

Petunia (Double) Double Madness™ F₁ Series

(*Petunia x hybrida*)

Annuals Culture (revised 12/13/24)

Plug crop time: 4 to 5 weeks

Transplant to finish: 5 to 6 weeks

Available in North America only.

- Offers the same superior performance as the original Madness series.
- Compact, floriferous plants deliver masses of 2 to 2.25-in./5 to 5.5-cm flowers all Summer.
- Well-suited to large containers, mixed combinations and beds.

General Information

Exposure	Bloom Season	Height	Spread	Spacing
Sun	Spring, Late Spring, Summer, Late Summer	10-15 in. (25-38 cm)	10-12 in. (25-30 cm)	8-10 in. (20-25 cm)

Germination

Seed Form	Recommended Plug Size	Seeds/Cell	Plug Crop Weeks	Days from 50% to maximum germination	Initial Media pH/EC (1:2)	Cover Seed
PEL, RAW	288	1	4-5	3-5	5.5-5.8 pH 0.75 mmhos/cm	No

Plug Production

	Stage 1	Stage 2	Stage 3	Stage 4
Moisture	Level 4	Level 3-4	Level 2-4	Level 2-4
Temperature	75-78°F (24-26°C)	68-75°F (20-24°C)	65-70°F (18-21°C)	60-62°F (16-17°C)
Light	Optional	1,000-2,500 f.c. (10,800-26,900 Lux)	2,500-4,000 f.c. (26,900-43,100 Lux)	2,500-5,000 f.c. (26,900-53,800 Lux)
Fertiliser		Less than 100 ppm N (Less than 0.7 EC)	100 to 175 ppm N (0.7 to 1.2 EC)	100 to 175 ppm N (0.7 to 1.2 EC)

Fertiliser Notation

Apply a protective fungicides drench for Thielaviopsis and Pythium control once in full stand.

Propagation Key Tips

Germination on some varieties may be improved by a 25 to 50 ppm N application of potassium nitrate after sowing.

Growing on to Finish

Growing on Temperature	Target Media pH/EC (1:2)	Fertiliser	Daylength
(day) 65-72°F (18-22°C) (night) 60-62°F (16-17°C)	5.5-6.3 pH 1.5-2.0 mmhos/cm	100 to 175 ppm N (0.7 to 1.2 EC)	Facultative Long Day

Crop Scheduling

Container Size	Plugs/Pot	Crop Time	Season	PGR
4"/4.5"/Quart/10 cm	1 (ppp)	5-6 (weeks)	Spring	-
5"/6"/1 Gallon/15 cm	2-3 (ppp)	7-8 (weeks)	Spring	-

Common Problems

Insects: Thrips, Aphids, Fungus Gnats, Shore Flies Diseases: Botrytis, Rhizoctonia, Pythium

Finishing Key Tips

Drench with a fungicide at transplant. Maintain light levels as high as possible (4,000 to 7,000 f.c.). Sensitive to overwatering; allow media to dry slightly before watering. Controlling Height: Once plants are rooted to the sides of the containers, they can be allowed to wilt prior to irrigation to provide some height control. Height can also be controlled by withholding fertiliser, especially phosphorus and ammonium-based nitrogen. Petunias are responsive to day/night temperature differential (DIF), and are shorter with a negative DIF. Florel will promote lateral branching when applied once plants are established. Petunias respond to both B-Nine and Bonzi. A one-time Bonzi drench is effective. Varieties may respond differently to growth regulators.

NOTE: Growers should use the information presented here as guidelines only. PanAmerican Seed recommends that growers conduct a trial of products under their own conditions. Crop times will vary depending on the climate, location, time of year, and greenhouse environmental conditions. It is the responsibility of the grower to confirm the treatment is available in their region as well as read and follow all the current label directions relating to the products. Nothing herein shall be deemed a warranty or guaranty by PanAmerican Seed of any products listed herein. PanAmerican Seed's terms and conditions of sale shall apply to all products listed herein.

Variety Pictures



Blue



Burgundy



Lavender



Salmon



Satin Pink



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