



Seed breeding breakthroughs at IPM Essen from PanAmerican Seed

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During IPM Essen, PanAmerican Seed not only introduced a colourful, fresh and media-savvy stand to the industry, but several new introductions as well, which raised eyebrows amongst attendees and brought a great deal of interest to the company with over 2,500 different seed products.

French Marigold was strong in presence at the IPM and especially notable was the introduction of [Fireball French Marigold](#). Sales manager **Jean-François Ignasse**, sales manager of PanAmerican Seed, outlined this product: "Fireball is a new product that consumers will see in the shops this season. The uniqueness about this product is that as the flowers age, they develop into different colours. Each flower starts out a deep red colour and then turns into tangerine, orange or fire colours – all on the same plant. This is the first of its' kind in the world, a true breeding breakthrough in French Marigolds."

Furthermore, a new 2018 introduction is [Kirigami](#), an Ornamental Oregano that is appealing to different sorts of situations due to the oregano-scented leaves and subtle purple/rose flowers. Compared to existing products, Kirigami is unique for the fact that it has more rose/purple shaded leaves.

Finally PanAmerican Seed introduced new colours of the market-leading viola variety, [Sorbet XP®](#). The spreading and trailing pansy [Cool Wave](#) was also introduced in new colours, and is now available in 10 colours plus 3 specially designed mixtures. "Cool Wave is the best choice for the early spring in hanging baskets," says Ignasse.

Ignasse looks back positively at IPM Essen: "We were very happy with our stand and the new colourful presentation style that we have experimented with at the exhibition. Like all of our products, our new media presentations certainly did attract more attention and that's a good thing because the more people that see our products, the better. The new look of our stand has been well-received by our customers at IPM and we have expanded our business by attracting potential new customers. IPM remains an important show for us."

For all new varieties, take a look at the [PanAmerican Seed 2018 catalogue](#).



