

# Plants Nouveau

Introducing New Plants to the World



Echinacea 'Meringue'



Echinacea 'Pink Shuttles'



Echinacea 'Pink Double De-



Hybridizer Arie Blom



Echinacea 'Coconut Lime'

A division of  
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**Plants Nouveau** is a company about plants, fueled by the introduction of novel, innovative selections from real plant people. Our introductions are focused on selections of native perennials and earth-friendly exotics. Royalties collected by **Plants Nouveau** are shared with the plant's originator and re-invested into the program's marketing efforts. Contact us and we'll help you introduce your new plant to the world!





**For immediate release:**

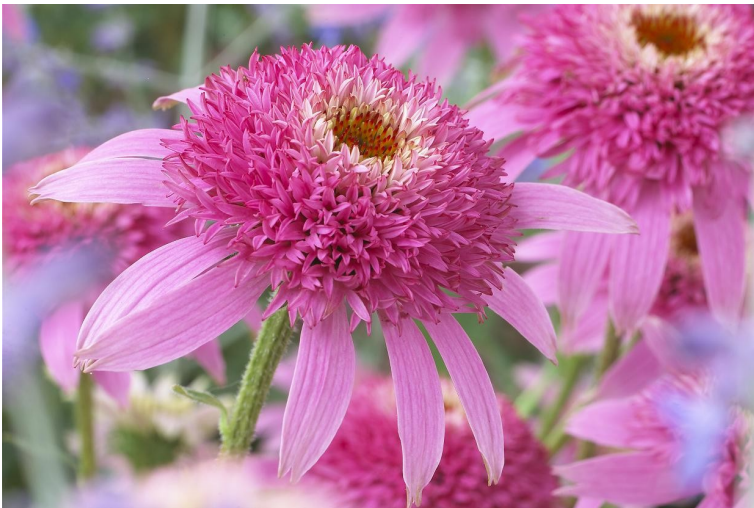
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## **Delicious new coneflowers with distinctly shaped cones from AB-Cultivars in The Netherlands.**

**Baltimore, MD (July 2007)** - Presenting a new series of double Echinacea developed by AB-Cultivars breeder Arie Blom of The Netherlands. This delicious new series of coneflower hybrids was developed to outperform other varieties on the market, especially in greenhouse and field production. Many of the selections have truly unique cones and often compact, sturdy statures. Having completed his graduate work in plant breeding at the University of Florida, Gainesville and working in a tissue culture laboratory in California, breeder Arie Blom, unlike many other breeders from the Netherlands knows the vastly different, often extreme climates we experience in the US. His knowledge of plant genetics along with his creativity and practical experience in the US will certainly afford him great success in the extremely competitive new perennial market.



*Echinacea 'Pink Double Delight'*



*Echinacea 'Meringue'*