



# Ball Perennials







#### **NEW Heuchera Carnival Lime Zest**

This outstanding, colorful Heuchera series is well-matched and affordable! The incredible color assortment of varieties with distinct leaf venation has added NEW Carnival Lime Zest, a vibrant green variety that will brighten shaded areas. The hybrid series has H. villosa parentage for excellent heat tolerance and better garden performance. It is ideal for gallon programs and shade mixed containers. The mounding habits are also brilliant in shade landscapes. Hardy in USDA Zones 4 to 9.

#### NEW Gaillardia Guapa Red

This new Gaillardia aristata series produces an excellent habit in production without the use of PGRs. It features consistent, continuous flowering, allowing growers to send better-looking plants to retail. The heat tolerant series offers reliable supply from Darwin Colombia. NEW Guapa Red displays brilliant red petals surrounding deep red and golden-yellow bicolor centers. Hardy in USDA Zones 5 to 9.

#### **NEW Penstemon Rock Candy® Coral**

The compact habit with excellent basal branching from this Penstemon barbatus series results in a fuller pot and a bigger flower show that is less likely to break in shipping. It also helps optimize rack space on the way to retail. Six varieties display bold colors, including NEW Coral, with its bell-shaped blooms on compact flower spikes. Plump panicles stand out against the green foliage. Rock Candy fits well at the front of a border, along walkways and in containers. Hardy in USDA Zones 5 to 8.

For more information: ballseed.com/perennials



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Perennials

## Darwin **Perennials**®







#### Penstemon Summit Sweets<sup>™</sup> Series Purple. Rubu

NEW Penstemon Summit Sweets stands tall in the landscape while being manageable at retail. Summit Sweets displays high-impact color on the bench and in the garden, making it a fantastic thriller in mixed containers. Height: 30 to 34 inches, spread: 24 to 30 inches Hardy in USDA Zones 5a to 8b

Phlox Candy Cloud™ Series Blue, Dark Pink, Lavender, Pink

The showstopping colors of NEW Phlox Candy Cloud are delivered via heavy flower coverage on a mounded habit. Flowers appear after Phlox subulata and before Salvia nemorosa, filling the perennial gap to help keep your benches in color. Order now through the perennial liner network to ensure summer bulking for vernalization.

Height: 14 to 16 inches, spread: 14 to 16 inches Hardy in USDA Zones 4a to 8b

#### Rudbeckia Suntacular

NEW Rudeckia Suntacular features stunning bicolor gold and orange flowers on a tall, columnar habit. Because its distinctive habit is not seen in other Rudbeckia, Suntacular radiates as a standout performer in the landscape and garden. Strong, robust Suntacular is hardy to Zone 5.

Height: 30 to 34 inches, spread: 20 to 24 inches Hardy in USDA Zones 5a to 8b

For more information: darwinperennials.com

### ECHINACEA SOMBRERO® A masterpiece of *beauty* and *reliability*.





With Sombrero's bold, bright colors and trusted Winter hardiness, you could say we have reliability down to an art form. It's no wonder we chose Sombrero to be a member of our Better Versions® program.



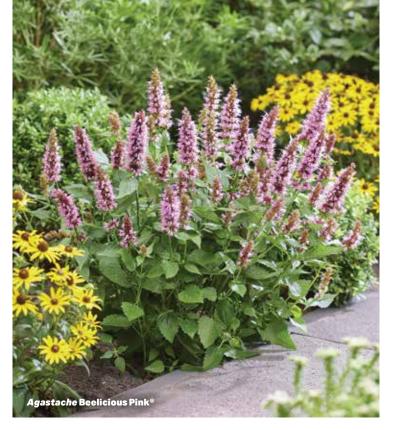
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# **Emerald** Coast **Growers**







#### Panicum virgatum Dream Catcher® Smoky Rose® ('Nonesory') PPAF

is compact, versatile and wonderful when mass-planted as an accent or as a companion. It is the perfect neat, tidy, wellbehaved plant with a tight bouquet-like habit, dark green foliage and a crown of billowy smoky-rose flowers from midsummer into fall. Smoky Rose® stands up to wind and rain and pairs well with numerous companions. It grows to 3.5 feet in height, prefers full sun and is hardy to USDA Zones 4 to 10.

