



syngenta flowers







Welcome to Syngenta Flowers Cyclamen catalogue 2013. With this year's assortment, we continue our tradition of offering innovations tailored to consumer trends and growers' needs.

We aim to be a leader in Cyclamen: we introduced the first ever F1 hybrid Cyclamen some 30 years ago, and were the first to develop silver leaf types in mini, midi and large flowered varieties. Other innovations include our Friller series that flowers up to 3 weeks earlier than other series in this type. This means you can grow these varieties on the same schedule as standard large flowered Cyclamen. And last year, we introduced the new Snowridge Mini - the first mini Cyclamen with a striking white edge to the flowers. This year you find our first extra large flowered Snowridge Maxi Purple and we add the beautiful Pink to the exclusive Fleur en Vogue series.

Our innovations go beyond new varieties and series. Our unique Plantelligenz™ system helps you create a better "navigation plan" to reach the required flowering moment for your Cyclamen crop. And our Technical Team is always available for specialist support. Call on their in-depth knowledge of Cyclamen cultivation to make the most of our genetics, whatever your climate and growing conditions are.

Syngenta Flowers



Syngenta Seeds has exercised reasonable care and skill in compiling this information. All data in this brochure is intended for general guidance only and the user should apply it in accordance with his own knowledge and experience of local conditions. Syngenta Seeds cannot accept any liability in connection with this advice.

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Discontinued Varieties after April 1, 2013

Dropped variety	Туре	Substitute / Replacer
Zanetto® Scarlet	Mini	Midori Bright Scarlet
Zanetto® Lilac	Mini	Zanetto® Fuchsia
Libretto® Pink with Eye	Mini	Libretto® Pink
Libretto® Deep Rose	Mini	Libretto® Fuchsia
Libretto® Light Salmon with Eye	Mini	No substitution
Libretto® Winered	Mini	Libretto® Burgundy Picotee
Libretto® White with Eye	Mini	No substitution
Libretto® Purple Flame	Mini	Midori Purple Flame
Libretto® Lavender Silver	Mini	No substitution
Libretto® White with Eye Silver	Mini	No substitution
Midori Rose	Mini	Midori Pink
Miracle Salmon with Eye	Mini	Miracle Salmon or White with Eye
Canto® Magenta	Midi	Canto® Wine Red
Canto® Lilac	Midi	Laser Fuchsia
Canto® Jewel Mix	Midi	No Substitution
Canto® Flame Mix	Midi	Laser Flame Mix
Canto® Silver Pink	Midi	Canto® Silver Lavender
Laser White with Eye	Midi	No Substitution
Laser Deep Salmon	Midi	Laser Synchro Salmon
Laser Lilac	Midi	Laser Fuchsia
Laser Orchid	Midi	Laser Fuchsia
Laser Salmon with Eye	Midi	Laser Synchro Salmon
Sterling® Salmon with Eye	Midi	No Substitution
Sterling® Deep Salmon	Midi	No Substitution
Sterling® Pink	Midi	No Substitution
Sterling® Rose	Midi	No Substitution
Sterling® Wine	Midi	No Substitution
Sterling® Fuchsia	Midi	No Substitution
Sterling® Flame Mix	Midi	No Substitution
Sterling® Mix	Midi	No Substitution
Sierra Salmon with Eye	Large	Sierra Synchro Light Pink with Eye
Sierra White with Eye	Large	Sierra Synchro Light Pink with Eye
Sierra Fuchsia	Large	Sierra Light Purple
Concerto® Purple	Large	Concerto® Violet Sylvia
Concerto® Salmon Lucia	Large	Concerto® Salmon
Concerto® Salmon Red Estrella	Large	Concerto® Salmon

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Positioning of Syngenta Flowers Cyclamen

Syngenta Flowers' assortment can be divided by flower size into mini, intermediate and large flowered types. Within each segment, we have bred series for various pot sizes and for the different flowering seasons. Use the table below to select the series best suited for each season.



