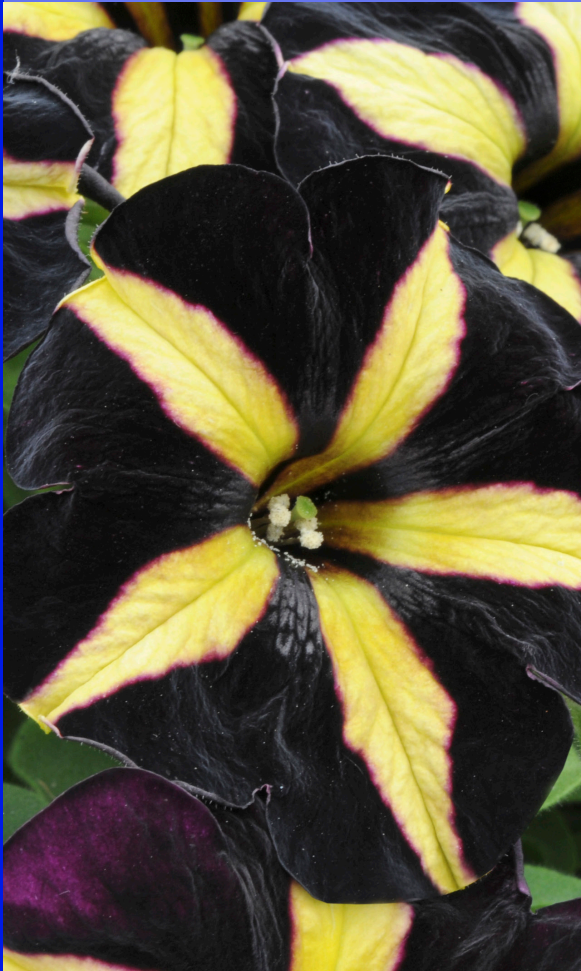




Petunia x hybrida 'Phantom'

Petunia 'Phantom''s black velvety petals with their striking yellow star fit perfectly into modern gardening themes. Beautiful as a stand-alone feature for patio or terrace containers or baskets, it is also ideal for use in creative mixed containers, or as an eye-catching border item.



A black cutting-raised Petunia with a striking yellow star pattern

The FleuroStar award is all about the 'wow' effect, and that is exactly what the 2010/11 winner delivers! The independent panel of industry professionals who judged the 2010 FleuroStar entries on behalf of Fleuroselect, were as one in their opinion of Petunia 'Phantom' - 'stunning!' 'Phantom' is truly unique, and with its black base colour and distinctive yellow star pattern, it is sure to bewitch consumers and magically fly off retail benches!

FLEUROSTAR 2010/11

More information and images can be requested at: info@fleuroselect.com



Petunia x hybrida

'Phantom'

Market Value

Growers will love this easy-to grow, top-quality cutting raised variety that needs no special culture and has low energy needs to produce stunning colour on high-performance plants, adaptable to a wide range of pot sizes for high-margin premium baskets and containers. **Retailers** will delight in a new breakthrough in a popular class, and a genuine extension of their Petunia offering. No-one could call 'Phantom' a 'me-too' variety! **Consumers** doing their regular Petunia and other bedding-plant shopping will be unable to resist an extra impulse purchase of 'Phantom', and will enjoy this striking sun-lover all summer long for its full, easy-care plants and masses of trendy flowers. 'New and different' is the key to the premium bedding plant market, and black flowers are a sought-after attraction. **Petunia 'Phantom'** forms part of a designer collection of cutting-raised Petunias bred by Ball FloraPlant and distributed in Europe by Florensis, Graines Voltz and Ball Colegrave, which also includes the solid-coloured 'Black Velvet', just like 'Phantom' the very first of its kind. Used together or individually, these premium Petunias have fantastic market potential.

Technical Information

- Novelty characteristics** : Unique new colour, ideal for combinations
- Colour** : Black with yellow star pattern
- Flower** : Single
- Flowering period** : June to first frosts
- Garden flowering** : Easy-care plants, dead-heading will help to encourage continuous flowering.
- Type** : Annual, F1 Hybrid
- Use** : Container, bedding plant
- Plant** : Height 20-30 cm, Spread 20-30 cm, mounded with oblong oval leaves
- Product** : Seedling plugs (Tray sizes may vary depending on supplier)
- Growing** : Rooting temperature 21°C, regular Petunia medium, 5.6 – 6.0 pH. Rooting time 3-4 weeks. Transplant on time. Grow on at 15-20°C (days), 11-17°C (nights), light levels 50-80000 lux. 7-9 weeks from rooting to flowering, time varies according to pot size. PGRs not required if grown under cool temperatures and high light.
- Planting** : In containers, baskets or beds with planting distance 25 x 30 cm
- Breeder** : Ball FloraPlant, U.S.A.

Background information

Petunia belongs to the family of Solanaceae, and has its origins in Argentina, Southern Brazil and Uruguay. Although Petunias were introduced to Europe many years ago, they are indisputably the trend product of recent times. This classic garden favourite has over the last few years enjoyed a marked increase in popularity, and Petunias are currently available in a wide variety of shapes, colours and sizes. Breeder Jian Ping Ren PhD is a renowned specialist in this species and relentless in her pursuit for new and unique characteristics and improved quality and performance. **Petunia 'Phantom'** is unequivocal proof of her success, an opinion that was shared by the Fleuroselect judges who had no hesitation in crowning this variety with the 2010/11 FleuroStar award.

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