It is with great excitement that we introduce to you a new partnership between our two companies.

Syngenta Flowers and Beekenkamp Plants have combined the best of our breeding, bringing our customers a complete offering in a full range of poinsettia varieties to supply the needs of all growers. In addition to our new combined catalog, we also now have one price list and all orders, confirmations, and shipments will be managed by the Syngenta Flowers team.

This new collaboration has many advantages for you, beyond simpler access to a great assortment. A One Farm approach provides you with proven quality from one trusted source. Our varieties are combined at a single production farm to ensure quality cuttings and efficient shipping, allowing you to fill a box more easily with a well-rounded assortment of best-in-class poinsettias.

Both Syngenta Flowers and Beekenkamp Plants aim to provide you with the best technical growing support in the industry. Our alliance will place more of this technical knowledge at your fingertips, with one-on-one technical visits, comprehensive culture documents, variety-specific know-how, and online technical references from many years of combined leadership in poinsettias. Our tech experts are here to serve you.

It is our great pleasure to present to you our new strategy. Thank you for your business and continued partnership.

Scott Valentine
President, Syngenta Flowers, LLC

Martijn Kuiper
Sales Manager, Beekenkamp Plants
New for 2019

V-shaped Habit

Cool Grow Technique

Award Winner

ASTRO RED®
BEEKENKAMP PLANTS
**Aries Red®**

**Our Warming Star**
- Easy branching.
- Good V-shape.
- Suitable for both warmer and cooler climates.
- Showy cythia.
- Suitable for 6–10 inch pots.

**FINISH DATE** Nov. 15 – 20  
**VIGOR** Medium  
**POT SIZE** 6 in, 8 in, 10 in

**GROWER TIPS**
Space out later to stimulate an upright growth habit (V-shape).

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**Astro Red®**

**A True All-Star**
- Excellent shelf-life.
- Strong V-shape.
- Very good branching.
- Ideal for 2.5–10 inch pots.
- Suitable for both warmer and cooler climates.

**FINISH DATE** Nov. 15 – 20  
**VIGOR** Medium  
**POT SIZE** 2.5 in, 4 in, 6 in, 8 in

**GROWER TIPS**
Space out later to stimulate an upright growth habit (V-shape).
Don’t leave too many nodes when pinching (this variety branches easily).
Astro can generally be planted 1 week later due to strong early growth.
Orion™ Red

S Y N G E N T A F L O W E R S | Variety 70003591

• Orion’s vibrant, fade-resistant bracts make it one of the most popular poinsettias on the market.
• Large bracts with traditional holiday appeal showcase their glamour in large pots.
• Vigor and strong roots lend to exceptional shelf-life.

FINISH DATE Nov. 10 – 17
VIGOR Medium – Vigorous
POT SIZE 6 in, 8 in, 10 in

NEW!

Orion™ Early Red

S Y N G E N T A F L O W E R S | Variety 70003585

• One of the earliest reds to market!
• Ideal for 6.5 inch pots and absolutely stellar for large, high-end containers.
• Excellent choice for cold growing and exhibits minimal heat delay in the deep South.

FINISH DATE Nov. 7 – 14
VIGOR Medium – Vigorous
POT SIZE 6 in, 8 in, 10 in

Robyn Red®

B E E K E N K A M P P L A N T S | Variety 8723885

Rising Star

• Compact habit.
• Easy to grow.
• Nice contrast of red flowers and dark leaves.
• Very strong V-shape.
• Ideal for 2.5–10 inch pots.

FINISH DATE Nov. 8 – 15
VIGOR Compact – Medium
POT SIZE 2.5 in, 4 in, 6 in, 8 in

GROWER TIPS
Robyn tolerates a fair share of heat and is easy to adjust.
**Aria™ Red**

**SYNGENTA FLOWERS | Variety 70057004**

- Upright variety is more compact than Titan Red, will still size up in 8 inch pots.
- Great for all climates – excellent heat tolerance even in the deep South.
- Sturdy and easy to sleeve for optimum shipping and shelf appeal.

