



2024 Poinsettias Catalog Available Now From Selecta One®

This latest resource illustrates how Selecta One is your growing partner for regional Poinsettia selection, product quality, and dependable availability.

WEST CHICAGO, ILLINOIS, November 2023: Selecta One has released its [2024 Poinsettias catalog](#), a 50-page resource detailing the company's wide selection of high-quality Poinsettias and showcasing its dependable availability through several sources, including the new unrooted cutting farm YecaFlora (Yecapixtla, Mexico). This year's catalog includes an expansive list of North American trial locations and confirms how Selecta One is a dedicated partner for Poinsettia growers.

"For 2024, we have fine-tuned our assortment to ensure the best recommendations for every region," says Sales Manager for Selecta One North America **Leland Toering**. "There's a Selecta One Poinsettia in every size, shape, color and sales timing. From top-selling reds to on-trend novelties, our regional experts help you determine the right Poinsettias for your program."

Some of the key features of the Selecta One 2024 Poinsettias catalog include:

- Details on three NEW Poinsettia varieties: [Christmas Chorus](#), [Christmas Song](#), and [Peach Glow](#).
- Expert advice throughout the catalog with tips from Technical Support Manager **Gary Vollmer**.
- A comprehensive culture guide to help growers achieve a perfect finish.
- Regional mapping tools for each variety to assist with selection.

Visit the [Selecta One Poinsettias resource center](#) online for a complementary experience to sort the full assortment by season, habit, color and more. There is also an "Ask Gary" section to request answers to your technical questions, and multiple quick-culture guides and webinars for production success.

The 2024 Selecta One Poinsettias catalog is available to download now at selectanorthamerica.com/poinsettias. Contact your sales representative or Root-n-Sell dealer for more details or to request a printed copy.



About Selecta One
Selecta One serves the North America market with excellent genetics of vegetative propagated bedding plants and Poinsettias. Our varieties are supplied as unrooted cuttings available exclusively through Ball Seed and as rooted cuttings available from select Root-n-Sell stations. Visit selectanorthamerica.com to learn more.