



DÜMMEN
ORANGE®

Ecke Poinsettias

*Las Mercedes,
El Salvador*

2017-2018

GRAPHICAL TRACKING ONTARGET™

A web-based height tracking tool, OnTarget™ helps growers meet their poinsettia crop specifications on time with the most efficient use of inputs. Decisions about plant growth regulation and temperature are easy to make throughout the growing season when viewing plant progress in OnTarget™.

Sign up at OnTarget.DummenOrange.com!



SETTING THE ORANGE STANDARD OUR PRODUCTION FARMS

Our Green Care program ensures strict phytosanitary protocols are top priority, and our dedication to ongoing MPS certification exemplifies the dedication to our people and the communities in which we are rooted.

ECKE
RANCH
BY DÜMMEN ORANGE



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ICON KEY

- Natural Season Response Time Expressed in Weeks
- Heat Tolerant
- Cold Tolerant
- Black Friday Production
- High Density Production

TOP PICK Top Selling Variety

IMPROVED Improved Variety

NEW New Variety

ECKE PRODUCT INDEX

Product Index is in Natural Season Bloom Order

Page Página Page	Chapter Capítulo Chapitre	Variety Variedad Variété	Variety Code Codigo de la variedad Code de la variété	Breeder Criador Hybrideur	Natural Response Time Semanas de reacción Temps de production	Black Out Response Time Semanas de reacción Temps de production	Vigor Vigor Croissance	
Poinsettia ECKE								
07	TOP PICK	Reds & Families	Advent Red	11008	Ecke	6.5	6	●●●●●
07		Reds & Families	Freedom Early Red	11191	Ecke	7	7	●●●○○
07		Reds & Families	Freedom Early White	11023	Ecke	7	7	●●●○○
07		Reds & Families	Jester Red	10994	Ecke	7.5	7.5	●○○○○
07		Reds & Families	Jester White	11123	Ecke	7.5	7.5	●○○○○
08		Reds & Families	Tikal	11203	Ecke	7.5	8	●●●●●
13	IMPROVED	Reds & Families	Prestige Early Red	11151	Ecke	7.5	7.5	●●●○○
08		Reds & Families	Freedom Red 2015	11020	Ecke	7.5	7.5	●●●○○
08		Reds & Families	Freedom White	11022	Ecke	7.5	7.5	●●●○○
08		Reds & Families	Freedom Pink	11024	Ecke	8	7.5	●●●○○
08		Reds & Families	Advantage Red	11324	Ecke	8	8	●●●○○
09		Reds & Families	Jubilee Jingle Bells	11036	Ecke	8	7.5	●●●○○
09		Reds & Families	Jubilee Pink	11035	Ecke	8	7.5	●●●○○
09	TOP PICK	Reds & Families	Jubilee Red	11030	Ecke	8	7.5	●●●○○
09		Reds & Families	Jubilee White	11033	Ecke	8	7.5	●●●○○
10	TOP PICK	Reds & Families	Red Soul	11323	Ecke	8	8	●●○○○
11		Reds & Families	Enduring Marble	11019	Ecke	8	8.5	●●○○○
11		Reds & Families	Enduring Pink	11015	Ecke	8	8.5	●●○○○
11	TOP PICK	Reds & Families	Enduring Red	11010	Ecke	8	8.5	●●○○○
11	TOP PICK	Reds & Families	Enduring White	11013	Ecke	8	8.5	●●○○○
12		Reds & Families	Peterstar Marble	11079	Ecke	8	8	●●●○○
12		Reds & Families	Peterstar Pink	11075	Ecke	8	8	●●●○○
12		Reds & Families	Peterstar Red	11070	Ecke	8	8	●●●○○
12		Reds & Families	Peterstar White	11073	Ecke	8	8	●●●○○
13	TOP PICK	Reds & Families	Prestige Red	11150	Ecke	8	8	●●●○○
13		Reds & Families	Prestige Maroon	11156	Ecke	8.5	8	●●●○○
14		Reds & Families	Classic Pink	11185	Ecke	8.5	8.5	●●●●●
14		Reds & Families	Classic Red	11180	Ecke	8.5	8.5	●●●●●
14		Reds & Families	Classic White	11183	Ecke	8.5	8.5	●●●●●
14		Reds & Families	Chianti	11205	Ecke	8.5	9	●○○○○
15	TOP PICK	Reds & Families	Solstice	11105	Ecke	8.5	9	●●●○○
13		Reds & Families	Prestige Burgundy	11226	Ecke	9	9	●●●○○
20		Specialty Varieties	Premier Jingle Bells	11086	Ecke	7	7	●○○○○
22	IMPROVED	Specialty Varieties	Peppermint Ruffles 2017	11405	Ecke	7.5	7.5	●●●●●
21		Specialty Varieties	Winter Rose Early Red	10993	Ecke	7.5	7.5	●○○○○
22		Specialty Varieties	Autumn Leaves	11391	Ecke	8	7.5	●○○○○
23	TOP PICK	Specialty Varieties	Gold Rush	11401	Ecke	8	7.5	●○○○○
22		Specialty Varieties	Monet Early	11140	Ecke	8	7.5	●○○○○
20	TOP PICK	Specialty Varieties	Ice Punch	11216	Ecke	8	8	●●●○○
20		Specialty Varieties	Sparkling Punch	11213	Ecke	8	8	●●●○○
19		Specialty Varieties	Marblestar	10419	Ecke	8	8.5	●●●○○
18		Specialty Varieties	Maren	10416	Ecke	8	8	●●●●○
17	TOP PICK	Specialty Varieties	Polar Bear	11208	Ecke	8	8	●●●○○
18	TOP PICK	Specialty Varieties	Majestic Pink	11345	Ecke	8	8	●●●○○
17		Specialty Varieties	Snowcap	11212	Ecke	8	8.5	●●●●●
19	TOP PICK	Specialty Varieties	Winter Blush	11223	Ecke	8	8.5	●●●●●
18	TOP PICK	Specialty Varieties	Polly's Pink	11209	Ecke	8.5	8.5	●●●○○
20	TOP PICK	Specialty Varieties	Red Glitter	11317	Ecke	8.5	8.5	●●●○○
21		Specialty Varieties	Tapestry	11107	Ecke	8.5	8	●○○○○
21		Specialty Varieties	Winter Rose Dark Red	11162	Ecke	8.5	8.5	●●○○○
21		Specialty Varieties	Winter Rose White	11163	Ecke	8.5	8.5	●●○○○
17	TOP PICK	Specialty Varieties	Green Envy	11400	Ecke	8.5	8.5	●●●○○
23		Specialty Varieties	Orange Spice	11206	Ecke	8.5	8.5	●○○○○
20		Specialty Varieties	Jingle Bell Rock	11225	Ecke	9	8.5	●●●○○
27		Euphorbia Hybrids	Princettia Dark Pink	11304	Suntory	7.5	7	●○○○○
27		Euphorbia Hybrids	Princettia Hot Pink	11306	Suntory	7.5	7	●○○○○
27		Euphorbia Hybrids	Princettia Red	11308	Suntory	7.5	7	●○○○○
27		Euphorbia Hybrids	Princettia Pink	11305	Suntory	7.5	7	●●●○○
27		Euphorbia Hybrids	Princettia Pure White	11311	Suntory	7.5	7	●○○○○
27		Euphorbia Hybrids	Princettia Queen Pink	11309	Suntory	7.5	7	●○○○○
28		Euphorbia Hybrids	Luv U Hot Pink	11111	Ecke	9	9	●●●●●
28		Euphorbia Hybrids	Luv U Pink	11109	Ecke	9	9	●●●●●
28		Euphorbia Hybrids	Luv U Pink Splash	11112	Ecke	9	9	●●●●●
28		Euphorbia Hybrids	Luv U Soft Pink	11110	Ecke	9	9	●●●●●
32		Ecke Regional Recommendations						

