

Baï FloraPlant®

Geraniums.

The Best  
Geraniums  
Begin Here

## Retail-ready, top-quality Geraniums in as few as 8 weeks



Traditional URC



**Genesis cuttings** arrive ready to direct stick to the finish container.



Traditional URC 14 days



**Genesis cuttings 14 days:** With the callus already on, roots initiate quickly.



Traditional URC 5 weeks



**Genesis cuttings 5 weeks:** Direct sticking speeds up and improves branching for a better quality plant.

# The Genesis of Great Geraniums

Geranium production continually evolves at Ball FloraPlant. Now, with **Genesis™ direct-stick cuttings**, you can ship a premium-quality, retail-ready crop in as few as eight weeks!

### Save time and money

Because Genesis cuttings can be direct stuck to the finish container, you cut propagation time by 10 to 14 days and eliminate transplanting labor. Plus, the pre-sorted cuttings take half the time to root — you move crops off the bench faster, get more turns per season and reduce overall input costs.

### Improved plant quality

Genesis lets you grow better quality plants with improved branching and excellent vigor... plants that sell fast at retail!



You can get all the geraniums in this brochure as Genesis cuttings. Learn more about Genesis on BFP TV at [www.ballfloraplant.com](http://www.ballfloraplant.com).



Fantasia® Cardinal Red

Traditional URC 8 weeks

**Genesis cuttings 8 weeks:** The Genesis geranium is in full bloom, out the door and ready to sell.

# The Business Behind the Blooms



What makes an outstanding geranium program? Ask Guillermo Ravina (pictured top) – as the production manager at Floricultura in Guatemala, his team is the force behind millions of quality cuttings.

**Consistency** starts with a commitment to uniformity. Extensive training and experience of growers and harvesters ensure the caliper and size of every cutting shipped.

**Cleanliness** has been ingrained in Floricultura's processes and people.

**Customer Service:** Guillermo and his team accept orders through Friday and ship three times a week to North America, providing the freshest Genesis™ and unrooted cuttings to our rooting stations and growers.

**Confidence** is built-in with the team at Floricultura. Guillermo's 14 years of experience, the commitment to performance, and the depth of Ball FloraPlant's geranium program allow you to have the best of the best...by way of our geranium experts in Guatemala.



# Presto™

NEW

TM



NEW Dark Red

NEW Dark Salmon

NEW Dark Fuchsia

NEW Brilliant Red

NEW Deep Scarlet

NEW Extreme Rose

NEW Light Salmon

NEW Pink

NEW Pink + Eye

NEW Violet

NEW Rose Sizzle

**Height:** 8 to 10 in. (20 to 25 cm)

**Spread:** 8 to 10 in. (20 to 25 cm)

**Presto delivers three flowers at first flush!**

Uniform

Naturally compact

Dark-leaved

Highly programmable

Heat tolerant

Best suited to 4 to 6-in. (10 to 15-cm) pots and  
10 to 14-in. (25 to 35-cm) baskets

# Big flower power in a compact habit

Grow your Presto crop (and your profits!) with Genesis cuttings — see [www.ballhort.com/BallFloraPlant/\\_culture\\_resources.aspx](http://www.ballhort.com/BallFloraPlant/_culture_resources.aspx) for details.

## NEW Presto™ Series — compact habit

Variety	Flower Timing	Leaf Type	Habit
NEW Brilliant Red	Medium	Dark	Compact
NEW Dark Fuchsia	Medium	Dark	Compact
NEW Dark Red	Medium	Dark	Compact
NEW Dark Salmon	Medium	Dark	Compact
NEW Dark Scarlet	Medium	Dark	Compact
NEW Extreme Rose	Early	Dark	Compact
NEW Light Salmon	Medium	Dark	Compact
NEW Pink	Medium	Dark	Compact
NEW Pink + Eye	Medium	Dark	Compact
NEW Pink Sizzle	Medium	Dark	Compact
NEW Rose Sizzle	Medium	Dark	Compact
NEW Violet	Medium	Dark	Compact
NEW White	Medium	Dark	Compact

