



Primula Primrose & Polyanthus 2027



SEASONAL GUIDE 2027

KEY Planting period ● Flowering period ●

Genus / Series	Page Number	Weeks Flowering	July 27 - 30	Aug 31 - 35	Sept 36 - 39	Oct 40 - 43	Nov 44 - 48	Dec 49 - 52	Jan 1 - 4	Feb 5 - 8	Mar 9 - 12
PRIMROSE <i>Primula acaulis</i>											
Everlast	03	Early									
Primera	03	Early									
Primus	03	Early									
Dania	05	Early-Mid									
Danique	05	Early-Mid									
Dante	07	Mid									
Rambo	07	Mid									
Mid Novelties	07-12	Mid									
Late Novelties	13	Late									
Rubens	14	Late									
Charlie	15	Late									
Last Dance	16	Late									
Wanda	16	Late									
POLYANTHUS <i>Primula elatior</i>											
Piano	17	Early									
Supernova	18	Early									
Colibri	19	Early-Mid									
Sunny Side Up	20	Early-Mid									
Castilian	21	Mid									
Mister Silver Lace	21	Late									
Mister Violet Lace	22	Late									
Mister Gold Lace	22	Late									
Crescendo	23	Late									
PRIMULA VERIS <i>Primula veris</i>											
Veristar	25	Late									
Veris (Cowslip)	25	Late									

PRIMROSE

Primula acaulis

VARIETY	TRAY SIZE	COUNT	DELIVERY (Weeks)
Everlast	P360	355	30-39
Primera Mix	P360	355	27-35
Primus Colours	P360	355	29, 32, 35
Primus Mix	P360	355	27-35

Everlast F1

- > Flowering from autumn
- > Height: 15cm
- > Good resistance to rain, snow and frost
- > Ideal for outdoor planting over winter

Primera F1

- > Compact habit, first early maturity

Primus F1

- > Early season
- > Requires little vernalisation to flower
- > Compact habit



Everlast F1



Primera F1 Mix



Primus F1 Autumn Fire



Primus F1 Blue



Primus F1 Cream



Primus F1 Orange



Primus F1 Pink



Primus F1 Purple Flame



Primus F1 Red



Primus F1 Violet



Primus F1 White



Primus F1 Yellow



Primus F1 Mix Imp.

PRIMROSE

Primula acaulis

VARIETY	TRAY SIZE	COUNT	DELIVERY (Weeks)
Dania Mix	P360	355	27-39
Danique	P360	355	32-39

Dania F1

- > Large flowers
- > Wide colour range and high levels of uniformity
- > A proven reliable performer

Danique

The brightly coloured Danique is the latest breeding in large flower, compact leaf primula.



- > Compact and large flower
- > Ideal for 9-10cm pots or packs



Dania F1 Mix



Danique Blue



Danique Cherry with Edge



Danique Light Violet



Danique Orange



Danique Purple Bicolour



Danique Rose



Danique Red



Danique White



Danique Yellow

PRIMROSE

Primula acaulis

VARIETY	TRAY SIZE	COUNT	DELIVERY (Weeks)
Dante Mix	P360	355	35-39
Rambo Mid Mix	P360	355	32-39

Dante Mix

- > Exceptionally large flowers - 8-9cm

Rambo F1

- > Extra large flowers
- > Ideal for 10.5cm pots



Dante Mix



Rambo F1 Mix Imp.

PRIMROSE

Primula acaulis

Mid Novelties

VARIETY	TRAY SIZE	COUNT	DELIVERY (Weeks)
Bicolour - Meteor Mix	P360	355	30-39
Candy Mix	P360	355	32-39

Bicolour - Meteor F1

- > Popular supplement for Danova
- > Attractive bicolours and neat plant habit



Candy

- > Attractive novelty 3 colour pastel mix



Bicolour - Meteor F1 Mix



Candy Mix



Good pot production habit



Chameleon F1



Fireflies F1



Flamenco Fire F1



Flamenco Mix



Japan

PRIMROSE

Primula acaulis

Mid Novelties

VARIETY	TRAY SIZE	COUNT	DELIVERY (Weeks)
Chameleon	P360	355	35-39
Fireflies	P360	355	32-39
Flamenco Fire	P360	355	32-39
Flamenco Mix	P360	355	35-39
Japan	P360	355	35-39

