Dianthas

selecta

WELCOME TO YOUR DIANTHUS

-0

See page 3 for your dianthus idea guide!

The Selecta One[®] dianthus collection includes hardy landscape varieties, grab-and-go gift items and compact potted varieties that look delightful on a patio or coffee table.

Turn to page 21 for our Root & Sell directory.

Purchase your rooted liners from licensed Selecta One Root & Sell locations. Authorized growers are found throughout the U.S. and Canada.

Visit page 19 for your scheduling chart.

Make scheduling dianthus easy! Just select your finish week in our chart and you're good to grow!

Key

- **V** Vigor
- 1 low
- 2 low-medium
- 3 medium 4 medium-high
- 5 high
- ...g..

🕓 Flowering Time

- very early
 early
- 3 standard
- B very good C good

Heat ToleranceA excellent

NEW Oscar* Violet+Pink 26

YOUR TICKET TO UPGRADED DIANTHUS SUPPLY

Selecta One[®] is USDA approved to supply dianthus cuttings from offshore production into the United States.



Here's your opportunity to:

- Receive any quantity you need, all in one shipment.
- Offer your customers plants for every occasion.
- Keep your costs down and your profits up.

USDA-Certified Offshore Production

Selecta One is certified by the U.S. Department of Agriculture's Animal and Plant Health Inspection Service (APHIS) as an approved offshore dianthus production farm.





GROW YOUR Jian Hours YOUR WAY

We fly dozens of varieties of dianthus and pot carnations directly into the U.S. and Canada as **unrooted cuttings and Callus+ cuttings.** We also offer **rooted liners** at a supplier near you. Take advantage of our product range to broaden your dianthus program!

Save time and money with Callus+ Cuttings.

- Save money by eliminating IBA rooting hormone expense.
- Reduce propagation time by at least 2 weeks.
- Reduce waste by achieving 100% rooting success.
- Reduce risk with proven success from extensive North American trials.

Rooted



Unrooted Cutting

SelectaNorthAmerica.com

Callus+

Cutting

THERE'S A Diapthos FOR THAT!

Shop annuals, perennials, outdoor pots and indoor pots for gift-giving occasions, and in-ground varieties for cut flowers and landscapes.

Series	Indoor/ Outdoor Potted	Landscape	Perennial	Annual	Flower Type	Size/ Habit	Pot Sizes	Description
Capitán™		\checkmark	7a	\checkmark	Double	Upright	2.5 qt., (2.8 L) 8 to 14 in (20 to 35 cm) planters	 Large, vigorous plant. Can be used as a cut flower. Great in ground and in containers. Long season flowering.
Carmen™		\checkmark	5b	\checkmark	Double	Medium Upright	1 to 2.5 qt. (1 to 2.8 L)	 True carnation. Excellent uniformity. Blooms continuously until frost. Overwinters better than others.
DiaDeur™	\checkmark		6a	\checkmark	Double	Medium Upright	6 in. to 2.5 qt. (1 to 2.8 L)	 Fully double blooms. Fragrant flowers. Multicolored blooms. Ideal for container and garden use.
Early Love*	\checkmark		7a	\checkmark	Double	Compact Upright	4 to 6 in. (10 to 15 cm)	 Excellent branching. Early flowering. Large, double bicolored blooms. Ideal bouquets for Valentine's Day.
EverLast™		\checkmark	5a	\checkmark	Single and Double	Medium Upright	2.5 qt (2.8 L)	 Extremely floriferous. Blooms early in Spring, late into Summer, again in Fall.
l Love U	\checkmark		7a	\checkmark	Double	Compact Mounded	2 to 4 in. (5 to 10 cm)	 Colors range from deep pink to white. Marketing retail program available.
Oscar*	\checkmark		6a	\checkmark	Double	Compact Upright	4 in., 1 qt, (10 cm, 1 L) bowls, planters	 Excellent bloom life. Heat and frost tolerant. Blooms last in various conditions. Ideal as a potted gift plant.
Pashmina™		\checkmark	5b	\checkmark	Petite Single	Low- Growing	Packs to 2.5 qt. (2.8 L)	 Very well-matched series. Perfect for core color gallon programs. Good for large indoor pot carnations.
Pink Kisses*	\checkmark	\checkmark	5a	\checkmark	Semi- Double	Compact Upright	2 to 4 in. (5 to 10 cm)	 Vibrant two-tone flowers. No deadheading. Ideal grab-and-go gifts for retail.
Purple Wedding™	\checkmark		7a	\checkmark	Semi- Double	Compact Upright	4 to 6 in. (10 to 15 cm)	 Upright carnation with bicolor blooms. Attracts pollinators to gardens. Frost-tolerant flowers. Works well as an indoor potted plant.
Scully	\checkmark		5a	\checkmark	Single	Compact Upright	2 to 4 in. (5 to 10 cm)	 Vivid purple with striking dark leaves. Handles cold and wet conditions. Thrives in Summer gardens. Works well as an indoor potted plant.
SuperTrouper™		\checkmark	6a	\checkmark	Double	Medium Upright	6 in. to 2.5 qt. (1 to 2.8 L)	 Fully double blooms. Fragrant flowers. Excellent pot carnation. Ideal for container and garden use.
Vivacia™	\checkmark	\checkmark	7a	\checkmark	Double	Upright	6 in. to 2.5 qt. (1 to 2.8 L)	 Excellent landscape product. Can be used as a groundcover. Masses of delicate flowers.

