

Verbena bonariensis

Vanity

Van Hemert & Co



Trade release

Winner 2023



Vanity, a purple breeze for smaller green spaces

Always thought Verbena bonariensis was too tall for your garden? Not anymore! Van Hemert & Co proudly presents the latest Gold Medal winner Vanity. Thanks to its shorter stems, this Verbena bonariensis is clearly compact than existing varieties. The tight flower clusters have a more intense purple-blue colour and bloom from mid-summer until autumn frost. Vanity offers a long flowering season, attracts bees and butterflies and spreads a subtle fragrance in the early morning and evening.

A Gold Medal is awarded to an exceptional breeding innovation and Vanity certainly meets that criterium.

The jury highly praised the innovative compact plant habit and intense purple colour, and rewarded this newcomer with an excellent overall scoring. As one jury member stated: "Simply perfect".

Verbena Vanity, now also for the terrace or balcony.

More information and images: www.fleuroselect.com or info@fleuroselect.com
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Market Value

With its compact growing habit and deep flower colour, Vanity is a welcome addition to the market. This variety is suitable for pot plant production and does not require pinching or the use of PGR. Retailers can offer a continuously flowering *Verbena bonariensis* in a pot on the bench. Consumers will love to plant these trendy, well-branched garden performers in lower borders or even in mixed containers on the patio. *Verbena Vanity* offers the market magnificent new possibilities in various garden settings.

Background Information

Verbena bonariensis, also known as the vervain, is a member of the verbena family cultivated as a flowering annual or herbaceous perennial plant. This species grows best in well-drained soil and prefers full sun while needing regular moisture. With the introduction of *Vanity*, breeder Van Hemert & Co has established a compacter version of this variety.



Technical Information

- Novelty:** Compact plant habit; longer flowering season; shorter, well branched plants; intense colour.
- Colour:** Purple-blue.
- Flower:** Single.
- Type:** Perennial, O.P., diploid.
- Use:** Bedding, cut flower and patio plant.
- Plant:** Height 70-80 cm, width 40-50 cm, upright plant shape.
- Seed:** 4000 s/gr; 80% germination.
- Growing:** *Vanity* can be grown in containers or directly sown. For pot production, sow in the pack at 24°C at the end of March. Cover with a thin layer of vermiculite and keep slightly moist. Cool nights (12-15°C) will improve germination. Grow at 16-18°C, do not apply PGR and transplant after 30 days in a 15 cm pot or in the bed. Alternatively, sow directly in the bed at the end of April. It will take 80 days to flowering.
- Planting:** Plant out at 40 cm x 40 cm in a sunny spot.
- Breeder:** **Van Hemert & Co | www.vanhemertseeds.com**

