



DÜMMEN
ORANGE®



POINSETTIAS

2024

Dümmen Orange Plant Breeder Named **RECIPIENT OF 2023 PAUL ECKE JR. AWARD** *by San Diego Botanic Garden*



Senior plant breeder and manager Dr. Ruth Kobayashi

CONGRATULATIONS, DR. KOBAYASHI!

We at Dümmen Orange have always known that Dr. Ruth Kobayashi has a special gift for breeding and selection. Her latest award cements her as truly one of the best in the business.

Dr. Kobayashi recently received the 2023 Paul Ecke Jr. Award of Excellence from the Encinitas-based San Diego Botanic Garden. And how fitting that she would be

honored with an award named after the horticulture industry legend Paul Ecke Jr., considering that Dr. Kobayashi originally joined the Paul Ecke Ranch team back in 1995. It was our good fortune a plant breeder of such talent was on staff when Dümmen Orange acquired the Ecke Ranch in 2013.

Dr. Kobayashi is among the world's top breeders of cut flowers, potted plants, succulents, perennials, and annuals. She is currently focusing her talents on developing new and novel types of New Guinea impatiens and poinsettia varieties. In fact, as you go through this very catalog, you'll see more than a few varieties that are the handiwork of Dr. Kobayashi, such as the groundbreaking and amazingly beautiful varieties Norwin Orange, Golden Glo, Green Envy, and Autumn Leaves (see pages 2-3), which introduced new poinsettia colors to the market. In fact, in 2015 Japan Flower Selection chose Autumn Leaves for its "Best Flower Award" for pot plants, one of the most competitive awards for the Japanese market. Another variety highlight for Dr. Kobayashi is the first interspecific euphorbia hybrid, Luv U Pink. This hybrid has singlehandedly opened new markets and new holidays for poinsettias. Over her nearly 30-year career, Dr. Kobayashi has developed more than 90 poinsettia varieties, and we can't wait to see what she creates next.

Congratulations, Ruth!

We are so very grateful to have your talent, your direction and your enduring enthusiasm on our team.



Table of Contents

POINSETTIAS

02 Fall Favorites

04 Early Season

06 Premium Family

08 Freedom Family

09 Ferrara

09 Prestige Early Red

10 Advent Red

10 Winter Rose Early Red

12 Mid Season

14 Candy Cane

15 Red Ribbons **NEW**

16 Prestigious

17 Prestige Family

18 Enduring Family

19 Jubilee Family

20 Viking Family

21 FabYULEous

22 Atla

22 Red Soul

23 Runway Red

23 Viking Pro

24 Imperial

25 Flurry

26 Frozen

27 Polar Bear

28 Tidings

29 Marblestar

29 Maren

30 Early Polly's Pink

31 Ice Punch

34 Late Season

36 Red Jewel **NEW**

37 Red Glitter

38 Grande Italia

39 Classic Family

40 Tapestry

41 Winter Rose Dark Red

42 Southern Belle

44 Novelty

46 Green Envy

47 Autumn Leaves

48 Golden Glo

49 Norwin Orange

51 Specialty

52 Minis

53 Combinations

54 Cut Flowers

56 Euphorbia Hybrids

58 J'Adore Family

59 Luv U Pink

60 Product Information + Index



Cover image:
Poinsettia
FabYULEous
10104



Autumn Leaves
11391 | 8 weeks



Golden Glo
11431 | 8 weeks



FALL FAVORITES

Our diverse novelty poinsettia breeding offers beautiful autumnal tones that go beyond traditional reds. Natural early timing allows growers to easily offer an early assortment at retail; no black cloth is required to achieve pre-Thanksgiving sales! These early performers with warm autumn hues are the perfect way to earn holiday sales faster. Autumn Leaves has become a consumer staple for Thanksgiving tablescapes and will transition beautifully into your Christmas decor. Paired with the brilliant Norwin Orange, illuminating Golden Glo and the unique Green Envy, this becomes the perfect collection for stylish autumn merchandising.



Norwin Orange
11081 | 8 weeks

Green Envy
11433 | 7.5 weeks



EARLY SEASON

6-7.5 WEEKS



Poinsettia Early Season | Premium Family



The Premium Family has been a legacy program for greenhouse growers around the world. This exceptional collection has the traditional reds and white, but also many unique standouts like Ice Crystal and Picasso. Premium varieties finish early with lower vigor for small- to mid-sized containers and early season sales.



Premium Early Red
10241 | 6 weeks



Premium Red
10230 | 7 weeks



Premium Polar
10243 | 7.5 weeks



Premium White
10233 | 7 weeks



Premium Ice Crystal
10244 | 7.5 weeks



Premium Picasso
10234 | 7.5 weeks



Premium Marble
10249 | 7.5 weeks



Premium Lipstick Pink
10235 | 7.5 weeks

Poinsettia Early Season | Premium Family

Status	Variety Name	Variety Code	Production Farm	Natural Response Time	Vigor	Bract Color	4"	6"	8"	10"	Tree
TOP	Premium Early Red	10241	ELS	6 weeks	Compact	Red	✓	✓	✓	✓	
	Premium Ice Crystal	10244	ELS	7.5 weeks	Compact	Red White	✓	✓	✓	✓	
	Premium Lipstick Pink	10235	ELS	7.5 weeks	Medium-compact	Pink	✓	✓	✓	✓	
	Premium Marble	10249	ELS	7 weeks	Medium-compact	Marble	✓	✓	✓	✓	
	Premium Picasso	10234	ELS	7.5 weeks	Compact	Cream Pink	✓	✓	✓	✓	
	Premium Polar	10243	ELS	7.5 weeks	Compact	White	✓	✓	✓	✓	
TOP	Premium Red	10230	ELS	7 weeks	Medium-compact	Red	✓	✓	✓	✓	
	Premium White	10233	ELS	7 weeks	Medium-compact	White	✓	✓	✓	✓	



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

Poinsettia Early Season | Freedom Family

Status	Variety Name	Variety Code	Production Farm	Natural Response Time	Vigor	Bract Color	4"	6"	8"	10"	Tree
	Freedom Early Red	11191	ELS	7 weeks	Medium	Red	✓	✓	✓	✓	
	Freedom Pink	11024	ELS	8 weeks	Medium	Pink	✓	✓	✓	✓	
TOP	Freedom Red	11020	ELS	7.5 weeks	Medium	Red	✓	✓	✓	✓	✓
	Freedom White	11022	ELS	7.5 weeks	Medium	White	✓	✓	✓	✓	✓

Poinsettia Early Season | Ferrara



Ferrara
10897 | 7.5 weeks

Strong vigor and a fast response time make this standout a top pick for the grower. This reliable variety offers excellent branching and a V-shaped habit making it ideal for production sleeving and production. It is a newer stand-alone selection that boasts beautiful, deep-red bracts and is perfect as an upscale decoration.

