



... and with 'Attitude' we are entering the race for this year's FleuroStar Award. The It-Girl variety lives up to its promise: its grand appearance at the POS attracts everyone's attention. That certain something will also cast a spell over you...

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Pink
isn't just a colour,
it's an attitude!



NEWS

RCS 2.0 – presented at IPM 2025 as a ground-breaking innovation for process optimisation, with overwhelming response. You can find a summary of all advantages on

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NEWCOMER

New series, new varieties: we have picked out a few highlights from the new products

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ASSORTMENT

Trixi® preview for 2026/27 – some new, interesting mixes for the upcoming season

FROM PAGE 12

RCS 2.0

Sales start for the
FlowerTrials®

WELCOME TO OUR NINTH ISSUE

Year in, year out, our sales colleagues visit trade fairs around the world to present Selecta genetics to growers, customers, licence holders and trade organisations. This allows our partners to see for themselves the well-known and proven quality of our range time and time again. In addition to plant quality, we are always able to surprise with interesting and special marketing concepts and ideas. You can find impressions of this from these trade fairs on pages 18 and 19.

And the PINK KISSES® journey also continues. We present this year's social media campaign on page 10 in the success story section.

A look back at IPM 2025: Here we presented RCS 2.0, the innovative sustainable propagation system, to an interested trade audience. The response from producers from all over the world was just as overwhelming as the enormous press response. As the test phase was also very positive, we have decided to start selling them from the FlowerTrials® onwards. Background information can be found on pages 8+9.

A large portfolio needs a clear structure. In order to provide our customers with even better orientation, we have reorganised our range across all crops. In future, we will use special symbols to clearly identify particularly outstanding series and varieties. Read more about this from page 6.

So this issue deserves the full attention again. But there's someone else who magically attracts our attention and screams "Look at me!" – our Dianthus It-Girl. Just turn the page and read on...

We'd like to draw your attention to our other channels in the Selecta world: the website, Instagram, Facebook and LinkedIn.

Have fun reading!
Your Klaus Gaumann

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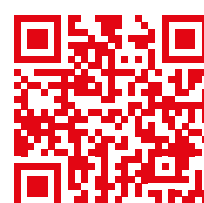
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Dianthus

It-Girl



Look at me!



TIME FOR ATTITUDE!

Selecta's FleuroStar candidate 2025: a pink carnation. Some people will probably have shaken their heads and wondered why Selecta is presenting a pink carnation 'again'. The answer is quite simple: Because we can.

The variety from the Whetman Alpine Pinks series is ideally suited to visually underpin this self-confident appearance of a world market leader. With its beautiful bright pink flowers, our It-Girl attracts everyone's attention: "Look at me - I am the one!"

Our It-Girl lives up to its promise. This eye-catching, attractive perennial carnation produces a real splendour of wavy, bright pink flowers with a slight picotee pattern, compact structure and elegant grey-green foliage. It has a strong fragrance, is drought tolerant and insect friendly. Like all Whetman varieties, it is ideal for peat-free production, can be cultivated cold and is frost-hardy as a true winter-hardy perennial.

Thanks to her ability to bloom multiple times, it retains everyone's undivided attention. True to the motto 'See and be seen' and equipped with that certain something, It-Girl is an inspiration and successful trendsetter on the market.



NEW

TRIXI® COMPACT ORO DOUBLE
Easy going: very early flowering and compact growing, dense habit, top shelf life. Trixi® compact Oro Double retain their closed form for up to three weeks and offer unrestricted saleability during this time. All colours can be combined with each other, all colour requirements can be met.



NEW

PURPLE SUN IMPROVED
Improved in all respects: better branching, better leaf quality, but still the same intense, bright orange colour with a purple centre.



NEW

COLEUS SPECTRUM
Four varieties selected for high heat tolerance and low flowering tendency with high uniformity. The high-contrast leaf design is a wonderful addition to our flowering assortment and is great for combining.

NOVELTIES 2025/26



PETUNIA SPICE PEARLS®
A complete series, consisting of proven Bonnie and Famous varieties, but also new varieties, is waiting in the wings: very uniform, long shelf life, compact growth that is easy to control. The day length neutrality makes early sales possible.

A CROP-INDEPENDENT ASSORTMENT STRUCTURE

Are there criteria that can ensure a clearer presentation across all crops? Yes, there are. A classification into three categories provides better orientation for all market participants. These categories will be used throughout Selecta's communication in future, and they all have the proven Selecta quality standard in common!

Selecta genetics are known for their good technical performance. Series are characterized by a high level of homogeneity, cover the basic demand for varieties and colours and are usually produced in large volumes for the mass market. These tried-and-tested ranges are **ESSENTIALS** for all market players.



Stand Outs



Individual, mostly smaller series and single varieties with special features and characteristics stand out from these ranges. They are often produced by specialists for garden centres and specialist shops. In future, we will clearly highlight these as **STAND OUTS** in all areas of communication.



