

Secrets of
Sun Parasol[®]

Sun Parasol[®] Red Emperor



THE
SUNTORY[®]
COLLECTION

Sun Parasol

Adventures In Breeding: The Quest for the Perfect Plant

Embracing their corporate motto, "Yatteminahare!" (Go for it!), the Suntory Flowers breeders left their laboratories in Japan and ventured out to find the most promising plants in their native wilderness environments all over the world more than 20 years ago. At that time, flowers were a new business direction for Suntory Holdings Co., a global beverage giant. The new breeding team's mission was to create and commercialize completely new varieties for everyone to enjoy. With more than 200,000 kinds of plants, where would they begin?

The first big introduction was Surfinia – the first vigorous, vegetative petunia that revolutionized annuals. Next came Million Bells calibrachoa – a completely new genus that looked similar to petunia but was distinctly different with a wide color range and higher flower count.

The breeders who worked on Sun Parasol were Ryuichi Tachibana, Kenichi Suzuki, Yasuyuki Murakami and Tomoya Misato. Misato even risked his life when he got robbed in the wilderness searching for native mandevillas. He was so taken by their beauty, he never noticed a robber approaching him with a gun to his back! Fortunately, Misato only lost his cash and passport – not his life (or the plants).

From high rocky cliffs to low marshes, observing plants in native settings provided the clues to unlock the secrets for breeding and commercial production. But mandevilla was especially difficult. It was almost impossible to cross the varieties because they weren't setting seed. Just when Tachibana was at a complete loss, he was strolling through the greenhouses and discovered plants that had been left outside a long time and set seeds! He was then able to make remarkable progress crossing varieties and harvesting seeds. The next big hurdle was germination. Fortunately, Suntory breeders had access to biotechnology laboratories to successfully germinate the seed. Breeders were filled with emotion when they saw the first healthy F₁ hybrid Sun Parasol mandevilla.

For breeders, the plants they create are like children. The hardest part is throw most of them away to select the very best candidates. But they forge ahead with the ultimate goal in sight – to create the best plants for commercial production and consumer enjoyment. The very first introduction was White in the original series, which offered superb disease resistance in hot, humid summers.

Next came the very first true red.

But the bedding plant growers who embraced Surfinia and Million Bells weren't sure about mandevillas, because the plants took longer to propagate and produce, and they needed to learn new growing practices. It took years for Sun Parasol to catch on, but the entire time, Suntory's breeders kept their vision and focus, breeding more than 2,000 varieties each year

and selecting just a few. As a result, Suntory's gene pool is unmatched and the secret behind Sun Parasol. More than 5,000 future candidates are blooming at Suntory's research stations in Japan, Australia and Vietnam. We hope you enjoy the varieties we've introduced and the story behind them.



Consumers Are Asking For Sun Parasol!

Suntory Flowers Ltd. is investing in media and technology platforms to promote the SUN PARASOL® band. It all starts with the point of sale. Growers and retailers have a choice of branded pots and plant tags with QR codes that direct consumers to a wealth of online information found on the SUN PARASOL® mobile site – m.sunparasol.net. Here, consumers can watch videos about SUN PARASOL® and find care information for each variety. At the website, sunparasol.net, gardeners can see what SUN PARASOL® varieties look like in combination plantings by choosing plants through the Virtual Combo Designer which is also a new free app for tablets.

SUN PARASOL® is being advertised and featured on Garden SMART TV and leading consumer magazines – Better Homes & Gardens, Country Gardens, Southern Living, Sunset, Fine Gardening and Inspirations – and their digital audience platforms. Last summer, SUN PARASOL® sponsored Coastal Living's Ultimate Beach House in Florida and Sunset's Breezehouse in California. SUN PARASOL® varieties were planted on site at these innovative new homes, which were open to the public. Suntory expects to generate at least 123 million consumer impressions through this year's consumer advertising campaign.

In the trade, leading growers and retailers are promoting SUN PARASOL® with vivid truck graphics. And leading retailers are promoting them in their advertisements. Stay tuned for more exciting SUN PARASOL® promotions!

Check Out Our New Varieties!

Red Emperor joins the Giant Group, page 6.

Pretty Group expands to four colors with **Pretty Deep Pink** and **Pretty Deep Red**, page 7.



