

Media Release

fFLORIANA®

Monday 29th September 2003

Big on colour, low on water!



Pentas 'Piccolo Cherry'



Vinca 'Peppermint Drop'

With water restrictions currently enforced in many part of the country, now is the time to change our water wasting habits in the garden!

By looking at the way we use plants in the garden, it is still possible to have masses of colour this summer and also be considerate to the water situation.

Plant selection is very important, and choosing low water using varieties is the first step. Floriana has a wide range of 'low water' varieties that require little water yet still provide colour through the summer months. Try the **Pentas 'Piccolo'** series, with bright musk or red star shaped flowers, or **Zinnia 'Mambo'**, with bursts of pink or orange blooms. And new this spring are **Gazania 'Pink Kiss'** and **Melampodium 'Lemon Delight'** for the latest look in the garden.

A reminder about 'Wise Watering' from Floriana:

- Water early in the morning or late in the evening. (See water restriction rules for times and methods permitted)
- Avoid automated watering systems and fine spray sprinklers (70% of the mist is blown away and evaporates)
- Water at the base of plants (Deep watering is better than frequent light watering)
- Weed regularly and use mulch to keep moisture in
- Level flowerbeds to reduce water run off
- Select plants that suit the position and are known to be low water users.

Low water gardening is not only about cacti and succulents. Annuals and perennials do have a part to play in a water-wise garden. Below is a list of low water varieties available from Floriana, proving you can still have colour and be water-wise.

Low water user variety list

Once these varieties are established they are all generally reliable low water users:

Very low water users:

- Cineraria 'Silver Dust'
- Gazania 'Sunshine Hybrid' and 'Pink Kiss' (**NEW**)
- Pyrethrum 'Silver Feather' and 'Queen Anne Lace'
- Sedum 'Purple Clouds'
- Thyme 'Potager Herbs'
- Portulaca 'Raspberry', 'Marguerita', and 'Mexican Doll'
- Erigeron 'Seaside Daisy'
- Pentas 'Piccolo Cherry' & 'Piccolo Musk'
- Zinnia 'Mambo Pink' & 'Mambo Orange'

Low water users:

- Alyssum - Many colours across the 'So Beautiful', 'Natural Beauty', and 'Down to Earth' ranges
- African Daisy – 'Peter Rabbit Cottage Garden' range
- Chrysanthemum 'Snowland'
- Cosmos – Available in 'Natural Beauty' and 'Down to Earth' ranges
- Cleome 'Spider Flower' Mixed
- Geranium – 'Vogue' series
- Livingstone Daisy 'Circus Mix'
- Melampodium 'Lemon Delight' (**NEW**)
- Myosotis 'Forget me not' series
- Nigella 'Love in a mist'
- Rudbeckia 'Becky' & 'Beckie'

- Salvia 'Blaze of fire', 'Dusky Hues' and 'Red'
- Silene 'Rocky Road'
- Straw flower – Available in the 'Natural Beauty' range
- Verbena – Wide selection available in 'Natural Beauty' & 'Down to Earth'
- Vinca – Available in the 'So Beautiful' and 'Natural Beauty' ranges
- Shasta Daisy 'Snow Dancer'
- Status 'Seaspray'

Floriana's Low Water Range

In response to our changing watering needs in the garden, Floriana introduced a 'Low Water' range of perennial plants onto the market. Response to the range has been positive with many nurseries and garden centers now stocking the Low Water range.

Currently there are 14 varieties that make up the range. Each produces beautiful colourful blooms during the year even though they have low water requirements.



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| <ul style="list-style-type: none"> • Brachyscome 'Blue' • California Poppy 'Orange' • Cosmos 'Orange and Lemon' • Gazania 'Parched Pink' • Lavandula 'Lady' • Nepeta 'Catmint' • Nierembergia 'Mont Blanc' | <ul style="list-style-type: none"> • Nierembergia 'Purple Petticoat' • Osteospermum 'African Daisy' • Salvia 'Blue Queen' • Santolina 'Tomentosa' • Sedum 'Acre' • Sedum 'Purple Clouds' • Statice 'Seaspray' |
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Floriana's Low Water range varieties come in square 100mm pots and sell for around \$4.25 RRP.

For more information on plants that won't work up a thirst in the garden, speak to your local nursery or garden centre or contact Floriana.

FOR IMMEDIATE RELEASE

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*****Please note: Images are available for many of the varieties mentioned in this media release*****