



DÜMMEN ORANGE®

*for you*

POINSETTIA 2021



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## *Dümmen Orange Breeding Success* **OUR ROOTS RUN DEEP**

We serve our customers with a strong, historically built base of over 100 years. This combined knowledge, experience, heritage and passion for customers, combined with the commitment to invest in new technologies, make us your partner to trust when building your poinsettia program.

In this catalog, we combine the products of two long-standing brands, Ecke and Red Fox, in a single, united brand – Dümmen Orange. The power of this collaborative partnership allows us to breed to our strengths, minimize duplication of efforts and find synergies in Research and Development that enable us to continue innovating the future of floriculture. The fully integrated program combines the world's best germplasm collection and allows for directed breeding that leads to faster variety improvements. We celebrate the achievements of each brand's leading product developer and look toward the future of poinsettia breeding as Dümmen Orange continues to innovate for grower success.



### *Breeder Profiles*

## RUTH KOBAYASHI

With a background in orchid, anthurium, and sweet potato breeding, Ruth has spent the last 23 years breeding Ecke poinsettias.

#### Notable achievements:

- Autumn Leaves — the first gold on the market
- Prestige — solved a grower issue by developing strong, thick stems

#### Breeding focus:

- Ease of production
- Long shelf-life
- Novel in color and/or application
- Strong structure, heat resistance

## ARJAN KOOT

With a background in begonia and petunia breeding, Arjan has spent the last 18 years breeding Red Fox varieties.

#### Notable achievements:

- nanoBract — colored bracts displayed on top for transport ease and retail performance
- Ferrara — fast, V-shaped variety for high-density production

#### Breeding focus:

- Varieties for high density production
- Bright red, attractive colors
- Disease resistance, strong structure

# POINSETTIA

## *Retail Inspiration* **BLACK FRIDAY**

These top-performing reds signal the start of the season and thrive in high-density production, making them ideal solutions for Black Friday retail promotions.



### *Black Friday Collection*

	Variety	Code	Response Time, Weeks	Vigor	Page
1	Premium Early Red	10241	6	●○○○○	10
2	Premium Red	10230	7	●●○○○	11
3	Ferrara	10897	7.5	●●●●○	13
4	Prima Red 2.0	10524	7.5	●●●●○	16
5	Prestige Early Red	11151	7.5	●●●○○	15, 19
6	Red Soul	11323	8	●●○○○	20



# POINSETTIA

## Retail Inspiration MINI TOP PICKS

Due to their growth characteristics, these varieties are excellent for mini production. Their bract size, shelf life and compactness makes them ideal for high-density production.



View the entire mini collection at  
[na.dummenorange.com](http://na.dummenorange.com)

### Mini Top Picks

	Variety	Code	Response Time, Weeks	Vigor	Page
1	Premium Ice Crystal	10244	7,5	●○○○○	7, 10
2	Ferrara	10897	7,5	●●●●○	13
3	Autumn Leaves	11391	8	●○○○○	6, 32
4	Premium Red	10230	7	●●○○○	11
5	Golden Glo	11431	8	●○○○○	6, 29
6	Winter Rose Early Red	10993	7,5	●○○○○	16
7	Scandic Early	10304	8	●●●●○	27
8	J'Adore Pink	10381	7,5	●●●●○	6, 43
9	Jester Red	10994	7,5	●○○○○	15
10	Prima Red 2.0	10524	7,5	●●●●○	16
11	Red Glitter	11317	8,5	●●●●○	39
12	J'Adore White Pearl	10155	7,5	●●●●○	43



# POINSETTIA

## *Retail Inspiration* **NOVELTY PICKS**

The demand for poinsettias during the holiday sales period has been a constant throughout the years. There is increasing pressure to differentiate poinsettia programs to retailers that can attract consumer dollars and repeat sales.



Autumn stunners get the holidays started early.



**Golden Glo**  
11431 | 8 WEEKS



**Autumn Leaves**  
11391 | 8 WEEKS



**J'ADORE Pink**  
10381 | 7.5 WEEKS



**J'ADORE White Pearl**  
10155 | 7.5 WEEKS



The holidays just got merrier.



**Candy Cane**  
10153 | 8 WEEKS

NEW



**Winter Rose Dark Red**  
11162 | 8.5 WEEKS



**PREMIUM Ice Crystal**  
10244 | 7.5 WEEKS



**Ice Punch**  
11216 | 8 WEEKS



**Frozen**  
11056 | 8 WEEKS



**JUBILEE Red**  
11030 | 8 WEEKS

# POINSETTIA

## Retail Inspiration NOVELTY PICKS

Poinsettia combinations offer value-added programs to the market for retailers and consumers. These varieties are genetically matched families where timing, growth habit and production needs are similar to provide success.



### Poinsettia Bicolor Combinations

Red and White	Code	Response Time, Weeks	Vigor	6"	8"	10"
Bravo Bright Red	10360	7.5	●●●○○	✓	✓	✓
Bravo White	10895					
Freedom Red	11020	7.5	●●●○○	✓	✓	✓
Freedom White	11022					
Enduring Red	11010	8	●●○○○	✓	✓	✓
Enduring White	11013					
Jubilee Red	11030	8	●●●○○	✓	✓	✓
Jubilee White	11033					
Classic Red	11180	8.5	●●●●●	✓	✓	✓
Classic White	11183					

### Poinsettia Tricolor Combinations

Red and White and Pink	Code	Response Time, Weeks	Vigor	6"	8"	10"
Bravo Bright Red	10360	7.5	●●●○○	✓	✓	✓
Bravo White	10895					
Bravo Pink	10894					
Enduring Red	11010	8	●●○○○	✓	✓	✓
Enduring White	11013					
Enduring Pink	11015					
Jubilee Red	11030	8	●●●○○	✓	✓	✓
Jubilee White	11033					
Jubilee Pink	11035					

# Early Season

6-7.5  
WEEKS





**PREMIUM Ice Crystal**

## *Early Season*

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## Premium

This full and versatile low-vigor family offers a plethora of options — from traditional reds and whites to novelty standouts — which create a stunning combination when mixed. Novel selections are perfect for early-season interest.



**PREMIUM Lipstick Pink**  
10235 | 7.5 WEEKS



**PREMIUM Ice Crystal**  
10244 | 7.5 WEEKS



**PREMIUM Picasso**  
10234 | 7.5 WEEKS



**PREMIUM Early Red**  
10241 | 6 WEEKS



**PREMIUM Red**  
10230 | 7 WEEKS



**PREMIUM White**  
10233 | 7 WEEKS



**PREMIUM Polar**  
10243 | 7.5 WEEKS



**PREMIUM Marble**  
10249 | 7 WEEKS



## *Early Season*

# Freedom

More vigorous than the Premium lineup, Freedom varieties are suitable for medium-to-large containers, which they fill well with large bracts and strong branching. Four colors are available that play well together in combinations.