Check out our scheduling charts on page 19 or scan the QR code to utilize our interactive guide!



SelectaNorthAmerica.com/Dianthus/Schedule



The FOR INDOORS & OUTDOORS!

Opportunities abound for potted dianthus to add pops of color to indoor (or outdoor) spaces! Expand your standing as a potted plant producer with these gorgeous varieties for Valentine's Day, Mother's Day and impulse purchases throughout the year.



typnals

Look to low-maintenance annual dianthus varieties to brighten containers, landscapes, rock gardens, flower beds and cut flower gardens. Their fragrances are delightful, and their colors attract butterflies, bees and other beneficial pollinators.



Perennials

With hardiness to USDA Zone 5, these frost-hardy, late-season tender perennials provide home gardeners and professional landscapers with wonderful fragrances and dependable blooms atop frilly green and blue-green foliage.



PINK KISSES®

Dianthus cultivars

COMPACT VIGOR | UPRIGHT

- Perfect grab-and-go gift item
- Lots of two-tone flowers; no deadheading
- Early-season, easy-to-grow pot carnation
- Frost-hardy, late-season tender perennial

Height: 12 to 16 in. (30 to 41 cm) Spread: 10 to 14 in. (25 to 36 cm) USDA Hardiness Zone: 5a Ideal Pot Sizes: Packs, Quarts Uses: Pots, Combos

7





EARLY LOVE®

Dianthus cultivars

COMPACT VIGOR | UPRIGHT

- Early flowering, unique bicolor
- Large, double blooms on short stems
- Great match to Pink Kisses®
- Excellent branching
- Ideal bouquets for Valentine's Day

Aller,

2

8

Height: 10 to 14 in. (25 to 36 cm) Spread: 8 to 12 in. (20 to 30 cm) USDA Hardiness Zone: 7a Ideal Pot Sizes: Quarts, Gallons Uses: Pots, Combos





I LOVE U

Dianthus caryophyllus

COMPACT VIGOR | MOUNDED | HIGH DENSITY

- Always displays a full range of colors
- Works both indoors and outdoors
- Pollinators love this fragrant carnation
- Colors range from deep pink to soft rose to white

Height: 2 to 4 in. (5 to 10 cm) Spread: 5 to 7 in. (13 to 18 cm) USDA Hardiness Zone: 7a Ideal Pot Sizes: Quarts Uses: Pots, Combos, Landscapes



PURPLE WEDDING®

Dianthus cultivars

MEDIUM VIGOR | UPRIGHT

- Tricolored purple blooms include a dark eye
- Early, upright, dark-leafed carnation
- Frost tolerant and lasts for months
- Attracts pollinators to gardens
- Works well as an indoor potted plant

Height: 12 to 14 in. (30 to 36 cm) Spread: 10 to 12 in. (25 to 30 cm) USDA Hardiness Zone: 7a Ideal Pot Sizes: Quarts, Gallons Uses: Pots, Combos



