Feeling Festive

The classic red and green style we love, improved.
Viking Pro
10144 | 8 WEEKS
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Offering a similar bract shape and color to the favorite Viking Red, Viking Pro exhibits a more compact stature in comparison. Attractive bracts contrast beautifully against the vivid yellow cyathia and dark green foliage.

Viking Pro is an easy complement to Viking Red for smaller containers and minis.
Imperial 10143 | 8 WEEKS
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The perfect plant for the late November and early December sales window, this new standout showcases bright-red color on medium-sized bracts. Its tight V-shaped structure paired with strong branching makes it suitable for high-density production. A more vigorous grower, it fills out medium-to-large containers with ease — and can handle a later transplant than comparable varieties for the same finish time.

Very well-rounded plant habit for large, florist-quality production.

A vivid fire-red bract color.
Prestigious

10120 | 8 WEEKS

One of our most exceptional varieties with mid-vigor and mid-season performance. The plant is extremely tough, handling dropping, sleeving, and shipping with ease. Consumers will love Prestigious with the dark-red textured bracts on a classic green foliage.
Grande Italia
10330 | 8.5 WEEKS
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Make a statement with this show-stopping red variety perfect for late season quality sales. This high-vigor poinsettia fills out larger containers nicely with large and dramatic, deep-red bracts. Cyathia are slow to open, providing the longest lasting quality throughout the season.
Poinsettia Atla

11423 | 8 WEEKS

This strong, bright-red performer is a perfect pick for mass production. Atla has a strong V-shaped habit which is perfect for high density production, and the medium sized bracts make sleeving and shipping a breeze.
Merry, Bold & Bright

Getting the whole family together.
The Premium Family has been a legacy program for greenhouse growers around the world. This standout collection has the traditional reds and white, but also many unique standouts like Ice Crystal and Picasso. Premium varieties finish early with lower vigor for small- to mid-sized containers and early season sales.
Jubilee Family

Available in Red, White, Pink and the novel Jingle Bells – a striking red and pink bicolored variety – this is a vigorous family with a classic bract and leaf shape. Jubilee fills larger containers well and is an outstanding performer in both hot and cold climates.
Enduring Family

An attractive oak-leaf shaped bract creates a unique look on tight-growing plants. Varieties do not require heavy growth regulation. The Enduring family has trialed as a top performer in all regions, and northern growers in particular, appreciate the low-light adaptability.
ENDURING Marble
11019 | 8 WEEKS

ENDURING Pink
11015 | 8 WEEKS

ENDURING Red
11010 | 8 WEEKS

ENDURING White
11013 | 8 WEEKS
When it comes to colors and patterns, more is still merrier!

All the trimmings
One of the cleanest and purest white poinsettias available, consumers will appreciate how the bracts simply light up against the dark foliage. With higher vigor, it is fitting for larger premium containers and can be timed for peak early December sales. Easy to branch.
Early Polly’s Pink

11055 | 8 WEEKS

The brightest pink bracts available in a poinsettia, and now with an earlier finish date for a longer season of sales. Early Polly’s Pink displays an extremely vibrant color at retail and the vigorous plants are great for larger containers and premium presentations.
Candy Cane
10153 | 8 WEEKS

This truly special selection presents red bracts embellished with fun, white speckles, providing a striking contrast against dark-green foliage. The classic star-shaped bracts are large and showy, and create an impressive display at retail. Strong stems and a strong root system make this poinsettia an excellent choice for a range of container sizes, from miniature up to 10-inch.
Winter Rose
Dark Red
11162 | 8.5 WEEKS
Winter Rose has made a strong comeback in the last year with social media, interior decorators, and garden writers. The ruffled bracts resemble roses for a unique holiday look. The narrow plant habit is great for straight-ups and combination plantings.
Tapestry
11107 | 8.5 WEEKS
Tapestry makes an elegant statement with green foliage highlighted with a luxe gold margin. Excellent for combination plantings or as a stand-alone decorative accent among traditional red varieties.
Tis the Season(s)!

Varieties to sell beyond the 12-days of Christmas.
Autumn Leaves
11391 | 8 WEEKS
Warm golden and apricot tones are ideal for Autumn sales.

Golden Glo
11431 | 8 WEEKS
The most vibrant golden yellow against nearly black foliage.

Green Envy
11433 | 8 WEEKS
Lustrous chartreuse bracts fit a modern-day décor.
J’Adore is the newest series of interspecific euphorbia hybrids for dynamic, modern-day holiday décor. These varieties give your program a little luxe with layers of velvety bracts in pastel pink and rich touchable textures. The versatility of J’Adore varieties allows growers to lean on these performers from the early season, all the way through New Year’s Eve promotions, for an elegant and glamorous impression.