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## Variety Central



### Petunia 'Black Velvet': 2010 Medal Of Excellence And Editor's Choice Nominee

July 2010

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'Black Velvet' from Ball FloraPlant is the world's only black petunia. A perfect fit for premium baskets and containers, Ball has a campaign to support it called, "Everything Goes With Black." Garden writers are sure to pick up on this variety and drive up consumer demand. Just think of all the fun promotions and events that could be created at retail.

This combo-friendly petunia partners well with many other sun lovers. Upright and mounded, 'Black Velvet' adds drama to mixed containers. It's early to flower, has a tightly branched habit and is filled with color all season.

**About The Awards**  
Industry's Choice is determined by our well-rounded panel of industry experts. They visit the California Spring Trials, review a summary of introductions provided by Greenhouse Grower Editor Delilah Onofrey, and name their top

five introductions, which we publish in the June issue. Where there is common ground, the finalists emerge. Each panelist votes for just one of the finalists to become the Industry's Choice winner. Even the panelists will not know the outcome until Monday night, July 12, at our Evening of Excellence reception.

Finalists for Industry's Choice advance to be in the running for the Reader's Choice award. Short Course trade show attendees are encouraged to come to Greenhouse Grower's booth to cast their votes.

The Editor's Choice is the traditional award Greenhouse Grower has always presented with the editor choosing based on the Introductions at the California Spring Trials. Delilah's top five are in the running for Editor's Choice.

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The other nominees for 2010 Industry's Choice Award are:

[Punch Superbells Calibrachoa by Proven Winners](#)

[Scaevola 'Suntastic' by Westhoff](#)

The other nominees for 2010 Editor's Choice Award are:

[Canna 'Tropical Bronze Scarlet' by Takii](#)

[Lucky Lantern Abutilons by PlantHaven](#)

[Plentifall Pansies by PanAmerican Seed](#)

[Scaevola 'Suntastic' by Westhoff](#)

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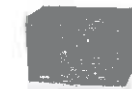
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