● = Compact ●● = Medium-Compact ●●● = Medium ●●●● = Medium-Vigorous ●●●●● = Vigorous

Bract color Color de la Bractea Couleur des bractées	Foliage color Color de la hoja Couleur du feuillage	2.5 Mini 2.5 Mini 2.5 Mini	2.5-3 Mini pinched 2.5-3 Mini pinzado 2.5-3 Mini pinça	4 Pixie pinched 4 Pixie pinzado 4 Pixie pinça	5-5.5* 5-5.5* 5-5.5*	6-6.5 Pinched 6-6.5 Pinzado 6-6.5 Pinça	8" Multi Pkt. pinched 8" Multi-Plante, Pinzado 8" Multi-plant, pinça	10" Multi 10" Multiplanta 10" Multiplant	Mini tree Mini árbol Arbre miniature	Tree Arbol Arbre	Hanging basket Planta colgante Jardinière suspendue
Dark Red	Dark Green				✓	✓	✓	✓	✓	✓	
Red	Dark Green		✓	✓	✓	✓	✓	✓			✓
White	Dark Green		✓	✓	✓	✓	✓	✓			✓
Red	Dark Green	✓	✓	✓	✓	✓	✓	✓			✓
White	Dark Green	✓	✓	✓	✓	✓	✓	✓			✓
Red	Dark Green				✓	✓	✓	✓		✓	
Red	Dark Green	✓	✓	✓	✓	✓	✓	✓		✓	✓
Red	Dark Green				✓	✓	✓	✓		✓	✓
White	Dark Green				✓	✓	✓	✓		✓	✓
Pink	Dark Green				✓	✓	✓	✓		✓	✓
Red	Dark Green	✓	✓	✓	✓	✓	✓	✓		✓	✓
Jingle Bells	Dark Green	✓	✓	✓	✓	✓	✓	✓		✓	✓
Pink	Dark Green	✓	✓	✓	✓	✓	✓	✓		✓	✓
Red	Dark Green	✓	✓	✓	✓	✓	✓	✓		✓	✓
White	Dark Green	✓	✓	✓	✓	✓	✓	✓		✓	✓
Red	Dark Green	✓	✓	✓	✓	✓	✓	✓		✓	✓
Marble	Green		✓	✓	✓	✓	✓	✓		✓	✓
Pink	Green		✓	✓	✓	✓	✓	✓		✓	✓
Red	Green		✓	✓	✓	✓	✓	✓		✓	✓
White	Green		✓	✓	✓	✓	✓	✓		✓	✓
Marble	Green			✓	✓	✓	✓	✓		✓	✓
Pink	Green			✓	✓	✓	✓	✓		✓	✓
Red	Green			✓	✓	✓	✓	✓		✓	✓
White	Green			✓	✓	✓	✓	✓		✓	✓
Red	Dark Green	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Maroon	Dark Green	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Pink	Dark Green	✓		✓	✓	✓	✓	✓		✓	✓
Red	Dark Green	✓		✓	✓	✓	✓	✓		✓	✓
White	Dark Green	✓		✓	✓	✓	✓	✓		✓	✓
Red	Dark Green	✓	✓	✓	✓	✓	✓	✓		✓	✓
Red	Dark Green		✓	✓	✓	✓	✓	✓	✓	✓	✓
Dark Red	Dark Green		✓	✓	✓	✓	✓	✓		✓	✓
Jingle Bells	Dark Green	✓	✓	✓	✓	✓			✓		✓
Pink w/Darker Sprinkles	Dark Green			✓	✓	✓	✓	✓			✓
Red	Dark Green	✓	✓	✓	✓	✓	✓		✓		✓
Golden-Peach	Green	✓	✓	✓	✓	✓	✓		✓		✓
Golden-Orange	Dark Green	✓	✓	✓	✓	✓	✓		✓		✓
Red Sprinkles	Dark Green		✓	✓	✓	✓	✓				✓
Red w/White Center	Dark Green		✓	✓	✓	✓	✓	✓		✓	✓
Pink w/White Center	Dark Green		✓	✓	✓	✓	✓	✓		✓	✓
Marble	Green			✓	✓	✓	✓	✓			✓
Pink	Green		✓	✓	✓	✓	✓	✓			✓
White	Dark Green		✓	✓	✓	✓	✓	✓			✓
Pink	Dark Green	✓		✓	✓	✓	✓	✓	✓	✓	✓
White	Green	✓	✓	✓	✓	✓	✓	✓		✓	✓
Marble	Dark Green		✓	✓	✓	✓	✓	✓		✓	✓
Hot Pink	Dark Green	✓	✓	✓	✓	✓	✓	✓		✓	✓
Red w/White Chips	Dark Green		✓	✓	✓	✓	✓	✓	✓	✓	✓
Red	Varigated			✓	✓	✓	✓	✓		✓	✓
Dark Red	Dark Green	✓	✓	✓	✓	✓	✓	✓		✓	✓
White	Dark Green	✓	✓	✓	✓	✓	✓	✓		✓	✓
Green	Green	✓		✓	✓	✓	✓	✓	✓	✓	✓
Orange	Dark Green	✓	✓	✓	✓	✓	✓	✓		✓	✓
Red w/White Center	Dark Green		✓	✓	✓	✓	✓	✓	✓	✓	✓
Dark Pink	Dark Green	✓	✓	✓	✓	✓					✓
Hot Pink	Dark Green	✓	✓	✓	✓	✓					✓
Red	Dark Green	✓	✓	✓	✓	✓					✓
Pink	Dark Green	✓	✓	✓	✓	✓					✓
White	Dark Green	✓	✓	✓	✓	✓					✓
Pink	Dark Green		✓	✓	✓	✓	✓				✓
Dark Pink	Dark Green		✓	✓	✓	✓	✓				✓
Pink	Dark Green		✓	✓	✓	✓	✓	✓			✓
Pink	Dark Green		✓	✓	✓	✓	✓	✓			✓
Soft Pink	Dark Green		✓	✓	✓	✓	✓	✓			✓