Poinsettia Early Season | Ferrara

Status	Variety Name	Variety Code	Production Farm	Natural Response Time	Vigor	Bract Color	4"	6"	8"	10"	Tree
TOP	Ferrara	10897	ELS	7.5 weeks	Medium-vigorous	Bright Red	✓	✓	✓	✓	✓

Poinsettia Early Season | Prestige Early Red



Prestige Early Red
11151 | 7.5 weeks

Prestige Early Red has predictable growth throughout the season.

Poinsettia Early Season | Prestige Early Red

Status	Variety Name	Variety Code	Production Farm	Natural Response Time	Vigor	Bract Color	4"	6"	8"	10"	Tree
	Prestige Early Red	11151	ELS	7.5 weeks	Medium	Red	✓	✓	✓	✓	✓

Poinsettia Early Season | Advent Red



Advent Red
11008 | 6.5 WEEKS

Very early variety with large bracts and cyathia. Advent Red is known for its landscape performance in southern climates.

Poinsettia Early Season | Advent Red

Status	Variety Name	Variety Code	Production Farm	Natural Response Time	Vigor	Bract Color	4"	6"	8"	10"	Tree
	Advent Red	11008	ELS	6.5 weeks	Vigorous	Dark Red	✓	✓	✓	✓	✓

Poinsettia Early Season | Winter Rose Early Red



Winter Rose Early Red
10993 | 7.5 weeks

An early-season specialty variety, Winter Rose Early Red have ruffled bracts which resemble roses. The narrow plant habit is great for straight-ups and combination plantings for a unique holiday look.

Poinsettia Early Season | Winter Rose Early Red

Status	Variety Name	Variety Code	Production Farm	Natural Response Time	Vigor	Bract Color	4"	6"	8"	10"	Tree
TOP	Winter Rose Early Red	10993	ELS	7.5 weeks	Compact	Red	✓	✓	✓		



Poinsettia Early Season | 6-7.5 Weeks

Status	Variety Name	Variety Code	Production Farm	Natural Response Time	Vigor	Bract Color	4"	6"	8"	10"	Tree
	Advent Red	11008	ELS	6.5 weeks	Vigorous	Dark Red	✓	✓	✓	✓	✓
TOP	Ferrara	10897	ELS	7.5 weeks	Medium-vigorous	Bright Red	✓	✓	✓	✓	✓
	Freedom Early Red	11191	ELS	7 weeks	Medium	Red	✓	✓	✓	✓	
	Freedom Pink	11024	ELS	8 weeks	Medium	Pink	✓	✓	✓	✓	
	Freedom Red	11020	ELS	7.5 weeks	Medium	Red	✓	✓	✓	✓	✓
	Freedom White	11022	ELS	7.5 weeks	Medium	White	✓	✓	✓	✓	✓
	Green Envy	11433	ELS	7.5 weeks	Medium-compact	Green	✓	✓	✓		
	Premium Early Red	10241	ELS	6 weeks	Compact	Red	✓	✓	✓	✓	
	Premium Ice Crystal	10244	ELS	7.5 weeks	Compact	Red White	✓	✓	✓	✓	
	Premium Lipstick Pink	10235	ELS	7.5 weeks	Medium-compact	Pink	✓	✓	✓	✓	
	Premium Marble	10249	ELS	7 weeks	Medium-compact	Marble	✓	✓	✓	✓	
	Premium Picasso	10234	ELS	7.5 weeks	Compact	Cream Pink	✓	✓	✓	✓	
	Premium Polar	10243	ELS	7.5 weeks	Compact	White	✓	✓	✓	✓	
TOP	Premium Red	10230	ELS	7 weeks	Medium-compact	Red	✓	✓	✓	✓	
	Premium White	10233	ELS	7 weeks	Medium-compact	White	✓	✓	✓	✓	
	Prestige Early Red	11151	ELS	7.5 weeks	Medium	Red	✓	✓	✓	✓	✓
TOP	Winter Rose Early Red	10993	ELS	7.5 weeks	Compact	Red	✓	✓	✓		



MID SEASON

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
10153 | 8 weeks

Poinsettia Mid Season | Candy Cane

Status	Variety Name	Variety Code	Production Farm	Natural Response Time	Vigor	Bract Color	4"	6"	8"	10"	Tree
TOP	Candy Cane	10153	ELS	8 weeks	Medium	Red White	✓	✓	✓		



Introducing Red Ribbons, a true innovation with uniquely shaped bracts and leaves. Red Ribbons is easy to grow with a low to medium vigor and its free branching allows the florist-type quality. With its uniquely shaped oak leaf bracts in bold red color and abundant cyathia, it will be the perfect plant to use with foliage combinations or as a novelty standalone.



NEW

Red Ribbons
11065 | 8.5 weeks

Poinsettia Mid Season | Red Ribbons

Status	Variety Name	Variety Code	Production Farm	Natural Response Time	Vigor	Bract Color	4"	6"	8"	10"	Tree
NEW	Red Ribbons	11065	ELS	8 weeks	Medium	Red	✓	✓	✓	✓	



One of our most exceptional varieties with mid-vigor and mid-season performance. The plant is extremely tough, handling dropping, sleeving, and shipping with ease. Consumers will love Prestigious with the dark-red textured bracts on a classic green foliage.



Prestigious
10120 | 8 weeks

Poinsettia Mid Season | Prestigious

Status	Variety Name	Variety Code	Production Farm	Natural Response Time	Vigor	Bract Color	4"	6"	8"	10"	Tree
TOP	Prestigious	10120	ELS	8 weeks	Medium	Red	✓	✓	✓	✓	✓



This mid-season collection stands out at retail with reliable and long-lasting shelf life. Prestige is versatile in use and adaptable to any container size.