Flowering Period

Positioning of Cyclamen Series

Mini 6 to 12 cm pot

Large

June - October



- · most compact mini series in the market
- many very small leaves



Libretto[®]

- typical mini Cyclamen with compact plants
- · wide color range

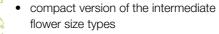


Midori

- heat tolerant series
- compact growing
- · many flowers centrally in the plant

10 to 14 cm pot

Midi



especially suited for Summer and early Autumn

11 to 19 cm pot



- most compact large flowered Cyclamen for mass production
- short culture time
- · great uniformity
- short flower stems



Sierra

- · standard large flowered Cyclamen for Autumn production
- · very early and uniform flowering

June - March



Snowridge Mini

- first mini Cyclamen with striking white edged flowers
- suitable for all year round production
- · for indoor and outdoor use



Friller®

- · earliest, large flowered fringed type in the market
- special flower shape



Snowridge Maxi

- · round plant habit with many leaves
- · largest flower in this type

• florist quality Cyclamen plant

October - March



Silverado

- standard mini Cyclamen for silver leaved types
- strongest type for outdoor use
- ideal for indoor, especially at Christmas time



SilverHeart

- first series with special leaf pattern
- · showing the heart shape in silver color



Miracle

- large color range
- for Autumn and Winter production



Winfall®

- ideal series for Autumn and Winter production
- good Botrytis tolerance
- easy growing under low light and low temperatures



Laser

- intermediate flower size on a compact plant
- · earliest and most uniform series in the market for Autumn and Winter



• the silver leaved version for Autumn and Winter production



Concerto®

- for late Summer and early Autumn production



Rainier

- the best large flowered Cyclamen for Autumn and Winter production
- grows at low temperatures and under lower light conditions



Winter Ice

- real unique large flowered type
- · silver leaved and strong colors for a great color contrast
- Ideal for Christmas sales



Fleur en Vogue

- real unique variety
- novel flower shape that gives the plants a true exclusive look
- large, umbrella shaped flowers with clear white center
- exclusive design label



Selection Table

⁽¹⁾ Large flowered are also suited for outdoor use in Southern European weather conditions. For Northern Europe outdoor use we recommend mini and intermediate types

Legenda

= Sowing and plug stage

1 = Weak performance

= Potting and plant bulking

5 = Strong performance

= Flowering

Series	Pot size (from - to)	Foliage color	Vigor within segment	Outddoor Score (1-5)	Time from sowing to flowering	Best suited flowering period			
Z anetto®	6-9 cm		compact	5	24	June - October			
Libretto®	9-11 cm	*	compact	5	25	June - October			
Midori	9-12 cm		medium	5	25	June - October			
Snowridge Mini	9-12 cm		medium	5	25	June - March			
Miracle	10-12 cm		medium - vigorous	5	25	October - March			
Winfall®	10-12 cm		medium - vigorous	5	25	October - March			
Silverado	10-12 cm		medium - vigorous	5	26	October - March			
SilverHeart	10-12 cm		medium - vigorous	5	26	October - March			
Canto [®]	10-13 cm		compact	5	27	June - October			
Laser (Synchro)	11-14 cm		medium	5	27	October - March			
Sterling [®]	11-14 cm		medium - vigorous	5	28	October - March			
Perfetto	11-14 cm		compact	3 (1	30	August - October			
Sierra (Synchro)	12-16 cm		medium	3 (1	30	August - October			
Concerto®	12-16 cm		medium	3 (1	32	October - December			
Rainier	13-19 cm		vigorous	3 (1	32	October - December			
Snowridge Maxi	12-16 cm	8	medium	4 (1	30	August - December			
Winter Ice	13-19 cm		medium - vigorous	3 (1	32	October - December			
Friller®	12-16 cm		medium	2 (1	34	October - December			
Fleur en Vogue	12-16 cm		medium	2 (1	33	October - December			

The total culture time of Cyclamen depends on the series, and the time from potting to flowering depends on the plug size. The table below is designed to help with scheduling the right flowering moment. It gives guidance on the sowing and potting dates for each season and series. Culture time is subject to local growing conditions and can vary depending on location. For more detailed guidance, please consult our Cyclamen crop manual or contact one of our crop specialists.