Diamond

In addition, there are very special exclusive highlights in our range that are easy to identify and recognise not only by experts but also by consumers. These can be individual varieties but also small series or even brands. These **DIAMONDS** are given a special focus in marketing.

RCS 2.0

The substrate-free system that makes sustainability sustainably profitable

We had a real sensation in store for IPM 2025 and were ready to shake up the industry! The enormous response and the many positive comments showed that we had done just that.

With RCS 2.0, we have introduced a ground-breaking innovation: a revolutionary propagation system that roots cuttings substrate-free in paper bags. This paper is biodegradable and free of fossil plastics.

We have thus created a product that combines environmentally friendly, resource-saving and efficient solutions at the same time. The cuttings are rooted directly in the environmentally friendly, cellulose-based paper bags with minimal energy input and completely substrate-free.

Another advantage of the substrate-free method is the favourable volume-to-weight ratio, which enables efficient transport. Many more plants fit into one box than with conventional rooted young plants. Not only does the utilisation rate increase, but the amount of material required is also significantly lower, as the product is lighter and the cardboard therefore requires less reinforcement.

RCS 2.0 are supplied either in paper strips or in individually pre-cut bags, making them ready for immediate use. Production can be carried out as usual with a slight adjustment to the different handling due to the smaller size of the cuttings during insertion. To make it easier for our customers to switch to production with RCS 2.0 young plants, we have created a manual with instructions for handling ([Link PDF](#)).

NEW

RCS 2.0 I LOVE U K133-30

Reduced size and less packaging material

selecta

Rooted RCS 2.0

Substrate-free planting and rooting

Packaging of RCS 2.0

Automated processing



Sales start for the FlowerTrials®

PINK YOUR FRIENDSHIP

For several years now, we have managed to make our PINK KISSES® end consumer campaign tangible and personalised on the relevant social media channels with real people.

Following the successful 'Pink your garden' campaign in 2023 and 'Pink Match!' in 2024, in which PINK KISSES® were positioned as a central element in garden embellishment and as a pink recognisable symbol for friendship dates respectively, the new PINK KISSES® social media campaign has the motto 'Pink your friendship' and captures the special magic of girl friendships. PINK KISSES® not only symbolises friendship, but also offers target group-relevant content on many other topics and shows how beautiful friendship moments can be created with PINK KISSES®.

In this way, PINK KISSES® seeks to establish itself as the best platform for girls' topics relating to friendship. Those who follow will find a colourful mix of colour, joy and friendship.

With two new PINK KISSES® brand ambassadors, who met at the Pink Match Date 2024 and fell in love with the product, the advantages of the product are highlighted and the image as a symbol of girl friendship is further cultivated.

On Instagram and TikTok, PINK KISSES® create authentic moments and bring colour to every girl's friendship.



SALES PROMOTION IN GARDEN CENTRES

This spring, we started several marketing campaigns in cooperation with garden centres. For this, varieties were selected that have a high recognition value among end consumers – and which would be more suitable than our PINK KISSES® and the SKYfamily petunias?

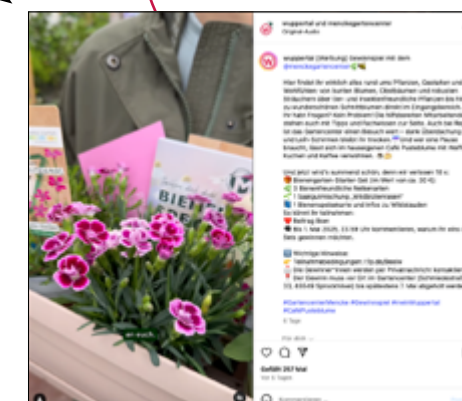


Gartencenter Mencke near Wuppertal organised a 'spring market' in early April. PINK KISSES® were staged at various locations of the market and advertised via the 'Mencke App'. A reduced price and PINK KISSES® competitions attracted customers to the garden centre in Sprockhövel between 5 and 11 April. The social media channels were also utilised and featured with attractive stories and posts.

The first campaign proved to be very successful: at the 'Gartenmarkt am Toelerturm' on 1 May, the Mencke team decided to present PINK KISSES® alongside vegetable and summer plants. A decorated CC container with a beach flag, special offers and PINK KISSES® promotional material attracted attention and generated very good sales.

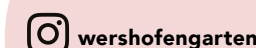
Wuppertal's city marketing department also took notice, publishing a report on the Mencke garden centre and giving away ten bee-friendly balcony boxes via their social media channels. As our PINK KISSES® are actually also attractive for insects, they have also found a place in the boxes and now not only delight the winners of the boxes, but also some of the bees in the greater Wuppertal area.

The Mencke garden centre was extremely pleased with the campaigns and the PINK KISSES® allotment was quickly sold out. According to the sales department, sales in April were great and the promotional materials were very well received by everyone.