Prestige Red
11150 | 8 weeks

Prestige Maroon
11156 | 8.5 weeks

Poinsettia Mid-Late Season | Prestige

Status	Variety Name	Variety Code	Production Farm	Natural Response Time	Vigor	Bract Color	4"	6"	8"	10"	Tree
	Prestige Maroon	11156	ELS	8.5 weeks	Medium	Maroon	✓	✓	✓	✓	✓
TOP	Prestige Red	11150	ELS	8 weeks	Medium	Red	✓	✓	✓	✓	✓



The Enduring family fills the mid-season holiday call with their attractive oak leaf-shaped bract in red, white, pink and marble. Enduring colors are tried and true in all regions and work well mixed in duo or tri-color pots.



Enduring Red
11010 | 8 weeks



Enduring White
11013 | 8 weeks



Enduring Pink
11015 | 8 weeks



Enduring Marble
11019 | 8 weeks

Poinsettia Mid Season | Enduring Family

Status	Variety Name	Variety Code	Production Farm	Natural Response Time	Vigor	Bract Color	4"	6"	8"	10"	Tree
	Enduring Marble	11019	ELS	8 weeks	Medium-compact	Marble	✓	✓	✓	✓	
	Enduring Pink	11015	ELS	8 weeks	Medium-compact	Pink	✓	✓	✓	✓	
	Enduring Red	11010	ELS	8 weeks	Medium-compact	Red	✓	✓	✓	✓	
	Enduring White	11013	ELS	8 weeks	Medium-compact	White	✓	✓	✓	✓	



The mid-season Jubilee family is available in Red, White, Pink and the novel Jingle Bells – a striking red and pink bicolored variety – and 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 Red
11030 | 8 weeks



Jubilee White
11033 | 8 weeks



Jubilee Pink
11035 | 8 weeks



Jubilee Jingle Bells
11036 | 8 weeks

Poinsettia Mid Season | Jubilee Family

Status	Variety Name	Variety Code	Production Farm	Natural Response Time	Vigor	Bract Color	4"	6"	8"	10"	Tree
	Jubilee Jingle Bells	11036	ELS	8 weeks	Medium	Red White	✓	✓	✓	✓	✓
	Jubilee Pink	11035	ELS	8 weeks	Medium	Pink	✓	✓	✓	✓	✓
	Jubilee Red	11030	ELS	8 weeks	Medium	Red	✓	✓	✓	✓	✓
	Jubilee White	11033	ELS	8 weeks	Medium	White	✓	✓	✓	✓	✓



This mid-season 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 Red
10650 | 8 weeks

Viking Cinnamon
10657 | 8 weeks

Poinsettia Mid Season | Viking

Status	Variety Name	Variety Code	Production Farm	Natural Response Time	Vigor	Bract Color	4"	6"	8"	10"	Tree
	Viking Cinnamon	10657	ELS	8 weeks	Medium	Pink Orange	✓	✓	✓	✓	✓
	Viking Red	10650	ELS	8 weeks	Medium	Red	✓	✓	✓	✓	✓



We believe the name speaks for itself, as this variety is nearly perfect for any situation. FabYULEous has an elegant dark-red bract color for a warm Christmas mood. The plants have a moderate habit that requires very little growth regulators.



FabYULEous
10104 | 8 weeks

Poinsettia Mid Season | FabYULEous

Status	Variety Name	Variety Code	Production Farm	Natural Response Time	Vigor	Bract Color	4"	6"	8"	10"	Tree
TOP	FabYULEous	10104	ELS	8 weeks	Medium	Red	✓	✓	✓	✓	



Atla
11423 | 8 weeks

This strong, bright-red mid-season performer is a perfect pick for mass production. Atla has a strong V-shaped habit, perfect for high-density production, and the medium-sized bracts make sleeving and shipping a breeze.

Poinsettia Mid Season | Atla

Status	Variety Name	Variety Code	Production Farm	Natural Response Time	Vigor	Bract Color	4"	6"	8"	10"	Tree
	Atla	11423	ELS	8 weeks	Medium	Red	✓	✓	✓		



Red Soul
11323 | 8 weeks

This gorgeous mid-season variety's deep velvet-red bracts are striking against intense, dark-green foliage. A standout in all climates, especially the South, Red Soul exhibits excellent heat tolerance on a medium-vigor plant.

Poinsettia Mid Season | Red Soul

Status	Variety Name	Variety Code	Production Farm	Natural Response Time	Vigor	Bract Color	4"	6"	8"	10"	Tree
TOP	Red Soul	11323	ELS	8 weeks	Medium-compact	Red	✓	✓	✓		

Poinsettia Mid Season | Runway Red



Runway Red
10101 | 8 week

Runway Red will grab attention with the large, vivid red bracts and boldly presented cyathia. This industrial strength variety has strong vigor and a broad and spacious habit for bold presentations, while also having the durability to go the distance throughout the season.

Poinsettia Mid Season | Runway Red

Status	Variety Name	Variety Code	Production Farm	Natural Response Time	Vigor	Bract Color	4"	6"	8"	10"	Tree
	Runway Red	10101	ELS	8 weeks	Medium	Red	✓	✓	✓	✓	

Poinsettia Mid Season | Viking Pro



Viking Pro
10144 | 8 weeks

Offering a similar bract shape and color to the favorite Viking Red, Viking Pro exhibits a more compact stature in comparison. Attractive bracts contrast beautifully against the vivid yellow cyathia and dark green foliage.

Poinsettia Mid Season | Viking Pro

Status	Variety Name	Variety Code	Production Farm	Natural Response Time	Vigor	Bract Color	4"	6"	8"	10"	Tree
TOP	Viking Pro	10144	ELS	8 weeks	Medium	Red	✓	✓	✓	✓	



Imperial is the perfect plant for late November and early December sales. Imperial stands out with its sturdy plant structure and vibrant red large showy bracts; it adds pronounced color to any holiday presentation.