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Sun Parasol Original Group

Crimson	Sunmandecrim
Dark Red	Sunparabeni
Pink	Sunmandecripi
Cream Pink	Sunparapibra
White	Sunparacoho
Burgundy	Sunparavel
Stars & Stripes	Sunparasuji

Sun Parasol Giant Group

Crimson	Sunmandecrikin
Pink	Sunmandecos
White	Sunmandeho
Carmine King	Sunparakama
Red Emperor	Sunparekin

Sun Parasol Pretty Group

Crimson	Sunmanderemi
Deep Red	Sunpararenga
Pink	Sunparaprero
Deep Pink	Sunpararopi

Sun Parasol Garden Group

Crimson	Sunparacore
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Cultivation Information

Sun Parasol®

Use:	Patio plant, hanging plant, conservatory plant, bedding plant, balcony plant. Sun Parasol® is extremely versatile in use.
Growth characteristics:	All Sun Parasol® varieties are natural climbers.
Flowering characteristics:	Flowering on every third leaf pair, measured from the base or from the previous flower. The bud is aborted in unfavourable conditions. Tip: remove the shoot above the bud to prevent bud abortion.
Plant shapes:	All kinds of trellises are possible, as are hanging pots and pots without a climbing support. No trellis needed for Garden Crimson
Cultivation timetable:	Three months in a small pot of 3.5-5 inches, up to one year in a large pot of 8-12 inches.
Climbing supports:	All types are possible. Vertical tying in is less labour-intensive. Horizontally tied in branches generally produce short flowering shoots. Tying in must be done continuously. No trellis needed for Garden Crimson.
Potting soil:	Soil must be sufficiently free-draining but also water-retentive, with a low pH of 4-5.
Climate:	The plant likes warmth and will grow slowly in cold conditions. 61-68°F is a reasonable heating temperature. The Giant types are the most fond of warmth, so they grow quickly in summer and slowly in winter. In the winter the temperature should preferably not drop below 50°F and the plant should not be kept too moist.
Light:	Original/Giant: lots of light in winter and summer Pretty: Lots of light in winter but sheltered from light in summer. Pretty may abort buds in the summer if exposed to too much light.

Watering:	Water sparingly in winter to prevent root rot in spring. Water sufficiently in summer to encourage growth, but keep drier during the flowering period to prevent long shoots from developing. If the plant is too dry, it will drop its leaves; if it is too wet, root rot will occur (winter) or growth will be too rapid.
Feeding:	1 gram per litre/1 mS EC of a good compound fertilizer with sufficient magnesium.
Growth retardants:	To keep side shoots automatically shorter, use Alar 3-4 gram/l and Cycocel less than 1cc/l (tank mix). Repeat as necessary (weekly during the growing season). Do not use growth retardants in winter, or use very sparingly. Uncontrolled growth is not a problem in a large pot, and is recommended. Lots of water generates strong growth/long internodes. Bonzi results in smaller flowers, so make sure you know what you are doing (preferably refrain from using Sumagic or Bonzi).
Pinching:	Pinching is necessary to improve branching. Wait until the plants are fairly well-rooted before topping.
Diseases:	Root rot (keep dry), leaf spot (keep dry), Fusarium (keep dry in winter), Botrytis (keep dry in winter).
Pests:	Aphids, thrips, whitefly, red spiders, mites.
Transport:	Must be well packed as the flowers are damaged by rubbing.

Original Group

Revolutionary genetics!

- Compact, upright habit
- Superb garden performance and disease resistance
- Natural climber

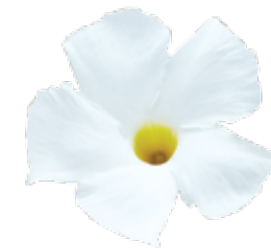
The original Sun Parasols have the widest color range, including the first stable dark red and crimson, shades of pink, white and novelties. Plants are natural climbers and suitable for patio containers, hanging baskets, balconies, bedding and even as a house plant.



Pink
Classic, rich dark pink adds tropical punch. Think of it as lipstick for your landscapes.



Cream Pink
Excellent choice for lighter color schemes. A European favorite to use in combinations



White
Excellent branching. No color range is complete without a good white. Mix with Garden Crimson for high-contrast baskets.



Dark Red
Beautiful rich red that is deeper in color than Crimson.



Burgundy
Truly unique, a chic royal purple. Cooler regions are better to maintain the color.



Crimson
This vivid color is so beautiful and universally desirable, it has become the iconic image of the Sun Parasol brand.



Stars & Stripes

Everyone loves this patriotic novelty, which was named Favorite New Flowering Plant when it was introduced at the Tropical Plant Industry Exhibition. Distinctive white stripes streak out from the center of bright red blossoms.

