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FOR IMMEDIATE RELEASE

FIRST EDITIONS™ – New plants and a new promotional concept

John Woods Nurseries have developed a promotional brand to launch and promote their new and exclusives plants. The First Editions promotional programme will feature unique and innovative plant introductions. To drive sales each First Edition variety will be supported by targeted marketing and merchandising support to raise awareness and create consumer interest.

A consumer facing web-site www.firsteditionsplants.co.uk will be launched in autumn to provide stockists details, variety and cultural information for plants in the programme and maximise cross-selling opportunities.

The subtle First Editions™ branding will feature on all merchandising support which includes informative colour labels, A3 posters and bed cards.

The first plants to feature in the programme are:

Alyogyne hyb. Magic Moments ('HUTWOW')

A native of Australia and closely related to Hibiscus; this evergreen has bright green finely divided foliage and freely produces wonderful lilac-mauve blooms throughout the summer and into autumn. Best in a sunny and sheltered spot; with its compact well-branched habit it is ideal for a patio planter. Eventual height and spread 1.5m. Hardy to -5°. Magic Moments was raised by Graham Hutchins at County Park Nursery.

Available Summer 2010 in a 3Lt pot, retail price £12.99

Coprosma Pacific Sunset ('JWNCOPPS')

A truly outstanding new plant, discovered on John Woods Nursery as a sport of Coprosma 'Pacific Night'. The evergreen foliage has the same glossy depth of colour as Pacific Night, but is variegated

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with tones of bright coral contrasting with deep purple. The colour is at its most intense in spring and again in late autumn. With a neat upright habit it is the perfect choice for patio containers and is sure to be a volume seller. Eventual height and spread 1.5m. Hardy to -5°

Available Spring 2010 in a 3Lt pot, retail price £11.99

Diervilla Cool Splash™ ('LPDC Podaras')

Developed in the USA, the first ever variegated Diervilla. Every garden has a dry shady spot that can be brightened up by Cool Splash™. Not only is the crisp white variegation eye-catching but it thrives in dry shade - it's also happy in full sun too. A densely branched deciduous shrub closely related to Weigela, Diervilla sessilifolia Cool Splash™ is hardy, easy to grow and keeps its clean fresh variegation well into autumn. Tiny yellow flowers are produced late May/June. Height and spread 1x1m approx. in 5 years.

Available Spring 2010 in a 3Lt pot, retail price £12.99

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For more information and images contact:

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