

GROW



EARLEY
ORNAMENTALS
COMMITTED TO QUALITY

Whatever the season, Earley Ornamentals is always growing strong.

Autumn 2016

Hello and welcome to Earley Ornamentals' GROW newsletter

New and improved Earley catalogue:

During 2016 we've been refining and developing our product offer to ensure it continues to meet the needs of our customers and the ever-changing market place. We've added over 100 new colours to our 2017-18 range, many of which feature in our new, improved catalogue.

For speed and ease of use, the new format is divided into five core colour-coded product sections:

Seed Raised -
Summer flowering

Vegetables

Cutting Raised -
Summer flowering

Seed Raised -
Autumn to Spring flowering

Cutting Raised -
Autumn to Spring flowering

Benefits of the new-look Earley catalogue include:

Quicker product identification

Clearly sectioned to aid selection by both requirement and season. Each section features its own introduction page and products are shown in an A to Z order.

At-a-glance product detail

Easy-to-read bullet points with key product information feature tables, and Earley Experts information boxes.

2017-18 Highlights and Heroes

The 2017-18 Highlights and Heroes are included in this newsletter but to view our extensive range please go on-line to www.earleyornamentals.co.uk/How-to-Order/Downloads to download the new catalogue or contact us to request a copy:

Call: 01845 524511

Email: info@earleyplants.co.uk to request a copy.

Earley welcomes Rob

We welcomed Rob Swift to our team in June 2016 and to give you more of an insight in to the Earley team you'll find profiles of Rob and Mike Martin (Nursery Manager) in this issue, and more on our website.

Staying in touch

Also included in this issue is our company news and details of how you can keep up-to-date. If you would like to find out more about Earley and the 2017-18 range opportunities, please contact me, or one of the sales team. I would also like to extend an invitation for you to visit our site.

I hope you enjoy this issue of **GROW**.

All the best

Simon Earley



ORDER YOUR NEW CATALOGUE TODAY! Call 01845 524511



P2

EARLEY ON TOP
FORM AT NATIONAL
PLANT SHOW



P2

SERVING THE
UK MARKET
POST BREXIT



P3

HIGHLIGHTS
& HEROES
FOR 2017-18



P4

MEET THE
EARLEY TEAM

COMPANY UPDATE

EARLEY WINS

Yet again Earley was on top form at this year's HTA National Plant Show.

We were awarded Bronze in the Annuals category for the new Chic Collection Petunia Raspberry Stripe and Rose Star.



Chic Collection Raspberry Stripe Chic Collection Rose Star

SUNPATIENS® WYEVALE'S PLANT-OF-MONTH

Featured as one of July's Plants-of-the-Month at Wyevale Garden Centres (WGC) was Earley Ornamentals' award-winning SunPatiens® Compact Electric Orange.

Emma Burris, Junior Buyer (Bedding) at Wyevale Garden Centres is responsible for selecting the 'WGC Plant of the Month' and said: "SunPatiens® are an excellent addition to our garden plant range – they are versatile and perform well. We are delighted to be working with Earley Ornamentals, as the UK's primary distributor of SunPatiens®".



SunPatiens® Compact Electric Orange

SERVING THE UK MARKET POST BREXIT

With the uncertainty that seems to have descended on the UK post Brexit, the team here at Earley wishes to remind you that one thing is certain, as a leading independent UK producer and supplier of young plants, with a specialist reputation for reliability and expertise, we are committed to providing excellent service and high quality stock to all our customers here in the UK.

The Earley team is available to provide planning and plant advice and help you place your order - simply call 01845 524511.



HIGHLIGHTS AND HEROES FOR 2018

With over **100 new colours** added to our range, here are our highlights and heroes for the Earley 2017-18 collection



Aroma™ Rhubarb & Custard Aroma™ Plums & Custard Sunpeddle® Blue Rose



Easter Bonnet

Sunpeddle® Yellow White

Unusual award-winning colourful and aromatic nemesia additions

Two wonderfully fragrant, award-winning options for growers, retailers and garden designers have been added to the Earley Nemesia range - Aroma™ Rhubarb & Custard and Aroma™ Plums & Custard - both offering attractive, unusual bicolour combinations.

Another fragrant nemesia highlight is early flowering Nemesia Easter Bonnet, which had a very successful first year in the Earley portfolio. A profusion of bicolour blooms of light lemon yellow and soft pink are produced over plants of a compact and uniform habit.

Distinctive and scented, new colours Blue Rose and Yellow White have been added to the already popular Nemesia Sunpeddle® series introduced last year, which features Painted Rose, Red, White Perfume. Early flowering, Sunpeddle® offers a neat and compact habit.

Delicate ruffled flowered anemone – perfect for added value sales

Known as a good seller, double flowered varieties have now been introduced to the Earley Anemone Harmony range - perfect for delivering added value sales. Striking double blooms that give a ruffled effect are produced from early spring. Colour options include Blue, Scarlet and White.



Harmony Double F1 Scarlet

New eye-catching petunias

For a novel flower pattern, the award-winning Chic Collection petunia now features in the Earley Petunia range. With its star-shaped pattern and striking colour choices, early flowering Chic Collection offers a mounded habit and is ideal for impulse colour sales in large pots.

Offering layers of ruffled double blooms, the Petunia Tumbelina® series now includes the award winning, stunning blue double, Maria. Other new additions to Tumbelina® include early variety, raspberry-veined Francesca, also an award winner, and fragrant Diana that produces an abundance of pristine white double blooms.