**FREEDOM Early Red**  
11191 | 7 WEEKS



**FREEDOM Red**  
11020 | 7.5 WEEKS



**FREEDOM White**  
11022 | 7.5 WEEKS



**FREEDOM Pink**  
11024 | 8 WEEKS

Strong vigor and a fast response time make this standout a top pick for the mass producer. This reliable variety offers excellent branching and a V-shaped habit making it ideal for sleeving and high-density production. It is a newer stand-alone selection that boasts beautiful, deep-red bracts perfect for the premium tabletop centerpiece.

# Ferrara

10897 | 7.5 WEEKS

**An abundance of bright, showy red bracts to grab retail attention.**



**Excellent vigor early on for quick-turn productions.**

**Very adaptable for all container sizes.**

**A strong and upright V-shape habit, suitable for high-density production.**



**BRAVO White**

## ***Early Season***

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### **Bravo**

Supported with a strong root system and durable stems, Bravo displays upright-facing bracts that create an attractive form that is especially apparent when sleeved. It is supported with a very strong root system and durable stems. Three colors are available.



**BRAVO Bright Red**  
10360 | 7.5 WEEKS



**BRAVO Pink**  
10894 | 7.5 WEEKS



**BRAVO White**  
10895 | 7.5 WEEKS



## Early Season

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### Advent Red

Predictable early variety with a narrow habit. No heat delay. Great for southern landscapes.

**Advent Red**  
11008 | 6.5 WEEKS

### Jester Red

Distinctive upright bracts, and narrow, compact form. Suitable for 4-inch and high-density production.

**Jester Red**  
10994 | 7.5 WEEKS



### Prestige Early Red

Uniform, predictable growth throughout the season. The industry standard for red poinsettias and bract shape.

**PRESTIGE Early Red**  
11151 | 7.5 WEEKS





## Prima Red 2.0

Medium-sized, intense red bracts. Suitable for high-density production. V-shaped structure with an excellent root system.

**Prima Red 2.0**  
10524 | 7.5 WEEKS

## Tikal

Minimal heat delay makes this an excellent choice for southern growers. One of our most vigorous varieties. Narrow plant habit.

**Tikal**  
11203 | 7.5 WEEKS



**nano<sup>®</sup>**  
BRACT



## Winter Rose Early Red

Ruffled bracts resemble roses for a unique holiday look. Narrow plant habit is great for straight-ups and combination plantings.

**Winter Rose Early Red**  
10993 | 7.5 WEEKS



## Early Season | 6-7.5 WEEKS

Status	Variety Name	Variety Code	Breeder	Production Farm	Response Time, Weeks	Vigor	Heat Tolerant	Cold Tolerant	Bract Color	Mini	4"	6"	8"	10"	Tree
	Premium Lipstick Pink	10235	Dümmen Orange	ETH	7.5	●●●●●	Yes	Yes	Pink	✓	✓	✓	✓	✓	
<b>TOP PICK</b>	Premium Ice Crystal	10244	Dümmen Orange	ETH/ELS	7.5	●●●●●	Yes	Yes	Red and white	✓	✓	✓	✓	✓	
	Premium Picasso	10234	Dümmen Orange	ETH	7.5	●●●●●	Yes	Yes	Cream and pink	✓	✓	✓	✓	✓	
	Premium Early Red	10241	Dümmen Orange	ETH	6	●●●●●	Yes	Yes	Red	✓	✓	✓	✓	✓	
	Premium Red	10230	Dümmen Orange	ETH/ELS	7	●●●●●	Yes	Yes	Red	✓	✓	✓	✓	✓	
	Premium White	10233	Dümmen Orange	ETH	7	●●●●●	Yes	Yes	White	✓	✓	✓	✓	✓	
<b>TOP PICK</b>	Premium Polar	10243	Dümmen Orange	ETH/ELS	7.5	●●●●●	Yes	Yes	White	✓	✓	✓	✓	✓	
	Premium Marble	10249	Dümmen Orange	ETH	7	●●●●●	Yes	Yes	Marble	✓	✓	✓	✓	✓	
	Freedom Early Red	11191	Dümmen Orange	ELS	7	●●●●●		Yes	Red		✓	✓	✓	✓	
	Freedom Red	11020	Dümmen Orange	ELS	7.5	●●●●●	Yes	Yes	Red		✓	✓	✓	✓	✓
	Freedom White	11022	Jacobsen	ELS	7.5	●●●●●	Yes	Yes	White		✓	✓	✓	✓	✓
	Freedom Pink	11024	Dümmen Orange	ELS	8	●●●●●	Yes	Yes	Pink		✓	✓	✓	✓	
<b>TOP PICK</b>	Ferrara	10897	Dümmen Orange	ETH/ELS	7.5	●●●●●	Yes	Yes	Bright red	✓	✓	✓	✓	✓	✓
	Bravo Bright Red	10360	Dümmen Orange	ETH	7.5	●●●●●	Yes	Yes	Bright red		✓	✓	✓	✓	
	Bravo Pink	10894	Dümmen Orange	ETH	7.5	●●●●●		Yes	Pink		✓	✓	✓	✓	
	Bravo White	10895	Dümmen Orange	ETH	7.5	●●●●●		Yes	White		✓	✓	✓	✓	
	Advent Red	11008	Dümmen Orange	ELS	6.5	●●●●●	Yes	Yes	Dark red		✓	✓	✓	✓	✓
	Jester Red	10994	Dümmen Orange	ELS	7.5	●●●●●	Yes	Yes	Red	✓	✓	✓	✓		
	Prestige Early Red	11151	Dümmen Orange	ELS	7.5	●●●●●		Yes	Red	✓	✓	✓	✓	✓	✓
	Prima Red 2.0	10524	Dümmen Orange	ETH	7.5	●●●●●		Yes	Red	✓	✓	✓	✓	✓	
	Tikal	11203	Dümmen Orange	ELS	7.5	●●●●●	Yes		Red			✓	✓	✓	✓
<b>TOP PICK</b>	Winter Rose Early Red	10993	Dümmen Orange	ELS	7.5	●●●●●	Yes		Red	✓	✓	✓	✓		

**Mid Season**

8  
WEEKS



## Mid Season

# Prestige

This collection stands out at retail with reliable and long-lasting shelf-life. Prestige is versatile in use and adaptable to any container size. Early Red finishes one-half- to one-week earlier than Red. Maroon finishes half a week later and features a deeper wine-red color.



PRESTIGE Red



PRESTIGE Early Red  
11151 | 7.5 WEEKS



PRESTIGE Red  
11150 | 8 WEEKS



PRESTIGE Maroon  
11156 | 8.5 WEEKS



Red Soul

## *Mid Season*

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# Red Soul

Deep, velvet-red bracts are striking against intense, dark-green foliage. A standout in all climates, but especially the South, Red Soul exhibits excellent heat tolerance on a medium-vigor plant.