Chameleon F1

- > Unique colour with shade variations



Fireflies F1

- > Unique colour blend of blue and yellow



Flamenco Fire F1

- > Large flower
- > Unique colour break



Flamenco Mix

- > Vibrant, ruffled flowers



Japan **NEW**

- > Unique flower forms and colours
- > Compact habit



PRIMROSE

Primula acaulis

Mid Novelties

VARIETY	TRAY SIZE	COUNT	DELIVERY (Weeks)
Limoncello	P360	355	35-39
Lipstick	P360	355	35-39
Milkshake	P360	355	35-39
Mojita	P360	355	35-39
Provence	P360	355	35-39
RAESberry Mix	P360	355	35-39
RAESberry Rosa	P360	355	33-39
Ringostar	P360	355	32-39

Limoncello F1

- > A real eye-catching yellow
- > Suits a 10.5cm pot



Lipstick F1

- > Hardy performer



Milkshake F1

- > Large flowers



Mojita F1

- > Large flowers



Provence F1

- > Soft pastel shades

RAESberry F1 Mix

- > Unique colour blend
- > All 5 colours have strong red eye



RAESberry Rosa

- > Rose flowers with striking red eye
- > A medium-compact plant habit



Ringostar F1 Mix

- > An improved richer pastel colour mixture



Good pot production habit



Limoncello F1



Lipstick F1



Milkshake F1



Mojita F1



Provence F1 Mix



RAESberry F1 Mix



RAESberry Rosa



Ringostar F1 Mix

PRIMROSE

Primula acaulis

Mid Novelties

VARIETY	TRAY SIZE	COUNT	DELIVERY (Weeks)
Rosebud Mix	P360	355	35-39
Snow White	P360	355	35-39
Sparkly Mix	P360	355	35-39
StarFlame Mix	P360	355	32-39
Tinkerbells	P360	355	35-39
Woodland Peach	P360	355	35-39
Woodland Rose Mix	P360	355	35-39

Rosebud Mix

- > Double, rosebud-shaped, in mixed bold and bright colours

Snow White F1

- > Large flowers
- > Hardy performer



Sparkly Mix

- > Attractive laced edge flowers
- > Medium growth



StarFlame F1 Mix

- > Striking flame bicolours with compact habit

Tinkerbells F1

- > Genetically compact
- > Hardy
- > Attractive bicolor flowers with dark foliage



Woodland Peach **NEW**

- > Compact and uniform habit
- > Distinctive flower colour
- > Vigorous growth for larger pot production and mixed containers

Woodland Rose F1 Mix

- > Large flowers
- > Robust plants suited to premium pots



Good pot production habit



Rosebud Mix



Snow White F1



Sparkly Mix



StarFlame F1 Mix



Tinkerbells F1



Woodland Peach



Woodland Rose F1 Mix

PRIMROSE

Primula acaulis

Late Novelties

VARIETY	TRAY SIZE	COUNT	DELIVERY (Weeks)
Husky	P360	355	32-39
Marmalade	P360	355	35-39
Zebra Blue	P360	355	35-39

Husky F1

- > Compact habit with medium sized flowers

Marmalade F1

- > Stand alone colour



Zebra F1

- > Novel striped flowers on a compact plant
- > Ideal for late season production in a 10.5cm pot



Husky F1



Marmalade F1



Zebra F1 Blue





Rubens F1 Blue Shades

PRIMROSE

Primula acaulis

VARIETY	TRAY SIZE	COUNT	DELIVERY (Weeks)
Rubens Colours	P360	355	37, 39
Rubens Mix	P360	355	35-39

Rubens F1

> Large fully double flowers set against dark rounded leaves



Rubens F1 Cream



Rubens F1 Light Yellow



Rubens F1 Purple



Rubens F1 Rose Shades



Rubens F1 Mix

PRIMROSE

Primula acaulis

VARIETY	TRAY SIZE	COUNT	DELIVERY (Weeks)
Charlie Colours	P360	355	35, 37, 39
Charlie Mix	P360	355	35-39

Charlie F1

A late season compact range that offers excellent uniformity.

- > More vigour but remains compact
- > Bright 9 colour mix



Charlie F1 Apple Blossom



Charlie F1 Delft Blue



Charlie F1 Mid Blue



Charlie F1 Orange



Charlie F1 Red



Charlie F1 Rose



Charlie F1 Violet



Charlie F1 White



Charlie F1 Wine Red Edge



Charlie F1 Yellow



Charlie F1 Mix Imp.