Year plan								Мо	nth										
	1	2	3	4	5	5	6	6	1	7	;	8	9	9	1	0	1	1	12
June	S	Р						F											
August		S		Р							F								
October				S		Р									F				
June	S	Р						F											
August		S		Р							F								
October				S		Р									F				
June	S	Р						F											
August		S		Р							F								
October				S		Р									F				
June	S	Р						F											
August		S		Р							F								
October				S		Р									F				
December						S			Р										F
February	<	F								S			Р						
October				S		Р									F				
December						S			Р										F
ebruary	<	F								S			Р						-
October				S		Р									F				
December						S			Р										F
ebruary	<	F								S			Р						
October			S		Р										F				
December					S			Р											F
February	<	F							S			Р							
October			S		Р										F				
December					S			Р											F
ebruary	<	F							S			Р							
June	<	Р						F											
August		S	Р								F								
October			S		Р										F				
October			S		Р										F				
December				S			Р												F
February	<	F						S			Р								
October			S		Р										F				
December				S			Р												F
February	<	F						S			Р								
August		S		Р								F							
September			S		Р									F					
October				S			Р									F			
August		S		Р								F							
September			S		Р									F					
October				S			Р									F			
October			S		Р										F				
November				S			Р										F		
December					S				Р										F
October			S		Р										F				
November				S			Р										F		
December					S				Р										F
September			S		Р									F					
November				S				Р									F		
December						S				Р									F
October			S		Р										F				
November				S			Р										F		
December					S				Р										F
October		S		Р											F				
November			S		Р												F		
December				S			Р												F
October			S		Р										F				
November				S			Р										F		
December					S				Р										F

9

Cyclamen Mini

Zanetto®

Zanetto® is the most compact mini series in the market. Compact plants with very small leaves and many flowers for Summer and Autumn production in 6 – 9 cm pots.

Colors: 8 Mixes: 1

Grower benefits

- Very compact plants for optimal use of production space
- Many small leaves for easy managing the required plant size
- Short flower stems for efficient transport

Retailers benefits

- Attractive cute plants for increased sales
- Optimal use of sales space





Libretto®

Libretto® is a typical mini Cyclamen with compact plants for Summer and Autumn production in 9 -11 cm pots with a wide color range.

Colors: 15 Mixes: 2

Grower benefits

- Large number of colors: 15
- Compact plants with many small leaves give a lot of flowers
- Ball shaped plants for more plants per m²

Retailers benefits

- Many flowers per plant for great sales appeal
- Round shaped plants give a better shelf-life
- Large range of colors and mixes





White with Eye Silver*



White with Eye *



Pink with Eye *



Light Salmon with Eye *



Pink



Lavender Silver*



Purple Flame *



Salmon



Deep Rose*



Fuchsia



Violet





Silver Mix



Light Pink



Salmon



Lilac *

Rose



Scarlet*



Violet

Formula Mix



Burgundy Picotee



Formula Mix

Cyclamen Mini

Midori

Midori is the mini Cyclamen for Summer and early Autumn production. This heat tolerant series grows compact and develops many flowers centrally in the plant.

Colors: 13 Mixes: 1

Grower benefits

- Heat tolerant so easier to grow in Summer and early Autumn.
- Compact plants for more plants per m²
- Many small leaves give many flowers

Retailers benefits

- Easy to sell plants with many flowers
- Wide range of solid colors and spectacular flame types
- The Midori Scarlet has the most intense Red color of all Cyclamen



Snowridge Mini

The first mini Cyclamen with the striking white edged flowers. Suitable for all year round production, for both indoor and outdoor use in pot size 9 - 12 cm.

