29-Nov	48	Natural	7-Aug	28-Aug	29-Aug	12-Sep	N/A	21-Nov
6-Dec	49	Natural	15-Aug	4-Sep	5-Sep	19-Sep	N/A	28-Nov

### 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 eason is 7 to 7.5 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.

## 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.



## Just For Retailers!

Promote Princettia® with our FREE downloadable, printable and shareable resources, which are just a click away on the Suntory Flowers website. We have organised them by brand under the heading, "Just For Retailers." Here you'll find links to:



### Bench cards and posters

Print on demand when you have Princettia® on your retail benches and carts.



### Social media stories and posts

Download and plan out your promotions on Facebook and Instagram.



### Photo library

Download images of each variety for your own printing and promotions.



### YouTube channel

View and share videos from our channel. It will put you in the mood for the holiday season.



### Radio advertisement

We've partnered with garden celebrity Melinda Myers to create a radio spot for Princettia®.

# Princettia® Varieties Index

Status	Variety Name	Color	Response Time	Vigor	Habit	Height	Spread	Pot Sizes
	Princettia® Pink	Light Pink	7-7.5 weeks	Compact	Mounded	6-18 inches	6-12 inches	4" and 6"
	Princettia® Hot Pink	Bright Pink	7-7.5 weeks	Compact	Mounded	6-18 inches	6-12 inches	4" and 6"
	Princettia® Dark Pink	Dark Pink	7-7.5 weeks	Compact	Mounded	6-18 inches	6-12 inches	4" and 6"
Top Seller	Princettia® Pure White	White	7-7.5 weeks	Compact	Mounded	6-18 inches	6-12 inches	4" and 6"
NEW	Princettia® Pure Red	Scarlet Red	7-7.5 weeks	Compact	Mounded	6-18 inches	6-12 inches	4" and 6"
Top Seller	Princettia® Red*	Cranberry Red	7-7.5 weeks	Compact	Mounded	6-18 inches	6-12 inches	4" and 6"
NEW	Princettia® Sparkling Rouge*	Red + Pink	7-7.5 weeks	Compact	Mounded	6-18 inches	6-12 inches	4" and 6"
NEW	Princettia® Sparkling Rosé	Pink + Light Pink	7-7.5 weeks	Compact	Mounded	6-18 inches	6-12 inches	4" and 6"
	Princettia Queen® Pink*	Dark Pink	8 weeks	Medium	Upright	12-24 inches	9-15 inches	6" and 8"
NEW	Princettia Queen® Hot Pink	Bright Pink	8 weeks	Medium	Upright	12-24 inches	9-15 inches	6" and 8"
NEW	Princettia Queen® Shell Pink	Coral Pink	8 weeks	Medium	Upright	12-24 inches	9-15 inches	6" and 8"
NEW	Princettia Queen® Rose Punch	Reddish Pink	8 weeks	Medium	Upright	12-24 inches	9-15 inches	6" and 8"

\*NOTE: These Princettia varieties have different names in Europe.

## Princettia® Cuttings Sources

Vivero Internacional - Mexico  
Viverintl.com

Beekenkamp - Ethiopia  
www.beekenkamp-usa.com







*Alive With Flowers*

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