NEW Pink Sizzle

NEW White

# Fantasia<sup>®</sup>



**Height:** 12 to 14 in. (30 to 35 cm)

**Spread:** 12 to 14 in. (30 to 35 cm)

**With large, semi-double flowers and dark green foliage, Fantasia delivers:**

High uniformity

Full color range – easy selection

Improved shelf life

Best performance in 5-in. (13-cm) and larger pots and hanging baskets

**NEW** Dark Red is the darkest red zonal geranium on the market.

**NEW** Raspberry Twizzle's exciting striped flower pattern is unique.

# Dark-leafed zonal with outstanding vigor



NEW Raspberry Twizzle

Visit [ballfloraplant.com](http://ballfloraplant.com) 24-7 for BFP TV and find info-filled videos on Genesis direct-stick geranium cuttings and much more.



Pink Shell

White

## Fantasia® Series – medium habit

Variety	Flower Timing	Leaf Type	Habit
Cardinal Red <i>Top seller!</i> 🍀🚧	Medium	Dark	Medium
Coral 🍀	Early	Dark	Medium
NEW Dark Red 🚧	Medium	Dark	Medium
Flame 🍀	Medium	Dark	Medium
Flamingo Rose 🍀	Early	Dark	Medium
Neon Rose 🚧	Medium	Dark	Compact
Pink Shell 🍀🚧	Medium	Dark	Compact
Purple Sizzle <i>Top seller!</i> 🚧	Medium	Dark	Compact
NEW Raspberry Twizzle 🚧	Medium	Dark	Compact
Salmon 🍀🚧	Medium	Dark	Medium
NEW Shocking Pink Improved 🚧	Medium	Dark	Medium
Strawberry Sizzle <i>Top seller!</i> 🍀🚧	Medium	Dark	Medium
Violet <i>Top seller!</i> 🍀	Medium	Dark	Medium
White 🍀🚧	Medium	Dark	Medium

Our Circle of Life® EcolIndex guides you in growing sustainably.

🍀 Low landscape/consumer water needs

🚧 Low energy production

# Designer



**Height:** 12 to 14 in. (30 to 35 cm)

**Spread:** 12 to 14 in. (30 to 35 cm)

**Designer is our most established geranium for many reasons:**

Excellent performance in the landscape

Dependable uniformity

Flowers well under low light conditions

High weather tolerance

Versatile – well-suited for 4.5 to 6-in. (11 to 15-cm) pots, gallons and baskets

Growers Choice varieties are top performers that deliver the most uniform habit and timing across key geranium colors.

# Tried-and-true classic performer

Light Pink
























White Growers Choice

Year-round cutting availability means you can count on Ball FloraPlant for the right geraniums – right when you need them.



Light Salmon

Salmon Improved Growers Choice

## Designer Series – medium habit

Variety	Flower Timing	Leaf Type	Habit
Bright Lilac  	Early	Green	Medium
Bright Red <i>Top seller!</i>  	Medium	Green	Medium
Bright Scarlet <i>Top seller!</i> 	Early	Green	Medium
Dark Pink Sizzle 	Medium	Green	Medium
Dark Red <i>Top seller!</i>  	Medium	Green	Medium
Hot Pink <i>Top seller!</i>  	Medium	Green	Medium
Light Pink 	Medium	Green	Medium
Light Salmon 	Late	Green	Medium
Peppermint Twist 	Medium	Green	Medium
Red  	Medium	Green	Medium
Salmon 	Medium	Green	Medium
Salmon Improved <i>Top seller!</i>  	Medium	Green – zoning	Medium
Salmon Rose  	Early	Green	Medium
Scarlet Red 	Medium	Green – zoning	Medium
Violet <i>Top seller!</i> 	Medium	Green	Medium
White 	Medium	Green	Medium

Our Circle of Life® Ecolindex guides you in growing sustainably.

