



www.allaboutcolor.com

## Senetti® – Beautiful, bold color for early spring

**Why plant it:** Senetti is a cool-weather plant that provides one of the first flowers of spring and will re-bloom after pruning until warm weather sets in.

**Where to plant and key care tips:** Senetti is a part-sun/shade plant that blooms best when temps are cool. Place outdoors when temperatures are between 35-50 degrees. Although an excellent choice for patio containers, Senetti is gorgeous when mass planted in the landscape! Cut plants back to force re-blooming, then maintain them over the summer months for a burst of fall flowering.

Location: part sun to shade

Water: allow soil to dry a bit when cool, increase water in summer

Height: 15-23" with similar spread

Feed: Regular feed

**For Facebook/newsletters:** Early spring color is often an unexplored area for many home gardeners. For those who want to liven up their gardens and patios before the "official" frost-free dates of spring, the Senetti collection is a cool-season superstar!

A supplement to traditional early favorites like pansies and snapdragons, Senetti is a re-blooming pericallis hybrid with large daisy-like flowers and attractive foliage. Striking colors (magentas, blues, violets and pinks in solids and bicolors with white) make this an exciting addition to patio containers and the landscape.

For best results, plant Senetti in part-sun or shady spots when temperatures are between 35 and 50 degrees. After plants stop flowering in summer, prune well for a repeat performance in fall.

Watering is important to Senetti's health. When temps are cool, wait until soil is dry to the touch before watering. In warmer weather, be careful not to let soil dry completely. In containers, use potting medium with good drainage.

**Video:** <http://youtu.be/dI9GlcWnJQI>

**All About Color page for more resources:**

<http://www.allaboutcolor.com/2014-feature-plant-senetti/>

**RETAILER INFO** Senetti® is available in:

- 1-gallon branded Senetti® pots

**Merchandising Ideas:**

- Display Senetti with POP poster and bench card
- Cross-merchandise with cool-season annuals like Cool Wave™ Pansies
- Cross-merchandise with patio containers, potting soil, and plant food