**FINISH DATE** Nov. 10 – 17

**VIGOR** Compact – Medium

**POT SIZE** 4 in, 6 in

**GROWER TIPS**

Very well suited for early season 6 inch production without need for growing rings.

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**Blissful Red®**

**BEEKENKAMP PLANTS | Variety 8723960**

- Compact with bright, beautiful, cyanthia.
- A very strong V-shape.

**FINISH DATE** Nov. 20 – 25

**VIGOR** Compact – Medium

**POT SIZE** 4 in, 6 in, 8 in

**GROWER TIPS**

Blissful does not require a lot of growth regulators.
Growing the Blissful in standard production temperatures, you achieve the best number per square meter.
Charon Red®
BEEKENKAMP PLANTS | Variety 8723922

- Nice flat flower heads.
- Very uniform.
- Good branching.
- Nice V-shape.
- Suitable for pot sizes 8 inch and larger.

**FINISH DATE** Nov. 18 – 22
**VIGOR** Vigorous
**POT SIZE** 8 in, 10 in

**GROWER TIPS**
Charon is a vigorous variety. Increase growth regulation efforts over a longer time to prevent a late stretch.
Can be potted up to one week later than conventional varieties to maintain a more compact plant habit (reduce long-day conditions by one week).

Leona Red®
BEEKENKAMP PLANTS | Variety 8723962

Our Strongest Superstar
- Excellent shelf life.
- Very uniform.
- Very strong V-shape.
- Suitable for 6–10 inch pots.
- Sturdy flower stems and smooth bracts.

**FINISH DATE** Nov. 20 – 25
**VIGOR** Medium – Vigorous
**POT SIZE** 6 in, 8 in, 10 in

**GROWER TIPS**
Adapts easier to differences in temperature and light levels. Growing the Leona in standard production temperatures, you achieve the best number per square meter.
Titan™ FAMILY

A Tricolor Family That Has the Strength for the Early Season!

Regarded for its V-shaped habit and large upright bracts, Titan stands up to the challenges of shipping and retail. All three colors exhibit incredible shelf-life and have upright color that is visible to shoppers whether in or out of the sleeve. Titan can be finished at cool temperatures, saving energy and cash.

Titan Red is a winner of the admired Dutch LTO award for ease in production and post-harvest longevity.

Titan™ White
SYNGENTA FLOWERS | Variety 70057015

- Syngenta’s earliest white, with a robust strong habit provides shoppers with excellent keeping quality.
- Combine with Titan Family colors for dazzling bicolor and tricolor combinations.

| FINISH DATE | Nov. 10 – 17 |
| VIGOR | Medium |
| POT SIZE | 4 in, 6 in, 8 in, 10 in |

GROWER TIPS
For best white color, apply Fascination® growth regulator plus Capsil® spray adjuvant 2–3 weeks before shipping. Avoid cool finishing, as it results in more creamy white color.

Titan™ Pink
SYNGENTA FLOWERS | Variety 70057014

- Large, pink bracts with superior keeping quality.
- Well-matched for tricolor combinations with Titan Family members.
- Perfectly timed for early-season sales with an upright habit and super strong stems makes sleeving and un-sleeving simpler with less damage at retail.

| FINISH DATE | Nov. 10 – 17 |
| VIGOR | Medium – Vigorous |
| POT SIZE | 4 in, 6 in, 8 in, 10 in |

GROWER TIPS
Best finished cool, resulting in darker pink color.