ECKE
RANCH
BY DÜMMEN ORANGE

REDS & FAMILIES

POINSETTIAS

JUBILEE RED
11030

ECKE

Reds & Families

ADVENT RED

Predictable, early variety with a narrow habit.
No heat delay. Great for southern landscapes.

Varietad temprana de comportamiento predecible y crecimiento compacto. Bracteas de color rojo oscuro.
El calor no retrasa su crecimiento.

Variété prévisible très hâtive, au port étroit. Bractées rouge foncé. Aucun délai provoqué par la chaleur.

FREEDOM EARLY

Highly responsive and predictable.
Earliest to market of the Freedom types.

Varietad muy predecible y de gran capacidad de respuesta.

Réagit très bien et très prévisible.

JESTER

Distinctive upright bracts. Very uniform across series.
Narrow, compact form, and suitable for 4" production.

Originales brácteas erectas. Serie muy uniforme.
Su forma estrecha y compacta es ideal para producción en macetas de 10 cm.

Bractées érigées uniques. Série très uniforme.
Variétés étroites et compactes, idéales pour la production en pots de 10 cm.



FREEDOM EARLY RED | 11191



FREEDOM EARLY WHITE | 11023



JESTER RED | 10994



JESTER WHITE | 11123



ADVENT RED | 11008



TOP PICK

ECKE *Reds & Families*

FREEDOM

This traditional grower favorite is highly responsive and predictable.

Variedad muy predecible y de gran capacidad de respuesta.

Réagit très bien et très prévisible.

TIKAL

Minimal heat delay makes this an excellent choice for southern growers. One of our most vigorous varieties. Narrow plant habit.

La mínima influencia del calor en su crecimiento, hacen que esta variedad sea excelente para los productores del sur.

Es una de nuestras variedades más vigorosas y tiene un hábito de crecimiento compacto.

Le délai minime provoqué par la chaleur en fait un excellent choix pour les producteurs plus au sud. L'une de nos variétés les plus vigoureuses. Port étroit.

ADVANTAGE RED

Adapts well to low light conditions – perfect for northern growers. Medium vigor.

Se adapta fácilmente a condiciones de poca luminosidad, por lo que es perfecta para los productores de zonas del norte. Vigor medio.

S'adapte à des conditions de lumière faible – parfait pour les producteurs plus au nord. Vigueur modérée.



FREEDOM RED 2015 | 11020



FREEDOM WHITE | 11022



FREEDOM PINK | 11024



TIKAL | 11203



8

ADVANTAGE RED
11324



ECKE
Reds & Families

JUBILEE

Versatile series that is suitable for all climates.
Adaptable to many product forms. Strong branching habit.
Heat and cold tolerant.

Serie infra-utilizada. Es muy adaptativa en cuanto a la
forma del producto. Ramificación robusta. Serie completa.

Série sous-utilisée. Très adaptable en ce qui
concerne la forme du produit fini.
Ramification robuste. Série complète.



JUBILEE RED | 11030



JUBILEE WHITE | 11033



JUBILEE PINK | 11035



JUBILEE JINGLE BELLS | 11036



ECKE
Reds & Families

RED SOUL

Deep velvety bracts on the darkest green foliage with outstanding architecture.
Robust chassis with strong basal branching.

Brácteas aterciopeladas en una planta de arquitectura excepcional. Bonita y robusta estructura con fuerte ramificación en la base.

Bractées veloutées foncées sur un plant remarquablement bien structuré. Très belle charpente solide et branches fortes à la base.



RED SOUL | 11323



ECKE

Reds & Families

ENDURING

Excellent color and form retention.
Adaptable to low light conditions – perfect for northern growers. Little to no need for PGRs.

Excelente color y forma. Se adapta a condiciones de baja luminosidad, perfectas para productores de zonas del norte. No necesita reguladores de crecimiento.

Gardent bien leur couleur et leur forme.
S'adaptent à des conditions de lumière faible – parfaits pour les producteurs plus au nord. N'ont pas besoin de régulateur de croissance.



ENDURING RED | 11010



ENDURING PINK | 11015



ENDURING WHITE | 11013



ENDURING MARBLE | 11019



ECKE
Reds & Families

PETERSTAR

Traditional green leaf. Excellent in large sizes.
Consistent performance across a complete family
of colors with a good, clear white.

Hoja de color verde puro. Comportamiento
constante en toda la gama de colores, que comprende
un bonito color blanco brillante.

Feuilles vert pur. Performance égale à
travers toute la famille de couleurs, qui comprend
un beau blanc clair.



PETERSTAR RED | 11070



PETERSTAR WHITE | 11073



PETERSTAR PINK | 11075



PETERSTAR MARBLE | 11079

ECKE

Reds & Families

PRESTIGE

Uniform, predictable growth throughout the season. Sets the industry standard for red poinsettias and bract size.

De crecimiento uniforme y predecible en toda la campaña, esta variedad marca los estándares de la industria para las poinsettias rojas y tamaño de bráctea.

Croissance uniforme et prévisible toute la saison. Établit la norme de l'industrie pour les poinsettias rouges et la taille des bractées.



PRESTIGE EARLY RED | 11151



PRESTIGE MAROON | 11156



PRESTIGE BURGUNDY | 11226



PRESTIGE RED | 11150



TOP PICK



DÜMMEN ORANGE®

ECKE
Reds & Families

CLASSIC

Excellent, vigorous series for straight-up color combinations and large container production.

Excelente y vigorosa serie para combinaciones de colores puros. Su gran vigor permite su producción en grandes maceteros.

Excellente et vigoureuse série pour des combinaisons de couleurs instantanées. Leur grande vigueur permet une production en larges contenants.

CHIANTI

Cyathia develop to a beautiful golden color. Excellent for mini and midi production. Narrow plant habit.

Ciatio de bonito color granate. Excelente para producción de mini y midi. Planta de crecimiento compacto.