Colors: 2

Grower benefits

- Compact plants with many small leaves allow for high density growing
- Very strong petals reduce the risks of Botrytis damage
- Very early flowering, can be grown with same timing as Midori and Winfall®

Retailers benefits

- New flower pattern creates interest from consumers
- Unique flowers give special pricing opportunities





Purple Flame



Salmon



Purple



Rose *



Deep Salmon



Bright Scarlet









Cyclamen Mini

Miracle

Miracle is the mini Cyclamen series with a large color range, suitable for Autumn and Winter production in 10 – 12 cm pots.

Colors: 10 Mixes: 2

Grower benefits

- Large color range (10!) for optimal color mix
- Fills the pot at lower temperatures and low light conditions
 - Open plant habit for less Botrytis problems

Retailers benefits

- Large range of colors, including nice flame for great sales appeal
- Very free flowering, strong color impact
- Many colors are scented



Winfall®

The ideal series for Autumn and Winter production thanks to the good Botrytis tolerance and the easy growing under low light and low temperatures. Should not be potted before week 24!

Colors: 8 Mixes: 1

Grower benefits

- Open, but still compact plant habit limits the risks for Botrytis
- Grows also under lower light and lower temperatures, allowing the grower to safe on energy costs
- Culture time 2 weeks shorter than main competitor varieties

Retailers benefits

- Botrytis tolerance will result in a better shelf-life and less shrinkage
- Bright colors on very dark leaves give a nice contrast



White with Eye



Salmon with Eye *



Rose



Deep Rose



Salmon



Deep Salmon



Scarlet



Purple



Wine



Flame Mix



Light Purple



Purple



Pink Flame



Scarlet



Salmon



Wine



White

Mix

15

The standard mini Cyclamen for silver leaved types. Ideal for indoor, especially at Christmas time, and the strongest type for outdoor use.

Colors: 5 Mixes: 2

Grower benefits

- Uniformity in earliness between all colors make planning more easy
- Earliest flowering series for more efficient use of greenhouse space

Retailers benefits

- Strong silver leaf give consumers extra choice in Cyclamen
- Beautiful contrast between leave color and flower will attract consumers
- Can be advised for outdoor use from August till October

SilverHeart

The first Cyclamen series with special leaf pattern, showing the heart shape in silver color. Suitable for Autumn and Winter production in pot size 10 – 12 cm.

Colors: 5 Mixes: 2

Grower benefits

- Specialty item allow grower to offer something different from competitors
- Very uniform series for easy planning

Retailers benefits

• Special heart shape pattern gives opportunities for special promotion actions (Valentine's Day)



White













Purple Flame Mix







Scarlet



Purple

Wine



Flame Mix



Mix





Scarlet





White Imp.

Cyclamen Midi

Canto®

Canto® is the compact version of the intermediate flower size types, especially suited for Summer and early Autumn production in pot size 10 – 13 cm.

Colors: 14 Mixes: 4

Grower benefits

- Compact, round shaped plants for more plants per m²
- Round shape allows growers to keep plants a bit longer in production to wait for optimal prices, without losing quality

Retailers benefits

- Round shaped plants have a longer shelf-life
- Can be sold for indoor and outdoor use







Silver White with Eye

Light Pink



Silver Pink*





Silver Lavender



Salmon



Rose



Deep Rose



Magenta*









Lilac * Silver Lilac

Violet











Silver Mix

Laser (Synchro)

Laser is the series with intermediate flower size on a compact plant. The earliest and most uniform series in the market for Autumn and Winter production in pot size 11 – 14 cm.

Colors: 18 Mixes: 3

Grower benefits

- The Synchro selection gives the optimal range for uniformity in earliness and plant habit
- Choice from 18 different, matching colors for optimal flexibility
 - More open plant habit avoids problems with Botrytis

Retailers benefits

- Choice of 18 colors, including several flamed types.
- Compact plants for better use of bench space





Synchro Pink Flame



Synchro Salmon







Synchro

Wine Flame

Synchro Rose Flame | Synchro Pink









Synchro Purple Flame

Synchro Scarlet

Synchro Purple

Synchro Wine

Synchro Mix













Lilac *



Salmon Flame







Deep Salmon *

Flamed Mix

Wine Red

Jewel Mix*

Red

Sterling®

Sterling® is the silver leaved version of the intermediate Cyclamen for Autumn and Winter production in 11 – 14 cm pots.