Imperial
10143 | 8 weeks

Poinsettia Mid Season | Imperial

Status	Variety Name	Variety Code	Production Farm	Natural Response Time	Vigor	Bract Color	4"	6"	8"	10"	Tree
TOP	Imperial	10143	ELS	8 weeks	Medium-vigorous	Red		✓	✓	✓	



Flurry is hitting the scene as our brightest white yet. With a traditional bract presentation and dark green foliage, it will become the staple white in your program. Flurry is a robust plant from roots to shoots for production ease with controllable vigor suitable for various container sizes. Flurry is an outstanding choice for painted programs with large, flat bracts.



Flurry
11051 | 8 weeks

Poinsettia Mid Season | Flurry

Status	Variety Name	Variety Code	Production Farm	Natural Response Time	Vigor	Bract Color	4"	6"	8"	10"	Tree
	Flurry	11051	ELS	8 weeks	Medium-vigorous	White	✓	✓	✓	✓	

Poinsettia Mid Season | Frozen



One of the cleanest and purest white poinsettias available, consumers will appreciate how the bracts simply light up against the dark foliage.



Frozen
11056 | 8 weeks

Poinsettia Mid Season | Frozen

Status	Variety Name	Variety Code	Production Farm	Natural Response Time	Vigor	Bract Color	4"	6"	8"	10"	Tree
TOP	Frozen	11056	ELS	8 weeks	Medium-vigorous	White	✓	✓	✓	✓	



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



Polar Bear
11208 | 8 weeks

Poinsettia Mid Season | Polar Bear

Status	Variety Name	Variety Code	Production Farm	Natural Response Time	Vigor	Bract Color	4"	6"	8"	10"	Tree
	Polar Bear	11208	ELS	8 weeks	Medium	White	✓	✓	✓	✓	



Tidings varieties are an elegant addition to the modern-day Christmas décor. Both Tidings Light Pink and Tidings Dark Pink are reverse sports from one another, making them an ideal pair in both production and retail settings. These varieties have a dense, medium habit with large, florist-quality bracts finishing with a sophisticated quality.



Tidings Light Pink
11048 | 8 WEEKS



Tidings Dark Pink
11049 | 8 WEEKS

Poinsettia Mid Season | Tidings

Status	Variety Name	Variety Code	Production Farm	Natural Response Time	Vigor	Bract Color	4"	6"	8"	10"	Tree
TOP	Tidings Dark Pink	11049	ELS	8 weeks	Medium	Pink Dark Pink	✓	✓	✓	✓	
	Tidings Light Pink	11048	ELS	8 weeks	Medium	Pink Light Pink	✓	✓	✓	✓	



Marblestar
10419 | 8 WEEKS

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

Poinsettia Mid Season | Marblestar

Status	Variety Name	Variety Code	Production Farm	Natural Response Time	Vigor	Bract Color	4"	6"	8"	10"	Tree
	Marblestar	10419	ELS	8 weeks	Medium	Marble	✓	✓	✓	✓	



Maren
10416 | 8 weeks

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

Poinsettia Mid Season | Maren

Status	Variety Name	Variety Code	Production Farm	Natural Response Time	Vigor	Bract Color	4"	6"	8"	10"	Tree
	Maren	10416	ELS	8 weeks	Medium-vigorous	Pink	✓	✓	✓	✓	



The brightest pink bracts available in a poinsettia. Early Polly's Pink displays an extremely vibrant color at retail and the vigorous plants are great for larger containers and premium presentations.



Early Polly's Pink
11055 | 8 weeks

Poinsettia Mid Season | Early Polly's Pink

Status	Variety Name	Variety Code	Production Farm	Natural Response Time	Vigor	Bract Color	4"	6"	8"	10"	Tree
TOP	Early Polly's Pink	11055	ELS	8 weeks	Vigorous	Pink		✓	✓	✓	



Ice Punch has a truly novel bicolor effect with deep cranberry-red bracts, frosted over with an icy white center.



Ice Punch
11216 | 8 weeks

Poinsettia Mid Season | Ice Punch

Status	Variety Name	Variety Code	Production Farm	Natural Response Time	Vigor	Bract Color	4"	6"	8"	10"	Tree
	Ice Punch	11216	ELS	8 weeks	Medium	Red White	✓	✓	✓	✓	✓





Poinsettia Mid Season | 8 Weeks

Status	Variety Name	Variety Code	Production Farm	Natural Response Time	Vigor	Bract Color	4"	6"	8"	10"	Tree
	Atla	11423	ELS	8 weeks	Medium	Red	✓	✓	✓		
	Autumn Leaves	11391	ELS	8 weeks	Compact	Golden Peach	✓	✓	✓		
	Candy Cane	10153	ELS	8 weeks	Medium	Red White	✓	✓	✓		
	Early Polly's Pink	11055	ELS	8 weeks	Vigorous	Pink		✓	✓	✓	
	Enduring Marble	11019	ELS	8 weeks	Medium-compact	Marble	✓	✓	✓	✓	
	Enduring Pink	11015	ELS	8 weeks	Medium-compact	Pink	✓	✓	✓	✓	
	Enduring Red	11010	ELS	8 weeks	Medium-compact	Red	✓	✓	✓	✓	
	Enduring White	11013	ELS	8 weeks	Medium-compact	White	✓	✓	✓	✓	
TOP	FabYULEous	10104	ELS	8 weeks	Medium	Red	✓	✓	✓	✓	
	Flurry	11051	ELS	8 weeks	Medium-vigorous	White	✓	✓	✓	✓	
TOP	Frozen	11056	ELS	8 weeks	Medium-vigorous	White	✓	✓	✓	✓	
	Golden Glo	11431	ELS	8 weeks	Compact	Yellow	✓	✓			
TOP	Ice Punch	11216	ELS	8 weeks	Medium	Red White	✓	✓	✓	✓	✓
TOP	Imperial	10143	ELS	8 weeks	Medium-vigorous	Red		✓	✓	✓	
	Jubilee Jingle Bells	11036	ELS	8 weeks	Medium	Red White	✓	✓	✓	✓	✓
	Jubilee Pink	11035	ELS	8 weeks	Medium	Pink	✓	✓	✓	✓	✓
	Jubilee Red	11030	ELS	8 weeks	Medium	Red	✓	✓	✓	✓	✓
	Jubilee White	11033	ELS	8 weeks	Medium	White	✓	✓	✓	✓	✓
	Marblestar	10419	ELS	8 weeks	Medium	Marble	✓	✓	✓	✓	
	Maren	10416	ELS	8 weeks	Medium-vigorous	Pink	✓	✓	✓	✓	
	Norwin Orange	11081	ELS	8 weeks	Medium	Orange					
	Polar Bear	11208	ELS	8 weeks	Medium	White	✓	✓	✓	✓	
	Prestige Maroon	11156	ELS	8 weeks	Medium	Maroon	✓	✓	✓	✓	✓
TOP	Prestige Red	11150	ELS	8 weeks	Medium	Red	✓	✓	✓	✓	✓
TOP	Prestigious	10120	ELS	8 weeks	Medium	Red	✓	✓	✓	✓	✓
TOP	Red Soul	11323	ELS	8 weeks	Medium-compact	Red	✓	✓	✓		
TOP	Runway Red	10101	ELS	8 weeks	Medium	Red	✓	✓	✓	✓	
TOP	Tidings Dark Pink	11049	ELS	8 weeks	Medium	Pink Dark Pink	✓	✓	✓	✓	
	Tidings Light Pink	11048	ELS	8 weeks	Medium	Pink Light Pink	✓	✓	✓	✓	
	Viking Cinnamon	10657	ELS	8 weeks	Medium	Pink Orange	✓	✓	✓	✓	✓
TOP	Viking Pro	10144	ELS	8 weeks	Medium	Red	✓	✓	✓	✓	
	Viking Red	10650	ELS	8 weeks	Medium	Red	✓	✓	✓	✓	✓