**Red Soul**  
11323 | 8 WEEKS

## Mid Season

### Enduring

An attractive oak-shaped leaf and bract creates a unique look on tight-growing plants. Varieties do not require heavy growth regulation. Trialed as a top performer in all regions, northern growers will appreciate its low-light adaptability.



ENDURING Marble  
11019 | 8 WEEKS



ENDURING Pink  
11015 | 8 WEEKS



ENDURING Red  
11010 | 8 WEEKS



ENDURING White  
11013 | 8 WEEKS



**JUBILEE Red**

## *Mid Season*

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# Jubilee

Available in Red, White, Pink and the novel Jingle Bells — a striking red and pink bicolored variety — this is a vigorous family with a classic bract and leaf shape. Jubilee fills larger containers well and is an outstanding performer in both hot and cold climates.



**JUBILEE Jingle Bells**  
11036 | 8 WEEKS



**JUBILEE Pink**  
11035 | 8 WEEKS



**JUBILEE Red**  
11030 | 8 WEEKS



**JUBILEE White**  
11033 | 8 WEEKS



# Mid Season

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## Viking

This collection is both heat-tolerant and well suited for cold finishing. Red and the unique Cinnamon display a V-shaped architecture that is perfect for high-density production.



**VIKING Cinnamon**  
10657 | 8 WEEKS



**VIKING Red**  
10650 | 8 WEEKS



## Viking Pro

Offering a similar bract shape and color to Viking Red, Viking Pro exhibits lower vigor in comparison. Attractive bracts contrast beautifully against yellow cyathia and dark leaves. It is versatile enough to fit 4- to 8-inch containers, as well as minis.

**VIKING Pro**  
10144 | 8 WEEKS



INFINITY Red

## Mid Season

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### Infinity

Offered in Red and Polar, Infinity provides strong branching and medium vigor, perfect for mid-sized containers. Polar is a top-selling white variety with crisp, clean bracts that create a glowing holiday presentation.



INFINITY Polar  
10293 | 8 WEEKS



INFINITY Red  
10291 | 8 WEEKS

# Mid Season

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## Atla

A strong bright-red variety with medium-sized bracts. The V-shaped habit is ideal for high-density production.

**Atla**  
11423 | 8 WEEKS

## Burning Ember

A vivid burnt-orange color with showy bract display. Evokes a warm holiday feeling in consumer settings.

**Burning Ember**  
10909 | 8 WEEKS



The perfect plant for the late November and early December sales window, this new standout showcases bright-red color on medium-sized bracts. Its tight V-shaped structure paired with strong branching makes it suitable for high-density production. A more vigorous grower, it fills out medium-to-large containers with ease — and can handle a later transplant than comparable varieties for the same finish time.

# Imperial

10143 | 8 WEEKS

**Very well-rounded plant habit for large, florist-quality production.**



**A vivid fire-red bract color.**

# Mid Season

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## Advantage Red

Adapts well to low light conditions – perfect for northern growers. Medium vigor.

**Advantage Red**  
11324 | 8 WEEKS



## Matinée

Very strong stems make this an excellent option for trees. Many big cyathia in classic, star-shaped bracts.

**Matinée**  
10522 | 8 WEEKS



## Prestigious Red

A mid-season and mid-vigor premium variety with dark-red textured bracts, with finish timing between Prestige Early Red and Prestige Red.

**Prestigious Red**  
10120 | 8 WEEKS



## Scandic Early

Tight nanoBracts ideal for mini production. Narrow plant habit.

**Scandic Early**  
10304 | 8 WEEKS

This truly special selection presents red bracts embellished with fun, white speckles, providing a striking contrast against dark-green foliage. The classic star-shaped bracts are large and showy, and create an impressive display at retail. Strong stems and a strong root system make this poinsettia an excellent choice for a range of container sizes, from miniature up to 10-inch.

# Candy Cane

NEW

10153 | 8 WEEKS

**Bright-white speckles on red bracts draw consumer attention.**

**The earliest glitter novelty.**



**A compact and well-branched habit for small-to-medium containers.**

## Mid Season

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### Golden Glo

Golden Glo is compact and heat-tolerant. The unique golden color intensifies as the bract matures – a striking choice for red and gold holiday pairings.

**Golden Glo**  
11431 | 8 WEEKS

### Polar Bear

Excellent, bright-white bracts over variegated transitional bracts for a unique look.

**Polar Bear**  
11208 | 8 WEEKS



### White Wonder

Versatile for multiple container sizes, White Wonder showcases clean white color, medium-to-large bracts, and V-shaped branching.

**White Wonder**  
10384 | 8 WEEKS



One of the cleanest and purest white poinsettias available, consumers will appreciate how the bracts simply light up against the dark foliage. With higher vigor, it is fitting for larger premium containers and can be timed for peak early December sales. Easy to branch.

# Frozen NEW

11056 | 8 WEEKS

**Very large bract size for luxury displays.**



**Large, round habit for premium florist-quality displays.**





## Early Polly's Pink

Extremely bright bracts on vigorous plants suitable for larger containers and premium displays.

**Early Polly's Pink**  
11055 | 8 WEEKS

## Maren

Excellent pink with strong vigor that is suitable for larger containers.

**Maren**  
10416 | 8 WEEKS



## Marblestar

The market standard for a marble. Strong, crisp color. Excellent branching.

**Marblestar**  
10419 | 8 WEEKS





## Autumn Leaves

Warm golden-peach tones are ideal for Autumn sales. Greatly improved habit and dimension of color.

**Autumn Leaves**  
11391 | 8 WEEKS

## Punch

Extraordinary novelty breeding from Ecke provides solid-performing specialty varieties from early-to-late season.