 Low landscape/consumer water needs  Low energy production

# Allure™



Violet

Red Passion

Scarlet Improved

Light Pink



NEW True Red



Rose



Pink Sizzle



Bright Lavender



Purple Rose



Hot Coral



Tangerine

**Height:** 14 to 18 in. (35 to 45 cm)

**Spread:** 12 to 14 in. (30 to 35 cm)

The most vigorous of Ball FloraPlant's zonal geraniums, Allure features:

Full habit and fast fill

Consistent color

Large, semi-double flower

Strong, upright plants

High stress tolerance

Suitable for 6-in. (15-cm) and larger pots, 10 to 14-in. (25 to 35-cm) baskets and large mixed containers

**NEW** True Red delivers richer color than Red Passion, with shorter flower stems.

# Full body, super sized!

Lilac Chiffon

Count on the freshest liners, reliable availability and efficient truck delivery from your regional rooting stations.

## Allure™ Series – the most vigorous habit

Variety	Flower Timing	Leaf Type	Habit
Bright Lavender <i>Top seller!</i> ♦	Medium	Green – zoning	Vigorous
Hot Coral ♦	Medium	Green	Vigorous
Light Pink <i>Top seller!</i>	Medium	Green	Medium
Lilac Chiffon ♦	Late	Green	Vigorous
Pink Sizzle ♦	Medium	Green	Medium
Purple Rose <i>Top seller!</i> ♦	Medium	Green	Medium
Red Passion <i>Top seller!</i> ♦	Medium	Green	Vigorous
Rose	Early	Green	Medium
Salmon ♦	Medium	Green – zoning	Vigorous
Scarlet Improved	Early	Green – zoning	Vigorous
Tangerine <i>Top seller!</i> ♦	Medium	Green	Vigorous
NEW True Red	Medium	Green	Vigorous
Violet	Medium	Green	Vigorous
White	Medium	Green	Vigorous

White

Salmon

Our Circle of Life® EcolIndex guides you in growing sustainably.

♦ Low landscape/consumer water needs

# NEW Precision™



**Height:** 10 to 12 in. (25 to 30 cm)

**Spread:** 14 to 18 in. (35 to 45 cm)

**Precision gives you amazing uniformity across 14 colors...and more:**

Medium habit holds shape

Highly programmable

Oedema tolerant

Early flowering

Minimal PGRs needed

Large, double blooms above canopy

Good for 4.5-in. (11-cm) pots; quick to fill large containers and baskets

# Great uniformity from an ivy geranium

NEW Lavender

BFP-TV at [ballfloraplant.com](http://ballfloraplant.com) – your source for the latest geranium growing news.

## NEW Precision™ Series

Variety	Flower Timing	Leaf Type	Habit
NEW Blue	Early	Green	Medium mounded
NEW Burgundy	Early	Green	Medium mounded
NEW Burgundy Ice	Early	Green	Medium/compact mounded
NEW Dark Burgundy	Early	Green	Medium mounded
NEW Dark Lavender	Medium	Dark	Medium mounded
NEW Dark Salmon	Early/medium	Green	Medium mounded
NEW Lavender	Early	Green	Medium mounded
NEW Light Pink	Early	Green	Medium/compact mounded
NEW Pink	Early	Green	Medium mounded
NEW Red Ice	Early	Green	Medium mounded
NEW Ruby	Early/medium	Green	Medium mounded
NEW Salmon	Early	Green	Medium mounded
NEW Scarlet Red	Early	Green	Medium mounded
NEW White Red Eye	Early	Green	Medium/compact mounded

NEW White Red Eye

NEW Light Pink

**Height:** 10 to 12 in. (25 to 30 cm)

**Spread:** 12 to 14 in. (30 to 35 cm)

**A key basket choice for the southern U.S.,  
Galleria interspecific geranium:**

Produces mounded, trailing plants

Tolerates heat

Oedema tolerant

# Galleria®



SnowFire



Pink Punch



Bright Violet



Ruby Red



Sunrise



Our Circle of Life® EcolIndex guides you in growing sustainably.