LATE SEASON

8.5 WEEKS



Red Jewel will be the new showstopper for mid-to-late-season sales with its full body yet controllable growth. The saturated dark red bracts look elegant over the dark green foliage, creating an elegant and upscale looking Poinsettia.



NEW

Red Jewel
11072 | 8.5 weeks

Poinsettia Late Season | Red Jewel

Status	Variety Name	Variety Code	Production Farm	Natural Response Time	Vigor	Bract Color	4"	6"	8"	10"	Tree
NEW	Red Jewel	11072	ELS	8.5 weeks	Medium-compact	Red	✓	✓	✓	✓	



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



Red Glitter
11317 | 8.5 weeks

Poinsettia Late Season | Red Glitter

Status	Variety Name	Variety Code	Production Farm	Natural Response Time	Vigor	Bract Color	4"	6"	8"	10"	Tree
TOP	Red Glitter	11317	ELS	8.5 weeks	Medium	Red White	✓	✓	✓	✓	✓



Make a statement with this showstopping red variety, perfect for late-season quality sales. This high-vigor poinsettia fills out larger containers nicely with large and dramatic, deep red bracts. Cyathia are slow to open, providing the longest-lasting quality throughout the season.



Poinsettia Late Season | Grande Italia

Status	Variety Name	Variety Code	Production Farm	Natural Response Time	Vigor	Bract Color	4"	6"	8"	10"	Tree
	Grande Italia	10330	ELS	8.5 weeks	Medium-vigorous	Dark Red	✓	✓	✓	✓	



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



Classic White
11183 | 8.5 WEEKS



Classic Red
11180 | 8.5 WEEKS

Poinsettia Late Season | Classic

Status	Variety Name	Variety Code	Production Farm	Natural Response Time	Vigor	Bract Color	4"	6"	8"	10"	Tree
	Classic Red	11180	ELS	8.5 weeks	Vigorous	Red		✓	✓	✓	✓
	Classic White	11183	ELS	8.5 weeks	Vigorous	White		✓	✓	✓	✓



Tapestry makes an elegant statement with green foliage highlighted with a luxe gold margin. Excellent for combination plantings or as a standalone decorative accent among traditional red varieties.



Tapestry
11107 | 8.5 weeks

Poinsettia Late Season | Tapestry

Status	Variety Name	Variety Code	Production Farm	Natural Response Time	Vigor	Bract Color	4"	6"	8"	10"	Tree
	Tapestry	11107	ELS	8.5 weeks	Compact	Red	✓	✓	✓		



The ruffled bracts resemble roses for a unique holiday look. The narrow plant habit is great for straight-ups and combination plantings. And originally bred from cutflower production varieties, Winter Rose Dark Red has phenomenal vase life and makes unique Christmas bouquets.



Winter Rose Dark Red
11162 | 8.5 weeks

Poinsettia Late Season | Winter Rose Dark Red

Status	Variety Name	Variety Code	Production Farm	Natural Response Time	Vigor	Bract Color	4"	6"	8"	10"	Tree
	Winter Rose Dark Red	11162	ELS	8.5 weeks	Medium-compact	Dark Red	✓	✓	✓		✓



Southern Belle is a beautiful florist-type poinsettia for December sales. It is a medium vigor plant with bright red bract and a strong v-shaped structure.



Southern Belle
10908 | 8.5 weeks

Poinsettia Late Season | Southern Belle

Status	Variety Name	Variety Code	Production Farm	Natural Response Time	Vigor	Bract Color	4"	6"	8"	10"	Tree
	Southern Belle	10908	ELS	8.5 weeks	Medium-compact	Red		✓	✓	✓	✓



Poinsettia Late Season | 8.5 Weeks

Status	Variety Name	Variety Code	Production Farm	Natural Response Time	Vigor	Bract Color	4"	6"	8"	10"	Tree
	Classic Red	11180	ELS	8.5 weeks	Vigorous	Red		✓	✓	✓	✓
	Classic White	11183	ELS	8.5 weeks	Vigorous	White		✓	✓	✓	✓
	Grande Italia	10330	ELS	8.5 weeks	Medium-vigorous	Dark Red		✓	✓	✓	✓
	Prestige Maroon	11156	ELS	8.5 weeks	Medium	Maroon	✓	✓	✓	✓	✓
	Red Glitter	11317	ELS	8.5 weeks	Medium	Red White	✓	✓	✓	✓	✓
	Southern Belle	10908	ELS	8.5 weeks	Medium-compact	Red		✓	✓	✓	✓
	Tapestry	11107	ELS	8.5 weeks	Compact	Red	✓	✓	✓		
	Winter Rose Dark Red	11162	ELS	8.5 weeks	Medium-compact	Dark Red	✓	✓	✓		✓



NOVELTY





Green Envy will keep spirits bright. The large, bright chartreuse bracts have outstanding contrast against the dark green foliage and make a bold holiday statement mixed both in our Fall Favorites, as well as with classic reds during the Christmas season.