**Sparkling Punch**  
11213 | 8 WEEKS



**Ice Punch**  
11216 | 8 WEEKS



## Mid Season | 8 WEEKS

Status	Variety Name	Variety Code	Breeder	Production Farm	Response Time, Weeks	Vigor	Heat Tolerant	Cold Tolerant	Bract Color	Mini	4"	6"	8"	10"	Tree
	Prestige Early Red	11151	Dümmen Orange	ELS	7.5	●●●○○		Yes	Red	✓	✓	✓	✓	✓	✓
<b>TOP PICK</b>	Prestige Red	11150	Dümmen Orange	ELS	8	●●●○○			Red	✓	✓	✓	✓	✓	✓
	Prestige Maroon	11156	Dümmen Orange	ELS	8.5	●●●○○			Maroon	✓	✓	✓	✓	✓	✓
<b>TOP PICK</b>	Red Soul	11323	Dümmen Orange	ELS	8	●●●○○	Yes		Red	✓	✓	✓	✓		
	Enduring Marble	11019	Dümmen Orange	ELS	8	●●●○○	Yes		Marble	✓	✓	✓	✓		
	Enduring Pink	11015	Dümmen Orange	ELS	8	●●●○○	Yes		Pink	✓	✓	✓	✓		
	Enduring Red	11010	Dümmen Orange	ELS	8	●●●○○	Yes		Red	✓	✓	✓	✓		
	Enduring White	11013	Dümmen Orange	ELS	8	●●●○○	Yes		White	✓	✓	✓	✓		
<b>TOP PICK</b>	Jubilee Jingle Bells	11036	Dümmen Orange	ELS	8	●●●○○	Yes	Yes	Red and white	✓	✓	✓	✓	✓	✓
<b>TOP PICK</b>	Jubilee Pink	11035	Dümmen Orange	ELS	8	●●●○○	Yes	Yes	Pink	✓	✓	✓	✓	✓	✓
<b>TOP PICK</b>	Jubilee Red	11030	Dümmen Orange	ELS	8	●●●○○	Yes	Yes	Red	✓	✓	✓	✓	✓	✓
<b>TOP PICK</b>	Jubilee White	11033	Dümmen Orange	ELS	8	●●●○○	Yes	Yes	White	✓	✓	✓	✓	✓	✓
<b>TOP PICK</b>	Viking Cinnamon	10657	Dümmen Orange	ETH	8	●●●○○	Yes	Yes	Pink orange	✓	✓	✓	✓	✓	✓
	Viking Red	10650	Dümmen Orange	ETH	8	●●●○○	Yes	Yes	Red	✓	✓	✓	✓	✓	✓
<b>NEW</b>	Viking Pro	10144	Dümmen Orange	ETH	8	●●●○○			Red	✓	✓	✓	✓	✓	✓
	Infinity Polar	10293	Dümmen Orange	ETH	8	●●●○○	Yes		White			✓	✓	✓	✓
	Infinity Red	10291	Dümmen Orange	ETH	8	●●●○○	Yes	Yes	Red			✓	✓	✓	✓
	Atla	11423	Dümmen Orange	ETH	8	●●●○○			Red	✓	✓	✓	✓		
	Burning Ember	10909	Dümmen Orange	ETH	8	●●●○○			Bright red	✓	✓	✓	✓	✓	✓
<b>NEW</b>	Imperial	10143	Dümmen Orange	ETH	8	●●●○○			Red			✓	✓	✓	
	Advantage Red	11324	Dümmen Orange	ELS	8	●●●○○			Red	✓	✓	✓	✓	✓	✓
	Matinée	10522	Dümmen Orange	ETH	8	●●●○○	Yes	Yes	Bright red			✓	✓	✓	
<b>NEW</b>	Prestigious Red	10120	Dümmen Orange	ELS	8	●●●○○			Red	✓	✓	✓	✓	✓	✓
	Scandic Early	10304	Dümmen Orange	ETH	8	●●●○○	Yes	Yes	Red	✓	✓				
<b>NEW</b>	Candy Cane	10153	Dümmen Orange	ETH	8	●●●○○			Red and white	✓	✓	✓	✓		
	Golden Glo	11431	Dümmen Orange	ELS	8	●○○○○	Yes		Yellow	✓	✓	✓			
<b>TOP PICK</b>	Polar Bear	11208	Dümmen Orange	ELS	8	●●●○○		Yes	White	✓	✓	✓	✓		
	White Wonder	10384	Dümmen Orange	ETH	8	●●●○○			White	✓	✓	✓	✓		
<b>NEW</b>	Frozen	11056	Dümmen Orange	ELS	8	●●●○○			White	✓	✓	✓	✓		
<b>NEW</b>	Early Polly's Pink	11055	Dümmen Orange	ELS	8	●●●●●			Pink	✓	✓	✓	✓		
	Maren	10416	Beckman	ELS	8	●●●○○			Pink	✓	✓	✓	✓		
	Marblestar	10419	Bevelander	ELS	8	●●●○○			Marble	✓	✓	✓	✓		
	Autumn Leaves	11391	Dümmen Orange	ELS	8	●○○○○	Yes		Golden peach	✓	✓	✓	✓		
	Sparkling Punch	11213	Dümmen Orange	ELS	8	●●●○○	Yes		Pink and white	✓	✓	✓	✓	✓	✓
<b>TOP PICK</b>	Ice Punch	11216	Dümmen Orange	ELS	8	●●●○○	Yes		Red and white	✓	✓	✓	✓	✓	✓



**Late Season**

8.5  
WEEKS



**CLASSIC Red**  
11180 | 8.5 WEEKS

## Classic

Excellent, vigorous series for straight-up color combinations and large container production.



**CLASSIC White**  
11183 | 8.5 WEEKS



## Euroglory

Dark-red, medium-sized bracts on an easy-to-produce plant. Suitable for long-distance transport.

**Euroglory**  
10220 | 8.5 WEEKS

Make a statement with this show-stopping red variety perfect for late-season impulse sales. This high-vigor poinsettia fills out larger containers nicely with large and dramatic, deep-red bracts. Suitable for any market, it boasts impressive heat tolerance making it a top performer for southern growers.

# Grande Italia

10330 | 8.5 WEEKS

**Cyathia are slow to open, providing long-lasting quality throughout the season.**



**Large, dark-red bracts hold strong color intensity.**

**Strong V-shaped plants with excellent branching for premium quality with high density production.**



## Protégé Dark Red

Strong root system suitable for ebb and flood production. Suitable for cold finishing. Rated "no heat delay" in trials.

**Protégé Dark Red**  
10661 | 8.5 WEEKS

## Prestige Maroon

Uniform, predictable growth throughout the season. Strong branching and predictable habit of the Prestige series, with maroon bract color.

**PRESTIGE Maroon**  
11156 | 8.5 WEEKS



## Winter Rose Dark Red

Ruffled bracts resemble roses for a unique holiday look. Narrow plant habit is great for straight-ups and combination plantings.

**Winter Rose Dark Red**  
11162 | 8.5 WEEKS



Southern Belle

## *Late Season*

# Southern Belle

This heat-tolerant, all-weather performer is an easy choice for both southern and northern growers. A medium-vigor selection, it is suitable for small and medium-sized containers with bright-red color and a strong V-shaped structure.



Southern Belle  
10908 | 8.5 WEEKS





## Red Glitter

Striking colors with horizontal bracts, ideal for tree forms, superior post-production characteristics and heat-tolerant.

**Red Glitter**  
11317 | 8.5 WEEKS



## Tapestry

Yellow and green variegated foliage. Excellent for combination plantings or as a stand-alone decorating accent.

