

## PanAmerican Seed® Acquires Celosia Breeding From Celex

**The purchase will conclude Oct. 1, 2019 and will include the full celosia assortment offered by the Dutch breeding company.**

WEST CHICAGO, ILLINOIS, June 2019: PanAmerican Seed® is pleased to announce it has purchased the complete celosia assortment and breeding research from Celex, b.v., a breeder/selection subsidiary under the Dutch cut flower company Fa. Van Der Boog & Van Den Bosch.

PanAmerican Seed has collaborated with Celex for more than 25 years on cut-flower celosia series, such as [Neo™](#) and [Sunday™](#), as well as potted and annual celosia series, such as [First Flame™](#), [Dracula](#) celosia, and most recently the new [Concertina™](#) series. Celex was responsible for breeding, while PanAmerican Seed handled production, worldwide distribution, and sales and marketing.

“Over our many years of partnership, we have built a successful and sustainable growing business in celosia,” says **Anne Leventry**, President of PanAmerican Seed. “We are pleased with all the efforts Celex has put into this class and we can’t wait to build on this momentum of excellence.”

Celex, through its close existing partnership with PanAmerican Seed, has already introduced many new and successful celosia varieties to market, including two Gold Medal winners by Fleuroselect, as well as receiving a Quality Mark and a Novelty protection.

“We are assured our Celex breeding efforts and genetics are in good hands at PanAmerican Seed,” says **Peter Van Den Bosch**, owner of Celex, who is nearing retirement along with business partner **Henk Van Der Boog**. “They will continue our work to the benefit of cut flower, potted and bedding plant growers all over the world.”

The sale will conclude Oct. 1, 2019, when the full Celex celosia breeding assortment will be integrated into PanAmerican Seed’s catalog of plants. No employees or assets are part of the purchase.

For more details on celosia from PanAmerican Seed, contact your preferred supplier or visit [www.panamseed.com](http://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, 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 climatic conditions. Our state-of-the-art seed distribution center guarantees quick, efficient processing of orders for our worldwide customers. Visit [www.panamseed.com](http://www.panamseed.com) for more information.*

### *About Celex*

*Celex is a subsidiary of the cut flower company “Fa. Van Der Boog & Van Den Bosch,” a unique breeding company founded in 1993. Located in Valkenburg ZH it specializes in the breeding and selection of the Celosia crop, both cut flowers and potted plants. In the 25 years of its existence, Celex has become the global market leader in new celosia.*