☑ Low landscape/consumer water needs

# Genesis™ Geranium Timing Chart

Series	Form	Propagation Method	Temperature Range	Negative Dif	Light Levels (f.c.)	Liner Prop Time (weeks)	Crop Time from Stick to 4.5-in./11-cm (weeks)	Growth Regulators
<b>Presto</b>	URC	25 mm liner	High: 65-76°F/18-24°C Low: 62-67°F/16-19°C	3-5 F	3,500-6,000	3-4	10-12	Cycocel 750ppm spray
<b>Presto</b>	Genesis	25 mm liner	High: 65-76°F/18-24°C Low: 62-67°F/16-19°C	3-5 F	3,500-6,000	1-2	8-10	Cycocel 750ppm spray
<b>Presto</b>	Genesis	Direct stick	High: 65-76°F/18-24°C Low: 62-67°F/16-19°C	3-5 F	3,500-6,000	NA	8-10	Cycocel 750ppm spray
<b>Fantasia</b>	URC	25 mm liner	High: 65-76°F/18-24°C Low: 62-67°F/16-19°C	3-5 F	3,500-6,000	3-4	10-12	Cycocel 750ppm spray
<b>Fantasia</b>	Genesis	25 mm liner	High: 65-76°F/18-24°C Low: 62-67°F/16-19°C	3-5 F	3,500-6,000	1-2	8-10	Cycocel 750ppm spray
<b>Fantasia</b>	Genesis	Direct stick	High: 65-76°F/18-24°C Low: 62-67°F/16-19°C	3-5 F	3,500-6,000	NA	8-10	Cycocel 750ppm spray
<b>Designer</b>	URC	25 mm liner	High: 65-76°F/18-24°C Low: 62-67°F/16-19°C	3-5 F	3,500-6,000	3-4	10-12	Cycocel 750ppm spray
<b>Designer</b>	Genesis	25 mm liner	High: 65-76°F/18-24°C Low: 62-67°F/16-19°C	3-5 F	3,500-6,000	1-2	8-10	Cycocel 750ppm spray
<b>Designer</b>	Genesis	Direct stick	High: 65-76°F/18-24°C Low: 62-67°F/16-19°C	3-5 F	3,500-6,000	NA	8-10	Cycocel 750ppm spray
<b>Allure</b>	URC	25 mm liner	High: 65-76°F/18-24°C Low: 62-67°F/16-19°C	3-5 F	3,500-6,000	3-4	10-12	Cycocel 750ppm spray
<b>Allure</b>	Genesis	25 mm liner	High: 65-76°F/18-24°C Low: 62-67°F/16-19°C	3-5 F	3,500-6,000	1-2	8-10	Cycocel 750ppm spray
<b>Allure</b>	Genesis	Direct stick	High: 65-76°F/18-24°C Low: 62-67°F/16-19°C	3-5 F	3,500-6,000	NA	8-10	Cycocel 750ppm spray
<b>Precision</b>	URC	25 mm liner	High: 65-76°F/18-24°C Low: 62-67°F/16-19°C	3-5 F	2,500-4,000	3-4	10-13	Cycocel 750ppm spray
<b>Precision</b>	Genesis	25 mm liner	High: 65-76°F/18-24°C Low: 62-67°F/16-19°C	3-5 F	2,500-4,000	1-2	8-11	Cycocel 750ppm spray
<b>Precision</b>	Genesis	Direct stick	High: 65-76°F/18-24°C Low: 62-67°F/16-19°C	3-5 F	2,500-4,000	NA	8-11	Cycocel 750ppm spray



Place your geranium order  
today with your Ball Seed sales  
rep or call 800 879-BALL.

800 879-BALL  
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Ball FloraPlant®

# Genesis™

**Less labor**

**Shortened crop time**

**Less shrink**

**Reduced input costs**