Les cyathes prennent une magnifique couleur rouge vin. Excellent choix pour une production mini ou midi. Port étroit.



CLASSIC RED | 11180



CLASSIC WHITE | 11183



CLASSIC PINK | 11185



CHIANTI RED | 11205

ECKE Reds & Families

SOLSTICE

Solid choice for late season production.
Narrow plant habit.

Excelente elección para producción de final de temporada. Planta de crecimiento compacto.

Excellent choix pour une production de fin de saison. Port étroit.



SOLSTICE RED | 11105

Page Página Page	Variety Variedad Variété	Variety code Codigo de la variedad Code de la variété	Breeder Criador Hybrideur	Natural Response Time Semanas de reacción Temps de production	Black Out Response Time Semanas de reacción Temps de production	Vigor Vigor Croissance	Bract color Color de la Bráctea Couleur des bractées	Foliage color Color de la hoja Couleur du feuillage
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Poinsettia ECKE									
07	TOP PICK	Advent Red	11008	Ecke	6.5	6	●●●●●●	Dark Red	Dark Green
07		Freedom Early Red	11191	Ecke	7	7	●●●●○○	Red	Dark Green
07		Freedom Early White	11023	Ecke	7	7	●●●●○○	White	Dark Green
07		Jester Red	10994	Ecke	7.5	7.5	●○○○○○	Red	Dark Green
07		Jester White	11123	Ecke	7.5	7.5	●○○○○○	White	Dark Green
08		Freedom Pink	11024	Ecke	8	7.5	●●●○○○	Pink	Dark Green
08		Freedom Red 2015	11020	Ecke	7.5	7.5	●●●○○○	Red	Dark Green
08		Freedom White	11022	Ecke	7.5	7.5	●●●○○○	White	Dark Green
08		Tikal	11203	Ecke	7.5	8	●●●●●●	Red	Dark Green
08		Advantage Red	11324	Ecke	8	8	●●●○○○	Red	Dark Green
09		Jubilee Jingle Bells	11036	Ecke	8	7.5	●●●○○○	Jingle Bells	Dark Green
09		Jubilee Pink	11035	Ecke	8	7.5	●●●○○○	Pink	Dark Green
09	TOP PICK	Jubilee Red	11030	Ecke	8	7.5	●●●○○○	Red	Dark Green
09		Jubilee White	11033	Ecke	8	7.5	●●●○○○	White	Dark Green
10	TOP PICK	Red Soul	11323	Ecke	8	8	●●○○○○	Red	Dark Green
11		Enduring Marble	11019	Ecke	8	8.5	●●○○○○	Marble	Green
11		Enduring Pink	11015	Ecke	8	8.5	●●○○○○	Pink	Green
11	TOP PICK	Enduring Red	11010	Ecke	8	8.5	●●○○○○	Red	Green
11	TOP PICK	Enduring White	11013	Ecke	8	8.5	●●○○○○	White	Green
12		Peterstar Marble	11079	Ecke	8	8	●●●○○○	Marble	Green
12		Peterstar Pink	11075	Ecke	8	8	●●●○○○	Pink	Green
12		Peterstar Red	11070	Ecke	8	8	●●●○○○	Red	Green
12		Peterstar White	11073	Ecke	8	8	●●●○○○	White	Green
13	IMPROVED	Prestige Early Red	11151	Ecke	7.5	7.5	●●●○○○	Red	Dark Green
13	TOP PICK	Prestige Red	11150	Ecke	8	8	●●●○○○	Red	Dark Green
13		Prestige Maroon	11156	Ecke	8.5	8	●●●○○○	Dark Red	Dark Green
13		Prestige Burgundy	11226	Ecke	9	9	●●●○○○	Burgundy	Dark Green
14		Classic Pink	11185	Ecke	8.5	8.5	●●●●●●	Pink	Dark Green
14		Classic Red	11180	Ecke	8.5	8.5	●●●●●●	Red	Dark Green
14		Classic White	11183	Ecke	8.5	8.5	●●●●●●	White	Dark Green
14		Chianti	11205	Ecke	8.5	9	●○○○○○	Red	Dark Green
15	TOP PICK	Solstice Red	11105	Ecke	8.5	9	●●●○○○	Red	Dark Green

● = Compact ●● = Medium-Compact ●●● = Medium ●●●● = Medium-Vigorous ●●●●● = Vigorous

DISCONTINUED VARIETY			SUBSTITUTION VARIETY		
11029	Freedom Early Marble	Ecke	10249	Premium Marble	Red Fox
11025	Freedom Early Pink	Ecke	10235	Premium Lipstick Pink	Red Fox
11085	Premier Pink	Ecke	10235	Premium Lipstick Pink	Red Fox
11080	Premier Red	Ecke	10241	Premium Early Red	Red Fox
11083	Premier White	Ecke	10233, 10243	Premium White, Premium Polar	Red Fox
11009	Autumn Red	Ecke	11020, 11030, 11151	Freedom Red, Jubilee Red, Prestige Early Red	Ecke
11340	Majestic Red	Ecke	11010, 10220	Enduring, Euroglory	Ecke, Red Fox
11130	Max Red	Ecke	11010, 10500	Enduring, Bouquet	Ecke, Red Fox
11310	Primero Red	Ecke	11150, 11010, 10220	Prestige Red, Enduring Red, Euroglory	Ecke, Red Fox



ECKE
RANCH
BY DÜMMEN ORANGE

SPECIALTY VARIETIES

POINSETTIAS

MAJESTIC PINK
11345

ECKE *Specialty Varieties*

POLAR BEAR

Excellent, bright white bracts over variegated transitional bracts for a unique look.

Excelentes brácteas de color blanco puro que cubren las brácteas jaspeadas de transición para conferirle un aspecto único.

Les superbes bractées blanc brillant qui recouvrent les bractées transitionnelles panachées créent une apparence unique.

SNOWCAP

Rich white bracts. High vigor supports large container production.

Brácteas de color blanco brillante. Su gran vigor permite su producción en grandes maceteros.

Bractées blanc brillant. Leur grande vigueur permet une production en larges contenants.

GREEN ENVY

Good postharvest longevity. Strong upright habit.
First chartreuse poinsettia on the market.
Use as an accent color in combinations.

Buena longevidad de las plantas acabadas.
Fuerte crecimiento vertical. Primera flor de pascua chartreuse del mercado.

Bonne longévité des plants finis.
Port érigé robuste. Premier poinsettia de couleur chartreuse sur le marché.