#### Miscanthus Morning Sun<sup>™</sup> ('TiftM78st') PPAF

is an infertile selection developed by Dr. Wayne Hanna with the University of Georgia. Its variegated foliage features striking gold horizontal bands with an arching habit, with graceful tan flowers held high above the foliage. It adds the typical Miscanthus 'Zebrinus' form to the infertile Miscanthus lineup. It grows an impressive 6 to 8 feet tall in the garden, is hardy to USDA Zones 5 to 10 and prefers full sun.

#### Agastache Beelicious Pink®

('Agapk') PP35,957 features large pink flowers that are not only a delight to the eye but also attract many butterflies and bees. The flower spikes are very large and develop a beautiful dark pink color in the fall. Its long flowering period from July to September allows you to enjoy its abundant blooms as a stunning focal point in the border or when planted in a container on the patio or balcony. Beelicious Pink has a compact growth habit, reaching 20 inches wide and 32 inches tall. It's hardy to USDA Zones 6 to 10 and prefers full sun.

For more information: ecgrowers.com / 850-944-0808

# The Season's Best Lineup

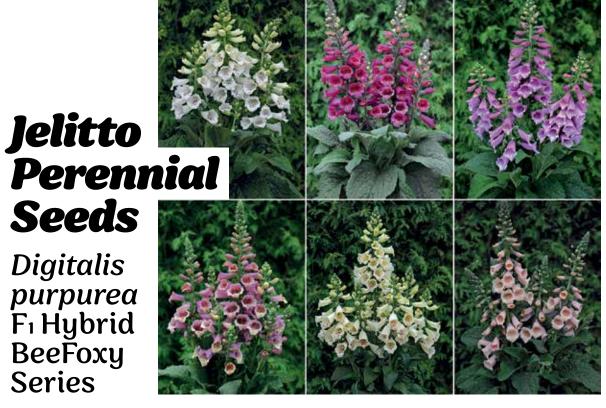


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Call today! 1.877.804.7277 www.ECGrowers.com sales@ecgrowers.com New Varieties

Perennials



An amazing new Digitalis series is now available through Jet-Seeds' breeding program. Beautiful compact foxglove plants with healthy, uniform foliage and striking, brightly colored flowers, BeeFoxy has it all!

We continue to strive to make your job a bit easier, and this new series checks the boxes. Our JET-SEEDS® technology produces super clean seed with no pelleting or coating needed for easy machine showing and fast germination.

The new BeeFoxy series is more compact than other popular series and consists of six beautiful color forms that are easy to germinate and firstyear flowering, no vernalization needed. Sow these in February for flowering plants in July!

There is BEE in the name for a reason pollinators just love the speckled bell-shaped

thimbles that lure them to the nectar they seek. At a height of about 24 inches (60 centimeters), these BeeFoxy beauties are perfect for the middle of the border, flowering container plants, and as a cut are great to fill a vase or make a bouquet.

Professional growers (for the ease of cultivation) and gardeners alike will love the new BeeFoxy Series! Blooming May to September in luscious colors like 'Foxybee Pink', 'Foxybee Cream', 'Foxybee White', 'Foxybee Dark Red', 'Foxybee Apricot' and 'Foxybee Dark Pink'.

It's BeeTime, baby – get Foxy with us! Find a color you love and BeeFoxy.

For more information: jelitto.com

# For a world in bloom

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Sponsored Section New Varieties

Perennials





## Plant Development Services, Inc.

#### Big Sales, Small Spaces — Butterfly Candy® Buddleia Adds New Colors to the Lineup

While more consumers are asking for pollinatorfriendly plants that fit patios, balconies and small landscapes, the right fit for many growers are compact plants that offer both bench efficiency and retail appeal. That's where Butterfly Candy Buddleia comes in.

This compact series features a uniform habit topping out at just 2 to 3 feet, making it ideal for high-density production and easy shipping. Its tidy form minimizes pruning, while its reblooming nature extends the sales window. Add drought tolerance and full-sun performance, and Butterfly Candy checks all the boxes for production and consumer

What elevates Butterfly Candy beyond the bench is the marketing engine behind it. As part of the Plant Development Services portfolio – which includes top-performing brands like Southern Living® Plant Collection, Sunset® Plant Collection, Encore® Azaleas and Better Boxwood® – the series benefits from

national media coverage, influencer partnerships and retail-focused campaigns designed to build shopper awareness.