Colors: 9 Mixes: 2

Grower benefits

- Very uniform series for easy planning
- Only series in the market with this leaf type gives price opportunities

Retailers benefits

- Special leaf color make Sterling® ideal for special retail actions and combinations with ceramics
- Beautiful contrast between leave color and flower will attract consumers
- Can be advised for outdoor use from August till October









Deep Salmon *





White







Flame Mix*

Perfetto

The most efficient large flowered Cyclamen for mass production with short culture time, great uniformity and short flower stems. Best for pot size 11 -14 cm for Summer and Autumn production.

Colors: 7 Mixes: 2

Grower benefits

- Very early flowering for lower production costs
- Compact plants for more plants per m²
- Short flower stems for more efficient transport
- Starts with 4 flowers at the same time for faster sales

Retailers benefits

- Large flowered Cyclamen that occupies little space because of compact plant habit
- Strong solid colors and flamed flowers for special color impact



Scarlet









White







Flame Mix











Fuchsia 4







Cyclamen Large

Sierra (Synchro)

The standard large flowered Cyclamen for Autumn production in 12 – 16 cm pots.

Colors: 18 Mixes: 3

Grower benefits

- Very early, allowing growers to sell up to 2 weeks earlier than competition
- Largest choice of colors: 18
- Sierra Synchro selection gives the most uniform series for earliness and plant habit

Retailers benefits

- Florist quality plants give opportunities for good prices
- Early start of the Cyclamen season possible
- Very large choice of colors to fulfill all needs of the customers





White with Eye



Synchro Light Pink with Eye

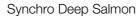


Synchro Rose



Synchro Deep Rose







Synchro Wine Flame | Synchro Purple





Synchro Scarlet



Salmon Flame



Salmon with Eye*



Rose Flame



Salmon



Purple Flame



Fuchsia*



Wine



Lilac



Light Purple





Flame Mix



Concerto®



The perfect Cyclamen for production in late Summer and early Autumn. Round plants with many leaves and large flowers make this one of the highest quality plants.

Colors: 14 Mixes: 2

Grower benefits

- Large color range (14)
- Free flowering

Retailers benefits

- Round plants for a better shelf-life
- Large flowers and free flowering





Rainier

The best large flowered Cyclamen for Autumn and Winter production. Grows at low temperatures and under lower light conditions, making a real florist quality plant with very large flowers. Optimal pot size 13 - 19 cm.

Colors: 13 Mixes: 1

Grower benefits

- Low temperature and light need for less energy costs
- Very strong flower stems for better shelf-life

Retailers benefits

- Plants have very large flowers for high color impact
- Now available in 13 colors, including 2 flamed types
- Real florist quality plants allow for good pricing opportunities





White North





Light Pink with Eye



Lilac



Salmon







Rose

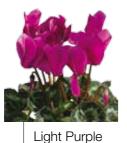
Pink

Purple





Purple Flame







Mix

Winter Ice

Real unique large flowered type with silver leaves and strong colors for a great color contrast. Suitable for pot size 13 – 19 cm. Ideal for Christmas time sales.

Colors: 6 Mixes: 1

Grower benefits

- Specialty item for retail actions give great opportunities for premium pricing
- Plants are very vigorous and fill the pots easily to nice, florist quality products

Retailers benefits

- White and Scarlet are perfect items for special Christmas action sales
- New and different product for consumers.



White









Mix







Cyclamen Large

Friller®

Earliest, large flowered fringed type in the market. Broadens the Cyclamen offer with special flower shape. Suitable for Summer, Autumn and Winter production in pot size 12 – 16 cm.