Sun Parasol[®]

Giant Group

Gorgeous classic mandevilla!

- Biggest flowers
- Vigorous growth
- Superb disease resistance
- Perfect for trellis

Sun Parasol Giant varieties produce large flowers that span up to 5 inches. Natural climbers, these beauties are stunning trained to a trellis or obelisk in patio pots. The flowering season is slightly later than the Original group.



Giant Crimson

A breakthrough in the classic mandevilla type with a stable rich red color, Giant Crimson has set new standards and become a global favorite.

Giant White

Large, white flowers create an elegant, tropical look. Outstanding disease resistance.



NEW! Red Emperor

Even more gorgeous than Giant Crimson, Red Emperor is a new premium mandevilla with the highest number of large, striking red flowers. Outstanding disease resistance



Giant Pink

Nothing says summer like Giant Pink! Bring these lovely plants poolside and create a tropical paradise.



Carmine King

Large, deep red flowers have fringed petals and deep red throats, creating solid tropical color. Truly unique, Carmine King almost looks like a hibiscus flower.

Pretty Group

The highest flower count!

- Superior branching
- Dense, vigorous growth
- Perfect for baskets

Sun Parasol Pretty varieties combine the best of dipladenia characteristics with mandevilla growth. Flower size is the same as Original group, but the foliage is glossy, thinner and more vining. Plants are natural climbers and suitable for baskets, trellises and balconies. Pretty varieties are also more cold tolerant than other dipladenia types.



Pretty Crimson

Plants are loaded with beautiful crimson blooms.

Pretty Pink

Light pink flowers darken in the center into yellow throats.



NEW! Pretty Deep Red

Rich red that's a darker shade than crimson.



NEW! Pretty Deep Pink

Vibrant, dark pink flowers bring tropical punch to landscapes.

Sun Parasol[®]

Garden Crimson

First bedding plant mandevilla!

- Naturally compact
- Bred to be produced in 4-inch pots
- Exquisite in landscapes and baskets

Create new markets with 'Sun Parasol Garden Crimson' – the first true bedding plant mandevilla.

Plants produce large, crimson blooms in 4-inch pots and are naturally compact. Powerful branching creates breaks low in the plant, which leads to more blooms. Plant Garden Crimson in beds, containers and window boxes for an instant transformation. No trellis required.

Promote a premium tropical 4-inch program by selling Garden Crimson with Suntory's naturally dwarf Sunvillea bougainvilleas.

Fresh NEW Packaging for

Sun Parasol[®]

Make it easy for consumers to find Sun Parasol by selling plants in branded red pots.

- Stand out from the crowd by promoting world class genetics.
- No tag required with branded pot.
- Red pots are available exclusively through Landmark Plastic.
- Color is non-fading and UV resistant.
- Trade gallon and trade 2 gallon available for Sun Parasol.
- True quart for Sun Parasol Garden Crimson.
- For more information and to place an order, contact
- Landmark Plastic, 330-785-2200 or sales@landmarkplastic.com.

Garden
Crimson
To Go!

Sell more Garden Crimson plants and elevate their value with gorgeous 3-pack carriers designed by the John Henry Company. Oval-shaped tag pops out the back for consumers to keep plant care information handy.

For more information, contact John Henry, 800-748-0517, mail@jhc.com.

YESS! *Your Easy Suntory Solution!*

Suntory has developed digital tools that will help you as a grower in the greenhouse, sell more plants as a garden retailer and ensure your customers are successful in their gardens.



◀ Video Channel

What can our video channel provide for you?

Learn all about Sun Parasol on Suntory's video channels. More than 200 beneficial and beautiful videos are presented in the following categories:

- Video catalog
- Production tips for growers
- Benefits for growers
- Planting & Care tips for gardeners
- Before & After home projects
- Expert testimonials

In addition to these educational videos, Suntory has created some really fun videos that are perfect for sharing through social media. Choose the videos you like to run in a loop at your garden center. Or link to a different one in your eNewsletter each week. It's simple!



▶ Photo Library

This is where you'll find a great selection of images for each Sun Parasol variety. Easy to access and use photos for your promotions.

Useful Links ▶

Sun Parasol website
www.sunparasol.net

Sun Parasol mobile site
m.sunparasol.net

Suntory Collection website
www.suntorycollection.com

Suntory Collection mobile site
m.suntorycollection.com



Mobile Site For Gardeners

Provide your retail employees with the knowledge they need to sell with confidence. It's the easiest and simplest tool to make you the top salesperson in your store and help your customers enjoy gardening with your plants. Show customers photos, videos and care tips for Sun Parasol.