**Tapestry**  
11107 | 8.5 WEEKS



**Late Season | 8.5 WEEKS**

Status	Variety Name	Variety Code	Breeder	Production Farm	Response Time, Weeks	Vigor	Heat Tolerant	Cold Tolerant	Bract Color	Mini	4"	6"	8"	10"	Tree
	Classic Red	11180	Dümmen Orange	ELS	8.5	●●●●●	Yes		Red			✓	✓	✓	✓
	Classic White	11183	Dümmen Orange	ELS	8.5	●●●●●	Yes		White			✓	✓	✓	✓
	Euroglory	10220	Dümmen Orange	ETH	8.5	●●●●○	Yes	Yes	Red	✓	✓	✓	✓	✓	✓
<b>TOP PICK</b>	Grande Italia	10330	Dümmen Orange	ETH	8.5	●●●●○	Yes	Yes	Dark red			✓	✓	✓	✓
	Protégé Dark Red	10661	Dümmen Orange	ETH	8.5	●●●●○		Yes	Dark red	✓	✓	✓	✓	✓	✓
	Prestige Maroon	11156	Dümmen Orange	ELS	8.5	●●●●○			Maroon	✓	✓	✓	✓	✓	✓
	Winter Rose Dark Red	11162	Dümmen Orange	ELS	8.5	●●●●○			Dark red	✓	✓	✓	✓	✓	✓
<b>TOP PICK</b>	Southern Belle	10908	Dümmen Orange	ETH	8.5	●●●●○	Yes		Red			✓	✓	✓	✓
<b>TOP PICK</b>	Red Glitter	11317	Dümmen Orange	ELS	8.5	●●●●○	Yes		Red + white	✓	✓	✓	✓	✓	✓
	Tapstry	11107	Dümmen Orange	ELS	8.5	●○○○○			Red	✓	✓	✓	✓		

# Euphorbia Hybrids



Following a recent expansion in breeding — with the addition of White Pearl, Soft Pink and Dark Pink — J'Adore is now a full lineup of colorful options. Plants are versatile with medium vigor, fitting into small and large containers. These novel hybrids are showy in form and color, and perfect for early-season sales.

# J'Adore Series

NEW

10156 | 7.5 WEEKS

Large, showy cyathia.



Outstanding self-branching capability.

Strong V-shaped habit for easy production.



**J'ADORE Dark Pink**  
10154 | 7.5 WEEKS



**J'ADORE White Pearl**  
10155 | 7.5 WEEKS



**J'ADORE Pink**  
10381 | 7.5 WEEKS



**J'ADORE Soft Pink**  
10156 | 7.5 WEEKS



PRINCETTIA Pure White

## *Euphorbia Hybrids*

### Princettia

These eye-catching and intense hybrids are available in three beautiful colors — Red, Pure White and Dark Pink. They are compact and early, making them a charming option for smaller applications — from miniature pots to mixed bowls.



PRINCETTIA Dark Pink  
11304 | 7.5 WEEKS



PRINCETTIA Pure White  
11311 | 7.5 WEEKS



PRINCETTIA Red  
11308 | 7.5 WEEKS

# Euphorbia Hybrids

## Luv U Pink

A standout in any setting, Luv U Pink is an explosive plant. The most vigorous in its class, it is suitable for larger containers as well as the landscape. It has a later response time compared to other euphorbias.



Luv U Pink



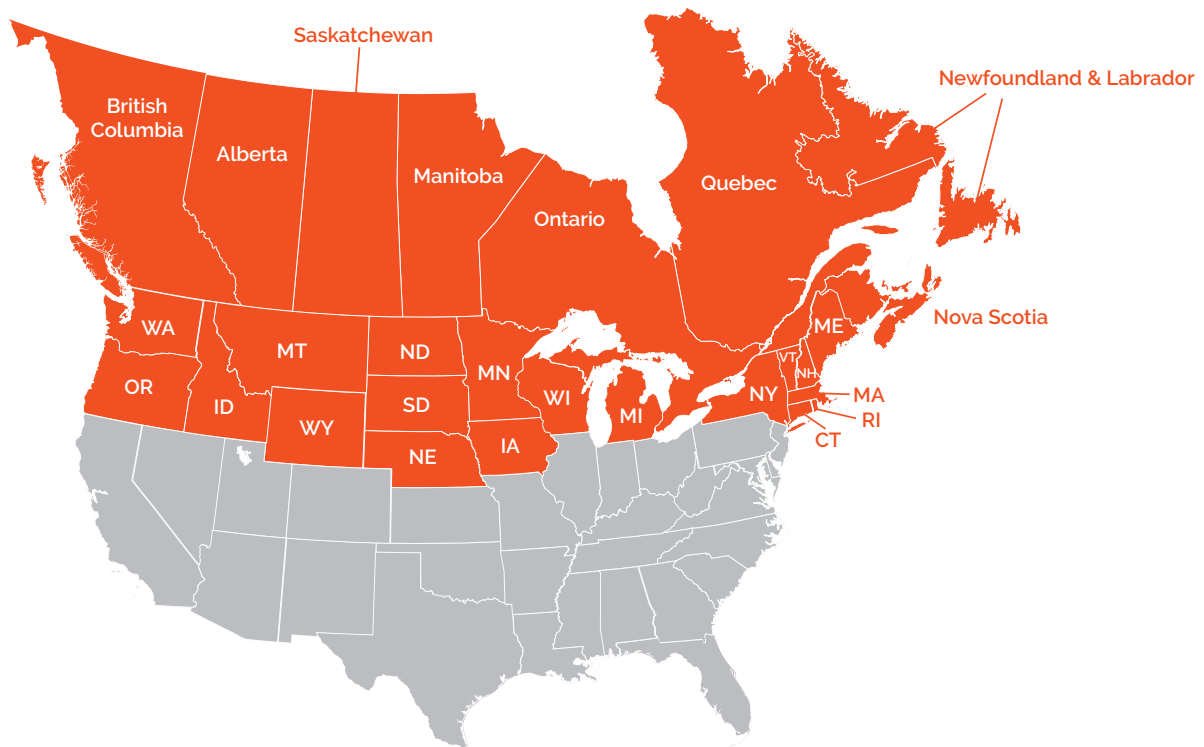
Luv U Pink  
11109 | 9 WEEKS

### Euphorbia Hybrids

Status	Variety Name	Variety Code	Breeder	Production Farm	Response Time, Weeks	Vigor	Heat Tolerant	Cold Tolerant	Bract Color	Mini	4"	6"	8"	10" Tree
	J'Adore Pink	10381	Dümmen Orange	ETH	7.5	●●●○○	Yes		Pink	✓	✓	✓	✓	
<b>NEW</b>	J'Adore Dark Pink	10154	Dümmen Orange	ETH	7.5	●●●○○	Yes		Pink	✓	✓	✓	✓	
<b>NEW</b>	J'Adore White Pearl	10155	Dümmen Orange	ETH	7.5	●●●○○	Yes		White	✓	✓	✓	✓	
<b>NEW</b>	J'Adore Soft Pink	10156	Dümmen Orange	ETH	7.5	●●●○○	Yes		Pink	✓	✓	✓	✓	
	Princettia Dark Pink	11304	Suntory	ELS	7.5	●○○○○	Yes	Yes	Dark pink	✓	✓	✓		
<b>TOP PICK</b>	Princettia Pure White	11311	Suntory	ELS	7.5	●○○○○	Yes	Yes	White	✓	✓	✓		
<b>TOP PICK</b>	Princettia Red	11308	Suntory	ELS	7.5	●○○○○	Yes	Yes	Red	✓	✓	✓		
<b>TOP PICK</b>	Luv U Pink	11109	Dümmen Orange	ELS	9	●●●●●	Yes	Yes	Pink	✓	✓	✓	✓	✓

