



Living, supporting & sharing horticulture.

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We're a boutique horticultural marketing firm specializing in new plant introductions and gardening-related products. Our horticultural roots run deep, which lets up help your products and projects grow!

#### HORTICULTURAL SERVICES

- New plant introductions
- Plant patents & trademarks
- Licensing & royalty collection
- Sales & marketing
- Plant success reporting

#### MARKETING SERVICES

- Press Releases
- E-Newsletters
- PR, Social Media & Digital Marketing
- Trade & Consumer Media Relations
- Website & Graphic Design

## GREAT GARDEN STORIES START HERE

What writer's block? Your next story ideas are right here. Contact [maria@upshoorthort.com](mailto:maria@upshoorthort.com) for high resolution photos and additional information. Make sure you send us a link to your story so we can cross-promote on social media!

Find more about all of these fantastic plants and products at [www.upshoorthort.com](http://www.upshoorthort.com).

## NATIVARS

**Firespire® Musclemwood** and **Ping Pong™ Buttonbush** are two of the hottest natives to hit the market. With pollinator gardens such a hot topic in the news right now, it's an easy jump to promote well-behaved cultivars of native plants. These two hit all of the high points—compact growth habit, fantastic multi-season interest, and support for wildlife—with or without wings. Firespire® and Ping Pong™ have a wide growing range with excellent cold hardiness. If you're planning a story on fall color, Firespire® is a natural fit.



### Ping Pong™ Buttonbush

*Cephalanthus occidentalis* 'J.N. Select A'

Features:

- Can tolerate periodic flooding
- Excellent choice for use in wet, heavy soils
- Flowers for up to four weeks
- Selected native



### Firespire® Musclemwood

*Carpinus caroliniana* 'J.N. Upright'

Features:

- Useful screening or hedge plant because of its upright habit
- Tolerance for both sun and shade
- Minimal pruning required
- Selected native
- Beloved by wildlife, particularly cardinals
- Smooth gray bark provides winter interest

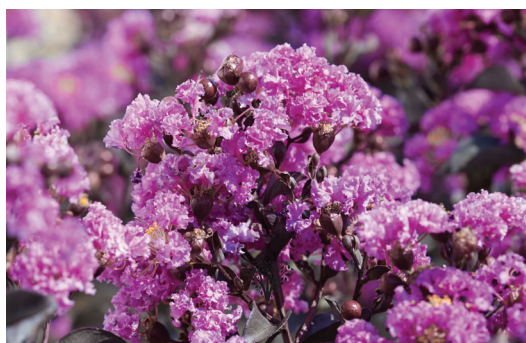


## GARDEN MAKEOVERS: OLD FAVORITES GET FACE LIFTS

There's usually at least one thing about "old favorite" garden plants that makes us consider whether to grow more or rip them out; it could be disease, ungainly habit, or a short bloom time. Luckily, gardeners can have their cake and eat it too with these three new and improved versions of garden standbys. Are you writing for a boomer audience? In addition to their gorgeous color and vigor, these plants play nicely in patio home gardens.

### BLACK DIAMOND® CRAPEMYRTLE

Masses of jewel-toned blooms and striking black foliage that stays true all season are hallmarks of **Black Diamond® Crapemyrtles** from J. Berry Nursery. All plants top out at 10-12 feet tall and 8 feet wide, so they behave nicely in smaller gardens.



### HOLLYWOOD™ HIBISCUS

These gorgeous tropical hibiscus plants are all red- carpet-ready-for-their-closeups with long-lasting blooms, high flower counts per plant, and stellar disease resistance. Perfect for patios and pool pots. **Hollywood™ Hibiscus** plants are J. Berry introductions.



### DEJA BLOOM® AZALEAS

J. Berry plants are known for their deeply colorful blooms, and **Deja Bloom® Azaleas** are no different. The series includes six re-blooming varieties with single or double flowers in shade of pink, fuchsia, and red. Landscape harty to zones 6 & 7 and perfect in pots everywhere all summer, adding a touch of southern charm to northern climes.

Learn more at [www.upshoorthort.com](http://www.upshoorthort.com)

# SHOWSTOPPERS FOR EVERY GARDEN

Everyone loves new eye candy for the garden. Here are some of our favorites, with something spectacular for just about every growing zone.