Titan™ Red
SYNGENTA FLOWERS | Variety 70006759

- Winner of the prestigious LTO award confirms ease in growing and excellent post-harvest performance.
- Perfectly timed for early-season sales with an upright habit and super strong stems makes sleeving and un-sleeving simpler with less damage at retail.
- Cold grow techniques can lower energy costs and improve shipping quality.

| FINISH DATE | Nov. 10 – 17 |
| VIGOR | Medium – Vigorous |
| POT SIZE | 4 in, 6 in, 8 in, 10 in |

GROWER TIPS
Ideal for cool finishing, resulting in vibrant dark red color.
Mira™ Red
SYNGENTA FLOWERS | Variety 70003578

- Unique oak-leaf bracts and a rounded, mounded habit set Mira apart – great for hanging baskets!
- This early season finisher is an excellent choice for cold grow programs, but also has strong heat tolerance, making it a simple choice for all regions.

FINISH DATE Nov. 10 – 17
VIGOR Compact – Medium
POT SIZE 4 in, 6 in

GROWER TIPS
Grow rings are recommended for 6 inch and larger containers.

Red Elf™
SYNGENTA FLOWERS | Variety 70003575

- Attractive bright red color with holly-shaped bracts.
- This early, compact plant is ideal for mini and 4 inch production.

FINISH DATE Nov. 10 – 17
VIGOR Compact
POT SIZE Mini, 4 in, 6 in

GROWER TIPS
Ideal for minis and small containers.

Harlequin Red®
BEEKENKAMP PLANTS | Variety 8723929

- Good branching.
- A great plant for specialist stores, also perfect for arrangements.
- Vigorous variety.
- Can either be grown as a single-stemmed or multi-stemmed plant.
- Suitable for pot sizes 2.5–10 inch.
- Also suitable for cut flower production.

FINISH DATE Nov. 23 – 27
VIGOR Vigorous
POT SIZE 4 in, 6 in, 8 in, 10 in

GROWER TIPS
When growing as a single-stemmed plant, we advise shortening the long-day period. Cuttings for 4 inch pots should be planted two weeks later than conventional varieties and one week later for cuttings being planted in 6 inch pots.

When growing Harlequin Red, apply overhead irrigation as long as possible during the first cultivation phase to stimulate root development.
**Cinnamon Star™**

*SYNGENTA FLOWERS | Variety 70003581*

Sets the new standard for small to medium-sized pots across all markets

- Attractive cinnamon-pink bracts make this consistently performing novelty a great addition to retail programs.
- Easy to grow for the early season and fits perfectly in small to medium pots.
- Enhance this variety with painting and glitter for premium sales.

**FINISH DATE**  Nov. 15 – 22  
**VIGOR**  Compact – Medium  
**POT SIZE**  4 in, 6 in

**GROWER TIPS**  
Cooler finishing enhances the cinnamon bract color.

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**Mirage™ Red**

*SYNGENTA FLOWERS | Variety 70067488*

Sets the new standard for small to medium-sized pots across all markets

- Ideal compact to medium habit for small pots is space efficient and grower friendly.
- Vibrant red bracts with long-lasting cyathia are a sure bet for Black Friday!
- Good heat tolerance! Outstanding results at the University of Florida trials in 2017.

**FINISH DATE**  Nov. 15 – 22  
**VIGOR**  Compact – Medium  
**POT SIZE**  4 in, 6 in, 8 in

**GROWER TIPS**  
Ideal for 6 inch production without need for growing rings.
Candy™ FAMILY

Candy™ Cinnamon
SYNGENTA FLOWERS | Variety 70067495
• A classic novelty color with a more grower friendly V-shaped habit.
FINISH DATE Nov. 18 – 25
VIGOR Medium – Vigorous
POT SIZE 4 in, 6 in, 8 in, 10 in

GROWER TIPS
More vigor and more upright than Cinnamon Star. Great for cool finishing.

8 WEEKS

Candy™ Wintergreen
SYNGENTA FLOWERS | Variety 70072529
• Fresh lime green bracts which bring something truly different into the mix.
FINISH DATE Nov. 15 – 22
VIGOR Medium – Vigorous
POT SIZE 4 in, 6 in, 8 in, 10 in

GROWER TIPS
Adequately growth regulate before and after pinching. True lime green color if finished under low light conditions; the color gets more yellow under high light during finishing.