Since its debut, Butterfly Candy has earned features in major consumer outlets and has been highlighted by trusted garden influencers. Retailers report that the collection's coordinated colormatching pots make an immediate impact on the sales floor, helping shoppers connect with both the color and the brand. These factors combine for impact – sales have doubled since the collection's 2023 debut.

With two new colors on the way to growers in 2026, Butterfly Candy continues to build momentum as a must-have in the small-space and pollinator plant category.

For more information: butterflycandy.com





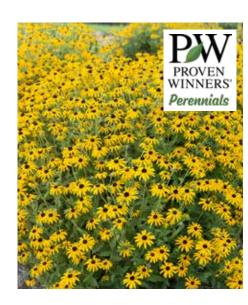
Help your retail customers feed the pollinator garden frenzy with delectable spring and summer blooming buddleia. They'll love the perfectly sized, compact plants in an irresistible package.

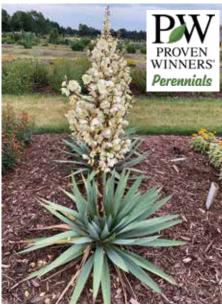
Stock all five brilliant varieties at ButterflyCandy.com





## **Walters Gardens**







#### Hibiscus SUMMERIFIC® 'Garnet Globes'

An incredibly compact Hardy Hibiscus selection, forming a 3-foot tall and wide sphere in the landscape. Beginning in midsummer, 7-inch dark garnet red flowers cover the habit, appearing the length of the stem. Flowers have notably dark eyes for Hibiscus. Dark olive green foliage is broad. Zones 4 to 9.

#### Rudbeckia 'Treasure Trove'

Large golden yellow star-shaped flowers completely cover the habit with well-branched stems prolonging bloom. A robust clump of foliage with large leaves ensures longevity in the landscape. Crucially, the leaves are highly resistant to Septoria leaf spot, with no damage through six years of trials. Zones 4 to 9.

#### Yucca 'Dragon Slayer'

This tough, durable perennial thrives in hot, dry spaces with little to no attention. Rigid sword-like leaves create a perfectly rounded rosette of powdery blue foliage. Creamy white flowers appear on proportionate scapes in early summer. Excellent deer and rabbit resistance. Zones 5 to 10.

For more: waltersgardens.com





# A snapshot of what's to come

Each year, plant brands and breeding companies collectively introduce hundreds of new varieties to the market, the result of work from countless horticulture experts trialing and perfecting genetics to make them successful for growers, retailers and consumers.

For the past eight years, the team at Greenhouse Management has presented these companies' most exciting new introductions in the New Perennial Varieties guide, a preview of the latest plants coming to the market.

This year, the guide includes dozens of perennials, in alphabetical order from Ajuga to Vernonia, from almost 20 companies, compiled by Digital Editor Emily Mills.

It also features new perennials from partners Ball Seed, Darwin Perennials, Emerald Coast Growers, Jelitto Perennial Seeds, Plant Development Services, Inc. and Walters Gardens/Proven Winners, who help make this special guide possible.

If you're flipping through these pages, you may have received it as part of your June 2025 Greenhouse Management print subscription or picked it up at Cultivate'25 in Columbus, Ohio. For the past several years, the GIE Media Horticulture Group has been proud to partner with AmericanHort to sponsor the New Varieties Zone at Cultivate, one of the largest showcases of new plant genetics all in one place. As part of that partnership, Greenhouse Management has shared the New Perennial Varieties and New Annual Varieties guides at the New Varieties Zone as a resource for attendees.

We hope this guide is a helpful snapshot of what's to come – a showcase of just a portion of the plants horticultural companies have developed – and that you discover varieties and solutions that are successful for your business.

At Cultivate, please be sure to stop by the GIE Media booth, #1637. We'd love to meet you and learn more about your business.



Sincerely,

Michelle Simakis

**Group Publisher** msimakis@gie.net/216-393-0275

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# THE INDUSTRY

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**EPISODE FIVE NOW AVAILABLE: Spring Trials Rewind** 





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Whether you're a seasoned professional or a curious beginner, there's something for everyone in our garden of discussions.