Another fragrant highlight of Earley's Tumbelina® collection is top selling Priscilla, an attractive blue-veined variety and the first colour in the series to be introduced. With a larger flower than other double trailing types this really is a resilient choice for baskets and pots.

Also new is F1 Espresso®, a naturally dwarf multiflora petunia that has a low PGR requirement and excellent shelf life. Producing large flowers, Espresso® is available in Blue, Pink, Red, White and a mix. It offers a non-stretching habit with good garden vigour and quick recovery from rain.

Another addition to the Earley Petunia Designer™ series is the unusual variety Inksplash, which produces superb star patterned blue and white bicolour flowers.



Chic Collection Rose Diamond



Tumbelina® Maria



Espresso® Red



Designer™ Inksplash

New mixes in the Earley Pansy range

Five new mixes have been added to the already wide colour offer in Pansy Premier F1. This versatile plant provides a spring through to autumn season selection with the latest colour mixes now available including Blotch, Clear Spring, Cool Blues, Forest Fruits and Lemoncello.



Premier F1 Clear Spring Mix



Premier F1 Forest Fruits Mix



Premier F1 Lemoncello Mix

Earley garden heroes

The popular Earley Viola range includes garden hero Viola Vibrante F1, which now consists of 17 separate colours and six mixes. Recently added are Blotch mix and Clear Spring mix. Colours have been specifically selected for flowering time uniformity, ensuring all are ready to flower at the same time. The other Earley garden hero is Viola Grandissimo F1. Producing larger blooms than the average viola, Grandissimo is now available in a new striking Clear Purple.



Vibrante F1 Blotch Mix



Vibrante F1 YTT



Grandissimo F1 Clear Purple

Boosting production and pot sales

Ideal for impulse colour sales and high density production, Earley's fuchsia offer has been expanded with the addition of the Bella® Fuchsia range. This inspiring series is compact and very early blooming. Both upright and semi-trailing varieties are available in an impressive 13 colours.



Commenting on the 2017-18 range additions, Earley Ornamentals managing director, Simon Earley said:

"Selecting the finest young plant varieties is essential to the success of our range and as an independent UK producer, our team of Earley Experts is able to select the best genetics from the world's leading breeders to provide our customers with an original and commercial assortment of quality young plants."



TEAM PROFILES

Our customers often ask about the Earley team particularly the people who make sure the range meets the requirements of our professional growers.

Introducing our new starter Rob Swift, we hope you also enjoy finding out more about Mike Martin, Earley's Nursery Manager.



Rob Swift



Mike Martin

EXPANDING THE EARLEY SALES TEAM

Meet Rob Swift

New starter Rob Swift has joined the Earley team as Area Sales Executive, managing customers throughout the North West, the Midlands and Scotland. Some of you may have met Rob already but if not, here's a little more about him.

How did you get started in the industry?

From an early age I've always been interested in natural things and at the age of 14, I bought several polytunnels, growing plants to sell at local shops.

Where did you work and what did you do before joining Earley Ornamentals?

Having managed my own plant growing business, I sold it at the age of 27 and moved into horticultural sales. I then worked for Syngenta for 19½ years selling young plants, seed and genetics. After Syngenta, I worked for two years in fertilizer sales, then four years selling horticultural plastics such as packs, pots, containers and trays for Desch-Plantpak.

What does your typical day involve?

Most days I spend visiting and supporting customers, and developing new relationships with potential new accounts.

What is the best aspect of your job?

For me it's the variation I experience day to day – new geographical locations, different business types and interesting personalities. Plus dealing with a natural, living product that gives enjoyment to people and enhances the environment.

What is the best thing about working at Earley?

It's a great British-based business offering a good range of own and third party products not to mention the flexible and friendly team!

How do you unwind after a hard day at work?

If I'm not working and its daylight, then I will be usually outdoors, walking, birding and appreciating the natural world that surrounds us.

OUR PRODUCTION EXPERT

Meet Mike Martin

Heading up our production team is Nursery Manager Mike Martin, who is often seen zipping around the 12-acre Earley site on his mountain bike.

How did you get started in the industry?

On leaving school I studied horticulture, which included forestry and golf course maintenance – this gave me a solid career foundation to build on.

Where did you work and what did you do before joining Earley Ornamentals?

Before joining Earley I worked at a wholesale nursery where I was site foreman. I started at Earley in 1997 as a bedding grower quickly moving to seed raised production and working my way up to senior grower. I then became nursery manager.

What does your typical day involve?

It can involve anything from organising staff and workloads, glasshouse and crop management, site maintenance, health and safety and planning production, to managing both the biomass and oil heating systems, environmental controls and ordering of inputs to carry out production. My days are never dull!

What is the best aspect of your job?

I enjoy planning and solving problems, ensuring we operate to our schedule and delivering high quality products. I also appreciate the trust Simon has in me to let me just get on with the job.

What has been your biggest achievement at work?

Achieving my goal to become nursery manager.

What is the best thing about working at Earley?

I am very proud to be nursery manager here at Earley. The team and I work hard to ensure the site is maintained to an exceptionally high standard, producing some of the best quality plants in the UK.

How do you unwind after a hard day at work?

Walking the dog, swimming, motorcycling (in fact I'm interested in anything on two wheels), DIY, and keeping koi carp.

Don't miss out on any product updates or other Earley news there are lots of ways to stay in touch.



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ORDER

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www.earleyornamentals.co.uk/video.aspx