POLAR BEAR | 11208



SNOWCAP | 11212



GREEN ENVY | 11400

ECKE *Specialty Varieties*

MAREN

Excellent pink with strong vigor that is suitable for larger containers.

Un rosa excelente para grandes maceteros.
Es el rosa más vigoroso.

Excellent rose pour les gros contenants.
Le plus vigoureux des roses.

MAJESTIC PINK

Market leading pink. Best choice for warm climates.
Exceptional color retention as it matures.

El mejor rosa del mercado. Es la mejor opción para climas cálidos. Mantiene su color de flor en la venta al por menor.

Meilleur rose sur le marché. Le meilleur choix pour les climats chauds. Garde bien sa couleur dans les étalages de vente.

POLLY'S PINK

Our best hot pink.
Vibrant color is a standout at retail.

Nuestro mejor rosa. Su color único destaca en la venta al por menor.

Notre meilleur rose vif. Couleur unique qui ressort dans les étalages de vente.



MAREN | 10416



MAJESTIC PINK | 11345



POLLY'S PINK | 11209

ECKE *Specialty Varieties*

MARBLESTAR

The standard market choice for a marble.
Strong, crisp color. Excellent branching.

Mejor color veteadado del mercado, intenso y fresco.
Excelente ramificación.

Meilleure variété marbrée sur le marché. Couleurs
tranchées et franches. Excellente ramification.



MARBLESTAR | 10419

WINTER BLUSH

Perfectly pastel marble with strong vigor.
Suitable for medium to large containers.

Fuerte color veteadado con un hábito de
crecimiento vigoroso y predecible apto para
producción en grandes maceteros.

Excellente sélection marbrée sur un plant
prévisible et vigoureux adapté à la production
en gros contenants.



WINTER BLUSH | 11223

 TOP PICK

ECKE
Specialty Varieties

JINGLES AND BI-COLORS

Extraordinary novelty breeding from Ecke provides solid-performing specialty varieties from early to late season.

Novedad sobresaliente creada en la Ecke Ranch, variedad especial que da buenos resultados desde inicio hasta el final de la temporada.

L'hybridation novatrice hors du commun d'Ecke donne des variétés spécialisées ultras performantes pour toute la saison, du début jusqu'à la fin.



PREMIER JINGLE BELLS | 11086



SPARKLING PUNCH | 11213



RED GLITTER | 11317



JINGLE BELL ROCK | 11225



8

ICE PUNCH | 11216



TOP PICK

8.5

9

ECKE Specialty Varieties

WINTER ROSE

Ruffled bracts resemble roses for a unique holiday look. Narrow plant habit is great for straight-ups and combination plantings.

Brácteas rizadas que recuerdan la forma de las rosas creando un efecto único para ambientes mas festivos. Excelente para comenzar la temporada. Planta de crecimiento compacto.

Les bractées ondulées rappellent les roses et créent un effet unique pour les Fêtes. Excellent pour le début de la saison. Port étroit.

TAPESTRY

Yellow and green variegated foliage. Excellent for combination plantings or as a standalone decorating accent.

Follaje jaspeado de amarillo y verde. Excelente para plantaciones de combinacion o como elemento decorativo independiente.

Feuillage panaché jaune et vert. Excellent élément de décor, seul ou en combos.

7.5



WINTER ROSE EARLY RED | 10993



8.5



WINTER ROSE DARK RED | 11162

8.5



WINTER ROSE WHITE | 11163

8.5

TAPESTRY | 11107



ECKE
Specialty Varieties

PEPPERMINT RUFFLES

New selection 'speckles' earlier and darker.
Warm tones ideal for pre-Thanksgiving sales.
Habit much improved.

Nueva selection de moteados más rápidos y
más oscuros. Tonos agradables para las ventas
previas a Acción de Gracias. El hábito de
crecimiento se ha mejorado mucho.

Une nouvelle sélection qui devient tachetée
plus vite. Les tons chauds sont parfaits pour les
ventes de l'Action de Grâce. Port nettement amélioré.

MONET EARLY

Excellent choice for mini and midi production.

Excelente elección para la producción de mini y midi.

Excellent choix pour la production mini et midi.

AUTUMN LEAVES

Warm golden-peach tones are ideal for
pre-Thanksgiving sales. Greatly improved habit
and dimension of color.

Los cálidos tonos melocotón son perfectos
para las ventas previas a Acción de Gracias.
El hábito de crecimiento ha mejorado mucho.

Les tons chauds de pêche doré sont
parfaits pour les ventes en prévision de
l'Action de Grâce. Port énormément amélioré.



PEPPERMINT RUFFLES 2017 | 11405



MONET EARLY | 11140



AUTUMN LEAVES | 11391



ECKE
Specialty Varieties

ORANGE SPICE

A true orange for extending sales into the Thanksgiving season.

Una auténtica variedad naranja para multiplicar las ventas en la campaña de Acción de Gracias.

Un véritable orange pour décupler les ventes durant la période de l'Action de Grâce.

GOLD RUSH

First of its kind on the market. Great branching structure. Solid choice for holiday mini production.

El primero de su clase en el mercado. Estupenda ramificación y una opción sólida para la producción de mini poinsettia.

Le premier du genre sur le marché. Superbe structure de branches. Un excellent choix pour la production mini des Fêtes.



ORANGE SPICE | 11206



GOLD RUSH | 11401

Page/Página/Página
Variety/Varietad/Variété
Variety code/Código de la variedad/Code de la variété
Breeder/Criador/Hybrideur
Natural Response Time/Semanas de reacción/Temps de production
Black Out Response Time/Semanas de reacción/Temps de production
Vigor/Vigor/Croissance
Bract color/Color de la Bráctea/Couleur des bractées
Foliage color/Color de la hoja/Couleur du feuillage