LISTEN AND SUBSCRIBE:







# 2025 New Perennial Varieties

Your guide to the latest perennial varieties from around the world.

Compiled by Emily Mills



#### Aiuga

British garden celebrity Adrian Bloom found Ajuga Midnight Mystery from Plants Nouveau as a seedling selection in his garden. Bronze-purple levels emerge in spring, giving way to rosy-pink flowers. As summer warms up, the leaves age to deep eggplant purple and remain nearly evergreen in even the coldest winters, providing deep purple leaves until spring. This is a color breakthrough in bugleweed as a dark-leaved selection with pink flowers. Hardy in Zones 3 to 8, it grows 6 to 8 inches tall and 12 to 18 inches wide.



#### Coreopsis

Coreopsis SunGlobe from Hem Genetics is a seed-grown first-year flowering perennial that will bloom in the garden from late spring through autumn. Hardy in Zones 4 to 9, the well-branched plants have bright golden yellow semi-double flowers. Total crop timing averages 13 to 15 weeks from sowing. It can also be used in mixed containers. It reaches a height of 12 to 14 inches and a width of 14 to 16 inches.



Feathered Friends Ajuga 'Raspberry Wren' from Garden Solutions was introduced after many years of handpollinating tiny ajuga flowers. The pink-flowered variety has contrasting bright yellow foliage.







#### Delosperma

Delosperma cooperi Sandgem Ember Imp. and Sandgem Purple from Danziger bring firstyear flowering with no need for vernalization or bulking. These improved selections deliver large, vivid blooms on a naturally tight habit perfect for quart production, combos or vibrant groundcovers. Both new Sandgem colors offer standout garden performance and exceptional heat and drought resilience.



#### Delphinium

Delphinium 'Violets are Blue' from Proven Winners and Walters Gardens features flowers that are a blend of deep violet, purple and blue centered around a crisp white bee. Strong stems are sturdy and can bear the weight of the flowers with ease. Staking is still recommended in areas with inclement weather such as high winds. Zones 3 to 7.



#### **Dianthus**

The Dianthus interspecific F. Supra series from Hem **Genetics** is a cross between *Dianthus superbus* and *D*. chinensis. The superbus parent gives the plant hardiness as a perennial in both cold and heat. It also imparts the deeply fringed edges to the petals. Two Supras, Pink and Purple, have won All-America Selections awards for their performance in varied conditions. So far, this plant has only been available in single colors, but this year, the company introduced three picoteed varieties: Cherry Picotee, Pink Picotee and Scarlet Picotee. Crop time is approximately 16 weeks from seed to flower. It reaches a height of 10 to 12 inches and a width of 10 to 12 inches. Zones 5b to 10.



Dianthus Scent First Orange Sparkler (Dianthus hybrida 'Kleda28787') from PlantHaven International is a color breakthrough for hardy Pinks. Masses of highly scented double flowers are a warm orange with sparkles of hot pink flecks carried on strong stems. Blue-silver foliage forms a sturdy compact habit. Repeat flowering. Zone 5 hardy.

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#### Dicentra

*Dicentra spectabilis* 'Hearts on Fire' from Proven Winners and Walters Gardens is early to emerge in spring, with golden foliage that emerges with bronze highlights. The dark color translates to dark stems, which contrast beautifully with the bright foliage. True red flowers appear in late spring, blooming out of the foliage to maximize display. Long scapes flower for an extended period of time compared to traditional varieties. Zones 3 to 9.



#### **Digitalis**

The *Digitalis purpurea* Dottie series from Syngenta Flowers and ThinkPlants is a new perennial foxglove with compact, well-branched plants. This series is easier to finish in a variety of sizes, requiring less PGR. Large, vibrant flowers are presented on strong stems in rich colors. Uniform and early to flower, Dottie is efficient for production, and no vernalization is required. Available colors are Cream, Peach, Purple, Warm Rose, White and Mix. Hardy to Zone 4.



