



## 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](http://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