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**FOR IMMEDIATE RELEASE**

**Retailers' Choice Awards™ at Cultivate'23**

**Columbus, OH, July 17, 2023** – Retailers' Choice Awards™ were presented to 14 exhibiting firms for 15 products at Cultivate'23 in Columbus, OH on July 17, 2023. The Garden Center Group's Danny Summers lead the search as Garden Retailers selected the best new products to bring excitement and noteworthy interest for their stores in the coming season. Following is a list of firms (presented A-Z) and the products receiving recognition:

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***Hydrangea 'Eclipse'®***  
**Bailey Nurseries – First Editions®**

1325 Bailey Rd  
St. Paul MN 55119 USA  
Tel: 800-829-8898  
<http://www.baileynurseries.com>  
[ryan.mcenaney@baileynursery.com](mailto:ryan.mcenaney@baileynursery.com)  
[See an Introduction Video Here](#)

*This new addition to the First Editions family is a Hydrangea that features the dark purple, almost black foliage and cranberry red blooms. Eclipse® holds that dark color all season, even after being cut back or when grown in warm climates where other hydrangeas start to go green.*

***Peppers From Heaven – Red Sweet Peppers***  
**Ball Seed**

622 Town Rd West  
Chicago, Illinois 60185USA  
Tel: 800-879-2255  
[theater@ballhort.com](mailto:theater@ballhort.com)  
[Website](#) for Peppers From Heaven

*Our judges were amazed with Peppers From Heaven, a pepper that finally offers consumers a new way to grow sweet peppers. Attractive mounding/trailing habit makes it perfect for hanging baskets. Lots of fleshy fruit turn from green to glossy in color. Compact plants bear fruit all season long with pollinators.*





### **New 'Gen Z' 2-inch Tropical Assortments** **Biostok Tropicals**

1807 Plymouth Sorrento Rd  
Apopka, FL 32712 USA  
Tel: 407-371-9913

[biostoksales@gmail.com](mailto:biostoksales@gmail.com)

<https://biostok.com/collections/gen-z-plants>

*Biostok caught the judges' attention with three new assortments of small Tropicals in 2-inch with focus on the 'Gen Z' consumer! Here's their description: "With more and more young people turning to*

*indoor plants for companionship and a sense of mindfulness, we wanted to create a program that catered to their unique needs and interests. To make it easier for you to choose from, we have categorized the program into **three different packages (Beleaf, Becool, Bebold)** which cater to different requirements, including our best selection of 2-inch plants. Why settle for a full-grown plant when you can watch it grow from a baby? Our 2-inch plants are the perfect size for Gen Z plant parents who are dedicated to watching their plants grow and thrive."*

### **Hydrangea mac. 'Cherry-Go-Round™'**

#### **Bloomin' Easy**

34825 Hallert Road  
Abbotsford, BC V3G 1R3 Canada  
Tel: 601-996-1909

[madison@bloomineasyplants.com](mailto:madison@bloomineasyplants.com)

<https://bloomineasywholesale.com>

*At first glance seeing this new reblooming Hydrangea macrophylla your reaction has to be something like... "Wait, is that a Hydrangea?"*

*Most likely this will be the deepest cherry-red color in a hydrangea you have ever seen.*

*Bloomin' Easy is reporting this new addition is small in frame but huge in deep color. Mature stats are: Zones 5-9, part sun; afternoon shade preferred, and only 2-3ft tall and wide! This is a [Plants Nouveau introduction](#).*





***Echinacea ‘Double Scoop’ Watermelon Deluxe***  
**Darwin Perennials**

622 Town Road  
West Chicago, Illinois 60185-2698  
Tel: 630-231-3600  
[sreed@ballhort.com](mailto:sreed@ballhort.com)  
<https://www.darwinperennials.com>

*These new Deluxe varieties have the branching, flower count and timing of the Sombrero® Series with even more compact with better branching and a higher flower count than the typical double-flowered Echinacea. Three new flavors are added for 2024... Watermelon, Orangeberry, and Raspberry Deluxe. But this Watermelon was the judges’ absolute favorite!*

***Centaurea ragusina ‘Silver Swirl’***

**Darwin Perennials**

622 Town Road  
West Chicago, Illinois 60185-2698 USA  
Tel: 630-231-3600  
[sreed@ballhort.com](mailto:sreed@ballhort.com)  
<https://www.darwinperennials.com>