Last Dance Mix



Wanda Mix

PRIMROSE

Primula acaulis

VARIETY	TRAY SIZE	COUNT	DELIVERY (Weeks)
Last Dance Mix	P360	355	35-39
Wanda Mix	P360	355	33-39

Last Dance

- > Compact yet strong plant
- > Good colour mix

Wanda

- > Dark foliage
- > Bright Mix
- > Hardy

POLYANTHUS

Primula elatior

VARIETY	TRAY SIZE	COUNT	DELIVERY (Weeks)
Piano Mix	P480	475	27-37
Piano Colours	P360	355	27-37
Piano Mix	P360	355	27-39

Piano **NEW**

- > Bred for autumn and spring production
- > Less chilling requirements allow greater versatility
- > Extremely uniform in plant habit and flowering across the series
- > Plants remain compact, even under heat
- > Height: 20cm
- > **Early season**



Piano Blue



Piano Fire



Piano Orange



Piano Red



Piano Rose



Piano Rose Bicolor



Piano Violet



Piano White



Piano Yellow



Piano Mix

EARLY



Supernova F1 Mix

POLYANTHUS

Primula elatior

VARIETY	TRAY SIZE	COUNT	DELIVERY (Weeks)
Supernova Mix	P480	475	27-37
Supernova Mix	P360	355	27-39

Supernova F1

- > Easy to programme
- > Autumn colour sales
- > Suited to pot production
- > Sturdy flower stems
- > Height: 20cm

POLYANTHUS

Primula elatior

VARIETY	TRAY SIZE	COUNT	DELIVERY (Weeks)
Colibri	P360	355	27-37

Colibri F1

The well-proportioned Colibri delivers multiple blooms on strong stems throughout the winter months.

- > Long flowering season
- > Perfect for 10.5cm pots



Colibri F1 Aztec Gold



Colibri F1 Blue



Colibri F1 Light Yellow



Colibri F1 Nectarine



Colibri F1 Red Shades



Colibri F1 White

New



Sunny Side Up

POLYANTHUS

Primula elatior

VARIETY	TRAY SIZE	COUNT	DELIVERY (Weeks)
Sunny Side Up	P360	355	35-39

Sunny Side Up **NEW**

- > Uniform flowering habit
- > Compact growth
- > Suitable for pot production
- > Bright range of colours

POLYANTHUS

Primula elatior

VARIETY	TRAY SIZE	COUNT	DELIVERY (Weeks)
Castilian	P360	355	35-39

Castilian

- > Attractive bicolour
- > Sturdy flower stems
- > Height: 20cm



Castilian

POLYANTHUS

Primula elatior

VARIETY	TRAY SIZE	COUNT	DELIVERY (Weeks)
Mister Silver Lace	P360	355	32-39

Mister Silver Lace

- > Earlier flowering than Gold Lace
- > Silver edge
- > Ideal for premium pot sales
- > Hardy
- > Height: 20cm



Mister Violet Lace



Mister Violet Lace

POLYANTHUS

Primula elatior

VARIETY	TRAY SIZE	COUNT	DELIVERY (Weeks)
Mister Violet Lace	P360	355	33-39
Mister Gold Lace	P360	355	32-39

Mister Violet Lace

- > Unique, bright purple flowers edged with white
- > Delivering good performance
- > Ideal for premium pots
- > Height: 20cm

Mister Gold Lace

- > Popular cottage garden variety
- > Uniform selection
- > Ideal for premium pot sales
- > Hardy
- > Height: 20cm



Mister Gold Lace

POLYANTHUS

Primula elatior

VARIETY	TRAY SIZE	COUNT	DELIVERY (Weeks)
Crescendo® Mix	P480	475	27-37
Crescendo® Colours	P360	355	27-36
Crescendo® Mix	P360	355	27-39

Crescendo® F1

- > Traditional outdoor landscape variety
- > Good vigour and hardiness
- > Height: 30cm



Crescendo® F1 Bellarosa



Crescendo® F1 Blue Shades



Crescendo® F1 Bright Red



Crescendo® F1 Orange



Crescendo® F1 Pure White



Crescendo® F1 Wine



Crescendo® F1 Rose Shades



Crescendo® F1 Yellow



Crescendo® F1 Mix

PRIMULA VERIS

Primula veris

VARIETY	TRAY SIZE	COUNT	DELIVERY (Weeks)
Veris (Cowslip)	P360	355	35-37
Veristar	P360	355	33-39

Veris (Cowslip)

- > Uniform selection
- > Hardy
- > Height: 20cm

Veristar

- > Great variety for outdoor planting
- > Late flowering and multi-stemmed
- > Hardy
- > Height: 20cm



Veris (Cowslip)



Veristar Dark Violet Sparkled



Veristar Eternity



Veristar Yellow



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