#### Echinacea

Echinacea Color Coded 'Knock 'em Red' from Proven Winners and Walters Gardens is part of the Color Coded Echinacea series selected for their excellent basal branching, flower performance, large flower size and horizontally held petals. They offer late summer interest for your garden. Four-inch flowers open a deep crimson color before maturing to a fluorescent red. Zones 4 to 8.



Echinacea Kismet 'Kiwi' from Terra Nova Nurseries displays a fast and clumping growth habit and thrives in full sun, blooming June through October. Well-suited for mixed beds and border edges, this echinacea is deer resistant, fragrant and an effective pollinator and hummingbird attractor.



#### **Erysimum**

Erysistible Fire (*Erysimum linifolium*) from Syngenta Flowers is ideal for early spring perennial programs. The first Zone 5 hardy series of Erysimum to be offered in a range of novelty colors, its medium-vigor controlled habit works well across all key container sizes.



#### Euphorbia

Euphorbia Sahara Tiny Treasure (*Euphorbia* x *martini* 'Waleulitr') from PlantHaven

International features chartreuse foliage that contrasts with tiny, brilliant red flowers, making it a striking impulse plant. With a super compact habit, it's best featured in containers or near the front of a border. Drought tolerant once established. Zone 6 hardy.



Perennials

#### Gaillardia

Gaillardia Gusto Orange Zest from Danziger features an abundance of bright orange blooms. First-year flowering with no vernalization required, this color was a standout in trials. Each variety in the Gusto series is an excellent addition to quart and gallon programs.



#### Gazania

Gazania Luna from Must Have Perennials is a low-growing, spreading perennial with silver-green foliage and vibrant yellow-white flowers that bloom from late spring through fall. Highly drought-resistant and pollinator-friendly, it is perfect for groundcover, borders and container planting in sunny locations.

Our New Annual Varieties guide will be released with the July 2025 edition of *Greenhouse Management*. Pick up both guides at Cultivate'25 in the New Varieties Zone!

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#### Geum

Geum Tempo 'Fiesta' from Terra Nova Nurseries forms neat, compact mounds and produces bright yellow flowers accented by orange picotee rims, which contrast against lush, deep-green foliage, attracting hummingbirds and other pollinators. This new geum adds lasting impact to edges, borders and mixed beds and is excellent for pot culture.



#### Heliopsis

Heliopsis 'Rays for Days', the most floriferous selection to date from Proven Winners and Walters Gardens, is a dense, well-rounded selection perfect for brightening up the middle of a border. Large, fully double flowers are golden yellow. Tall stems and a zinnia-like appearance make them a perfect cut flower selection. Excellent heat and drought tolerance. Zones 3 to 9.



Heliopsis hybrid Sole Giatto from Kientzler and ThinkPlants is a highly floriferous variety with a compact habit, making it ideal for smaller containers. Its long-lasting blooms were bred for improved retail shelf appeal. It's a reliable garden bloomer for an extended season, from June through October. First-year flowering and deer resistant, it's hardy to Zone 3.



#### Heuchera

Heuchera Dolce 'Sultry Night' from Proven Winners and Walters Gardens features ruffled black foliage with a purple overlay. The purple highlights match the undersides of the leaves and stems. Leaves emerge glossy in spring and hold their rich, deep tones through the entire season. Short petioles ensure a dense, compact habit. Zones 4 to 9.



#### Hosta

Hosta Shadowland 'Chance Encounter' from Proven Winners and Walters Gardens has heart-shaped powdery blue leaves with a wide gold margin. Leaves emerge with an apple-green margin that turns gold as leaves mature. 'Chance Encounter' takes its name from the rare watermark halo that appears where the center and marginal variegation meet. Zones 3 to 9.



#### Lobelia

**Lobelia speciosa** F<sub>1</sub> Fan Scarlet Compact from Benary is a FastraX perennial, flowering in its first year without vernalization. Uniform and well-branched with red-green foliage and scarlet blooms, it has 90-plus percent germination and thrives in gardens and containers, delivering vibrant, long-lasting color with ease.



#### Nepeta

Nepeta 'Catwalk Queen' from Proven Winners and Walters Gardens has lavender blue blooms more than twice the size of typical varieties. Individual panicles are long, extending the period of bloom before being cut back. Zones 3 to 8.