SCULLY Dianthus caryophyllus

COMPACT VIGOR | UPRIGHT

- Vivid purple blooms contrast with striking dark foliage
- Early and mid-Spring sales
- Versatile for indoor or outdoor use
- Grow cool for low-energy production
- Handles cold and wet conditions
- Thrives in Summer gardens
- Works well as an indoor potted plant

Height: 10 to 14 in. (25 to 36 cm) Spread: 8 to 12 in. (20 to 30 cm) USDA Hardiness Zone: 6a Ideal Pot Sizes: Quarts Uses: Pots, Combos



OSCAR[®] Dianthus caryophyllus

COMPACT VIGOR | MOUNDED

- Hyper-uniform pot carnation series
- Best-branched habit on the market
- Long-lasting double blooms







Pink+Purple 𝔍 2 𝔇 2 𝔇 B



Cherry+Velvet 𝔍 2 𝔇 2 𝔇 B





Neon Pink ⊗0 ⊕0 ⊗



Salmon (€) 2 (€) 2 (€) B





Peach Edge 𝔍 2 𝔇 2 𝔇 B





Pink (₩) 2 (𝔥) 2 (𝔅) B





Dark Red 𝔍 2 𝔇 2 𝔇 B

NEW Oscar Purple Star 26



Height: 8 to 10 in. (20 to 25 cm) Spread: 6 to 10 in. (15 to 25 cm) USDA Hardiness Zone: 6a Ideal Pot Sizes: Quarts, Gallons Uses: Pots, Combos, Landscapes CAPITÁN[™] Dianthus cultivars

LARGE VIGOR | UPRIGHT

Growers can expect smooth sailing with Capitán Dianthus!

- A premium Dianthus series with XL vigor that can be sold for a premium price
- Novel bicolor double blooms
- Prized for its lovely fragrance
- Durability through cold-chain shipping processes in retail settings

Pink+Eye 𝔍 3 𝔄 2 ℳB

12





Magnifica 𝔍 4 𝔇 2 𝛞 B



Height: 12 to 18 in. (30 to 46 cm) Spread: 14 to 18 in. (36 to 46 cm) USDA Hardiness Zone: 7a to 10b

Uses: Pots, Combos, Landscapes

Ideal Pot Sizes: Gallons, Larger than Gallons

Red White Edge **③**3 **④**2 **⑧**B



Purple+White 𝔍 3 𝔄 2 𝛞 B

CHARMING CAPÍAN

makes an excellent consumer cutflower!

Capitán Magnifica

SelectaNorthAmerica.com

VIVACIA™ Dianthus cultivars

MEDIUM VIGOR | MOUNDED

- Features large, vivid solid colors
- Very uniform series
- 20% larger than SuperTrouper series
- Ideal for large containers, combinations and garden beds

Height: 12 to 16 in. (30 to 41 cm) Spread: 10 to 14 in. (25 to 36 cm) USDA Hardiness Zone: 7a to 7b Ideal Pot Sizes: Gallons Uses: Pots, Combos, Landscapes





White 𝔍 3 𝔇 2 𝔇 B



Orange ♥3 �2 ℬB



Pink 𝔍 3 𝔇 2 𝔇 B



Bright Red 𝔍 3 𝔇 2 𝔇 B



Purple 𝔍 3 𝔄 2 ℬ B





SUPERTROUPER[™] Dianthus caryophyllus

MEDIUM VIGOR | UPRIGHT & MOUNDED

- Double flowers
- Excellent color range
- Wonderful fragrance
- Strong performer in pots and gardens



NEW Appleblossom

14



Lavender+Eye

₩3 🕑 2 🛞 B



White 𝔍 3 𝔄 2 𝛞 B



Orange 𝔍 3 𝔄 3 𝔊 B



Red+Pink ∅3 ⓑ2 ѾB



Height: 10 to 14 in. (25 to 36 cm) Spread: 10 to 12 in. (25 to 30 cm) USDA Hardiness Zone: 6a

