XP: Xtra Performance, Xtra Precision, Xtra Profit
Two PanAmerican Seed series get an “easy-growing” update for 2008

WEST CHICAGO, IL – It’s an old question for growers: There are so many varieties available; how do I know which are the best-matched to grow? At the 2007 California Pack Trials, PanAmerican Seed introduced a new answer: XP, making its debut for 2008 in the Super Elfin® impatiens and Quartz verbena series. A first-of-its kind selection of the most uniform varieties, the XP distinction makes it easier to grow a core range of highly matched plants. “The XP concept answers grower demand for a simple way to identify the best-matched varieties in top-selling series,” says Ben Walraven, PanAmerican Seed Director of Sales. “It’s so convenient!”

Super Elfin XP impatiens consist of both new and existing genetics, including top-selling colors plus unique and novelty colors. With a concise, 5 to 7-day flowering window and consistent, early flowering, all Super Elfin XP varieties completely match each other for bloom time and plant habit. This exacting uniformity allows growers to easily change their offering using different Super Elfin XP colors with each turn, keeping their lineup fresh without having to change any growing practices. Super Elfin XP is available in 14 colors and 4 mixes.

The all-new genetics of Quartz XP verbena offer across-the-board improvements on the best Quartz colors. These upgrades all have a tight, 6 to 7-day flowering window along with earlier and significantly better branching. Quartz XP impresses with strong bench and garden performance in 8 colors and 2 mixes.

According to Walraven, these two series represent just the beginning for XP. “We anticipate applying the XP criteria to other core series in the future,” he says. “Growers have come to expect superior genetics from PanAmerican Seed; with XP, we’re going the extra mile to make growing more programmable, more predictable and ultimately more profitable.”

For further information about Super Elfin XP and Quartz XP varieties, contact your preferred supplier, call PanAmerican Seed at 800 231-4868 or log on to PanAmSeed.com.

PanAmerican Seed is an international leader in the breeding and production of F1 and open-pollinated flower seed for bedding plants, pot crops and cutflowers. PanAmerican Seed offers its diverse line of products, including Wave® petunias, the Fantastic Foliage™ and Fantastic Flowers™ collections and more, through North American and international distributors. For more information, contact PanAmerican Seed at 800 231-4868 or log on to