Nepeta 'Lemon Purrfection' from Proven Winners and Walters Gardens is a tidy plant that's early to bloom, with lavender blue flowers appearing over golden yellow foliage. The brightly colored foliage for which 'Lemon Purrfection' gets its name does not fade through the summer. This selection blooms continuously without being cut back. Zones 3 to 8.

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#### **Panicum**

Panicum virgatum Prairie Winds 'October Sky' from Proven Winners and Walters Gardens is a mid-sized native grass with rosypurple seedheads for a fantastic fall display. The seedheads have more purple color than 'Apache Rose', which is rosy-red while in bloom. 'October Sky' is also a larger plant than 'Apache Rose', standing about a foot taller. Zones 4 to 9.



#### Penstemon

Penstemon digitalis 'Pinot Noir' is an introduction from Intrinsic Perennial Gardens. It was selected for a deeper, darker beet red foliage, both on the upper and undersides of lanceolate leaves, and deepening with summer's heat. Foxglove-like bicolor flowers with lavender pink shafts and white blooms in June are followed by ornamental seedheads of capsules. The plant features evergreen clumps of shiny red foliage and stiff stems 36 to 42 inches in length. Full sun, most any soil, Zones 5 to 9. Available from Intrinsic Perennial Gardens, Blooming Nursery and Next Stage Labs.



#### Polemonium

Polemonium 'Prince' from Must Have Perennials is a compact perennial that produces blue flowers in spring, accompanied by ferny foliage that takes on purple hues in spring and fall. The long-lasting purple calyx adds extended visual interest, making it a great choice for mixed borders and shade-tolerant gardens.



#### Salvia

Salvia Berry Blast from Jaldety Nursery features rich purple-pink or berry-colored tubular flowers on darker calyx and stems, with a more compact, uniform bushy habit than other *guaranitica* varieties. Free-flowering and with a long flowering period, it's easy-care and attracts butterflies, hummingbirds and bees. Use in big containers for patios and decks or in mixed borders, cottage and meadow gardens and beds.



Salvia Peach Melba from Jaldety Nursery features masses of large, bicolor, salmon pink flowers with a deep peach contrasting throat and dark calyx. Free-flowering and with a long flowering period, it features a uniform bushy branching habit. It's easy-care and attracts butterflies, hummingbirds and bees. Use in big containers for patio and decks or mixed borders, cottage and meadow gardens and beds. It can also be mixed with other Salvia Melba varieties for a higher-value product.



#### Sedum

SunSparkler Sedum 'Neon Nova' from Garden Solutions is a pink variegated sedum and the newest member of the groundcover SunSparkler family. Growing to only 4 inches tall and 18 inches wide, it's been extremely stable during four years of production trials. Zones 4 to 8.





New Varieties

Perennials

#### **Sporobolus**

Sporobolus heterolepis 'Golden Needles' is an introduction from Intrinsic Perennial Gardens. This consistent plant was one of the showiest crops en masse from spring through summer on the Intrinsic farm. An all-gold leaf prairie dropseed has good vigor and size, similar to the species, and by mid-summer, the softly arching foliage brightens to chartreuse. Flowering at 3 feet, Golden Needles is an adaptable plant but performs best in well-drained, dry soils. The foliage is brightest-growing in full sun in lean soil. Zones 3 to 9. Royalty \$0.25. Available from Intrinsic Perennial Gardens, Briggs Nursery, Microplant and Next Stage Labs.



#### Stachys

Found by Richard Saul at Saul Nurseries in Georgia, **Stachys 'Key Lime'** from **Plants Nouveau** is a sport of 'Big Ears' and features huge, chartreuse, super fuzzy leaves. Key Lime shines in spring and summer, keeping its foliage color until the nights get too hot and sticky, when it fades a little. A vigorous yet tame groundcover that will brighten up and enhance any sunny garden border. Hardy in Zones 4 to 8, it grows 8 to 10 inches tall and 24 to 36 inches wide.

#### Vernonia

A native of North America, Vernonia are closely related to asters. Compared with the native species, **Vernonia 'Prairie Princess'** from **Proven Winners and Walters Gardens** is more compact and has a fuller habit, with sturdy stems that avoid opening up in heavy rains or under the weight of blooms. Zones 4 to 9.

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