



*Armstrong*  
Growers

*Beautiful  
Premium*

# Poinsettias

*They last and last and last!*





# *Beautiful Premium* Poinsettias

## 3 **Paul Ecke Premium Poinsettias**

### *Pinched*

- 6.5 inch Holiday Special
- 8 inch Holiday Special
- Pixie
- Visions of Grandeur

### *Upright Single Stems*

- 3 blooms
- 4 Blooms
- 5 Blooms
- 6-7 Blooms
- Presidential Bouquet

## 5 **Additional Poinsettias**

### *Traditional & Unique Varieties*

- Traditional Red, White or Pink
- Polly's Pink
- Cinnamon Star

- Carousel Red
- Ice Crystals
- Burgundy
- Maroon
- Ice Punch
- Silverstar red
- Country Quilt
- Mini-Star

## 8 **Specialty Planters and Holiday Items**

- Poinsettia Colorbowl
- Poinsettia Hanging Basket
- Poinsettia Tub
- Holiday Planters
- Amaryllis
- Paperwhites

**NEW!**

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- What's the difference?
  - Pot Covers
  - Availability
  - How to Order



**Holiday Special**



**Pixie**



**Visions of Grandeur**



**8" Holiday Special**

*Heights are approximate and are measured from the base of the pots.*

## **Holiday Special**

Our popular multi-bloom, branched plant offers a brilliant show of color.

**Pot Size: 6.5"**

*Height: 14.5"–16.5"*

*Colors Available: Red, White and Pink*

*8/case*

## **Pixie**

The Pixie makes a strong color presentation and is ideal for holiday gift baskets.

**Pot Size: 4.25"**

*Height: 8.5"–11.5"*

*Colors Available: Red, White, Pink and Winter Rose Red.*

*18/case*

## **Visions of Grandeur**

Exceptionally large bracts with soft pillowy appearance. Custom-designed matching pot cover, tag and sleeve are included.

**Pot Size: 8"**

*Height: 24"–26"*

*6/case*

## **8" Holiday Special**

Our popular multi-bloom, branched plant offers a brilliant show of color.

**Pot Size: 8.5"**

*Height: 26"*

*Colors Available: Red, White*

*6/case*

*Paul Ecke*  
**POINSETTIAS**





3-Bloom



4-Bloom



5-Bloom



6-7-Bloom



Presidential Bouquet

### 3-Bloom

Single-stem plants are the Ecke Ranch hallmark of exquisite quality.

**Pot Size: 6.5"**

Height: 17"-20" (white)

Height: 18"-21" (red)

Colors Available: Red and White.

8/case

### 4-Bloom

Single stem plants. Ideally suited for either contemporary or traditional decor.

**Pot Size: 6.5"**

Height: 20"- 24"

Colors Available: Red and White

8/case

### Presidential Bouquet

A masterpiece of dramatic display with large, spectacular blossoms.

**Pot Size: 14"**

Height: 35"-40"

Colors Available: Red only

1/case

### 5-Bloom

The 5-Stem has a nicely balanced appearance with the fullness, height and stem length desired for a dramatic presentation.

**Pot Size: 7.5"**

Height: 26"- 30"

Colors Available: Red and White

6/case

### 6 -7- Bloom

The king of single stem poinsettias, offering breathtaking blooms that create a stunning visual effect

**Pot Size: 8.5"**

Height: 28"- 34"

Colors Available: Red

6/case

Paul Ecke  
POINSETTIAS

Heights are approximate and are measured from the base of the pots.

# *Additional* Poinsettia Varieties

## **Polly's Pink**

Star-shaped, fuchsia bracts are beautiful and incredibly hardy. Brilliant color is fade resistant.

**Pot Size: 6.5"**

Height: 15"-17"  
8/case



## **Cinnamon Star**

A very unique and appealing novelty poinsettia. It has an attractive cinnamon color and performs very well post-harvest.

**Pot Size: 6.5"**





# *Traditional and Unique* Poinsettia Varieties



Traditional Red



Traditional White



Traditional Pink



Carousel Red



Ice Crystal



Burgundy

## **Traditional Red, White or Pink**

Mix and match these holiday colors.

Pot Size: 4", 6.5"

Pot Size: 8" (red & white only)

Pot Size: 10" (red only)

**Visions of Grandeur**

Pot Size: 8"

## **Carousel Red**

Fabulous, very ruffled and crimped bracts with golden centers. Unlike any other!

Pot Size: 6.5"

## **Ice Crystals**

A unique poinsettia with a white blaze down the middle of salmon-red bracts.

Pot Size: 6.5"

## **Burgundy**

Rich burgundy wine color that will give your holiday décor a traditional and classy look.

Pot Size: 6.5"

## **Maroon**

Deep burgundy red with large showy bracts and great compact form.

Pot Size: 6.5"

*Heights are approximate and are measured from the base of the pots.*



# Traditional and Unique

## Poinsettia Varieties



Maroon



Ice Punch



Silverstar Red



Country Quilt



Tapestry



Mini Star

Great for Fundraising!

### Ice Punch

Variegated garnet and cream bracts make an eye-catching display when placed in groups and rows.

Pot Size: 6.5"

### Silverstar™ Red

A compact mid-season variety, Silverstar™ Red boasts cherry-red bracts that contrast nicely with variegated foliage.

Pot Size: 6.5"

### Country Quilt

Rich red bracts are splashed and speckled with creamy white and soft yellow.

Pot Size: 6.5"

### Tapestry

Creamy variegated foliage and bright-red bracts.

Pot Size: 6.5"

Height: 14.5"– 16.5"  
8/case

### Mini Star

Single, red, white, pink or Winter Rose Red potted poinsettia in self-watering well. Great for decorating small spaces.

Water well sold separately  
Pot Size: 2"

Height: 5"– 7"  
Colors Available: Red, white, pink  
or Winter Rose Red  
20/case

# *Specialty*

## Planters and Holiday Items



**Poinsettia Tub**

Make dramatic statements with these huge poinsettias loaded with blossoms on plants over three feet tall. Great for large-scale entrances and focal points.

**Pot Size: 14"**

Available in red only



**Color Bowl**

A premium red poinsettia surrounded by snow-white pansies. Instant holiday décor.

**Pot Size: 14"**



**Hanging Basket**

A premium red poinsettia ready to hang anywhere. *Red only.*

**Pot Size: 12"**

## *Additional Holiday Items*



**Amaryllis**

Large, cheerful red blooms add a splash of color to your holiday decor.

**Pot Size: 6.5"**



**Paperwhites**

Fragrant clear white blooms are a holiday tradition.

**Pot Size: 4.5" and 6.5"**





# *Holiday* Planter

Dress up the season with these premium holiday planters.

Gold metallic-finished container surround beautiful red poinsettias and mixed holiday color.

**Pot Size: 12"**



# What's the difference

between multi-bloom and pinched varieties?

## *Multi-bloom*



## Ecke-style multi-bloom or pinched varieties

Before the development of free branching cultivars, florist quality poinsettias were grown as multiple, non-pinched plants in a pot. Although the "pinched" plant is the most commonly grown form today, non-branched (single-stem, multi-bloom) poinsettias continue to be grown for elite "florist quality" blooming crops.

This plant form offers something different from the standard pinched plant, multi bloom plants tend to be more durable in a commercial setting and from the top looking down, the Ecke-style multi-bloom poinsettia has larger bracts and leaves that will provide a dramatic statement in any holiday display.

## *Pinched vs. Multi-bloom*

