

Poinsettia 2024



Poinsettia hybrid

PRINCETTIA®

SUNTORY

SUNTORY FLOWERS

Choose Princettia varieties for vibrant, premium colors! Compact plants have a naturally branching habit that creates more flower clusters with smaller bracts, like a beautiful centerpiece. An excellent choice for the South, Princettia will not experience heat delay.

PRINCETTIA® Dark Pink
PRINCETTIA® Hot Pink
PRINCETTIA® Pink
PRINCETTIA® Pure Red
PRINCETTIA® Pure White
PRINCETTIA® Red

 14-16 in
35-40 cm



PRINCETTIA® Dark Pink



PRINCETTIA® Hot Pink



PRINCETTIA® Pink



PRINCETTIA® Pure Red



PRINCETTIA® Pure White



PRINCETTIA® Red

Poinsettia hybrid

PRINCETTIA QUEEN®

Princettia Queen is a whole new plant category producing large, vivid pink bracts. This series is a mid-sized plant, in between the compact Princettias and standard poinsettia. It's for growers who would like to see the same vibrant color of our Princettia® line in a larger plant with bigger bracts.

PRINCETTIA Queen® Hot Pink

PRINCETTIA Queen® Pink

PRINCETTIA Queen® Rose Punch

PRINCETTIA Queen® Shell Pink

☀ 14-16 in
35-40 cm



PRINCETTIA Queen® Rose Punch



PRINCETTIA Queen® Hot Pink



PRINCETTIA Queen® Pink



PRINCETTIA Queen® Shell Pink

SUNTORY

SUNTORY FLOWERS

Poinsettia hybrid

PRINCETTIA® SPARKLING

Though still a part of the Princettia series the two new varieties of 'Sparkling's have a pattern that is a breakthrough in this class of hybrid euphorbias. Sparkling has the same compact habit and uniformity as the main Princettia series as well as the same timing. Sparkling Rouge is red with pink and Sparkling Rosé is pink with light pink pattern.

