

Florensis IPM ESSEN 2026

Primula PomPom F1 (Early & Mid) and Buddleja Little Rockstars: compact series, strong colors, high marketing impact

Two Florensis highlights that are consistently geared towards marketing performance, ease of cultivation, and end customer enthusiasm: Primula PomPom F1 (Early & Mid) – double primroses from seed with a bouquet look and exceptional durability – and Buddleja Little Rockstars, a uniquely compact butterfly bush series in four attractive colors.

Primula PomPom F1 (Early & Mid)

A primrose like a small bouquet of flowers – long-lasting, double, colorful

Make way for PomPom F1! PomPom F1 is the new generation of primroses from seed and impresses with real double flowers in the most intense, vibrant colors. The flowers are particularly long-lasting and are therefore suitable for indoor and outdoor use – ideal as a high-quality alternative to the classic bouquet of flowers. PomPom F1 scores highly with producers and retailers thanks to its uniform mixtures, strong individual colors, and a very uniform, compact plant structure that is more compact than many competing varieties. PomPom Mid offers the same characteristics as PomPom Early, but is slightly later, allowing for staggered marketing with consistent quality.

Characteristics (Early & Mid)

- Growth habit: compact
- Wide color spectrum
- Flower type: double
- Pot size: 10.5–13 cm
- Special features: unique double flowers, bright colors, uniform mix, long shelf life, suitable for indoor and outdoor use

PomPom F1 brings the effect of a bouquet of flowers to the pot – with real double flowers, intense colors, and a shelf life of more than 40 days, which is impressive in everyday use.

Buddleja Little Rockstars

Buddleia reimagined: extremely compact, colorful, robust – perfect for pots and beds

Little Rockstars are unique: a very compact butterfly bush series with beautiful, cone-shaped flowers. The series is considered the most genetically compact butterfly bush on the market and is available in white, pink, red, and blue. In production, Little Rockstars impresses with its excellent cultivability and high marketing quality in 13–19 cm pots.

The small, round flower cones provide a summery play of colors – both in pots and when planted out in beds.

Characteristics (Little Rockstars)

- Plant structure: upright
- Growth habit: compact
- Pot size: 13–19 cm
- Plant height: 30–40 cm
- Garden use: garden & landscape, bed/border plant
- Location: sunny
- Characteristics: drought tolerant, heat tolerant, flowers in the first year, hardy, easy to care for

Little Rockstars delivers a big summer impact in a small space: extremely compact, colorful, and very reliable in production.