

# Secrets of Senetti®



Senetti®  
Blue Bicolor '15  
NEW 2015



# First reblooming pericallis

- Instant colouring in early spring
- Use in patio pots
- Unique and strong colours





# SENETTI®

PERICALLIS HYBRIDS

Senetti® is a collection of revolutionary pericallis hybrids from the Suntory® Collection Europe.

Senetti® thrives well at low temperatures and provides high colour impact early in the season. Senetti® is available in a wide range of colours such as vivid blues, magentas, violets and stunning bicolors. Senetti® has large, striking flowers, which bloom from early spring until summer.

Senetti® is packed with flowers, up to 200 on a plant grown in a 20 cm pot. When the first flowers start to fade, plants can be cut back to rebloom later in season, extending consumer enjoyment.

- Instant colouring in early spring
- Unique and strong colours
- Cold resistant



Blue Bicolor '15  
NEW 2015



Blue



Lavender



Pink Bicolor



Deep Blue



Magenta



Violet Bicolor



Magenta Bicolor

Unique  
and  
strong  
colours





**Senetti®**  
Baby Magenta Bicolor

#### Senetti® Baby series

The Senetti® Baby series contain pericallis hybrids which have smaller flowers. These pericallis have a more compact habit and produce flowers in larger quantities. The Baby series is also well suited for colder weather.

- Compact habit
- Smaller flowers in larger quantities
- Cold resistant



Baby Magenta Bicolor



Baby Magenta



Baby Blue

Instant  
colouring  
in  
early  
spring



Senetti®  
Blue



**Senetti®**  
Lavender & Magenta



The  
most  
complete  
collection

Variety and colour	Denomination
<b>Senetti® - Classic series</b>	
NEW Blue Bicolor 15	SUNSENEBUBAKAI
Blue	SUNSENEBU
Deep Blue	SUNSENEDIBU
Variety and colour	Denomination

Variety and colour	Denomination
<b>Senetti® - Baby series</b>	
Magenta	SUNSENERE
Magenta Bicolor	SUNSENEREBA
Lavender	SUNSENERAIBU
Pink Bicolor	SUNSENEPIBA
Variety and colour	Denomination

Variety and colour	Denomination
Violet Bicolor	SUNSENEBAIBAI
<b>Senetti® - Baby series</b>	
Baby Magenta Bicolor	SUNSENEBAPIBA
Baby Magenta	SUNSENEBARE
Baby Blue	SUNSENEBABU
Variety and colour	Denomination

Variety and colour	Denomination
<b>Senetti® - Baby series</b>	
Baby Magenta Bicolor	SUNSENEBAPIBA
Baby Magenta	SUNSENEBARE
Baby Blue	SUNSENEBABU
Variety and colour	Denomination

# Cultivation information

SENETTI® PERICALLIS HYBRIDS



## Flowering characteristics

Senetti® will flower roughly 3 months after potting and is then ready for delivery. Senetti® does not need a cold treatment to induce flowering.

## Cuttings

Start with certified clean cuttings from an official Moerheim New Plant supplier.

## Potting compost

Use a good-quality potting compost with a pH between 5.0 and 6.0.

## Potting

Use a minimum pot size of 12 cm and a maximum pot size of 20 cm. Smaller pot sizes are not recommended for Senetti®.

## Climate

- Temperature:** after potting, keep the temperature high at around 18°C. Maintain this temperature for a few weeks to allow the plant to become established. After that the growing temperature can be lowered to 5-10°C. Senetti® does not need a cold period to induce flowering. In general, crops grown in cooler conditions are of better quality and produce better flowers.
- Air humidity (RH):** make sure to avoid excessive humidity, particularly in winter when temperatures are lower.
- Light:** Senetti® likes light, so it is not suited for very early potting dates (e.g. September to October). 1 December is recommended as the earliest potting date, but a date in January or February is even better.

## Watering

If there is sun in the spring, Senetti® can use a lot of water. However, make sure not to over-water during cultivation as the plants will grow too vigorously. Avoid over-watering at the start of cultivation and during potting, in order to prevent root rot.

## Feeding

Senetti® needs minimal to moderate feeding. Use an EC of 0.5-1 mS (0.5-1 g/l) of a well-balanced mixture that contains all necessary nutrients. If plants are over-fed, the leaves can grow too large. This is mainly due to nitrogen. Make sure plants receive sufficient magnesium.

## Keeping the plants compact

To avoid elongation of the stems and flower stems, use Alar 65% (3 g/l). Regulate growth more often if necessary. When flowering starts, watch out for excessive stretching of the flower stems. Flower damage due to Alar is not especially visible but, as a precaution, its use is better avoided in the later stages. Use negative DIF if necessary. Do not use Cycocel because it can easily cause yellow leaf edges.

## Crop protection

- Senetti® is not particularly susceptible to disease.
- Powdery mildew can occur.

## Growing schedule

### 15-20 cm pots:

**Potting:** (December), January, February (note: no sooner due to lack of light).  
**Pinching:** Around 2 weeks after potting when the plant is ready (note: not too early).  
**Cultivation period:** 3 months, depending on planting time, pot size, temperature and variety.  
**Spacing:** Depends on pot size. Do not over-crowd pots, to avoid yellow leaves at a later stage. This also helps to produce strong, healthy plants.

If you need specific cultivation information about a certain variety in particular, feel free to contact Moerheim New Plant bv.

Instant  
colouring  
in early  
spring



SENETTI®  
SUNTORY COLLECTION

# European market leader

## Contact MNP bv

The Suntory® Collection Europe offers flowering bedding and pot plants for every garden and balcony. From petunia Surfinia® and calibrachoa Million Bells® to mandevilla Sundaville® and poinsettia Princettia®, the collection includes only innovative top-notch products. The plants in the Suntory® Collection Europe are known for their superior garden performance and bring masses of flowers and vivid colours to their surroundings. The

Suntory® Collection holds the largest market share on the European horticultural market.

The Suntory® Collection Europe is brought to you by Moerheim New Plant, whose core business is introducing new plants and varieties onto the European horticultural market. Moerheim New Plant provides licences, devises new marketing concepts, monitors policy and carries out selection

activities for breeders in Europe. The Moerheim crop portfolio includes flowering indoor plants, shrubs, bedding plants and rose understock.

### Marketing

SENETTI®'s are marketed with the SENETTI® label. For more information or promotional material please contact marketing and communications at [info@moerheim.com](mailto:info@moerheim.com) or +31 (0) 172 50 67 00

Interested in a product from the Suntory® Collection Europe? For the latest information on product availability and other questions, please contact us.



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# Secrets of Senetti®



SENETTI®

SUNTORY COLLECTION



Senetti®  
Magenta

**SUNTORY**  
COLLECTION EUROPE