Mobile Site For Growers

Become a pro at growing Sun Parasol.

Check production information when you need it. Videos, photos and data are readily available at your fingertips.



▶ Virtual Combo Designer

Try our Virtual Combo Designer on our website or download the new free app to use on your iPad or Android tablet. Just look for the Combo Designer from Suntory in the online app stores. In the simulation game, you choose your container and then drag in your choice of Suntory varieties, including Sun Parasol. Choose three varieties and press enter and, voila! Experiment without even getting your hands dirty. This is a great tool to plan combo production, teach employees how to plant and even host workshops for consumers.



Download Free App Here



▶ Print Your Own P.O.P!

Need bench cards or posters for Sun Parasol? You can print them on demand yourself or send the image to your local printer. Posters and bench cards are customizable. Simply plug in pot size and price and even upload your logo to promote your brand.

Sun Parasol Varieties At A Glance

Variety	Color Description	Flower Size	Growth Habit	Vigor	Branching	Earliness	Cultivation Period*	Pot Size	
Sun Parasol Original group:		Type: Dipladenia	Mandevilla sanderi hybrid						
Superior colors, compact growth, medium-sized flowers, good branching, natural climber, neat foliage. Suitable as a patio, hanging, balcony, bedding and house plant.									
Burgundy	burgundy	2-3 inches	upright	compact	good	early-med	3-8 months	4-12 inches	
Crimson	crimson	2-3 inches	upright	compact	good	early-med	3-8 months	4-12 inches	
Pink	candy pink	2-3 inches	upright	compact	good	early-med	3-8 months	4-12 inches	
Cream Pink	pale pink + pink heart	2-3 inches	upright	compact	good	early-med	3-8 months	4-12 inches	
Dark Red	dark velvet red	2-3 inches	upright	compact	good	early-med	3-8 months	4-12 inches	
White	white	2-3 inches	upright	compact	good	early-med	3-8 months	4-12 inches	
Stars & Stripes	Red with white streaks	2-3 inches	upright	compact	good	early-med	3-8 months	4-12 inches	
Sun Parasol Giant Group:		Type: Mandevilla	Mandevilla hybrid						
Superior colors, vigorous growing habit, coarse foliage, natural climber, excellent heat tolerance. Suitable as a patio, balcony and house plant.									
Giant Crimson	crimson	3-5 inches	upright	vigorous	moderate	medium	3-8 months	5-12 inches	
Giant Pink	pale pink	3-5 inches	upright	vigorous	moderate	medium	3-8 months	5-12 inches	
Giant White	white + yellow heart	3-4 inches	upright	vigorous	moderate	medium	3-8 months	5-12 inches	
Carmin King	deep red	3-5 inches	upright	vigorous	moderate	medium	3-8 months	5-12 inches	
Red Emperor	bright red	3-5 inches	upright	vigorous	moderate	medium	3-8 months	5-12 inches	
Sun Parasol Pretty Group:				Mandevilla hybrid					
Superior colors and branching, small, glossy, thinner foliage. Flowers are size of Original group. Natural climber. Suitable as a hanging, patio, balcony and bedding plant. Blooms one month earlier than Original series.									
Pretty Crimson	crimson	2-3 inches	upright	vigorous	very good	early-med	3-8 months	4-12 inches	
Pretty Deep Red	deep red	2-3 inches	upright	vigorous	very good	early-med	3-8 months	4-12 inches	
Pretty Pink	light pink	2-3 inches	upright	vigorous	very good	early-med	3-8 months	4-12 inches	
Pretty Deep Pink	vibrant pink	2-3 inches	upright	vigorous	very good	early-med	3-8 months	4-12 inches	
Sun Parasol Garden Group:				Mandevilla hybrid					
First bedding plant mandevilla. Naturally compact. Excellent branching with low breaks. Suitable as a hanging, patio, balcony and bedding plant.									
Garden Crimson	crimson	3-4 inches	upright	compact	very good	early	3-8 months	4-12 inches	

* Crop times vary with region and climate. Contact your Sun Parasol licensee for precise guidelines.

More from the Suntory Collection



Surfinia®



Million Bells®



Sunrosa



Senetti®



Sunvillea®



Desana®

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www.sunparasol.net



Scan this QR code with your smartphone to view our mobile site.