# Variety Recommendations

## Northern Region



1



2



3



4



5



6



7



8

### North Region

	Variety Name	Variety Code	Response Time, Weeks	Vigor
1	Premium Red	10230	7	●●○○○
2	Prestige Red	11150	8	●●●○○
3	Ferrara	10897	7.5	●●●●○
4	Southern Belle	10908	8.5	●●○○○
5	Viking Red	10650	8	●●●○○
6	Polar Bear	11208	8	●●●○○
7	White Wonder	10384	8	●●●○○
8	Autumn Leaves	11391	8	●○○○○
9	Golden Glo	11431	8	●○○○○
10	Red Glitter	11317	8.5	●●●○○



9

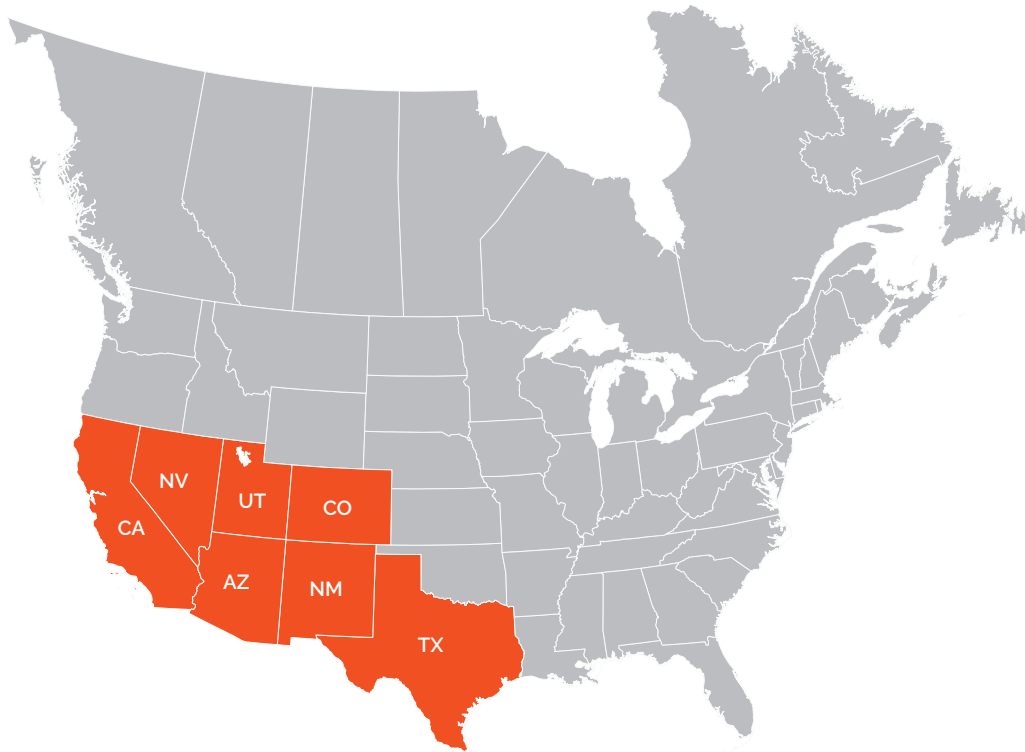


10



# Variety Recommendations

## Southwest Region



### Southwest Region

	Variety Name	Variety Code	Response Time, Weeks	Vigor
1	Premium Red	10230	7	●●○○○
2	Prestige Red	11150	8	●●●○○
3	Ferrara	10897	7.5	●●●●○
4	Jubilee Red	11030	8	●●●○○
5	Bravo Bright Red	10360	7.5	●●●○○
6	Premium Polar	10243	7.5	●○○○○
7	Premium Ice Crystal	10244	7.5	●○○○○
8	Winter Rose Dark Red	11162	8.5	●●○○○
9	Ice Punch	11216	8	●●●○○
10	Red Glitter	11317	8.5	●●●○○

# Variety Recommendations

## Deep South Region



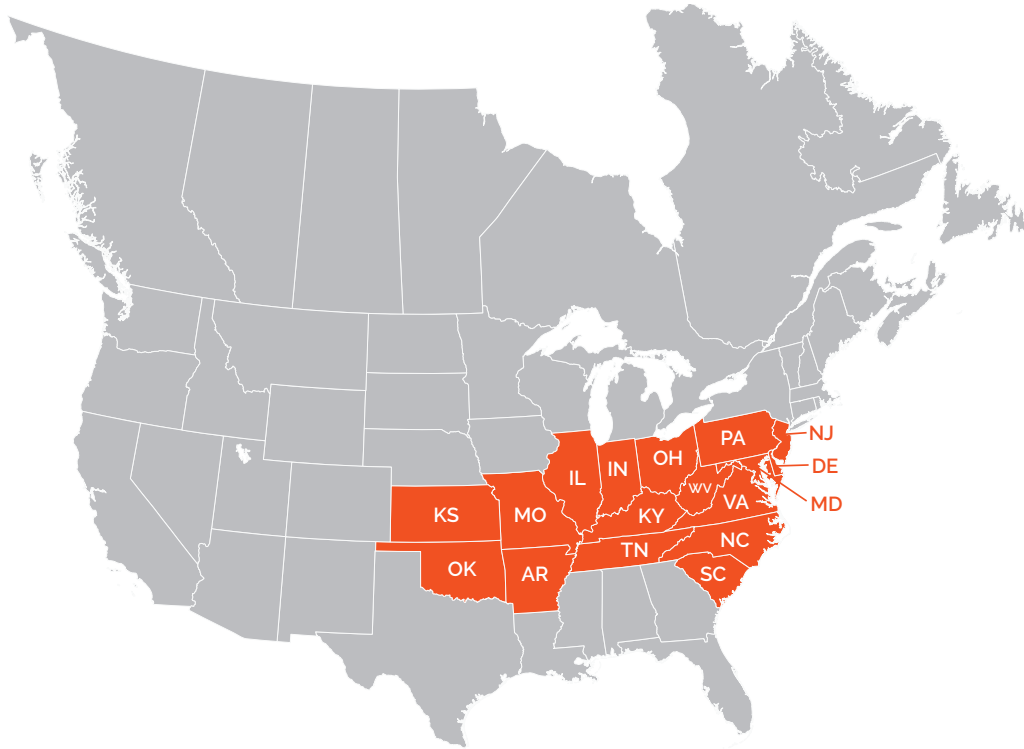
### Deep South Region

	Variety Name	Variety Code	Response Time, Weeks	Vigor
1	Premium Red	10230	7	●●○○○
2	Prestige Early Red	11151	7.5	●●●○○
3	Ferrara	10897	7.5	●●●●○
4	Southern Belle	10908	8.5	●●○○○
5	Red Soul	11323	8	●●○○○
6	Premium Polar	10243	7.5	●○○○○
7	White Wonder	10384	8	●●●○○
8	Luv U Pink	11109	9	●●●●●
9	Viking Cinnamon	10657	8	●●●○○
10	Ice Punch	11216	8	●●●○○