*Note: This is NOT a Black & White photo! The first thing that caught our judges’ attention was the fact that this silvery-colored plant was in the Darwin Perennial display. Typically, anything similar, such as Dusty Miller, would be considered Annuals north of zone 8, but ‘Silver Swirl’ offers toughness in zones 6-9! Our audience was amazed at the thick, tough feel of the foliage and of course the silver color was spectacular!*





**Edible Fruit Collection**  
**Dewar Nurseries**

625 West Keene  
Apopka, FL 32703 USA  
Tel: 407-886-1188

[jmatos@dewar.com](mailto:jmatos@dewar.com)

<https://dewar.com/collections/edibles/>

*Our Retailers were really impressed with Dewar's collection of Edible Fruit Plants in highly decorative pots with both Fruit Image and information tags. We saw Banana, Blackberry, Blueberry, Fig, Grape, Guava, Kiwi, Mulberry, Papaya, Passion Fruit, Pineapple, Raspberry, and even Tea Plants (Camellia sinensis). The combination of pot and tags feel like they will sell themselves!*

**Schefflera 'Cayman' (???)**

**ForemostCo**

8457 NW 66 St  
Miami, Florida 33166 USA  
Tel: 800-421-8986

[marketing@foremostco.com](mailto:marketing@foremostco.com)

*This new selection of Schefflera looks nothing like your typical one. Judges were so intrigued with its extremely deep serrated leaves they began referring to it as the "Edward Scissorhands" plant. As a result, ForemostCo offered a competition during our presentation to rename it. They are accepting suggestions for a name through the end of the month. For the lucky person who comes up with the name they choose, they will ship a Schefflera Cayman (fill in the blank)! Send your suggested plant name and contact info to the email above!*





**Colocasia Redemption™**  
**Green Trade Horticulture, LLC**

555 W Country Club Ln Suite C #192  
Escondido, CA 92026 USA  
Tel: 760-842-3238

[jonathan@greentradehort.com](mailto:jonathan@greentradehort.com)  
<https://www.greentradehort.com>

*Wait until you see this in-person... Rippled, shiny leaves emerge green and quickly turn black with the help of the sun. As the leaves mature, a neon-pink blotch forms, growing larger and radiating outward like a bright pink starburst in the center of each leaf. Redemption™ is going to blow your mind! Tight clumps mature at 3-4', offering limitless application in a garden setting, in containers, and near the water's edge. This is a [Plants Nouveau introduction](#). And be sure to see a "cousin" introduction... **Colocasia Pharaohs Mask™**.*

**3D Printed Decorative Planters**  
**IC3D Printers**

4621 Lyman Drive  
Columbus, OH 43026 USA  
Tel: 614-344-0414  
[Support@IC3DPrinters.com](mailto:Support@IC3DPrinters.com)  
<http://ic3dprinters.com/Cultivate23>

*This is NOT your typical plastic or resin decorative container manufacturer. IC3D specializes in 3D printing for manufacturing based out of Columbus, OH since 2012. While they do custom production for huge companies (including Ford, US Air Force and Navy, NASA and many more), they are creating some unique plant containers. We want to learn more about their plans for producing these and other design ideas they and their customers have. COO and co-founder Matt Organiscak showed us these, all that have a large number of drain holes in the bottom and have optional tray (seen on the beige container on left here). What new designs, colors and ideas will they produce and what availability will they have for you?*





***Aspidistra elatior 'Tokyo Skies'***  
**Plant Development Services Inc – PDSI**

17325 County Road 68

Loxley, AL 36551 USA

Tel: 251-964-6778

[corrina@plantdevelopment.com](mailto:corrina@plantdevelopment.com)

<https://plantdevelopment.com/introductions/>

*Our Retail Judges remarked their Grandmothers had a **Cast-Iron Plant**, and for good reason. It has earned its reputation for decades as a hard-to-kill houseplant, along with being a beautiful outdoor foliage plant within its growing zones 8-10. But Tokyo Skies brings a totally new look with its attractive variegated foliage to brighten shady locations. This is a [Plants Nouveau introduction](#).*

