

Calendula officinalis

Calexis Orange

VAN HEMERT & CO, THE NETHERLANDS



Trade Release

Winner 2019



Calexis Orange, a spiky addition to borders and pots.

Van Hemert & Co. has succeeded in breeding a dwarf Calendula for commercial growers. Calexis Orange presents a brand new flower shape and its beautiful double cactus flowers with rolled petals in a striking orange surround the contrasting dark brown centre. Calendula is a hardy annual, and hardened-off plants will survive some light frost, in winter or early spring.

A Gold Medal symbolises a genuine breakthrough in breeding. The Fleuroselect jury highly appreciated Van Hemert's breeding performance in achieving a unique cactus shaped flower on a compact plant with excellent growing performance and therefore awards Calexis Orange with a Gold Medal for 2019.

More information and images: www.fleuroselect.com or info@fleuroselect.com
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Calendula officinalis *Calexis Orange*



Market Value

This winner can be grown in winter in Mediterranean climates and as an early spring and summer crop in cooler climates. Calexis Orange is sturdy, well branched and has an excellent shelf life on the bench. Consumers will love this newcomer because of its innovative flower shape and vivid colour and can pair it with Calexis Yellow, the equally new sister variety. The unique cactus shape complements every pot or border in a most original way. Calexis Orange, the peak of the season.

Background Information

Calendula officinalis is a plant in the genus *Calendula* of the family Asteraceae. It is widely cultivated and can be grown easily in sunny locations in most kinds of soils. With Calexis Orange and its sister Yellow, Van Hemert & Co. has succeeded in creating a dwarf *Calendula* for commercial growers with good cactus flowers in two striking colours.



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Technical Information

Novelty: Double and semi-double

Cactus flower on compact plants

Colour: Orange with dark centre

Flower: Double, 8 cm diameter

Type: Annual, O.P., diploid

Use: Patio and bedding plant

Plant: Height 30 cm, spread 30 cm

Seed: Approx. 125 seeds per gram;
germination rate 85%

Growing: Sow in the pack in early March at 21°C. Keep the seeds covered and slightly moist. Grow on at 16°C during the day and 10°C at night. Grow cool and dry to prevent stretching and use a preventative fungicide program. Transplant after 4 weeks in the full sun.

Planting: Plant 1-3 plants in a 12 cm container or plant out in a sunny spot; planting distance is 30 cm x 30 cm.

Breeder: Van Hemert & Co, The Netherlands