8-8.5 WEEKS

Marjoris™ Red
SYNGENTA FLOWERS | Variety 70062629
• Vigorous, premium variety for large containers.
• Upright, sturdy, V-shaped habit ships well and looks bright at retail.
• Suitable for all regions with good heat tolerance.
FINISH DATE Nov. 18 – 25
VIGOR Medium – Vigorous
POT SIZE 6 in, 8 in, 10 in

GROWER TIPS
Adequately growth regulate before and after pinching. Best for larger container sizes.

8-8.5 WEEKS

The Candy™ family is ideal for mid-season sales and is especially suited for mid-sized containers across a wide range of climates.

NEW!
Maren™
SYNGENTA FLOWERS | Variety 70008646
• Consistently one of the best pinks available!
• Reliably performs under all conditions that growers find easy to grow.
• A popular and proven variety for early- to mid-season finish.

FINISH DATE  Nov. 18 – 25
VIGOR  Medium
POT SIZE  4 in, 6 in, 8 in, 10 in

GROWER TIPS
When finished warm, bract color will be more pink.

Marblestar™
SYNGENTA FLOWERS | Variety 70003573
• Proven to be one of the best marble types for its reliable habit and color pattern.
• Medium to vigorous habit fits well in all pot sizes for the important mid-season when customers are looking for something different.
• Always a solid choice in this novelty color category and provides superb shelf-life.

FINISH DATE  Nov. 18 – 25
VIGOR  Medium
POT SIZE  4 in, 6 in, 8 in, 10 in

GROWER TIPS
Can exhibit discoloration of leaf margins which does not distract once plants are in full bloom.
Ruby Frost™
SYNGENTA FLOWERS | Variety 70007654
- Eye-catching color with unique tones of rose to pink.
- A great, medium-vigorous variety for the novelty market.
- Suitable for a range of pot sizes.

FINISH DATE  Nov. 18 – 25
VIGOR       Medium – Vigorous
POT SIZE    6 in, 8 in, 10 in

GROWER TIPS
Foliage may grow irregularly under very hot conditions. Grow in cooler parts of greenhouses to avoid heat delay.

Sigma™
SYNGENTA FLOWERS | Variety 70019394
- A star performer for early to mid-November promotions!
- An ideal fit for high-density production, Sigma can be grown in 4 to 6 inch pots without rings on a smaller greenhouse footprint.
- Compact habit, with bracts proportionately sized to its vigor.

FINISH DATE  Nov. 18 – 25
VIGOR       Compact
POT SIZE    4 in, 6 in

GROWER TIPS
Ideal for small containers under dense production conditions.
Whitestar™

Growers and retailers continue to love this variety for its outstanding performance as an early- to mid-season variety suitable for all climates. A favorite for painting and glittering, Whitestar continues to have the best white color and very large, upright showy bracts.

North America’s Favorite White
- Outstanding white variety in all climates.
- Great branching and upright habit.
- Very large, showy bracts.
- Growers rave – this is the number-one variety for painting!

FINISH DATE Nov. 18 – 25
VIGOR Medium – Vigorous
POT SIZE 4 in, 6 in, 8 in, 10 in

GROWER TIPS
For best white color, apply Fascination® growth regulator plus Capsil® spray adjuvant 2–3 weeks before shipping. Avoid cool finishing, as it results in more creamy white color.
The Mars family is ideal for growers who need a medium vigor option with strong roots and bright colors with less shrink. A fresh look with long-lasting cyathia, Mars makes well-matched color combinations and is great for outdoor applications in the South.

### Mars™ Marble

**SYNGENTA FLOWERS**  
Variety 70003588  
- A pretty novelty option with light pink and cream bracts.  
- Upright habit that matches well with Mars Family colors for excellent combinations.  
- A great choice for Southern markets where plants are used outdoors.