Unique ambience, inspiring design ideas and expert contacts: It's with good reason that Gartenhaus Wershofen in Ahrweiler advertises with the slogan 'Much more than a garden centre'!

Our SKYfamily petunias were staged on separate potting benches throughout May. The weather cooperated, and with appropriate communication, great plant quality and small giveaways from Selecta, sales were also very satisfactory here.





2025-Trixi-Bakari-006

TRIXI® – EASY GOING.

We are presenting new Trixi® mixes for the 2026/2027 season. These have been carefully selected to ideally combine current trends and proven varieties. The selected mixes are suitable for all regions and interested customers can order them directly from their sales representative and try them out.

We look forward to receiving feedback from the companies!



2025-Trixi® compact BID-001



Name	Components	Flower-type	Flowering Time	Vigour	Growth-habit
Trixi® compact					
 2025-Trixi® compact BID-001	Eldoro® Compact Yellow Early Eldoro® Red Nails Eldoro® Yellow White				



2025-Trixi-Cali-020

Name		Components	Flower-type	Flowering Time	Vigour	Growth-habit
Calibrachoa Mixes - Early & Compact						
	2025-Trixi-Cali-020	MiniFamous® Uno Bisquit MiniFamous® Uno Yellow MiniFamous® Uno Blue Vein				

CALIBRACHOA MIXES - BEST FOR BASKET



2025-Trixi-Fresh&Fruity-001

Name		Components	Flower-type	Flowering Time	Vigour	Growth-habit
Calibrachoa Mixes - Best For Basket						
	2025-Trixi-Fresh&Fruity-001	Fresh & Fruity Lavandula Cheesecake Fresh & Fruity Summer Fresh Fresh & Fruity Smoothie				



2025-Trixi® Elph-002

Name		Components	Flower-type	Flowering Time	Vigour	Growth-habit
Highlights						
	2025-Trixi® Elph-002	Elph Red Elph White Elph Blue				



2025-Trixi-Bakari-006



Name	Components	Flower-type	Flowering Time	Vigour	Growth-habit
Interspecific Mixes					
 2025-Trixi-Bakari-006	MiniFamous® Uno Bakari® Eldoro® Yellow Lascar® Dark Red				



sel® Trixi® Tornado '26-001



2025-Trixi-Famous-017



sel® Trixi® White Pearl '26-001



Name	Components	Flower-type	Flowering Time	Vigour	Growth-habit
Inter-specific Mixes with Petunias					
 sel® Trixi® Tornado '26-001	Famous Electric Red Bonnie White '23 Famous Blue '24				
 2025-Trixi-Famous-017	Famous Purple '25 Fresh & Fruity Frozen Berry Curaçao® Basket White				
 sel® Trixi® White Pearl '26-001	SweetSunshine® Pure White Lascar® White '15 Curaçao® Compact White '22				



**MYPLANT & GARDEN,
MILAN (IT), 19-21 FEBRUARY 2025**
The most important international trade fair in Italy, aimed at professionals from the green sector. Our colleagues from Selecta Trading presented Mandevilla Divina®, poinsettias and, for the first time, a selection from our hydrangea range.

SELECTA ONE WORLDWIDE

SIVAL, ANGERS (FR), 14-16 JANUARY 2025
France's only trade fair that offers a complete, high-performance range of equipment and services for the green sector. With the highlights Mandevilla Divina® and Lantana Sun Juana®, our Selecta France team welcomed numerous visitors and customers to the stand for interesting discussions.

IPM ESSEN, ESSEN (DE), 28-31 JANUARY 2025
One of the most important venues for the green industry for many years. We were able to impress visitors at our stand with innovative approaches, new products and proven highlights. RCS 2.0, our new, substrate-free propagation system, was met with an overwhelming response and provided plenty to talk about.



IPM SHANGHAI, SHANGHAI (CN), 10-12 APRIL 2025
IPM Shanghai is the largest professional trade fair for horticulture in China. This year's stand was much larger, so that we were able to show a wide range of potted and cut plants. Highlights include pot carnations such as PINK KISSES® and Aura®, but Osteospermum 3D Steel Blue and Pelargonium Tumbao® are also becoming increasingly popular.



**SHANGHAI GARDEN SHOW, SHANGHAI(CN),
25 APRIL TO 5 MAY 2025**
New paths: an outdoor exhibition for the first time. This presented both Selecta China and the plants there with completely new challenges. Challenge accepted and successfully mastered! The selected range performed very well and the attractive design attracted a lot of attention.



**WORLD GARDEN SHOW, HAINING, ZHEJIANG
(CN), 27 APRIL TO 3 MAY 2025**
An annual, highly influential event in the Zhejiang region. The focus was on the varieties that are very popular with customers, such as Dianthus Aura® or the members of the SKYfamily, but also on cut flowers.





3D Steel Blue

STEELS THE SHOW

selecta^{one}
we love to grow®