

Euphorbia pulcherrima
Product Development



Assortment

Varietydescription	VarietyNr	Productform	Vigour	Reaction time	6	10,5	12 cm +	Nord South
Euphorbia pulcherrima Mirage Red	43309	0841NR	Compact	7	x	x		South
Euphorbia pulcherrima Joy Red	32980	0841NR	Compact	8	x	x		Nord-South
Euphorbia pulcherrima Mira® Red	43308	0841NR	Compact	7	x	x		Nord
Euphorbia pulcherrima Aida Red	43304	0841NR	Medium	7,5			x	South
Euphorbia pulcherrima Phantom Red	43441	0841NR	Medium	7,5		x	x	Nord
Euphorbia pulcherrima Gloriette Brilliant Pink	41762	0841NR	Medium	7		x	x	South
Euphorbia pulcherrima Gloriette Brilliant Red	41761	0841NR	Medium	7		x	x	South
Euphorbia pulcherrima Superba Marble	36678	0841NR	Medium	8		x	x	South
Euphorbia pulcherrima Superba New Glitter	36635	0841NR	Medium	8		x	x	South
Euphorbia pulcherrima Icescape White	33924	0841NR	Medium	7,5			x	South
Euphorbia pulcherrima Maestro Red	43305	0841NR	Medium	8		x	x	South
Euphorbia pulcherrima Mars Red	43310	0841NR	Vigorous	7,5			x	Nord- South
Euphorbia pulcherrima Passione Red	32999	0841NR	Vigorous	7,5			x	South
Euphorbia pulcherrima Toro Red	43316	0841NR	Vigorous	8			x	South
Euphorbia pulcherrima Vega Red	43354	0841NR	Vigorous	7			x	Nord
Euphorbia pulcherrima Alaska White	35980	0841NR	Vigorous	8			x	Nord- South
Euphorbia pulcherrima Hubba Bubblegum Neon Pink	43444	0841NR	Vigorous	7,5			x	South

Compact Red

VarietyNr	Species	Variety	reaction	pot sizes	PLC			
					Form	next	group	Europe
43309	Euphorbia pulcherrima	Mirage	7-8	6,10,5-12 cm	0841	STA	red	south-north
43308	Euphorbia pulcherrima	Mira® Red	7	6,10,5-12 cm	0841	STA	red	north
32980	Euphorbia pulcherrima	Joy	8	6,10,5-12 cm	0841	STA	red	North south

Mira



Mirage



Joy



Mirage



- Compact early variety
- Good V Shape
- Less PGR
- Stretched in shortday on concrete floor
- Potsize 10,5-13 cm
- Pinch on 5 leafs
- 3 bracts on 10,5 cm
- 5 bracts on 13 cm

- Growers benefit;
Benchrunner

Mirage



- Grower in Germany
- Potting week 30 pinched week 32 finish week 46
- Concrete Floor production
- 2x Bonzi in shortday 0,15% based on the warm october
- Pinching on 6 Leafs



Medium Red

	Species	Variety	vigour	Reaction	potsizes	Form	PLC next	group	europa
41761	Euphorbia pulcherrima	Brilliant Red	Medium	7	6,10,5, 12-13 cm	0841	STA	red	south-north
43441	Euphorbia pulcherrima	Phantom Red	Medium	7,5	,10,5, 12-13 cm	0841	STA	red	north

Glorriette Brilliant Red



Phantom



Phanthom Red



- **Commercial comparison/to compare:** Mirage, Christmas feelings/time
- **Possible replacer/to replace:** addition to Mirage
- **Recommended Pot Size:** 6-12 cm pots

USP's:

- **Easy branching with enough flowerheads**
- **Strong v-shape**
- **Open plant**
- **Dark red color**
- **7,5 weeks reactiontime**
- **Very uniform growth**
- **Long shelve life (Floraholland award)**

Gloriette brilliant Red



- Compact- Medium
- early variety
- Reactiontime 7 weeks
- full V shaped & round habit
- No/ little PGR
- Potsize is 10,5 – 13 cm pots
- Pinch on 5 Leafs
- 5+ bracts on the 13cm pot
- 3+ bracts on 10,5cm
- Plants fully covered in red
- All bracts are on the same stage
- Small and attractive cyathias
- Reminds to Christmas Feelings
- Can be mechanical be pinched

Comparison

Mirage Gloriette Phantom 10,5 cm



Mirage Gloriette Phantom 12 cm



Vigorous Red

	Species	Variety	vigour	reaction	potsizes	Form	PLC next	group	europa
32999	Euphorbia pulcherrima	Passione Red	1.large	7,5	12-13 cm	0841	STA	red	south
43310	Euphorbia pulcherrima	Mars	1.large	7,5	12-13 cm	0841	STI	red	south-north
43316	Euphorbia pulcherrima	Toro Red	1.large	8	12-13 cm	0841	STI	red	south

Passione



Mars



Toro



Toro



- A vigorous variety
- Reactiontime 8 weeks
- PGR is needed
- Potsize is 13 – 24 cm pots
- Pinch on 5 Leafs
- Nice color
- Small cyathias
- Very suitable for the South.



Comparison

Toro 12 cm



Passione 12 cm



Mars 12 cm



Poinsetta Pink/ Special

	Species	Variety	vigour	reaction	potsizes	Form	PLC next	group	europa
43444	Euphorbia pulcherrima	Hubba Bubblegum neon pink*	2.Vigorous	8	12 cm-17 cm	0841	STA	special	Sout- north
36678	Euphorbia pulcherrima	Marble	2.medium	8	6,10,5, 12-13 cm	0841	STA	special	south- north
36635	Euphorbia pulcherrima	New Glitter	2.medium	8	6,10,5, 12-13 cm	0841	STA	special	south- north

Hubba Bubblegum



Marble



New Glitter



Hubba Buble gum



- Vigorous
- Reaction time 8 weeks
- PGR is needed
- Pinch on 5 leaves
- Special color
- 35% will turn to red genetics



Poinsetta White

	Species	Series	Variety	vigour	reaction	potsizes	Form	PLC next	group	europa
33924	Euphorbia pulcherrima		Icescape	medium	7,5	12-13 cm	0841	STA	white	south
35980	Euphorbia pulcherrima		Alaska, X white 7,5	Vigorous	8	6,10,5, 12-13 cm	0841	STA	white	south- north

Icescape



Alaska



Future

Species	Variety	vigour	reaction	potsizes	Form	PLC next	group	europa
Euphorbia pulcherrima	Ranch Red	Vigorous		12 cm-17 cm	0841	PRC	Red	
Euphorbia pulcherrima	Limonchello	Medium			0841	PRC	Special	
Euphorbia pulcherrima	Carina hot pink	Medium			0841	PRC	Special	
Euphorbia pulcherrima	Ruby Red	Compact Medium			0841	PRC	Red	

Ranch Red



Limonchello



Carina Hot Pink



Ruby Red