**FINISH DATE**  
Nov. 21 – 28  
**VIGOR**  
Medium

<table>
<thead>
<tr>
<th>POT SIZE</th>
<th>火星™ Marble</th>
<th>8.5 WEEKS</th>
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<tr>
<td>6 in, 8 in, 10 in</td>
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**GROWER TIPS**  
Cooler temperatures at the end of production improves the marble color.

### Mars™ Early Red

**SYNGENTA FLOWERS**  
Variety 70019397  
- An outstanding choice for early red sales in the South with no heat delay.  
- Upright habit that is very easy to grow in large containers.  
- Exceptional post-harvest performance, with large cyathia that hold well for ultimate consumer satisfaction.

**FINISH DATE**  
Nov. 10 – 17  
**VIGOR**  
Medium  
**POT SIZE**  
6 in, 8 in, 10 in

<table>
<thead>
<tr>
<th>7.5-8 WEEKS</th>
</tr>
</thead>
</table>

**GROWER TIPS**  
Mix with Mars Family colors for well-matched combination containers.

### Mars™ Pink

**SYNGENTA FLOWERS**  
Variety 70003589  
- Appealing true pink color with the vigor to fill all container sizes.  
- Upright habit that matches well with Mars Family colors for excellent combinations.

**FINISH DATE**  
Nov. 21 – 28  
**VIGOR**  
Medium  
**POT SIZE**  
4 in, 6 in, 8 in, 10 in

<table>
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<tr>
<th>8.5 WEEKS</th>
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**GROWER TIPS**  
Finishing at cooler temperatures will induce dark pink centers.

### Mars™ White

**SYNGENTA FLOWERS**  
Variety 70003590  
- An excellent choice for mass-market suppliers.  
- Creamy white bracts and a strong root system creates plants that hold well to the stresses of retail.

**FINISH DATE**  
Nov. 21 – 28  
**VIGOR**  
Medium  
**POT SIZE**  
6 in, 8 in, 10 in

<table>
<thead>
<tr>
<th>8.5 WEEKS</th>
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</table>

**GROWER TIPS**  
For best white color, largest bracts, and up to 4 days earlier finish, apply Fascination® growth regulator plus Capsil® spray adjuvant 2–3 weeks before shipping.

### Mars™ Late Red

**SYNGENTA FLOWERS**  
Variety 70003587  
- A strong red for efficient late-season sales in 6 inch pots.  
- Robust, upright habit with hearty roots equals less shrink to finish your season strong.

**FINISH DATE**  
Nov. 25 – Dec.2  
**VIGOR**  
Medium – Vigorous  
**POT SIZE**  
6 in, 8 in, 10 in

<table>
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<tr>
<th>9 WEEKS</th>
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</table>

**GROWER TIPS**  
A late Bonzi® drench is important to avoid late season stretch. Finish warm to improve bract size. Do not use in Mars Family combos.
Lyra™ Red
SYNGENTA FLOWERS | Variety 70067496

A new bright spot from North to South
- Beautiful bract shape with a classic look and well-holding cyathia.
- Upright, V-shaped habit with exceptional stem strength and heat tolerance.
- Ideal vigor to fill 6 inch and large containers, that times perfectly for the Thanksgiving delivery window.

FINISH DATE Nov. 20 – 27
VIGOR Medium – Vigorous
POT SIZE 4 in, 6 in, 8 in, 10 in

GROWER TIPS
Adequately growth regulate before and after pinching. Can be planted one week later than medium vigorous varieties.

Lyra™ Red

8.5 WEEKS

Hera Red®
BEEKENKAMP PLANTS | Variety 8723993

The Star of the Show
- Excellent shelf life.
- Very uniform.
- Sturdy flower stems.
- Strong V-shape.
- Bright red color.
- Large and prestigious cyathia.
- Suitable for pot sizes 6–10 inch and larger.