**Jewel of Desert Delosperma:** Drought-tolerant, sun-loving, fuss-free plants covered with masses of flowers from frost to frost. Hardy to zone 6, and widely used as an annual in colder zones. Plants quickly fill landscape beds and look great as mixed plantings or massed colors. A favorite of landscapers for their ease of care. Show-stopping container plants, too!



**Lemon Ice™ Weigela:** Early-flowering variety with unusual bright lemon yellow blossoms. Striking in the landscape with sporadic reblooming for multi-month interest. Red stems on immature growth contrast nicely with bright green foliage. A true standout in the garden. Plant as a specimen or mass-plant along property edges.



**Marleys Pink™ Japanese Snowbell:** Gorgeous small-sized weeping specimen tree. (8-10' tall with a 4-5' spread.) Cotton-candy scented pink blossoms with red calyxes are borne in the late spring to early summer along trailing branches. Yellow fall color adds four-season interest. Great for curb appeal all year, particularly in winter when the architecture of the plant shines.



**Persian Spire™ Upright Ironwood:** Amazing leaf color. Bright green with burgundy margins and an elaborate autumn color display of ever-changing yellow, orange, burgundy and red hues. Holds its own as a specimen—especially in tight spaces— but great for hedging too. Tough as nails. Will grow in horrible conditions!



**Sharon Kay™ Doublefile Viburnum:** This gorgeous snowball viburnum will rebloom up to three times per year, depending on soil conditions. That, alone, is worth a spot in the landscape. Bright red berries cover the plant in mid to late summer, replaced by rich burgundy fall color. A true four-season landscape plant.



Thuja plicata x standishii 'Virginian' PP#26684 P3

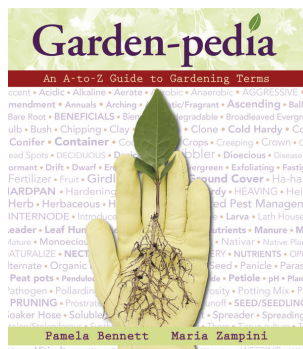
## GARDEN WORKHORSES

We all know that a “no maintenance” garden is a myth, but consumers are always looking for high-performing, easy-care plants. These two fit the bill and they're evergreen! The **EverColor® Carex Series** includes six varieties with solid and variegated color leaves. They're highly adaptable to sun and shade and are four-season performers for container gardens. **Virginian™ Arborvitae** is a narrower, shorter, and faster growing sport of Thuja 'Green Giant' that requires no pruning and creates a dense screen, hedge, or property border. It also holds up well in southern heat and humidity.



## GARDEN TO TABLE: THE IT GIFT LIST

Cocktail gardening is hot right now, but for those botanically inclined mixologists without the time or space to grow their own, there's another solution: **Floral Elixirs**. Each batch of elixir is handcrafted from the finest organic distilled essences of botanicals including rose, hibiscus, lavender, elderberry, rose hips, cherry blossoms, and more. Natural plant extracts give the elixirs their colorful hues. Perfect for crafting cocktails and mocktails, the elixirs come in 8.5 oz large bottles which fit a pour spout or 2 oz mini bottles. New in 2016: sampler kits with five 2oz bottles assembled for easy mixing. 18 choices, including Tea Lovers, Wine Lovers, Love Potions, Holiday Cheers, and more! Floral Elixirs were a hit at the 2016 IGC Chicago Show, landing on **Garden Center Magazine's "Top Ten Highlights" list**.



## GARDEN-PEDIA: BACK BY POPULAR DEMAND!

Maria Zampini and Pamela J. Bennett penned **Garden-pedia**, an accessible encyclopedia of gardening and horticultural terms explained in a conversational tone in 2015. Already the book has become a favorite for botanical gardens, novice and master gardeners, and garden centers or landscapers needing a concise, quick, and easy to understand reference. Due to its popularity, **Garden-pedia** just went into a second printing! In 2016 **Garden-pedia** was awarded the Outstanding Educational Materials Outstanding Book Award from the American Society of Horticultural Science. Add **Garden-pedia** to your year-end gift lists for garden enthusiasts.

Gift sets available on Etsy including an autographed and personalized copy of the book tucked in to a burlap girdle pot from The Seed Keeper Company along with a package of seeds from Renee's Garden Seeds or AAS Award Winning Seeds all tied up with a pretty grosgrain ribbon. For a personalized gift package visit Etsy Store: UpShootHort.