



**EARLEY**  
ORNAMENTALS  
COMMITTED TO QUALITY

# Primula

## Primrose & Polyanthus

### 2026



# SEASONAL GUIDE 2026

KEY Planting period ● Flowering period ●

Genus / Series	Page Number	Weeks Flowering	July 27-30	Aug 31-35	Sept 36-39	Oct 40-43	Nov 44-47	Dec 48-52	Jan 1-4	Feb 5-8	Mar 9-12
<b>PRIMROSE</b> <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	17	Late			●	●	●	●	●	●	●
Wanda	17	Late			●	●	●	●	●	●	●
<b>POLYANTHUS</b> <i>Primula elatior</i>											
Supernova	18	Early	●	●	●	●	●	●	●	●	●
Colibri	19	Early-Mid	●	●	●	●	●	●	●	●	●
Castilian	20	Mid		●	●	●	●	●	●	●	●
Mister Silver Lace	21	Late		●	●	●	●	●	●	●	●
Mister Violet Lace	22	Late		●	●	●	●	●	●	●	●
Mister Gold Lace	22	Late		●	●	●	●	●	●	●	●
Crescendo	23	Late		●	●	●	●	●	●	●	●
<b>PRIMULA VERIS</b> <i>Primula veris</i>											
Veristar	25	Late		●	●	●	●	●	●	●	●
Veris (Cowslip)	25	Late		●	●	●	●	●	●	●	●

Information for guidance only due to local climatic variation.

# 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

# 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

### 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



# 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

### 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



Limoncello F1



Lipstick F1



Milkshake F1



Good pot production habit



Mojita F1



Provence F1 Mix



RAESberry F1 Mix



RAESberry Rosa

# PRIMROSE

*Primula acaulis*

## Mid Novelties

VARIETY	TRAY SIZE	COUNT	DELIVERY (Weeks)
Ringostar	P360	355	32-39
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 Rose Mix	P360	355	35-39

### Ringostar F1 Mix

- > An improved richer pastel colour mixture

### 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 bicolour flowers with dark foliage



### Woodland Rose F1 Mix

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



Ringostar F1 Mix



Rosebud Mix



Good pot production habit



Snow White F1



StarFlame F1 Mix



Sparkly Mix



Tinkerbells F1



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 Yellow



Charlie F1 Wine Red Edge



Charlie F1 Mix Imp.

# PRIMROSE

*Primula acaulis*

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

## Last Dance

- > Compact yet strong plant
- > Good colour mix

## Wanda

- > Dark foliage
- > Bright Mix
- > Hardy



Last Dance Mix



Wanda Mix

# POLYANTHUS

*Primula elatior*

EARLY



Supernova F1 Blue Imp.

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



Supernova F1 Cream



Supernova F1 Orange



Supernova F1 Pink



Supernova F1 Purple Bicolour



Supernova F1 Red



Supernova F1 Sky Blue



Supernova F1 White



Supernova F1 Yellow



Supernova F1 Mix

# POLYANTHUS

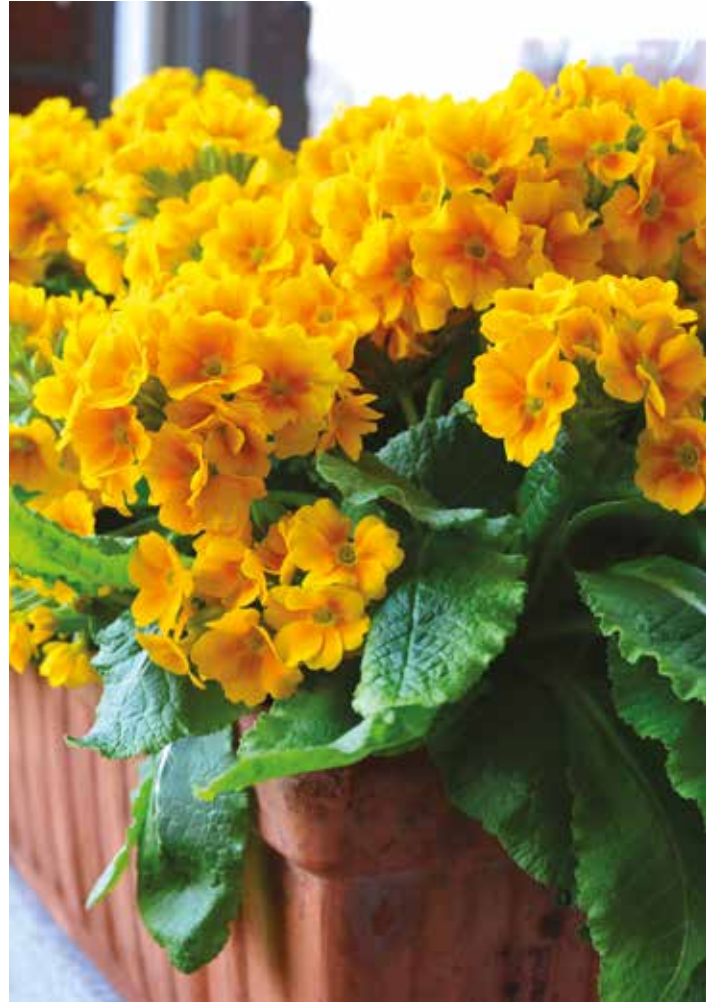
*Primula elatior*

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



Castilian

# POLYANTHUS

*Primula elatior*

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

## Castilian

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

# 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 Silver 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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**Earley Ornamentals Ltd**  
York Road  
Thirsk  
North Yorkshire YO7 3AA

**Sales Office**  
**Tel:** 01845 524511  
**Email:** [sales@earleyplants.co.uk](mailto:sales@earleyplants.co.uk)  
[earleyornamentals.co.uk](http://earleyornamentals.co.uk)

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