



selecta^{one}
we love to grow®



**Which plants can withstand heat and long periods of drought?
Which plants are ecologically valuable because they require little water?**

These and similar questions are being asked by more and more people throughout the industry, as well as consumers. We investigated this question and had the Selecta B&B range tested for drought tolerance at the Lehr- und Versuchsanstalt für Gartenbau (LVG) in Heidelberg in the summer of 2020. The result was a broad selection of varieties from our range that scored good to very good in the “Overall impression” and “Irreversible plant damage” criteria, even with half the usual amount of watering over the summer. These include delosperma, portulaca, sedum types, summer phlox and lantanas. But various pelargoniums, calibrachoa and pot carnations also withstood the drought test, performing particularly well.

We then developed an attention-grabbing marketing concept for drought tolerance and heat resistance. With its catchy and attention-grabbing key visual, the Planta Morgana selection comprises a range of drought-tolerant plants that cope well to very well even in increasingly dry summers with little rainfall.

With the usual marketing materials such as posters, banners, labels and printed pots, we are bringing the topic to retailers and end customers. The test programme will be continued on an ongoing basis.

For more informationen please feel free to ask: marketing@selecta-one.com

Our recommendation for drought tolerant plants:

- Lantana camara sel[®] SunFun[®]
- Phlox sel[®] Gisele[®]
- Sedum cultivars
- Delosperma sel[®] Lido[®]
- Portulaca sel[®] PortoGrande[®]
- Pelargonium interspecific sel[®] Marcada[®]
- Helichrysum italicum
- Santolina chamaecyparissus

Phlox cultivars sel[®] Gisele[®] Hot Pink



Portulaca sel[®] PortoGrande[®] Yellow '13

Delosperma sel[®] Lido Orange Pink Eye



Sedum cultivars Little Master

Pelargonium sel[®] Marcada[®] Pink



Santolina chamaecyparissus

Helichrysum italicum Silvio Moundy



Lantana camara sel[®] SunFun[®] Red

