



PanAmerican Seed® Promises Huge Color Impact At IPM Essen

A fresh new look and a show-stopping display at its IPM stand will focus on Pansy Cool Wave and NEW Viola Quicktime.



WEST CHICAGO, ILLINOIS, December 2018: PanAmerican Seed will welcome thousands of attendees to IPM Essen 2019, where the company will showcase a new look at its stand that promises huge color impact. This year's focus is Pansy Cool Wave® and the NEW Viola Quicktime. Both series will launch fresh new colors and concepts, including a show-stopping display of a larger-than-life flower basket filled with pansies. The company's 55 m² stand will be located in [hall 2 stand 2B29](#).

Pansy Cool Wave is the best-performing spreading pansy series on the market and is currently available in 14 colors and three mixtures. The plants are more vigorous than other spreading pansies, and they deliver better-looking hanging baskets and patio containers than any other Spring- and Autumn-flowering product. Introductions to see at IPM include [Cool Wave Strawberry Swirl](#) and [Cool Wave Raspberry Swirl](#).

PanAmerican Seed will also debut its new **Viola Quicktime** series, which offers six different colors. Quicktime flowers faster than any other Viola cornuta series used for the same production schedules, and allows you to start your viola crop up to two weeks later and still ship full-bodied pots on time in Spring.

According to PanAmerican Seed European Sales Manager, **Jean-François Ignasse**, the show spotlight is one you don't want to miss. "Our stand will display a huge attractive basket with the new Cool Wave varieties. This is really something special," Ignasse says. "For our submissions to the IPM 2019 Novelties Show, our **Viola F1 Frizzle Sizzle Mini Mixture** adds a unique frilly flower form to violas and is great for containers or 'close-up' landscapes. We're also submitting Pansy Cool Wave Strawberry Swirl. We're confident these unique intros will impress IPM judges."

Look for the PanAmerican Seed sales team during IPM, Jan. 22-25, 2019, in hall 2 stand 2B29. They'll be happy to introduce you to the extensive product assortment and answer all your questions. For more information, visit www.panamseed.com.

About PanAmerican Seed

PanAmerican Seed is an internationally renowned breeder and producer of seed-raised flowers and vegetables based in West Chicago, IL, USA that produces high-quality and best-performing varieties. Research facilities in North and South America, the Pacific Rim and Europe enable us to test and evaluate new varieties under numerous climate conditions. Our state-of-the-art seed distribution center guarantees quick, efficient processing of orders for our worldwide customers. Visit www.panamseed.com for more information.