



## 2021 Poinsettia Catalog Available Now From Selecta One®

Learn how Selecta One Poinsettias deliver only the best for your success.

**WEST CHICAGO, ILLINOIS, February 2021:** Selecta One announces the release of its **2021 Poinsettia catalog** – a 45-page resource filled with exciting new product launches, production tips from experts, and a closer look at its supply chain network. This year’s catalog focuses on “Only the best, for your success” in which Selecta One outlines its highest-quality poinsettia assortment sourced from the most reliable supply chain while providing solutions to cover all your growing needs.

“Selecta One wants to be your poinsettia-growing partner from start to finish,” says Product and Technical Support Manager **Gary Vollmer**, who provides “Gary’s Notes” on each poinsettia series throughout the catalog. “We trialed extensively to cover every region, pot size and season so you can have the most successful poinsettia season yet.”

Some of the key features of the Selecta One 2021 Poinsettia catalog include:

- Details on NEW **Orange Glow**, a game-changing, true orange poinsettia that’s WOWed growers in recent trials; and **Christmas Mouse®**, a whimsical and exciting introduction with high retail appeal.
- Regional recommendations and top-sellers called out with each page-turn.
- A comprehensive culture guide on page 36 to achieve your own perfect finish.

You can also visit the new Selecta One Poinsettia micro-site online at [www.selectanorthamerica.com/poinsettias](http://www.selectanorthamerica.com/poinsettias) for a complementary digital experience where you can sort the full Selecta One Poinsettia assortment by season, habit, color and more; “Ask Gary” a technical question; and download quick-culture guides.

The Selecta One 2021 Poinsettia catalog is a stunning full-color resource that you’ll enjoy cover to cover. Contact your sales representative or Root & Sell dealer for more details or to request a printed copy. Browse it online now or download the full PDF at [selectanorthamerica.com/catalogs](http://selectanorthamerica.com/catalogs).

### *About Selecta One*

*Selecta One serves the North America market with excellent genetics of vegetative propagated bedding plants and Poinsettias. Our varieties are supplied as unrooted cuttings available exclusively through Ball Seed and as rooted cuttings available from select Root & Sell stations. Visit [selectanorthamerica.com](http://selectanorthamerica.com) to learn more.*