Green Envy
11433 | 7.5 weeks

Poinsettia Novelty Early Season | Green Envy

Status	Variety Name	Variety Code	Production Farm	Natural Response Time	Vigor	Bract Color	4"	6"	8"	10"	Tree
	Green Envy	11433	ELS	7.5 weeks	Medium-compact	Green	✓	✓	✓		



Warm golden-peach tones are ideal for Autumn sales.



Autumn Leaves
11391 | 8 weeks

Poinsettia Novelty Mid Season | Autumn Leaves

Status	Variety Name	Variety Code	Production Farm	Natural Response Time	Vigor	Bract Color	4"	6"	8"	10"	Tree
	Autumn Leaves	11391	ELS	8 weeks	Compact	Golden Peach	✓	✓	✓		



The unique golden color of Golden Glo intensifies as the bract matures – a striking choice for red and gold holiday pairings.



Golden Glo
11431 | 8 weeks

Poinsettia Novelty Mid Season | Golden Glo

Status	Variety Name	Variety Code	Production Farm	Natural Response Time	Vigor	Bract Color	4"	6"	8"	10"	Tree
	Golden Glo	11431	ELS	8 weeks	Compact	Yellow	✓	✓			



Norwin Orange is a true breakthrough for this novel color. By far the brightest orange available on the market today. This mid-vigor variety has immense bracts in a vivid color perfect for Halloween and Thanksgiving promotions. Named after a long-time partner of the Ecke program, Norwin Heimos, this variety will also be a legacy in poinsettia programs for years to come.



Norwin Orange
11081 | 8 weeks

Poinsettia Novelty Mid Season | Norwin Orange

Status	Variety Name	Variety Code	Production Farm	Natural Response Time	Vigor	Bract Color	4"	6"	8"	10"	Tree
	Norwin Orange	11081	ELS	8 weeks	Medium	Orange	✓	✓	✓	✓	



Poinsettia Novelty | 7.5-8 Weeks

Status	Variety Name	Variety Code	Production Farm	Natural Response Time	Vigor	Bract Color	4"	6"	8"	10"	Tree
	Autumn Leaves	11391	ELS	8 weeks	Compact	Golden Peach	✓	✓	✓		
	Green Envy	11433	ELS	7.5 weeks	Medium-compact	Green	✓	✓	✓		
	Golden Glo	11431	ELS	8 weeks	Compact	Yellow	✓	✓			
	Norwin Orange	11081	ELS	8 weeks	Medium	Orange	✓	✓	✓	✓	

SPECIALTY





The mini poinsettias provide a high-density, short production cycle option. Dümme Orange offers a URC cutting specifically produced with mini production in mind. These varieties have a smaller bract size, natural compactness, and excellent shelf life, making them an easy choice for mini production.



Poinsettia Specialty | Minis

Status	Variety Name	Variety Code	Production Farm	Natural Response Time	Vigor	Bract Color	4"	6"	8"	10"	Tree
TOP	Candy Cane	10153	ELS	8 weeks	Medium	Red White	✓	✓	✓		
TOP	Premium Red	10230	ELS	7 weeks	Medium-compact	Red	✓	✓	✓	✓	
	Premium White	10233	ELS	7 weeks	Medium-compact	White	✓	✓	✓	✓	
TOP	Red Soul	11323	ELS	8 weeks	Medium-compact	Red	✓	✓	✓		
TOP	Winter Rose Early Red	10993	ELS	7.5 weeks	Compact	Red	✓	✓	✓		



Poinsettia combinations offer value-added programs to the market for retailers and consumers. We've curated the best collection of duos and trios with varieties that are genetically matched for timing, growth habit and production needs. This allows growers to easily program finished crops as mixed containers, or as a rack program using these perfectly matched varieties for ultimate programmability.



Poinsettia Specialty | Duo Combinations

Classic Holiday Duos	Code	Natural Response Time	Vigor	8"	10"
Enduring Red	11010	8 weeks	Medium-compact	✓	✓
Enduring White	11013				
Enduring Pink	11015	8 weeks	Medium-compact	✓	✓
Enduring White	11013				
Enduring Marble	11019	8 weeks	Medium-compact	✓	✓
Enduring Pink	11015				
Jubilee Red	11030	8 weeks	Medium	✓	✓
Jubilee White	11033				
Jubilee Jingle Bells	11036	8 weeks	Medium	✓	✓
Jubilee White	11033				
Classic Red	11180	8.5 weeks	Vigorous	✓	✓
Classic White	11183				
Premium Duos	Code	Natural Response Time	Vigor	8"	10"
Tidings Dark Pink	11049	8 weeks	Medium	✓	✓
Tidings Light Pink	11048				
Early Polly's Pink	11055	8 weeks	Medium	✓	✓
Green Envy	11433				
Autumn Duos	Code	Natural Response Time	Vigor	8"	10"
Autumn Leaves	11391	8 weeks	Compact	✓	
Golden Glo	11431				

Poinsettia Specialty | Trio Combinations

Red and White and Pink	Code	Natural Response Time	Vigor	8"	10"
Enduring Red	11010	8 weeks	Medium-compact	✓	✓
Enduring White	11013				
Enduring Pink	11015				
Jubilee Red	11030	8 weeks	Medium	✓	✓
Jubilee White	11033				
Jubilee Pink	11035				
Jubilee Jingle Bells	11036	8 weeks	Medium	✓	✓
Jubilee Red	11030				
Jubilee White	11033				



Recent breeding has produced a poinsettia with a much longer post-harvest life and more desirable cut flower characteristics such as longer, sturdier stems and larger flower heads. Easily grown as cut flowers, poinsettias are perfect for Christmas and other holidays such as Valentine's Day. Cut poinsettias are a festive addition to a holiday table or celebration, and the unique colors and flower form are ideal for high-end bouquets.

Winter Rose is an elegant choice as a cut flower in traditional red. Novelty colors like Autumn Leaves, Golden Glo, Green Envy, and Norwin Orange are ideally suited for the autumnal colors of a Thanksgiving table. Varieties like Early Polly's Pink in lovely bright pink make an exciting option for Valentine's Day.

