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Seven Varieties Nominated For Revamped Award

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Seven varieties are eligible for Fleuroselect's FleuroStar award, a redesign of Fleuroselect's Industry Award of the last two years. The nominees, whose names have not yet been revealed, are judged by a panel of representatives from different areas of floriculture. They are:

- *Calceolaria* cultivars, Selecta Klemm. Red and orange in color. Many flowers, frost tolerant. Recommended as a combination with viola and Primula.
- *Cyclamen persicum*, Syngenta Flowers. Wine-red-plicate in color. Unique flower pattern.
- *Fragaria x ananassa*, ABZ Seeds. Deep rose in color. Large, deep-rose flower. Strawberries are conical shaped and have a delicate flavor.
- *Osteospermum ecklonis*, Selecta Klemm. White with pink tips and pink center. Double flowering osteo.
- *Pelargonium zonale x peltatum*, Dümmer. Dark red in color. Semi upright pelargonium, big single flowers, robust habit and dark leaves.
- *Verbena x hybrida*, Syngenta Flowers. Light green in color. Green flowers with a slight fringe.
- *Verbena x hybrida*, Syngenta Flowers. White with red stripes (reverse star pattern). Novel color pattern.

Fleuroselect will have the seven nominated varieties on display in its booth, No. 2D16 in Hall 2, at the IPM Exhibition in Essen, Germany this week.

The previous two FleuroStar award recipients are 'Diabunda' dianthus from Syngenta Flowers (2009) and 'Phantom' petunia from Ball FloraPlant (2010).

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