



Contest

9 June 2011

www.fleuroselect.com

This year's **FleuroStar** winner will again be chosen at the **FlowerTrials®** from **14th to 17th June 2011** at **8 locations** in both The Netherlands and Germany. ABZ Seeds, Dümmer, Selecta Klemm and Syngenta Flowers have all entered varieties into this prestigious contest for new bedding plant introductions.

FleuroStar's focus is on increasing the new varieties' commercial potential. These top cultivars should make an **excellent point of sale display** and **attract consumer attention** with their **vibrant 'wow' effect**. Attracted by the unexpected and the novel, the consumer should be unable to resist a purchase.

An independent, expert jury consisting of representatives from the cultivation, production and retail sectors, as well as trade journalists and marketing professionals, has been given the task of judging the FleuroStar entries as if the plants were being displayed for sale.

Read more: [Welcome to FleuroStar](#) and [A New Star is Born](#).

The **FleuroStar Contest** has its own booth at each of the following **FlowerTrials®** locations: ► [Benary](#), ► [Combinations-Fleuroselect Stand](#), ► [Dümmer](#), ► [Fides](#), ► [Florensis](#), ► [PanAmerican Seed/Kieft-Pro-Seeds](#), ► [Sakata](#), ► [Syngenta Flowers](#). To visit please register at: [FlowerTrials®](#).



Follow the links below to download the high resolution photos of these contestants:

- [Pelargonium zonale x peltatum • Dark red](#) from Dümmer
 - Robust, new interspecific Pelargonium with extreme weather tolerance
- [Cyclamen persicum • Wine-red picotee](#) from Syngenta Flowers
 - For the autumn range: new mini Cyclamen variety in one-off colour combination
- [Fragaria x ananassa Duch. • Deep rose](#) from ABZ Seeds,
 - For patio pot planting: new garden strawberry with attractive, large, dark pink blossoms and delicate flavour
- [Osteospermum ecklonis • White with pink tips and pink center](#) from Selecta Klemm
 - Elegant decorative flower; sophisticated colour combination and long flowering season
- [Verbena x hybrida • Light green](#) from Syngenta Flowers
 - Versatile Verbena in a unique creamy-green shade

- ▶ [Verbena x hybrida • White with red stripes](#) from Syngenta Flowers
 - Prolific bicoloured Verbena as attractive eye-catcher for hanging baskets and more

See more at the [Fleuroselect Stand at Combinations](#).

In addition to hosting the [FleuroStar Contest](#) Fleuroselect will be highlighting the [fabulous five Gold Medal winners for 2012](#)



and showing the [FleuroStar](#) winners from the last 2 seasons:



FLEUROSTAR WINNERS 2009 & 2010 - WHICH WOW VARIETY WILL BE NEXT?