Ideal Pot Sizes: Quarts, Gallons,

Uses: Pots, Combos, Landscapes

Larger than Gallons

Yellow ♥3 �2 ŴB



Silver Pink ♥4 ⊕2 ⑧B



Scarlet ⊘3 ⊕3 ⊗B

NEW SuperTrouper Purple 26

SelectaNorthAmerica.com

PASHMINA™

Dianthus cultivars

MEDIUM VIGOR | SPREADING

- Excellent in the landscape
- Super-tough, overwintering series is hardy in Zone 5a
- Blooms Spring through Summer, and comes back year after year
- No vernalization required
- Fast-crop perennial for Spring planting





Pink+White 𝔍1 𝔄2 Ѿ B



Berry Red 𝔍1 𝔇2 𝔇B

CARMEN™

Dianthus cultivars

MEDIUM VIGOR | UPRIGHT

- Zone 5-hardy, true perennial
- Overwinters better than other carnations
- Excellent uniformity
- Double blooms
- True carnation
- Blooms continuously until frost

Height: 10 to 14 in. (25 to 36 cm) Spread: 10 to 12 in. (25 to 30 cm) USDA Hardiness Zone: 5b Ideal Pot Sizes: Quarts, Gallons Uses: Pots, Combos, Landscapes



Pink ♥3 �2 ₩B





Burgundy ♥3 �92 ŴB



Purple ♥3 �92 ŴB

Carmen Purple Height: 8 to 12 in. (20 to 30 cm) Spread: 14 to 20 in. (36 to 51 cm) USDA Hardiness Zone: 5a Ideal Pot Sizes: Packs, Quarts, Gallons Uses: Pots, Landscapes

HEAVENSound

For the sweet smell of grower success



DIADEUR[™] Dianthus caryophyllus

MEDIUM VIGOR | UPRIGHT & MOUNDED

- Well-branched habit
- Low-energy growing; weather tolerant
- Fully double, multicolored blooms
- Fragrant flowers
- Ideal for containers both indoor and outdoor and garden use



Pink Shades 𝔍 3 𝔇 2 𝛞 B



Magenta+Red 𝔍 3 𝔇 3 𝔇 B



Pink+Red 𝔍 3 𝔄 2 𝛞 B







Velvet+White (V) 3 (3) 2 (10) B

DiaDeur Pink+Red

EVERLAST[™] Dianthus interspecific

MEDIUM VIGOR | UPRIGHT & MOUNDED

- Most extensive color range
- Blooms in early Spring
- Tough as nails in any weather







Red+Pink 𝔍 3 𝔄 2 ∭ B





Peach 𝔍 3 𝔇 1 𝔇 B



Neon Pink 𝔍 2 𝔄 1 𝛞 Β

EverLast Neon Pink



Height: 8 to 12 in. (20 to 30 cm) Spread: 10 to 14 in. (25 to 36 cm)

Ideal Pot Sizes: Quarts, Gallons Uses: Pots, Baskets, Combos,

USDA Hardiness Zone: 5a

Landscapes

Orchid ♥3 ⊕2 ⊛B



Violet Blue (€) 3 (€) 3 (€) B





Ruby Edge © 3 🕑 3 🛞 B

DIANTHUS **SCHEDULING**

Based on desired finish week and growing conditions

VERY EARLY Early Love, I Love U					pagation ?-70° F -21° C	Bulking Slow Grow 60°-70° F 55°-60° F 15°-19° C 13°-15° C			Holding Forcing 38°-45° F 62°-70° F 3°-7° C 17°-20° C			Retail
GROWING CONDITIONS	JUNE	JULY	AUG	SEPT	ост	NOV	DEC	JAN	FEB	MAR	APRIL	MAY
Cool Greenhouse												
Cold Perennial												
Cool Annual												

EARLY DiaDeur, Oscar, Pashmina, Scully, SuperTrouper					Propagation 66°-70° F 19°-21° C		0°F 5	low Grow 5°-60° F 3°-15° C	38°-45° F 6		orcing Retai 2°-70° F 7°-20° C	
GROWING CONDITIONS	JUNE	JULY	AUG	SEPT	ост	NOV	DEC	JAN	FEB	MAR	APRIL	MAY
Cool Greenhouse												
Cold Perennial												
Cool Annual												

