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Fleuroselect announces Petunia 'Phantom' as winner 2010 Industry Award

Fleuroselect

A black cutting-raised Petunia with a striking yellow star pattern - a novelty with a "WOW!" effect

It's official: The winner of the 2010 Fleuroselect Industry Award is Petunia x hybrida 'Phantom' from Ball FloraPlant, West Chicago. The unique flower colour combination of this novel Petunia captivated the 28 international judges.

The announcement of the winner of this year's Fleuroselect Industry Award was made at the organisation's annual gala dinner in Bydgoszcz, Poland on 3rd July by Nils Klemm, President of Fleuroselect, and Jan Sijm, Chairman of the Award Committee, who handed over the 2010 Fleuroselect Industry Award to Jean-François Ignasse of Ball FloraPlant, U.S.A.

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Petunia x hybrida 'Phantom' from Ball FloraPlant - winner of the 2010 Fleuroselect Industry Award

A team of judges selected the winner of the Fleuroselect Industry Award for 2010 from among seven entries. It was the unique colour of this Petunia that won over the experts. Ball FloraPlant has grown a real eye-catcher in 'Phantom', was the judges' conclusion. It is a plant with a genuine "WOW!" effect and no comparison. The 'Phantom's petals are velvety, almost black, with a striking, yellow star centre. The variety bred by Ball FloraPlant's Jian Ping Ren is distributed in Europe by Florensis, Graines Voltz and Ball Colegrave.

The entries for the 2010 Fleuroselect Industry Awards were presented at five FlowerTrials® locations, all Fleuroselect members, in the Netherlands during week 24: Florensis in Hendrik-Ido-Ambacht, Fides and Syngenta FloriPro Services in De Lier, Sakata Ornamentals in Honselersdijk and Benary in Maasdijk.

From the seven starters, five made it to the final round. In addition to Ball FloraPlant's Petunia x hybrida 'Phantom', the other contenders were: Calibrachoa 'MiniFamous® Double Pink' and Pelargonium zonale 'Sunrise® XL Evita' from Selecta Klemm, Gerbera hybrid 'Grandèra® Bright Red' of Kieft-Pro-Seeds, and Verbena 'Compact Lascar® Pink' also from Selecta Klemm. Alcea rosea annua 'Spring Celebrities Crimson' from Takii and a red Penstemon hartwegii from Syngenta Flowers did not flower on time for the final round of judging in week 24, due to the dark spring conditions.

Entries should show an outstanding presentation at the point of sale, create a buzz and have a "WOW!" impact on growers and consumers. They should offer something unexpected and special, and trigger sales.

The independent team of judges is comprised of experts from the cultivation, production and retail sectors, specialist journalists and marketing professionals, who award points for commercial performance and innovation.

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