Poinsettia ECKE									
22		Premier Jingle Bells	11086	Ecke	7	7	●○○○○	Jingle Bells	Dark Green
20	IMPROVED	Peppermint Ruffles 2017	11405	Ecke	7.5	7.5	●●●●●	Pink w/Darker Sprinkles	Dark Green
19		Winter Rose Early Red	10993	Ecke	7.5	7.5	●○○○○	Red	Dark Green
20		Autumn Leaves	11391	Ecke	8	7.5	●○○○○	Golden-Peach	Green
21	TOP PICK	Gold Rush	11401	Ecke	8	7.5	●●●○○	Golden-Orange	Dark Green
20		Monet Early	11140	Ecke	8	7.5	●○○○○	Red Sprinkles	Dark Green
22	TOP PICK	Ice Punch	11216	Ecke	8	8	●●●○○	Red w/White Center	Dark Green
22		Sparkling Punch	11213	Ecke	8	8	●●●○○	Pink w/White Center	Dark Green
23		Marblestar	10419	Ecke	8	8.5	●●●○○	Marble	Green
18		Maren	10416	Ecke	8	8	●●●○○	Pink	Green
17	TOP PICK	Polar Bear	11208	Ecke	8	8	●●●○○	White	Dark Green
18	TOP PICK	Majestic Pink	11345	Ecke	8	8	●●●○○	Pink	Dark Green
17		Snowcap	11212	Ecke	8	8.5	●●●●●	White	Green
23	TOP PICK	Winter Blush	11223	Ecke	8	8.5	●●●●●	Marble	Dark Green
18	TOP PICK	Polly's Pink	11209	Ecke	8.5	8.5	●●●○○	Hot Pink	Dark Green
22	TOP PICK	Red Glitter	11317	Ecke	8.5	8.5	●●●○○	Red w/White Chips	Dark Green
19		Tapestry	11107	Ecke	8.5	8	●○○○○	Red	Variiegated
19		Winter Rose Dark Red	11162	Ecke	8.5	8.5	●●○○○	Dark Red	Dark Green
19		Winter Rose White	11163	Ecke	8.5	8.5	●●○○○	White	Dark Green
17	TOP PICK	Green Envy	11400	Ecke	8.5	8.5	●●○○○	Green	Green
21		Orange Spice	11206	Ecke	8.5	8.5	●○○○○	Orange	Dark Green
22		Jingle Bell Rock	11225	Ecke	9	8.5	●●●○○	Red w/White Center	Dark Green

● = Compact ●● = Medium-Compact ●●● = Medium ●●●● = Medium-Vigorous ●●●●● = Vigorous

DISCONTINUED VARIETY			SUBSTITUTION VARIETY		
11029	Freedom Early Marble	Ecke	10249	Premium Marble	Red Fox
11025	Freedom Early Pink	Ecke	10235	Premium Lipstick Pink	Red Fox
11003	Early Twilight	Ecke	10234	Premium Picasso	Red Fox
11204	Visions of Grandeur	Ecke	11405	Peppermint Ruffles 2017	Ecke



ECKE
RANCH
BY DÜMMEN ORANGE

EUPHORBIA HYBRIDS

SUNTORY
Euphorbia Hybrids

PRINCETTIA

Unique bract form. Intense pink color palette within the series. Cyathia mature early and dehis naturally, creating a clean looking 'flower.'

Brácteas de forma única. El Ciatio madura rápidamente y su caída natural ofrece el aspecto de una 'flor limpia'.

Bractées de forme unique. Les cyathes mûrissent vite et tombent d'elles-mêmes pour donner l'effet d'une fleur «propre».



PRINCETTIA HOT PINK
11306

7.5



PRINCETTIA RED | 11308



7.5



PRINCETTIA PURE WHITE | 11311



7.5



PRINCETTIA PINK | 11305



7.5



PRINCETTIA HOT PINK | 11306



7.5



PRINCETTIA DARK PINK | 11304



7.5



PRINCETTIA QUEEN PINK | 11309



ECKE

Euphorbia Hybrids

LUV U

Worth waiting for! Bracts color in 7 weeks, but continue to layer over the following two weeks, creating a pagoda-like display of color.

Llega a producto acabado con rapidez y aguanta bien en los puntos de venta. Gran vigor para llegar rápidamente a producto final o para producción en grandes maceteros. Crecimiento compacto.

Se colore tôt et produit. Reste beau dans les étalages de vente. Très bonne vigueur pour un produit fini rapidement ou une production en gros contenants. Port étroit.



LUV U PINK SPLASH | 11112



LUV U PINK | 11109



LUV U HOT PINK | 11111



LUV U SOFT PINK | 11110



Page Página Page	Variety Variedad Variété	Variety code Codigo de la variedad Code de la variété	Breeder Criador Hybrideur	Natural Response Time Semanas de reacción Temps de production	Black Out Response Time Semanas de reacción Temps de production	Vigor Vigor Croissance	Bract color Color de la bráctea Couleur des bractées	Foliage color Color de la hoja Couleur du feuillage
27	Princettia Dark Pink	11304	Suntory	75	7	●○○○○	Dark Pink	Dark Green
27	Princettia Hot Pink	11306	Suntory	75	7	●○○○○	Hot Pink	Dark Green
27	Princettia Red	11308	Suntory	75	7	●○○○○	Red	Dark Green
27	Princettia Pink	11305	Suntory	75	7	●○○○○	Pink	Dark Green
27	Princettia Pure White	11311	Suntory	75	7	●○○○○	White	Dark Green
27	Princettia Queen Pink	11309	Suntory	75	7	●●○○○	Pink	Dark Green
28	Luv U Hot Pink	11111	Ecke	9	9	●●●●●	Dark Pink	Dark Green
28	Luv U Pink	11109	Ecke	9	9	●●●●●	Pink	Dark Green
28	Luv U Pink Splash	11112	Ecke	9	9	●●●●●	Pink	Dark Green
28	Luv U Soft Pink	11110	Ecke	9	9	●●●●●	Soft Pink	Dark Green