FINISH DATE Nov. 28 – Dec. 2
VIGOR Vigorous
POT SIZE 6 in, 8 in, 10 in

GROWER TIPS
Nice variety for the later weeks in the supply period; has a longer response time. Perfect for larger pot sizes. Its sturdy flower stems and definite V-shape reduce the susceptibility of Hera to stem breakages.
Sonora™ White Glitter
SYNGENTA FLOWERS | Variety 70019396

- A novelty variety with very distinct red and white bracts.
- A compact medium to late variety best for 4 to 6 inch container production.

FINISH DATE Nov. 23 – 30
VIGOR Compact – Medium
POT SIZE 4 in, 6 in

GROWER TIPS
Enhanced color contrast under cool finishing conditions.

Cortez™ Burgundy
SYNGENTA FLOWERS | Variety 70003560

- Truly a legend with beautiful dark burgundy bracts, Cortez still leads this color category.
- Ideal for all pot sizes in the mid- to late-season, especially in Northern climates.

FINISH DATE Nov. 25 – Dec. 2
VIGOR Medium
POT SIZE 4 in, 6 in, 8 in, 10 in

GROWER TIPS
Finish warm (above 66° F night temperatures) to avoid shine on the bracts and delay in finishing.
Can show heat delay in Southern conditions.
Provide high light to improve post-harvest quality.
**Venus™ Hot Pink**

SYNGENTA FLOWERS | Variety 70057012

- Outstanding, vibrant hot pink bract color with medium vigor and V-shaped habit.
- Venus is sturdy and stands up to the stresses of shipping.
- Hot pink color shows well under fluorescent lights inside big-box and retail stores!

**FINISH DATE** Nov. 25 – Dec. 2  
**VIGOR** Medium – Vigorous  
**POT SIZE** 6 in, 8 in, 10 in

**GROWER TIPS**  
Medium to late timing; will need blackclothing for early and Thanksgiving sales. Avoid cool finishing, as it will delay finishing time.

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**Neva™**

SYNGENTA FLOWERS | Variety 70019399

- A shining choice for mid-season, Neva features a strong, V-shaped habit, sturdy stems and a robust root system.
- Neva is extremely versatile, well-suited for 4.5 to 10 inch pots and everything in between.

**FINISH DATE** Nov. 25 – Dec. 2  
**VIGOR** Medium  
**POT SIZE** 4 in, 6 in, 8 in, 10 in

**GROWER TIPS**  
Ideal for medium-late 6 inch production without need for growing rings.
Here is a selection of our assortment. These award-winning poinsettias have been tested throughout the supply chain by several different independent companies.

This plant, although much loved, can definitely present a challenge at various points in the supply chain. Since we are well aware of this, Beekenkamp Plants invests in the poinsettia in order to simplify the task for all concerned.

When breeding new varieties, Beekenkamp Plants selects those that will provide reliable results under all conditions. From the production of cuttings, packaging and transport, right up to the shop shelf.
Syngenta Flowers’ poinsettia portfolio represents a range of genetics that are bred for versatility, answering the diverse needs of growers across North America.

The recent introductions of Lyra Red and Mirage Red represent the best of Syngenta Flowers’ newest breeding and our commitment to improving the overall growing experience. The goal of our world-class, modern breeding is to perform across a range of climates, target critical selling windows, and focus on attributes such as shelf-life, heat tolerance and strong V-shaped habits.

When big, show-stopping color is a must, growers repeatedly turn to Orion Early Red. This classic variety continues to wow year after year with its premium large, bright red bracts and classic florist-quality presentation at retail.

Whitestar is North America’s number one white poinsettia year after year and holds the crown for true white color that is the best choice for painting and glittering.

Reach for these stars when designing your perfect poinsettia program.
## Poinsettias At-A-Glance

<table>
<thead>
<tr>
<th>Variety</th>
<th>Variety Number</th>
<th>Company</th>
<th>Natural Flower</th>
<th>Blackcloth Response (weeks)</th>
<th>Cold Grow</th>
<th>Heat Tolerance</th>
<th>Mini Production</th>
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<td>Syngenta Flowers</td>
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