Colors: 5 Mixes: 2

Grower benefits

- Up to 3 weeks earlier than competitor varieties
- Compact plants with many leaves give more flowers
- The first scarlet variety in the market for frilled type

Retailers benefits

- Fringed flower is a new trend in Cyclamen with great consumer
- First series with a real Scarlet, the best sold color in Cyclamen



Snowridge Maxi

The most free flowering variety in this special color combination with the largest flowers on round plants. Combined with the intense color, this is the best large flowered type with the unique purple flower with white edge.

Colors: 1

Grower benefits

- Sturdy plant that makes many leaves
- Earlier than other varieties
- Largest flowers and most free flowering

Retailers benefits

- Very striking strong color with white edge
- Attractive plant habit with many flowers



Purple

Fleur en Vogue





A real unique Cyclamen with a novel flower shape that gives the plants a true exclusive look. Large, umbrella shaped flowers with a clear white center make this series different from any other Cyclamen. Together with an exclusive design label, it is the optimal gift item, to be offered in quality flower shops.

Colors: 3

Grower benefits

- Can be grown under standard Cyclamen circumstances
- Limited quantities available to keep the product exclusive and to keep the price on an interesting level

Retailers benefits

- Unique plant that is attractive for consumers
- Nice presentation, including exclusive design label
- Link with the fashion world (Fleur en Vogue) makes this product attractive for a wider consumer group

















Pink

Wine

Products for protection of Cyclamen

Fungicides:

Daconil



- Preventative fungicide against a broad spectrum of diseases
- Binds strong to the wax layer which results in a quick and good rainfastnes
- Multi-site mode of action is effective in resistance management programs
- Other brands: Brave

Ortiva



- · Preventative fungicide against a broad spectrum of diseases
- Long lasting efficacy
- The only systemic strobilurin, also effective against leafspots
- Other brands: Heritage, Amistar



Ridomil Gold

- Fast systemic uptake by roots and leafs results in protection of the whole plant
- Very effective against Phytium and Phytophtora, improving root quality
- Long lasting efficacy reduces plant loss
- Protective and curative action
- Other brands: Fonganil, Fonganil Gold, Subdue, Subdue Gold



Switch

- Excellent control of Botrytis
- Two active ingredients: Contact and translaminair protection
- Effective in resistance management programs
- Other brands: Botryl

Insecticides:



Actara

- · Controls a broad spectrum of pests in one go, reducing total number of sprays in a year
- Acts fast with a long lasting efficacy, improving your plant quality
- Systemic uptake by roots and leafs results in protection of the whole plant
- Compatible with predatory mites, so helping an integrated crop program to be successful
- Other brands: Flagship

Pirimor



- Fast control of almost all aphid species
- Control by contact, uptake and damp action
- Very good compatible with beneficial insects in integrated programs

Plenum



- Stops aphids and whiteflies from feeding
- Systemic action to protect plants from the inside out
- Very good compatible with beneficial insects in integrated programs
- Other brands: Chess

Proclaim



- Controls a broad spectrum of caterpillars
- Fast uptake in the leaf by translaminair activity so also 'hidden' caterpillars are controled
- Active ingredient derived from nature

Vertimed



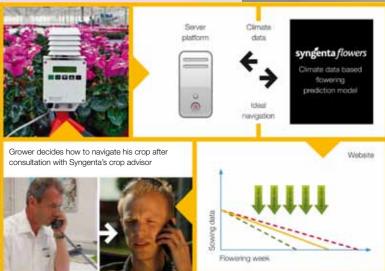
- Broad spectrum insecticide against thrips and spidermites
- · Fast uptake in the leaf by translaminair activity
- Other Brands: Vertimec Gold, Hortimec



With Plantelligenz™

- You can make your growing decisions based on data instead of intuition
- You can become a reliable supplier for retailers, always delivering in time
- You can make more profit by selling a higher % number of plants, whilst reducing your shrink

Plantelligenz[™] helps you to make good decisions 24/7 according to your customers needs.



Interested?

Please contact your Technical Services Team at infoflowers.eame@syngenta.com