Holiday Schedule

July 5 th	Plant rooted cuttings 2 per 8-inch container
July 19 th	Pinch to 4 nodes per plant when plants are fully rooted
August 16 th	When stems are large enough thin 2 to 3 per plant
September 6 th	Space plants 12 in x 12 in (30 cm x 30 cm)
September 22 nd -26 th	Flower Initiation
December 1 st -5 th	Cut flowers ready for harvest





EUPHORBIA HYBRIDS





J'Adore is the newest series of interspecific euphorbia hybrids for dynamic, modern-day holiday décor. These varieties give your program a touch of luxe with layers of velvety bracts in pastel pink and rich touchable textures. The versatility of J'Adore varieties allows us to lean on these performers from the early season, all the way through New Year's promotions, for an elegant and glamorous program.



J'Adore Dark Pink
10154 | 7.5 weeks



J'Adore Pink
10381 | 7.5 weeks



J'Adore Soft Pink
10156 | 7.5 weeks



J'Adore White Pearl
10155 | 7.5 weeks

Euphorbia Hybrid | J'Adore

Status	Variety Name	Variety Code	Production Farm	Natural Response Time	Vigor	Bract Color	4"	6"	8"	10"	Tree
	J'Adore Dark Pink	10154	ELS	7.5 weeks	Medium	Pink	✓	✓	✓		
	J'Adore Pink	10381	ELS	7.5 weeks	Medium	Pink	✓	✓	✓		
	J'Adore Soft Pink	10156	ELS	7.5 weeks	Medium	Pink	✓	✓	✓		
	J'Adore White Pearl	10155	ELS	7.5 weeks	Medium	White	✓	✓	✓		



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
11109 | 9 weeks

Euphorbia Hybrid | Luv U Pink

Status	Variety Name	Variety Code	Production Farm	Natural Response Time	Vigor	Bract Color	4"	6"	8"	10"	Tree
	Luv U Pink	11109	ELS	9 weeks	Vigorous	Pink	✓	✓	✓	✓	

Poinsettia | Assortment

Page	Status	Variety Name	Variety Code	Production Farm	Natural Response Time	Vigor	Bract Color	4"	6"	8"	10"	Tree
10		Advent Red	11008	ELS	6.5 weeks	Vigorous	Dark Red	✓	✓	✓	✓	✓
22		Atla	11423	ELS	8 weeks	Medium	Red	✓	✓	✓		
47		Autumn Leaves	11391	ELS	8 weeks	Compact	Golden Peach	✓	✓	✓		
14	TOP	Candy Cane	10153	ELS	8 weeks	Medium	Red + White	✓	✓	✓		
39		Classic Red	11180	ELS	8.5 weeks	Vigorous	Red		✓	✓	✓	✓
39		Classic White	11183	ELS	8.5 weeks	Vigorous	White		✓	✓	✓	✓
30	TOP	Early Polly's Pink	11055	ELS	8 weeks	Vigorous	Pink		✓	✓	✓	
18		Enduring Marble	11019	ELS	8 weeks	Medium-compact	Marble	✓	✓	✓	✓	
18		Enduring Pink	11015	ELS	8 weeks	Medium-compact	Pink	✓	✓	✓	✓	
18		Enduring Red	11010	ELS	8 weeks	Medium-compact	Red	✓	✓	✓	✓	
18		Enduring White	11013	ELS	8 weeks	Medium-compact	White	✓	✓	✓	✓	
21	TOP	FabYULEous	10104	ELS	8 weeks	Medium	Red	✓	✓	✓	✓	
9	TOP	Ferrara	10897	ELS	7.5 weeks	Medium-vigorous	Bright Red	✓	✓	✓	✓	✓
25		Flurry	11051	ELS	8 weeks	Medium-vigorous	White	✓	✓	✓	✓	✓
8		Freedom Early Red	11191	ELS	7 weeks	Medium	Red	✓	✓	✓	✓	
8		Freedom Pink	11024	ELS	8 weeks	Medium	Pink	✓	✓	✓	✓	
8	TOP	Freedom Red	11020	ELS	7.5 weeks	Medium	Red	✓	✓	✓	✓	✓
8		Freedom White	11022	ELS	7.5 weeks	Medium	White	✓	✓	✓	✓	✓
26	TOP	Frozen	11056	ELS	8 weeks	Medium-vigorous	White	✓	✓	✓	✓	
48		Golden Glo	11431	ELS	8 weeks	Compact	Yellow	✓	✓			
38		Grande Italia	10330	ELS	8.5 weeks	Medium-vigorous	Dark Red		✓	✓	✓	✓
46		Green Envy	11433	ELS	7.5 weeks	Medium-compact	Green	✓	✓	✓		
31		Ice Punch	11216	ELS	8 weeks	Medium	Red + White	✓	✓	✓	✓	✓
24	TOP	Imperial	10143	ELS	8 weeks	Medium-vigorous	Red		✓	✓	✓	
56		J'Adore Dark Pink	10154	ELS	7.5 weeks	Medium	Pink	✓	✓	✓		
58		J'Adore Pink	10381	ELS	7.5 weeks	Medium	Pink	✓	✓	✓		
58		J'Adore Soft Pink	10156	ELS	7.5 weeks	Medium	Pink	✓	✓	✓		
58		J'Adore White Pearl	10155	ELS	7.5 weeks	Medium	White	✓	✓	✓		
19		Jubilee Jingle Bells	11036	ELS	8 weeks	Medium	Red + White	✓	✓	✓	✓	✓
19		Jubilee Pink	11035	ELS	8 weeks	Medium	Pink	✓	✓	✓	✓	✓
19		Jubilee Red	11030	ELS	8 weeks	Medium	Red	✓	✓	✓	✓	✓
19		Jubilee White	11033	ELS	8 weeks	Medium	White	✓	✓	✓	✓	✓
59		Luv U Pink	11109	ELS	9 weeks	Vigorous	Pink	✓	✓	✓	✓	
29		Marblestar	10419	ELS	8 weeks	Medium	Marble	✓	✓	✓	✓	
29		Maren	10416	ELS	8 weeks	Medium-vigorous	Pink	✓	✓	✓	✓	
49		Norwin Orange	11081	ELS	8 weeks	Medium	Orange	✓	✓	✓	✓	
27		Polar Bear	11208	ELS	8 weeks	Medium	White	✓	✓	✓	✓	
6	TOP	Premium Early Red	10241	ELS	6 weeks	Compact	Red	✓	✓	✓	✓	
6		Premium Ice Crystal	10244	ELS	7.5 weeks	Compact	Red + White	✓	✓	✓	✓	
6		Premium Lipstick Pink	10235	ELS	7.5 weeks	Medium-compact	Pink	✓	✓	✓	✓	
6		Premium Marble	10249	ELS	7.5 weeks	Medium-compact	Marble	✓	✓	✓	✓	
6		Premium Picasso	10234	ELS	7.5 weeks	Compact	Cream + Pink	✓	✓	✓	✓	
6		Premium Polar	10243	ELS	7.5 weeks	Compact	White	✓	✓	✓	✓	
6	TOP	Premium Red	10230	ELS	7 weeks	Medium-compact	Red	✓	✓	✓	✓	
6		Premium White	10233	ELS	7 weeks	Medium-compact	White	✓	✓	✓	✓	
9		Prestige Early Red	11151	ELS	7.5 weeks	Medium	Red	✓	✓	✓	✓	✓
17		Prestige Maroon	11156	ELS	8.5 weeks	Medium	Maroon	✓	✓	✓	✓	✓
17	TOP	Prestige Red	11150	ELS	8 weeks	Medium	Red	✓	✓	✓	✓	✓
16	TOP	Prestigious	10120	ELS	8 weeks	Medium	Red	✓	✓	✓	✓	✓
37	TOP	Red Glitter	11317	ELS	8.5 weeks	Medium	Red + White	✓	✓	✓	✓	✓
36	NEW	Red Jewel	11072	ELS	8.5 weeks	Medium-compact	Red	✓	✓	✓	✓	
15	NEW	Red Ribbons	11065	ELS	8 weeks	Medium	Red	✓	✓	✓	✓	
22	TOP	Red Soul	11323	ELS	8 weeks	Medium-compact	Red	✓	✓	✓		
23		Runway Red	10101	ELS	8 weeks	Medium	Red	✓	✓	✓	✓	



