



Lazzeri Poinsettias Now Shipping From Selecta One

Two white and one glitter poinsettia varieties are new for 2020 and will ship from all three Selecta One production farms.

WEST CHICAGO, ILLINOIS, November 2019: Selecta One proudly announces it will produce key poinsettia genetics from Italian breeder and young plant supplier Lazzeri Società Agricola S.R.L. Beginning in 2020, and shipping from its three Selecta production farms, are two whites (Alaska and Alpina) as well as one novelty (Superba New Glitter). All are new for 2020 retail sales.

"We are excited to partner with Lazzeri to bring these innovative poinsettia genetics to our customers from all three of our proven, reliable production locations," says Jason Twaddell, Sales and Marketing Manager for Selecta One North America. "The addition of these breakthrough varieties will give our customers the whitest whites and the best glitter novelty available on the market today."

Contact your Ball Seed® sales rep to place your order for Lazzeri poinsettia cuttings from Selecta One, or contact your preferred Root & Sell partner for liners. For more information about Selecta One and its poinsettia program, visit www.selectanorthamerica.com and download the latest Selecta Poinsettia catalog today.

About Lazzeri Società Agricola

Lazzeri is the leading breeder and young plants supplier of ornamental annual flowers in Italy operating in horticulture since 1927. It specializes in Poinsettia, Geranium, Petunia, Calibrachoa, Dipladenia, Portulaca and much more. Its R&D offices are based in Merano, North of Italy, with two production sites in Sabaudia near Rome. For more information about Lazzeri, visit www.lazzeri-agricola.com.

About Selecta One

Selecta One serves the North America market with excellent genetics of vegetative propagated bedding plants and poinsettias. Selecta One varieties are supplied as unrooted cuttings available exclusively through Ball Seed, and as rooted cuttings available from select Root & Sell stations. For more information, visit www.selectanorthamerica.com.