



## 2022 Poinsettia Catalog Available Now From Selecta One®

Showcasing “all you need to succeed,” this year’s catalog highlights new genetics as well as poinsettia choices to cover every growing need.

**WEST CHICAGO, ILLINOIS, November 2021:** Selecta One announces the release of its **2022 Poinsettia catalog**. This 46-page resource highlights new products for the upcoming season along with growing advice from Selecta One Technical Support Manager **Gary Vollmer**. The catalog also showcases how Selecta One has “all you need to succeed” through the company’s commitment to product quality and supply reliability.

“Fundamental to choosing a poinsettia from Selecta One is our partnership with you from start to finish,” says **Leland Toering**, Sales Manager for Selecta One North America. “Starting with top-quality cuttings from the most extensive supply chain network in the industry, our customers can experience the best collection of poinsettias and full growing guidance all in one place.”

Selecta One trials its poinsettias extensively for uniformity across colors and simplified production. The assortment covers all your growing needs for every region, pot size and season.

Some of the key additions of the Selecta One 2022 Poinsettia catalog include:

- Cover star **Christmas Mouse®** expands with a new Pink for 2022. This novel mouse-ear-bract shaped poinsettia is also supported at retail with FREE artwork.
- The new series **Early Elegance™** targets mid-November through Thanksgiving Day sales and is available in Marble, Pink, White and Red.
- “Culture That Works” is provided in each Gary’s Notes section.
- A comprehensive culture guide on page 30 helps you achieve your own perfect finish.

The 2022 Selecta One Poinsettia catalog is available now at the Selecta One Poinsettia website [www.selectanorthamerica.com/poinsettias](http://www.selectanorthamerica.com/poinsettias). View it online virtually and browse the complementary digital poinsettia experience to sort the full Selecta One Poinsettia assortment by season, habit, color and more. You can also “Ask Gary” your technical questions and access quick-culture guides.

Contact your sales representative or Root & Sell suppliers for more details or to request a printed copy.

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.