PRINCETTIA® Sparkling Rouge
PRINCETTIA® Sparkling Rosé



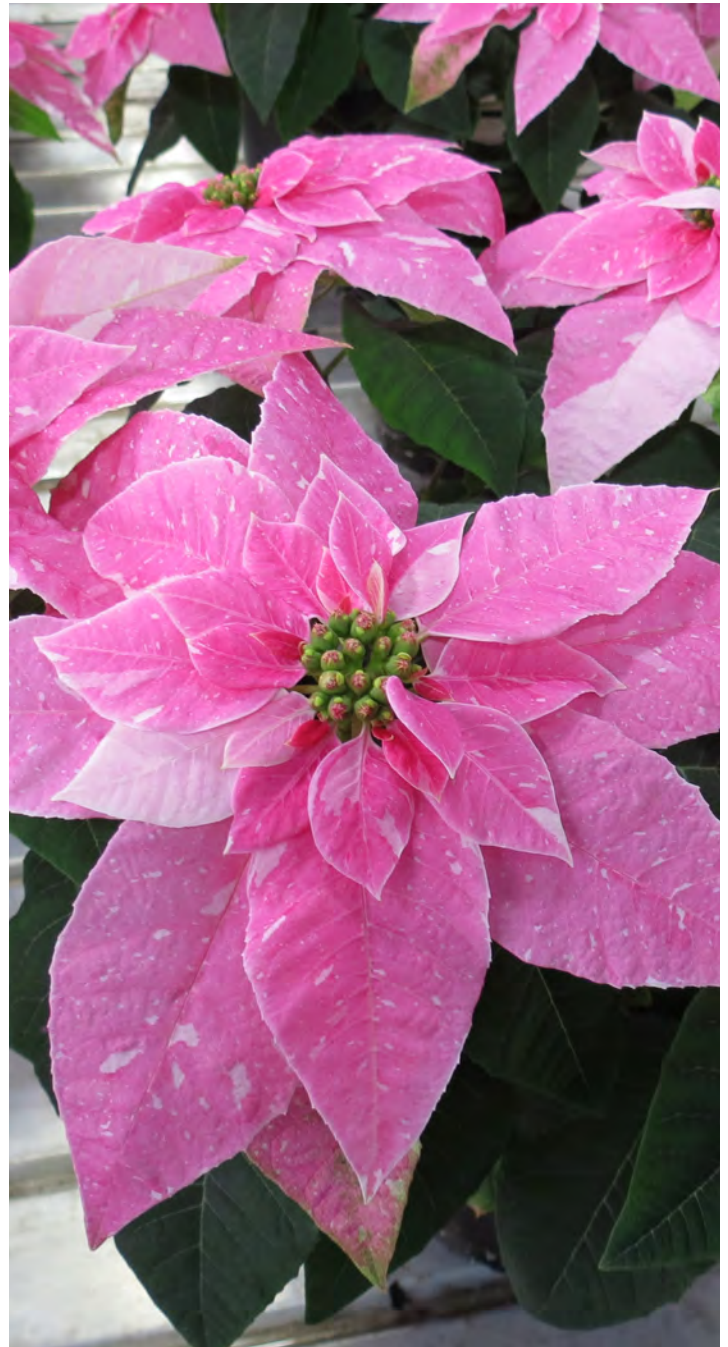
14-16 in
35-40 cm

SUNTORY

SUNTORY FLOWERS



PRINCETTIA® Sparkling Rouge



PRINCETTIA® Sparkling Rosé

Poinsettia hybrid

LAZZERI



Lazzeri Genetica is one of Europe's most respected and innovative breeders. Their Poinsettias are reliable top-performers in trials worldwide, including their proven track record in various US trials. From reds, to whites, to novelties, Lazzeri has a Poinsettia to meet consumer demand throughout the holiday season. Vivero is excited to supply Lazzeri Poinsettias to the North American market!

AIDA RED
ALASKA WHITE
ALPINA WHITE
CARMEN RED
DESIDERIO RED
MAESTRO RED

 14-16 in
35-40 cm

 Top
Performing



 AIDA RED



ALASKA WHITE



ALPINA WHITE



 CARMEN RED



DESIDERIO RED



 MAESTRO RED

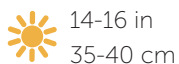
Poinsettia hybrid

ALLEGRA™



Allegra produces beautiful medium sized bracts that finish at the same height. It is a strong brancher and has a uniform round habit. The large cyathia and long shelf-life make Allegra an ideal candidate for retail.

ALLEGRA™ Early Red
ALLEGRA™ Early Pink
ALLEGRA™ Early White



14-16 in
35-40 cm



ALLEGRA™ Early Red



NEW

ALLEGRA™ Early Pink



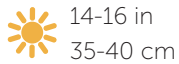
NEW

ALLEGRA™ Early White

Poinsettia hybrid

AMARENA EARLY GLITTER

Amarena Early Glitter is an early season variety with big, wide, and slightly curled bracts. The sharp contrast between the white glitter and red on the bract is the cherry on top of this beautiful Poinsettia..



14-16 in
35-40 cm



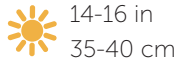
NEW

AMARENA Early Glitter

Poinsettia hybrid

BIANCANEVE WHITE

Biancaneve White is a mid-season Poinsettia with huge bracts. Its thick stable branches create a V-shaped habit and it has a long shelf life. Biancaneve is beautiful and might be the fairest Poinsettia of all



14-16 in
35-40 cm



BIANCANEVE White

Poinsettia hybrid

SERENA™

Serena is a great addition to your retail. It has thick shoots and is stable. It works well from minis to big plants and has a long shelf life.

SERENA™ Red
SERENA™ Pink Novita



14-16 in
35-40 cm



SERENA™ Red



NEW

SERENA™ Pink Novita



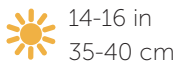
Poinsettia hybrid

SUPERBA™



A complete family with every color including the award-winning Superba New Glitter. Create well-matched Superba combos for the main selling season. Medium to large bracts hold up during shipping and retail.

SUPERBA™ Marble
SUPERBA™ New Glitter
SUPERBA™ Pink
SUPERBA™ Red
SUPERBA™ White



14-16 in
35-40 cm



SUPERBA™ Marble



SUPERBA™ New Glitter



SUPERBA™ Pink



SUPERBA™ Red



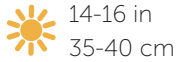
SUPERBA™ White

Poinsettia hybrid

SUPERBA POKER™

Superba Poker are a set composed of four unique colors with the same habit as the entire Superba family.

