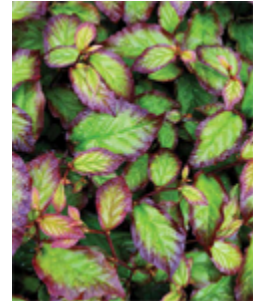




Living, supporting & sharing horticulture.

FOR IMMEDIATE RELEASE

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New Columnar Parrotia Makes Debut

Madison, OH (August 13, 2013) - UpShoot is proud to announce the release of Persian Spire™ Columnar Parrotia by JLPN Inc. of Salem, Oregon. Owner John Lewis selected the first plant on-site from a row of seedlings. Persian Spire showed its unique foliage and distinctly upright character at an early age. Columnar growth habit clearly distinguishes it from other upright Parrotia such as 'Vanessa'.

Foliage is finer with a narrower leaf than common Ironwood. In spring, leaves emerge with a strong purple cast that fades into a purple halo margin. Summer foliage is a dark emerald green. Compared to other columnar trees, Persian Spire has a long-lasting, elaborate autumn color display of ever-changing yellow, orange, burgundy and red hues.

"I always loved Parrotia as a plant", commented John Lewis, owner of JLPN. "In trying to sell Parrotia persica, it had great fall color, but nothing special beyond this single characteristic. Now we have a Parrotia cultivar that brings something else to the table - upright, fast growing and spring growth with purple edges."



Persian Spire™ Ironwood
Parrotia persica 'JL Columnar' PPAF

Height and Spread	25' h x 10' w
Shape	Columnar to upright oval
Flower	Showy red stamens
Fruit	N/A
Zone	5
Foliage	Green, fine textured



Persian Spire is highly versatile and can be used in the landscape as a narrow growing tree, hedge or screen. Branching is dense and full, making it a refreshing, bright and colorful alternative to beech or hornbeam hedges.

Where to Find and See Persian Spire in Person



Persian Spire Parrotia will debut at the [FarWest Tradeshow](#) August 22-24, 2013 in Portland, Oregon in the [New Varieties Showcase](#). Trees will be featured in JLPN booths #2049, #3050 and UpShoot booth #2047.



Persian Spire is being represented in the European market by [Plantipp](#). Contact Peter van Rijssen at peter@plantipp.eu for more detail.

Resources



Liners are available from JLPN Inc. with large liners and finished stock from growers across the country. [Download the list here](#).

High-res photos available upon request. To view plant photos, [click here](#).
Download [PDF flyer](#) here.

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About JLPN

JLPN Inc., in the heart of the Oregon Willamette Valley is an industry leading, wholesale producer of bare root and container grown, fruit and ornamental bare root deciduous shade tree seedlings, cultivar rooted cuttings, grafting and budding under stock. For more information, please contact John at 877-490-7844 or john@jlpnliners.com

About UpShoot

UpShoot, LLC is a boutique horticulture marketing firm offering expert sales, marketing and licensing of new plant introductions to North America, Canada, Europe and Australia. UpShoot provides a wide range of services including new plant research and development, writing plant patents, trademarks and licensing agreements for growers and breeders, and marketing services to promote new plants to licensed growers, retailers and consumers. For more information, please contact Maria Zampini at 440-812-3249 or maria@upshoothort.com