



Cool Wave Pansy at IPM Essen

The beginning of the Cool Wave era.

IPM 2012 will be the stage for the launch of one of the most innovative products for over 15 years according to a leading breeding company.

New [Cool Wave Pansies](#) from PanAmerican Seed is being hailed as the next generation of trailing pansies with bigger flowers, more vigour and superior overwintering – giving gardeners what the developers call – ‘easy spreading colour’.



Although Cool Wave's official launch will occur at IPM in Essen. Glimpses of Cool Wave have already been caught including at HortiFair where it was entered into the Interpolis House of Quality competition. Amazingly all four new colours finished in the top 11 places – plus it was the only hanging basket variety on show.

Colours of Cool Wave currently include Yellow, White, Violet Wing, Frost and a mixture which also includes Lemon and PanAmerican Seed have confirmed that more colours will follow in the coming seasons.

Marketing Manager for PanAmerican Seed Kieft-Pro-Seeds **Jeroen W. Ravensbergen** said: "We are very interested to see how the market will react to Cool Wave and so far we are very pleased. Through Cool Wave we can demonstrate our innovation, reliability and determination in the face of a difficult economic climate.

"Cool Wave is the best thing to happen to gardens for 15 years because now the garden can be full of colour all year round rather than for three seasons. Cool Wave can be planted in October, is resilient enough to cope and flower through temperatures as low as minus 25 in the winter, and is the earliest Pansy to come back in the spring. And then will flower through until June."

Spreading pansies has become big business over the past year or so for breeding companies, leading to a number of spreading and trailing type varieties being introduced. Plentifall was one of these, which was also developed by PanAmerican Seed.

Ravensbergen continued: "Plentifall was a great product of ours but Cool Wave has almost twice the size of flower and more vigour. Cool Wave produces flowers that are almost 4cm in diameter in four stunning colours, plus a mixture. It can produce 60-75cm of trail on baskets and is ideal for groundcover too. This means one thing, Easy Spreading Colour!"



PanAmerican Seed are backing their product all the way by introducing a whole range of marketing support with branded pots, tags and other point of sale material available to all companies growing and selling the product.

The links will obviously be made to [Wave Petunias](#) from PanAmerican Seed which is the number one selling variety for them worldwide. In America Wave Petunias accounts for its own website with a 20.000 strong 'fan club', in addition to almost 5.000 followers on Facebook and 350 followers on Twitter and is rising steadily.

And Cool Wave is expected to raise the same amount of interest in Europe says president of PanAmerican Seed, **Anne Leventry**, she said: "Cool Wave is just a brilliant product which is backed up by years of trialling and research both here in Europe and in the United States. It deserves to become part of the Wave family of products due to the spreading nature and the large amount of flower power it produces. I am very proud to see the product launch in Germany."

It is expected that Cool Wave will be showcased at other events throughout 2012 including the European Spring Trials in week 17 and Flower Trials in week 24.

Further growing advice and tutorials can be found at www.panamseed.com and for visitors at Essen 2012 new Cool Wave will be presented for all to see from the PanAmerican Seed Kieft-Pro-Seeds booth in Hall 2.0 Stand 2B29.

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