# Variety Recommendations

## Midwest/Mid-Atlantic Region



### Midwest/Mid-Atlantic Region

	Variety Name	Variety Code	Response Time, Weeks	Vigor
1	Premium Red	10230	7	●●○○○
2	Prestige Red	11150	8	●●●○○
3	Ferrara	10897	7.5	●●●●○
4	Southern Belle	10908	8.5	●●○○○
5	Enduring Red	11010	8	●●○○○
6	Protégé Dark Red	10661	8.5	●●●○○
7	Infinity Polar	10293	8	●●●●○
8	Polar Bear	11208	8	●●●○○
9	Premium Lipstick Pink	10235	7.5	●●○○○
10	Viking Cinnamon	10657	8	●●●○○



# INDEX

## Poinsettia | Assortment

Page	Status	Variety Name	Variety Code	Breeder	Production Farm	Response Time, Weeks	Vigor	Heat Tolerant	Cold Tolerant	Bract Color	Mini	4"	6"	8"	10"	Tree
27		Advantage Red	11324	Dümmen Orange	ELS	8	●●●○○			Red	✓	✓	✓	✓	✓	✓
15		Advent Red	11008	Dümmen Orange	ELS	6.5	●●●●●	Yes	Yes	Dark-red		✓	✓	✓	✓	✓
25		Atla	11423	Dümmen Orange	ETH	8	●●●○○			Red	✓	✓	✓	✓		
32		Autumn Leaves	11391	Dümmen Orange	ELS	8	●○○○○	Yes		Golden-peach	✓	✓	✓	✓		
14		Bravo Bright Red	10360	Dümmen Orange	ETH	7.5	●●●○○	Yes	Yes	Bright-red		✓	✓	✓	✓	✓
14		Bravo Pink	10894	Dümmen Orange	ETH	7.5	●●●○○		Yes	Pink		✓	✓	✓	✓	✓
14		Bravo White	10895	Dümmen Orange	ETH	7.5	●●●○○		Yes	White		✓	✓	✓	✓	✓
25		Burning Ember	10909	Dümmen Orange	ETH	8	●●●●○			Bright-red		✓	✓	✓	✓	✓
28	NEW	Candy Cane	10153	Dümmen Orange	ETH	8	●●●○○			Red + White	✓	✓	✓	✓		
35		Classic Red	11180	Dümmen Orange	ELS	8.5	●●●●●	Yes		Red			✓	✓	✓	✓
35		Classic White	11183	Dümmen Orange	ELS	8.5	●●●●●	Yes		White			✓	✓	✓	✓
31	NEW	Early Polly's Pink	11055	Dümmen Orange	ELS	8	●●●●●			Pink				✓	✓	✓
21		Enduring Marble	11019	Dümmen Orange	ELS	8	●●○○○	Yes		Marble		✓	✓	✓	✓	✓
21		Enduring Pink	11015	Dümmen Orange	ELS	8	●●○○○	Yes		Pink		✓	✓	✓	✓	✓
21		Enduring Red	11010	Dümmen Orange	ELS	8	●●○○○	Yes		Red		✓	✓	✓	✓	✓
21		Enduring White	11013	Dümmen Orange	ELS	8	●●○○○	Yes		White		✓	✓	✓	✓	✓
35		Euroglory	10220	Dümmen Orange	ETH	8.5	●●●○○	Yes	Yes	Red		✓	✓	✓	✓	✓
13	TOP PICK	Ferrara	10897	Dümmen Orange	ETH/ELS	7.5	●●●●○	Yes	Yes	Bright-red	✓	✓	✓	✓	✓	✓
12		Freedom Early Red	11191	Dümmen Orange	ELS	7	●●●○○		Yes	Red		✓	✓	✓	✓	✓
12		Freedom Pink	11024	Dümmen Orange	ELS	8	●●●○○	Yes	Yes	Pink		✓	✓	✓	✓	✓
12		Freedom Red	11020	Dümmen Orange	ELS	7.5	●●●○○	Yes	Yes	Red		✓	✓	✓	✓	✓
12		Freedom White	11022	Jacobsen	ELS	7.5	●●●○○	Yes	Yes	White		✓	✓	✓	✓	✓
30	NEW	Frozen	11056	Dümmen Orange	ELS	8	●●●●○			White		✓	✓	✓	✓	✓
29		Golden Glo	11431	Dümmen Orange	ELS	8	●○○○○	Yes		Yellow	✓	✓	✓			
36	TOP PICK	Grande Italia	10330	Dümmen Orange	ETH	8.5	●●●●○	Yes	Yes	Dark-red			✓	✓	✓	✓
32	TOP PICK	Ice Punch	11216	Dümmen Orange	ELS	8	●●●●○	Yes		Red + White		✓	✓	✓	✓	✓
26	NEW	Imperial	10143	Dümmen Orange	ETH	8	●●●●○			Red				✓	✓	✓
24		Infinity Polar	10293	Dümmen Orange	ETH	8	●●●●○	Yes		White				✓	✓	✓
24		Infinity Red	10291	Dümmen Orange	ETH	8	●●●●○	Yes	Yes	Red				✓	✓	✓
43	NEW	J'Adore Dark Pink	10154	Dümmen Orange	ETH	7.5	●●●○○	Yes		Pink	✓	✓	✓	✓		
43		J'Adore Pink	10381	Dümmen Orange	ETH	7.5	●●●○○	Yes		Pink	✓	✓	✓	✓		
42-43	NEW	J'Adore Soft Pink	10156	Dümmen Orange	ETH	7.5	●●●○○	Yes		Pink	✓	✓	✓	✓		
43	NEW	J'Adore White Pearl	10155	Dümmen Orange	ETH	7.5	●●●○○	Yes		White	✓	✓	✓	✓		
15		Jester Red	10994	Dümmen Orange	ELS	7.5	●○○○○	Yes	Yes	Red	✓	✓	✓	✓		
22	TOP PICK	Jubilee Jingle Bells	11036	Dümmen Orange	ELS	8	●●●○○	Yes	Yes	Red + White	✓	✓	✓	✓	✓	✓
22	TOP PICK	Jubilee Pink	11035	Dümmen Orange	ELS	8	●●●○○	Yes	Yes	Pink	✓	✓	✓	✓	✓	✓
22	TOP PICK	Jubilee Red	11030	Dümmen Orange	ELS	8	●●●○○	Yes	Yes	Red	✓	✓	✓	✓	✓	✓
22	TOP PICK	Jubilee White	11033	Dümmen Orange	ELS	8	●●●○○	Yes	Yes	White	✓	✓	✓	✓	✓	✓
45	TOP PICK	Luv U Pink	11109	Dümmen Orange	ELS	9	●●●●●	Yes	Yes	Pink	✓	✓	✓	✓	✓	✓
31		Marblestar	10419	Bevelander	ELS	8	●●●○○			Marble		✓	✓	✓	✓	✓
31		Maren	10416	Beckman	ELS	8	●●●○○			Pink		✓	✓	✓	✓	✓
27		Matinée	10522	Dümmen Orange	ETH	8	●●●●○	Yes	Yes	Bright-red				✓	✓	✓
29	TOP PICK	Polar Bear	11208	Dümmen Orange	ELS	8	●●●○○		Yes	White		✓	✓	✓	✓	✓
10		Premium Early Red	10241	Dümmen Orange	ETH	6	●○○○○	Yes	Yes	Red	✓	✓	✓	✓	✓	✓
10	TOP PICK	Premium Ice Crystal	10244	Dümmen Orange	ETH/ELS	7.5	●○○○○	Yes	Yes	Red + White	✓	✓	✓	✓	✓	✓
10		Premium Lipstick Pink	10235	Dümmen Orange	ETH	7.5	●●○○○	Yes	Yes	Pink	✓	✓	✓	✓	✓	✓
11		Premium Marble	10249	Dümmen Orange	ETH	7	●●○○○	Yes	Yes	Marble	✓	✓	✓	✓	✓	✓
10		Premium Picasso	10234	Dümmen Orange	ETH	7.5	●○○○○	Yes	Yes	Cream + Pink	✓	✓	✓	✓	✓	✓
11	TOP PICK	Premium Polar	10243	Dümmen Orange	ETH/ELS	7.5	●○○○○	Yes	Yes	White	✓	✓	✓	✓	✓	✓
11	TOP PICK	Premium Red	10230	Dümmen Orange	ETH/ELS	7	●○○○○	Yes	Yes	Red	✓	✓	✓	✓	✓	✓
11		Premium White	10233	Dümmen Orange	ETH	7	●○○○○	Yes	Yes	White	✓	✓	✓	✓	✓	✓
15,19		Prestige Early Red	11151	Dümmen Orange	ELS	7.5	●●●○○		Yes	Red	✓	✓	✓	✓	✓	✓
19,37		Prestige Maroon	11156	Dümmen Orange	ELS	8.5	●●●○○			Maroon	✓	✓	✓	✓	✓	✓
19	TOP PICK	Prestige Red	11150	Dümmen Orange	ELS	8	●●●○○			Red	✓	✓	✓	✓	✓	✓
27	NEW	Prestigious Red	10120	Dümmen Orange	ELS	7.5	●●●○○			Red	✓	✓	✓	✓	✓	✓
16		Prima Red 2.0	10524	Dümmen Orange	ETH	7.5	●●●●○		Yes	Red	✓	✓	✓	✓	✓	✓
44		Princettia Dark Pink	11304	Suntory	ELS	7.5	●○○○○	Yes	Yes	Dark-pink	✓	✓	✓			
44	TOP PICK	Princettia Pure White	11311	Suntory	ELS	7.5	●○○○○	Yes	Yes	White	✓	✓	✓			
44	TOP PICK	Princettia Red	11308	Suntory	ELS	7.5	●○○○○	Yes	Yes	Red	✓	✓	✓			
37		Protégé Dark Red	10661	Dümmen Orange	ETH	8.5	●●●○○		Yes	Dark-red		✓	✓	✓	✓	✓