**MySoil Test Test Kits**  
**Predictive Nutrient Solutions**

30 W Main St Suite 104

Walla Walla, WA 99362 USA

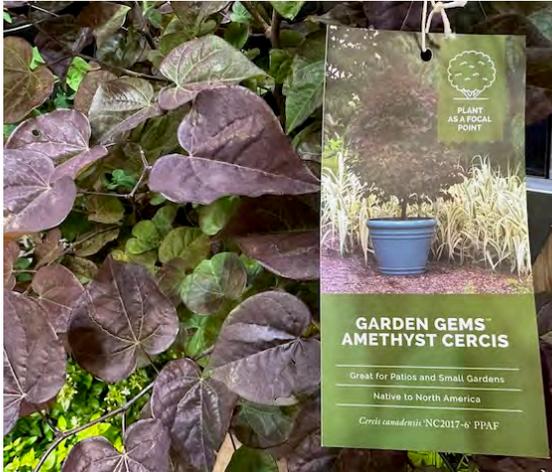
Tel: 855-697-6451

[kborgman@pns.ag](mailto:kborgman@pns.ag)

<https://www.mysoiltesting.com/pages/retailers>

*Our judges have seen Soil Test Kits before **however** MySoil Test Kit has a direct connection to not only help the consumer with identifying their soil nutrient condition, but it redirects for needed solutions back to the selling Retail Garden Center and the products that Center carries! The Retailer steps can be: (1) Add your Company Logo, (2) Select a report template/style, (3) Add your fertilizer & soil amendment product line, and Customers will be referred back for in-store or e-commerce product purchases, creating add-on sales!*





### **Garden Gems™ Amethyst Redbud Star® Roses and Plants**

8 Federal Rd Suite 6

West Grove, Pennsylvania 19390 USA

Tel: 800-458-6559

[customerservice@starrosesandplants.com](mailto:customerservice@starrosesandplants.com)

<https://www.starrosesandplants.com>

*Our judges said this new Garden Gems™ Amethyst Cercis has some of the deepest purple color in its heart-shaped leaves. It is reported to hold this color even in the hottest days of summer, providing dramatic color no matter the season. Comments during the presentation suggested this plant as an alternative to*

*similar color Japanese Maples. Amethyst is a compact size (mature at 8-10 ft) and hardy in zones 5-9. Be sure to also see its cousin, Emerald Cercis also being released in 2024.*

### **New Low-Profile Tray**

#### **The HC Companies**

2450 Edison Blvd, Suite 3

Twinsburg, OH 44087 USA

Tel: 800-225-7712

[customersupport@hc-companies.com](mailto:customersupport@hc-companies.com)

<https://hc-companies.com/low-profile-tray-2/>

*Everyone knows how much space standard trays take up and Retail-Growers also know how time-consuming filling pots in those trays are and the amount of media that falls outside the pots and into the trays themselves. HC has a totally new idea that caught our judges' attention. The photo here shows a **traditional stack of 8 trays on right** to **50 of the new Low-Profile Trays on left!** Wow... what a difference! Check out their webpage for all the details!*





### **New Plant Care Assortment Kits** **We The Wild Plant Care**

F6, Building 14 5301 Polk Street  
Houston, TX 77023 USA

Tel: 800-606-7211

[josh@wethewild.us](mailto:josh@wethewild.us)

<https://wethewild.us>

This is the second year in a row for our judges recognized **We The Wild** with an award. Last year was our introduction to their unique plant care products. This year their three new assortments were on tap for the awards. The new combinations are:

**Revive + Thrive Duo** – for houseplant vitality  
**Leaf Care Duo** – for lush leaves, and  
**Houseplant Essentials** – for total plant care.

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A special **thank you** to all Retailers participating in the Retailers' Choice Awards™ selection process. The awards at Cultivate'23 was a joint presentation by AmericanHort/Cultivate'23 and The Garden Center Group.

The Garden Center Group focuses on business solutions designed to help Garden Centers increase sales, improve operations and retain more profit. With a support team of leading industry professionals offering business management, financial, marketing, HR services and more, The Group offers retailers innovative resources to maximize their potential to succeed. For information about The Garden Center Group and the services it provides visit [www.thegardencentergroup.com](http://www.thegardencentergroup.com) or call Danny Summers at 678.909.7770.

American Horticulture Association (AmericanHort) is the national association for the green industry. Its mission is to “unite, promote, and advance the industry through advocacy, collaboration, connectivity, education, market development, and research.” For more information about AmericanHort or Cultivate'23 visit: [www.americanhort.org](http://www.americanhort.org) or call AmericanHort at 614.487.1117

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[END]. *Photos available upon request.*