MID Capitán, Carmen, EverLa	66°	Propagation 66°-70° F 19°-21° C		0°F 5	low Grow 5°-60° F 3°-15° C	38°-45° F 6		orcing 2°-70° F 7°-20° C	Retail			
GROWING CONDITIONS	JUNE	JULY	AUG	SEPT	ост	NOV	DEC	JAN	FEB	MAR	APRIL	MAY
Cool Greenhouse							Ċ					
Cold Perennial												
Cool Annual												

LATE Pink Kisses	66°	pagation -70° F -21° C	Bulking Slow Grow 60°-70° F 55°-60° F 15°-19° C 13°-15° C			Holding Forcing 38°-45° F 62°-70° F 3°-7° C 17°-20° C			Retail			
GROWING CONDITIONS	JUNE	JULY	AUG	SEPT	ост	NOV	DEC	JAN	FEB	MAR	APRIL	MAY
Cool Greenhouse												
Cold Perennial												
Cool Annual												



Can't decide on the right dianthus and carnation for your growing conditions? Scan the QR code to open our interactive selection tool!

SelectaNorthAmerica.com/Dianthus/Schedule

GROWING GUIDELINES

PROPAGATION

- Choose a well-drained medium with an EC of 0.75 to 0.80 mmhos and a pH of 5.5 to 5.8.
- Dianthus cuttings should be stuck on the day of arrival. Cuttings can be stored overnight at 39 to 45° F (4 to 7° C). Soaking the cuttings in water for 1-4 hours, cut end down, "asparagus style," can help prevent cuttings from drying out. Cuttings arrive bundled to make this easy.
- A rooting hormone is recommended to promote early, uniform rooting. IBA at 1,000 ppm dip is preferred.
- Soil temperature should be maintained at 68 to 72°F (20 to 22°C) until roots are visible.
- Mist heavily in the first few days to prevent desiccation. Reduce mist after 4 to 5 days to prevent excess water in the media. Too wet media will result in heavy callus and slow rooting.
- Begin fertilization when roots become visible with 75 to 100 ppm N. Increase to 150 to 200 ppm N as roots develop.
- Pinching is used to remove the first bloom, and to increase fill for larger containers. It is not needed with some varieties. Configure can be applied to enhance branching in no-pinch scenarios.
- Dianthus rooted cuttings should be ready for transplanting 28 to 33 days after sticking.





Easy, bundled cuttings

Configure



Pinching



3 Weeks After Stick

GROWING ON TO FINISH

- Use media with good aeration, drainage and water-holding capacity. Maintain pH 5.8-6.4.
- Dianthus should be grown cool or cold, depending on the type of production. See scheduling chart on page 19.
- For cold season production, grow in high light conditions.
- Feed regularly at 200-300 ppm N from a complete 17-5-17 cal-mag formula fertilizer.
- Avoid dramatic swings in media moisture to avoid root rot and other diseases.

- Watch for Alternaria leaf spot. This fungal pathogen is the most common disease.
- When grown cool, dianthus will need little or no PGR. When needed from warm temperatures and/or vigorous varieties, PGR options include paclobutrazol sprays at 1-2 ppm, B-Nine at 2,500 ppm or Cycocel at 500-750 ppm.

ROOTED CUTTINGS



Selecta One varieties are available as rooted cuttings from Selecta One licensed Root & Sell Stations. Contact your favorite broker for ordering details.

U.S. Root & Sell Stations

Ball Tagawa Growers

819 Zenon Way Arroyo Grande, CA 93420 Phone (805) 481-7526 Fax (805) 431-2192

DGI Propagators

7073 40th Avenue Hudsonville, MI 49426 Phone (616) 669-0552 Fax (616) 669-2557

Dickman Farms

13 Archie Street Auburn, NY 13021 Phone (315) 253-3030 Fax (315) 253-3377

Fessler Nursery Co. 12666 Monitor McKee Road NE Woodburn, OR 97071 Phone (503) 634-2448 Fax (503) 634-2866

Canada Root & Sell Stations

George Sant & Sons Greenhouses

11831 Cold Creek Road Kleinburg, ON LOJ 1C0 Phone (905) 893-1592

Les Serres Frank Zyromski

1853 Chemin Laliberté Rivière-Rouge, QC JOT 1TO Phone (819) 275-5156 Fax (819) 275-7976 **Gualitree Propagators Inc.** 51546 Ferry Road Rosedale, BC VOX 1X2, Phone (604) 794-3375

Green Leaf Plants

2369 Old Philadelphia Pike

Lancaster, PA 17602-3441

Gulley Greenhouse, Inc.