SUPERBA™ Poker Dark Glitter
 SUPERBA™ Poker Pink & Marble
 SUPERBA™ Poker Red & Marble
 SUPERBA™ Poker Red & Pink



14-16 in
 35-40 cm



NEW

SUPERBA™ Poker Dark Glitter



NEW

SUPERBA™ Poker Pink & Marble



NEW

SUPERBA™ Poker Red & Marble



NEW

SUPERBA™ Poker Red & Pink

Lazzeri Varieties by Region



North & Mid Region

Variety	Season Timing	Response Time- Weeks	Vigor	Recommended Pot Size
Alaska White	Medium-Late	8-8.5	Vigorous	4-10 inch, tree
Alpina White ★	Medium-Early	7.5-8	Medium	4-10 inch
Aida Red	Medium-Early	7.5	Vigorous	4-10 inch, tree
Allegra Early Red	Early	7	Medium	4-6.5 inch
Biancaneve White	Early-Medium	7.5	Medium	4-10 inch
Carmen Red ★	Medium-Early	7.5	Medium	4-6.5 inch
Desiderio Red	Early-Medium	7	Medium	4-10 inch
Maestro Red ★	Medium-Late	8-8.5	Medium-Vigorous	4-10 inch
Serena Red	Medium-Early	7.5-8	Medium-Vigorous	4-10 inch, tree
Superba Red	Medium	8	Medium	4-10 inch, combo
Superba Marble	Medium	8	Medium	4-10 inch, combo
Superba New Glitter	Medium	8	Medium	4-10 inch, combo
Superba Pink	Medium	8	Medium	4-10 inch, combo
Superba White	Medium	8	Medium	4-10 inch, combo
Superba Poker	Medium	8	Medium	4-10 inch, combo

South

Variety	Season Timing	Response Time- Weeks	Vigor	Recommended Pot Size
Alaska White	Medium-Late	8-8.5	Vigorous	4-10 inch, tree
Alpina White	Medium-Early	7.5-8	Medium	4-10 inch
Aida Red ★	Medium-Early	7.5	Vigorous	4-10 inch, tree
Amarena Early Glitter	Early	7	Medium	4-6.5 inch
Biancaneve White	Early-Medium	7.5	Medium	4-10 inch
Desiderio Red	Early-Medium	7	Medium	4-10 inch
Giulia	Early-Medium	7.5	Vigorous	4-10 inch, tree
Serena Red	Medium-Early	7.5-8	Medium-Vigorous	4-10 inch, tree
Superba Marble	Medium	8	Medium	4-10 inch, combo
Superba New Glitter	Medium	8	Medium	4-10 inch, combo
Superba Pink	Medium	8	Medium	4-10 inch, combo
Superba White	Medium	8	Medium	4-10 inch, combo
Superba Poker	Medium	8	Medium	4-10 inch, combo

Deep South (heat tolerant)

Variety	Season Timing	Response Time- Weeks	Vigor	Recommended Pot Size
Amarena Early Glitter	Early	7	Medium	4-6.5 inch
Aida Red ★	Medium-Early	7.5	Vigorous	4-10 inch, tree
Serena Red	Medium-Early	7.5-8	Medium-Vigorous	4-10 inch, tree

Ordering & Shipping



Packing Specifications

URCs packed 1200 per box

Callused Cuttings are packed 1000 per box

Orders and Cancellations

URC orders need to be confirmed/cancelled by Wednesday at noon prior to requested ship week

Callused Poinsettia cuttings need to be confirmed/cancelled three weeks prior to ship week

Shipping Charges

Orders under 600 cuttings will incur a below minimum freight surcharge of \$100.00 USD

Orders between 600 and 1199 cuttings will incur a below minimum freight surcharge of \$50.00 USD

Orders from 1200 cuttings and above will ship without any freight surcharge

Claims

Claims need to be submitted to Vivero North America within five days of delivery to be reviewed





VIVERO NORTH AMERICA

Order Entry/Confirmations: orders@viverointl.com

Cultural and Technical Information:

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