● = Compact

●● = Medium-Compact

●●● = Medium

●●●● = Medium-Vigorous

●●●●● = Vigorous

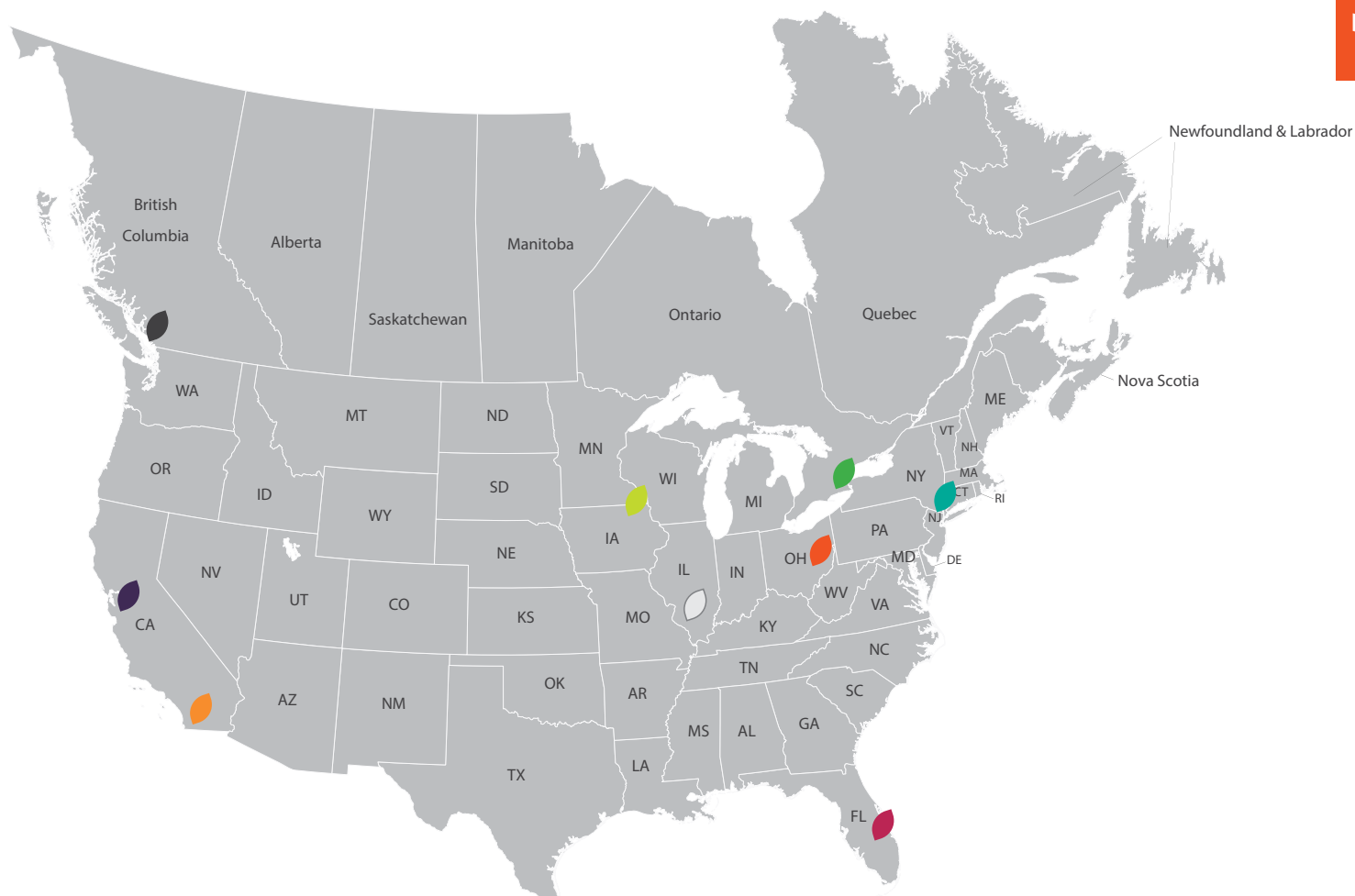
DISCONTINUED VARIETY

11303 Princettia Max White Suntory



SUBSTITUTION VARIETY

11311 Princettia Pure White Suntory





ECKE & RED FOX *Rooting Station Locations*






Canada (Root & Sell)

-  Burnaby Lake Greenhouses, Ltd.
-  Linwell Gardens

United States

-  First Step Greenhouses
-  Kawahara Nursery, Inc.
-  Knox Nursery, Inc.
-  Millstadt Young Plants

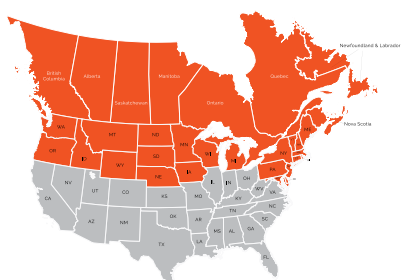
-  Plainview Growers
-  Plantpeddler
-  Timbuk Farms

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Take the guesswork out of choosing varieties that will thrive and build the best-matched program for you: these varieties are uniquely suited for your regional growing conditions.

A partir de estas informaciones usted podrá manejar mejor su programa de plantación: estas variedades son las mejores opciones basadas en la climatología de cada región.

Pour que vous n'ayez pas à décider au jugé des variétés à choisir pour mettre au point un programme performant, nous avons sélectionné pour vous les meilleures variétés en fonction des particularités climatiques de chaque région.



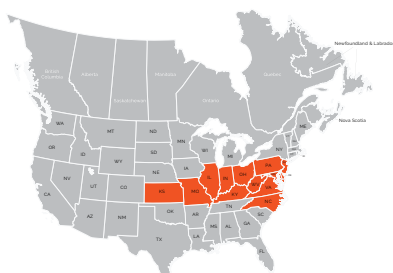
NORTH REGION



RED SOUL | 11323



JUBILEE RED | 11030



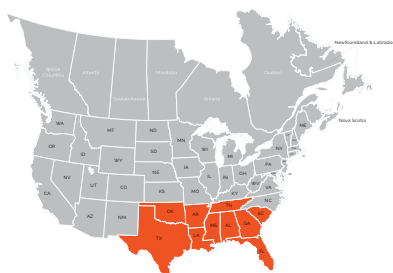
MIDWEST/MID-ATLANTIC REGION



ENDURING RED | 11010



PRESTIGE EARLY RED | 11151



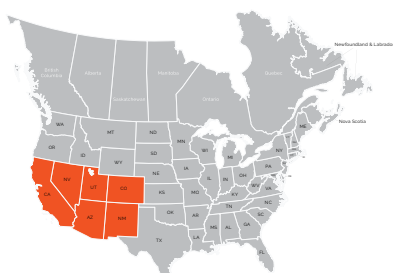
DEEP SOUTH REGION



RED SOUL | 11323



JUBILEE RED | 11030



SOUTHWEST REGION



ENDURING RED | 11010



JUBILEE RED | 11030



DÜMMEN
ORANGE®

POINSETTIA

Production Guidelines

PROPAGATION

Upon receipt, open cuttings and stick immediately.

- If cuttings cannot be stuck upon arrival, store in a cooler at 50-55°F (10-13°C) with near-100% humidity. Wet the floor to maintain high humidity. Mist cuttings with water if they appear wilted or dry.

Stick cuttings with a powder rooting hormone. Alternatively, 100 ppm KIBA can be drenched after sticking (3-4 gallons per 100 square feet). Some leaf curl may occur, but leaves relax within a few days. Capsil should be applied at a rate of 2-4 oz. per 100 gallons of water after sticking to reduce wilting.

Light levels should be maintained no higher than 1000 footcandles the first 1-2 days after sticking and be increased gradually as cuttings callus and root.

Misting should maintain a film of water on the leaves, but over-misting should be avoided. Root media temperature should be maintained at 73-75°F (22-24°C).

Callus formation should be visible by day 7. Gradually reduce misting frequency as roots develop.