Phone (800) 321-9573

6029 S. Shields Street

Fort Collins, CO 80526

Phone (970) 223-4769

Fax (970) 226-2763

Lucas Greenhouses

Monroeville, NJ 08343

Phone (856) 881-0234

Mast Young Plants, Inc.

Grand Rapids, MI 49544

Toll Free (800) 541-3910

Phone (616) 784-0583

Fax (616) 784-3136

6564 Peach Ridge Avenue NW

Fax (856) 881-2502

1049 Whig Lane

Pacific Plug & Liner 750 Casserly Road Watsonville, CA 95076 Phone (831) 722-5396 Fax (831) 722-1306

> Plantpeddler, Inc. 530 2nd Avenue SW Cresco, IA 52136 Phone (800) 827-1654

Van de Wetering Greenhouses 5784 Sound Avenue Jamesport, NY 11947 Phone (631) 722-8757 Fax (631) 722-8765

Van Wingerden Greenhouses

8210 Portal Way Blaine, WA 98230 Phone (360) 366-3906 Fax (360) 366-3911

Welby Gardens

17201 W. 64th Avenue Arvada, CO 80007 Toll Free (800) 457-4725 Phone (303) 288-3398 Fax (303) 287-9316

Van Wingerden Greenhouses

8210 Portal Way Blaine, WA 98230 Phone (360) 366-3906 Fax (360) 366-3911 Servicing Western Canada

Westcan Greenhouses

2527 210 Street Langley Twp, BC V2Z 2A9 Phone (604) 530-9298 Fax (604) 530-9966

UNROOTED CUTTINGS AND CALLUS+ CUTTINGS

Available exclusively through Ball Seed®

Save time and money with Callus+ Cuttings.

- Save money by eliminating IBA rooting hormone expense.
- Reduce propagation time by at least 2 weeks.
- Reduce waste by achieving 100% rooting success.
- Reduce risk with proven success from extensive North American trials.

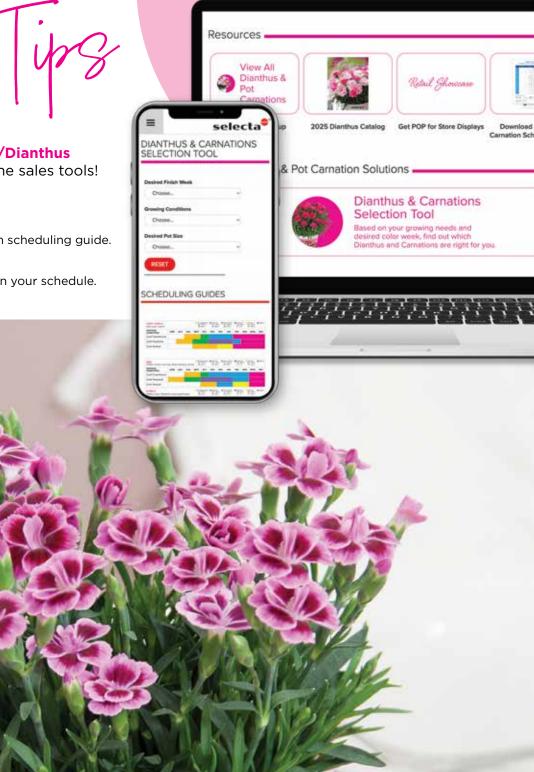


Ball Seed: ballseed.com/webtrack | 800 879-2255 Ball ColorLink*: 800 686-7380

prover ups at your fingertips

Visit **SelectaNorthAmerica.com/Dianthus** and take advantage of your online sales tools!

- Segment Dianthus varieties by type, timing or pot size with just a click.
- Download your dianthus and carnation scheduling guide.
- Download free POP for store displays.
- Watch helpful, on-demand webinars on your schedule.





Scan to open our Dianthus information station!

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