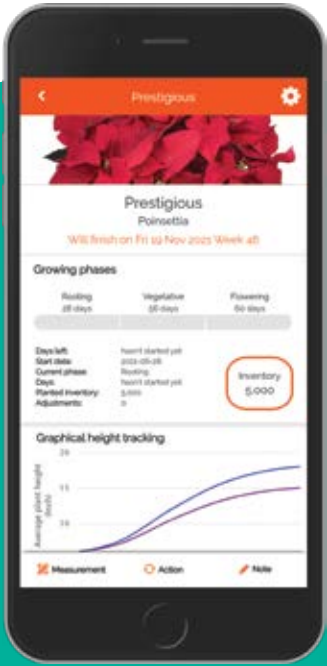
Poinsettia | Assortment

Page	Status	Variety Name	Variety Code	Production Farm	Natural Response Time	Vigor	Bract Color	4"	6"	8"	10"	Tree
42		Southern Belle	10908	ELS	8.5 weeks	Medium-compact	Red		✓	✓	✓	✓
40		Tapestry	11107	ELS	8.5 weeks	Compact	Red	✓	✓	✓		
28	TOP	Tidings Dark Pink	11049	ELS	8 weeks	Medium	Pink Dark Pink	✓	✓	✓	✓	
28		Tidings Light Pink	11048	ELS	8 weeks	Medium	Pink Light Pink	✓	✓	✓	✓	
20		Viking Cinnamon	10657	ELS	8 weeks	Medium	Pink Orange	✓	✓	✓	✓	✓
23	TOP	Viking Pro	10144	ELS	8 weeks	Medium	Red	✓	✓	✓	✓	
20		Viking Red	10650	ELS	8 weeks	Medium	Red	✓	✓	✓	✓	✓
41		Winter Rose Dark Red	11162	ELS	8.5 weeks	Medium-compact	Dark Red	✓	✓	✓		✓
10	TOP	Winter Rose Early Red	10993	ELS	7.5 weeks	Compact	Red	✓	✓	✓		

Poinsettia | Drops & Substitutions

Status	Variety Name of DROPS	Variety Code	Status	Variety Name of SUBSTITUTIONS	Substitution Variety Code
DROP	Autumn Leaves	11326	SUB	Autumn Leaves 2016	11391
DROP	Bravo Bright Red	10360	SUB	Premium Red	10230
DROP	Bravo Pink	10894	SUB	Premium Lipstick	10235
DROP	Bravo White	10895	SUB	Premium White	10233
DROP	Matinee Bright Red	10522	SUB	Runway Red	10101
DROP	Prima 2.0	10524	SUB	Atla	11423
DROP	Scandic Early	10304	SUB	Alta	11423
DROP	White Wonder	10384	SUB	Flurry	11051
DROP	Confetti Garden Glam	45146	SUB	none	-
DROP	Confetti Garden Glitz	45147	SUB	none	-

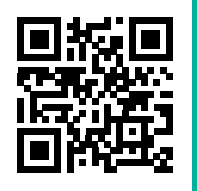




OnTarget:

Graphical Tracking, Availability, Cultural Information, and so much more!

Download on the App Store for iOS or Android.



Key

NEW New Variety

TOP Top Pick/Best Seller

Production Farm

ELS El Salvador
 ETH Ethiopia*

**Select varieties and Mini cuttings*

Back cover image: Poinsettia FabYULEous 10104

Disclaimer Although Dümme Orange® has composed this brochure with great care, the information contained within is for general informational purposes only. Dümme Orange® makes no representations or warranties of any kind, express or implied, about the information contained herein. In no event will any company part of Dümme Orange® be liable for any loss or damage including without limitation, direct or indirect or consequential loss or damage, or any loss or damage whatsoever arising from loss of turnover or profits arising out of, or in connection with the information contained herein. The use of the "TM" and "®" symbols herein indicate the trademarks and registered trademarks of Dümme Orange® that are used and may be registered in Canada, Germany, The Benelux, The European Union, The United States and in other countries.



DummenOrange_NA



DümmenOrangeNA



@DummenOrangeNorthAmerica



Dümmen Orange

na.dummenorange.com

POINSETTIAS
2024

Poinsettia
FabYULEous
10104