Page	Status	Variety Name	Variety Code	Breeder	Production Farm	Response Time, Weeks	Vigor	Heat Tolerant	Cold Tolerant	Bract Color	Mini	4"	6"	8"	10"	Tree
39	TOP PICK	Red Glitter	11317	Dümmen Orange	ELS	8.5	●●●○○	Yes		Red + White	✓	✓	✓	✓	✓	✓
20	TOP PICK	Red Soul	11323	Dümmen Orange	ELS	8	●●○○○	Yes		Red	✓	✓	✓	✓		
27		Scandic Early	10304	Dümmen Orange	ETH	8	●●●●○	Yes	Yes	Red	✓	✓				
38	TOP PICK	Southern Belle	10908	Dümmen Orange	ETH	8.5	●●○○○	Yes		Red			✓	✓	✓	✓
32		Sparkling Punch	11213	Dümmen Orange	ELS	8	●●○○○	Yes		Pink + White		✓	✓	✓	✓	✓
39		Tapestry	11107	Dümmen Orange	ELS	8.5	●○○○○			Red	✓	✓	✓	✓		
16		Tikal	11203	Dümmen Orange	ELS	7.5	●●●●●	Yes		Red			✓	✓	✓	✓
23	TOP PICK	Viking Cinnamon	10657	Dümmen Orange	ETH	8	●●●○○	Yes	Yes	Pink-orange		✓	✓	✓	✓	✓
23	NEW	Viking Pro	10144	Dümmen Orange	ETH	8	●●●○○			Red	✓	✓	✓	✓	✓	
23		Viking Red	10650	Dümmen Orange	ETH	8	●●●○○	Yes	Yes	Red		✓	✓	✓	✓	✓
29		White Wonder	10384	Dümmen Orange	ETH	8	●●●○○			White	✓	✓	✓	✓		
37		Winter Rose Dark Red	11162	Dümmen Orange	ELS	8.5	●●○○○			Dark-red	✓	✓	✓	✓		✓
16	TOP PICK	Winter Rose Early Red	10993	Dümmen Orange	ELS	7.5	●○○○○	Yes		Red	✓	✓	✓	✓		

## Poinsettia | Substitution list

Status	Variety Name	Variety Code	Substitution Variety	Substitution Variety Code
DROP	Green Envy 2019	11433		
DROP	Peterstar Red	11070	Jubilee Red	11030
DROP	Peterstar White	11073	Jubilee White	11033
DROP	Snowcap	11212	Frozen	11056
DROP	Majestic Pink	11345	Freedom Pink	11024
DROP	Princettia Hot Pink	11306	J'Adore Dark Pink	10154
DROP	Princettia Pink	11305	J'Adore Soft Pink	10156
DROP	Princettia Queen Pink	11309	J'Adore Pink	10381

## Vigor

- Compact
- Medium-compact
- Medium
- Medium-vigorous
- Vigorous



New variety

TOP PICK

Best seller

WEEKS

Response time

## Production Farm

ETH	Ethiopia
ELS	El Salvador

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