

# HAPPY NEW YEAR!

## Best Wishes for a Successful 2012 Season

Young Plants Limited would like to take this opportunity to wish all our customers, both new and old, a very happy, successful and prosperous 2012.

## Hot Property 2012

So, what varieties are shaping up to be this year's Best Sellers?

One of the best sellers this year has been the sensational and award winning Queen Bee petunia. A fully stable, unusual combination of very dark rich burgundy with a yellow star. Eye-catching indeed!



Petunia Queen Bee—selling out fast!

A big hit so far has been the Confetti Garden concept. Top seller from this range has been Kir Royal, a luscious combo of purples, creams and pinks.



Kir Royal—part of the Confetti Garden 'Trio's' range.

Another best seller from the Confetti Garden concept has, of course, been Patriot. In this year when red, white and blue will be all the rage, Patriot is a sure fire winner to state your patriotic tendencies! There are plenty still available, so if you want to take advantage of the Queen's Diamond Jubilee, the Olympic Games and the European Championships, then please order quickly!



Patriot, the Confetti Garden trio in red, white & blue

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Salsarita geraniums are really taking off. These ivy/zonal Interspecific crosses are proven to give the best of both worlds—vigour, disease resistance, drought tolerance and huge blooms. Couple these attributes with colours that literally glow then you've got a winning combination!



Geranium Salsarita Dark Red—fabulous ivy/zonal cross

So, get your orders in quickly, because there are still some of these products available—but not for long!

Our 2012 Poinsettia Catalogue is out now. Contact the office to request your copy.



# FLY THE FLAG IN 2012!



## Flag it. Tape it. Pot It. Banner It!

With the events going on this Summer in Europe and the UK, this is your opportunity to do some patriotic marketing of your red, white & blue plants.

In conjunction with Dümmer GmbH, Young Plants Ltd are pleased to offer some Union Jack based point of sale material.

Firstly, there are rolls of very useful backing tape printed with the Union Jack flag. This tape is very strong and can be used for any application:- around benching, around trolley shelves, anywhere you want. It's 66 meters long, and comes in packs of 6 or boxes of 36 priced £2.70 and £15.60 respectively.

Then, to celebrate the European

Football Championships held this year, you can take advantage of football themed Confetti Garden trolley banners and 12cm & 14cm pots. The trolley banners have the Union Jack flag on them too, while the pots are covered in footballs! Don't forget, you need 2 trolley banners - one on each side. Banners are priced at 54p each, with a minimum order of 10 and pots are 4.6p for the 12cm and 10.45p for the 14cm. Minimum order numbers for the pots are 1,500 and 960 respectively.

A fun way to market & sell the red, white and blue colour themed Confetti Garden varieties "Patriot" and "Liberty 2012, or indeed any other Confetti Garden varieties you may choose to put in them!



## WELCOME VIKKI

Young Plants Ltd are pleased to announce the recruitment of Vikki Roberts to our ever growing team here at YPL.

Vikki will be working in purchasing, alongside Lynn Haffenden-Edwards, our purchasing manager.

She is looking forward to developing relationships with new and existing suppliers and ensuring that our customers continue to receive a top quality service.

## GOODBYE SIMON

It is with sadness that YPL announce the departure of Simon Wright.

Simon left us in the New Year for pastures new. He joined us 23 years ago as a van driver, and since that time, through hard work and determination, worked his way through the company, eventually taking the position of Sales Manager.

Simon was responsible for a number of high profile clients, developing successful working relationships with them all over the years.

We will miss him, and wish him all the best in his future ventures.

## Aeropot Plug Trays

For the 2012 season we have moved most of our rooted cutting production of annual bedding plants into our new Aeropot tray.

This uses 42, 84, 102, and 126 plugs per tray configurations and is a full footprint tray ( 4 to a trolley shelf). Plugs use a special compost mix, exclusive to Aeropot which is specially formulated for the crop.

The benefits of this new plug are improved watering management as it is difficult to overwater, which in turn improves the performance of rooting.

It has also increased air circulation around the plants which has also improved the transportation process. Plugs are also very easy to remove ready for transplanting.



Our new Aeropot 84 tray, showing Ivy Geraniums

Customers will benefit from a much cleaner healthier plant which is perfectly rooted, easier to handle and less susceptible to disease.

The first product using the new trays has already been despatched from our warehouse here in Stratford upon Avon, so you can look forward to experiencing all the benefits the new plug trays offer.