An early PGR application can be beneficial to vigorous varieties at this stage to avoid stretch.

Begin to fertilize as soon as roots begin to form with a 100 ppm N, no-phosphorous formulation.

Monitor for fungus gnats during propagation, especially during days 7-10. An insecticide should be applied if the presence of adults and/or larvae is observed. Application of an insecticide should be made no later than day 7 to prevent infection of the stem by larvae.

By day 15, roots should have expanded to the edge of the cell. Continue toning the crop by increasing air movement and light intensity. Misting should be greatly reduced during the day and stopped overnight. PGRs may be needed on vigorous varieties.

ESTABLISHMENT

If receiving rooted liners, unpack liners immediately and transplant within 48 hours. If transplanting is delayed, fertilize liners every other day with 100-200 ppm N. Rinse foliage with clear water to avoid phosphorous damage. Do not allow media to dry out as this will increase the probability of future *Pythium* infections.

Growing media should be moist at transplant. Water in liners thoroughly after transplant using 100-200 ppm N from a complete fertilizer.

Irrigation should be closely monitored during establishment.

- Young plants should never be allowed to wilt. Monitor the moisture level directly around the liner until the roots expand into the surrounding media.

Fertilize after transplant with 200-250 ppm N to charge the growing media. Rinse leaves with clear water after fertilizing to avoid phosphorous damage.

Increase light levels to 4,500 footcandles after transplant. Shading and/or misting should be used at higher light levels to avoid wilting. Full light is desirable once plants start rooting out/no longer wilt.

Temperature after transplant should be maintained between 75-85°F (24-30°C) during days and 70-75°F (21-24°C) during nights. Once liners are well-established, temperatures can be reduced to 70°F (31°C) during days and 65°F (18°C) during nights.

- Cool temperatures will slow overall growth, while high temperatures can cause heat delay, leaf edge burn and foliage distortion.

PGRs can be applied if no growth regulators were applied in propagation or to prevent lateral stretch.

- If needed, chlormequat at 500-1000 ppm may be used based on program needs. Always follow label directions.

Pinching should take place when roots reach the edge of the growing container, approximately 10-14 days after transplant or 4 to 5 weeks after direct sticking.

- In general, the number of nodes remaining should match the finish container size, i.e., 4-5 nodes for a 4" (10 cm), 5-6 nodes for a 6" (15 cm), 7-8 nodes for an 8" (19 cm). Leaving too many nodes will encourage weak, horizontal growth and is not recommended.

- Ethephon should be applied before and/or after pinching to control stem elongation and leaf expansion if plants cannot be pre-spaced within two weeks following pinching.

- Plants given a "hard" pinch, only leaving mature leaves, do not benefit from leaf removal at time of pinch.

- A softer pinch, leaving immature leaves, results in the development of large "flag" leaves. Removal of these immature leaves improves uniformity of lateral shoot development, as immature leaves contribute to apical dominance until the leaf is mature.

VEGETATIVE GROWTH

Focus should be on vegetative growth once plants have recovered from pinch to ensure that plant is on target to finish according to specifications. High light from pinch to start of short days promotes strong stems at time of ship.

Pot-tight spacing can encourage V-shaped habit on some cultivars, but is not needed on naturally V-shaped habits. Plants should be spaced once leaves begin to overlap.

Pot size	Minimum spacing	Ample Spacing
6" (15 cm)	10x12"	14x14"
8" (19 cm)	16x16"	24x24"
10" (22 cm)	20x20"	30x36"

Fertilizer is recommended at a constant feed of 100-200 ppm N from a balanced formulation, including minor nutrients.

- Molybdenum and calcium are particularly important.
- pH should be maintained between 5.8-6.2.
- EC should be maintained between 1.0-1.5.
- Weekly calcium foliar sprays from calcium chloride encourage strong growth, prevent leaf edge burn, and prevent bract edge burn. A small portion of the crop should be tested 3-4 days prior to spraying entire crop.
- To increase stem elongation, increase phosphorous rate by approximately 10 ppm.
- If feeding less than 200 ppm N, add micronutrients as needed to deliver 1 ppm iron, 0.5 ppm manganese, 0.5 ppm zinc, 0.25 ppm copper, 0.25 ppm boron and 0.1 ppm molybdenum.

Temperatures should be maintained between 68-78°F (20-26°C) during the day and 65-70°F (18-21°C) during the night. Temperatures can be manipulated to regulate growth:

- Utilize positive DIF to increase stem elongation.
- Utilize negative DIF to slow stem elongation.

Chemical PGRs such as Gibberellin A₄A₇, 6-BA (Fascination/Fresco) can be applied during the vegetative growth stage to achieve final plant height specifications.

• Sprays can cause significant bract regreening when applied just before and during early bract development. Bract regreening is much less likely to occur with drenches.

• Ensure thorough application and drench along with 200-250 ppm N from a 20-10-20 formulation.

• For each additional 1 ppm of GA₄A₇, 6-BA applied, an additional 1-2" of stem elongation can be expected. Labels allow for the following application types:

Product	Spray	Drench
Fascination®	✓	
Fresco®	✓	✓
Typy®	✓	

• To slow growth, apply paclobutrazol drench at 0.25-2 ppm prior to flower initiation. Alternatively, a tank mix of 1000-2000 ppm daminozide and 500-1000 ppm chlormequat can be applied before or after flower initiation.

Common pests & diseases include whitefly, fungus gnats, mites, *Pythium*, *Phytophthora*, *Rhizoctonia*, and powdery mildew. Proactive IPM practices should be utilized.

FLOWER INITIATION

In general, most early-season cultivars initiate approximately September 10-15, while most mid- and late-season cultivars initiate approximately September 25.

• Temperatures below 65°F (18°C) in September encourage flower initiation, while night temperatures above 70°F (21°C) delay initiation.

Shading may be utilized to create artificial short days and initiate early flowering. Shade cloth should not allow more than 0.5 footcandles of light to penetrate the cloth.

• Crops should be shaded for a minimum of 12 hours to initiate flowering.

- Be aware of light pollution sources that can negatively affect flower induction, including security lights, street lights and/or nearby traffic.
- If light pollution is a problem, continue shading until bracts have reached 25-50% color.

Fluffing bracts can be achieved with an application of GA₄A₇, 6-BA (Fascination/Fresco) at a rate of 1-5 ppm at the "fish lips" stage of cyathia development.

• Adequately wetting the bract is essential to obtain a uniform response. Typically, this will be 6-10 oz. of Capsil per 100 gallons of spray solution.

• Temperatures must be above 65°F (18°C), with best results at temperatures between 68-70°F (20-21°C).



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