



*Breeding to grow
your business*

Highlights and NEW for 2021

Snappy rose flame

New for 2021-2022

page

-3- **Antirrhinum F1 Snappy™**

- rose flame
- scarlet

-7- **Melissa**

- Limoncello

-9- **Pansy F1 Cello™**

- ocean

-10- **Petunia F1 Limbo GP**

- silver blue

-12- **Tomato F1 Funnyplums**

- rosy-pink

-14- **Viola cornuta F1 Corina™**

- white blotch



Snappy scarlet



Snappy rose flame



Melissa Limoncello



Limbo silver blue



Corina white blotch



Funnyplum rosy pink



Cello ocean

Antirrhinum F1 Snappy™

F1 Antirrhinum majus

Snappy is a compact mounding dwarf snapdragon series that flowers profusely within a tight flowering window both in spring and fall. Snappy is suited for production in packs and 10 cm/4 in. pots. Two new colors, rose flame and scarlet brings the total number of separate colors in the series to twenty four plus two mixtures. Garden height 20-25 cm/8-19 in., spread 30 cm/12 in.

- Compact and strong branching plant habit
- Early and uniform flowering
- Excellent for packs and small pots
- Excellent for spring and early fall sales



Snappy rose flame



Snappy rose & white



Snappy cherry



Snappy red



Snappy pink



Snappy scarlet

Basil Purple Ball

Ocimum basilicum

Ocimum basilicum Basil Purple Ball has a globular plant habit. This very aromatic annual has tiny deep purple leaves which are born densely on globular-shaped plants. No need to pinch. The tubular flowers are late to appear and add extra color to the plant. Purple Ball performs very well under sunny and warm weather conditions and is drought resistant. The eye-catching purple foliage with some green accents is a stunning filler for window boxes, mixed containers and borders. Plant height 25-30 cm/10-12 in., diameter 25-30 cm/ 10-14 in. and spread 30 cm/12 in. Purple Ball is a Fleuroselect Gold Medal award winning variety bred by Dr Zoltan Kovacs from the NARIC Fruitculture Institute, Budapest.

Hem Genetics is appointed by NARIC as the exclusive producer and wholesale distributor for Basil Purple Ball.

- Tidy deep purple-maroon colored basil with excellent flavor
- Ideal for use in the herb garden and also as an accent plant in mixed containers



Purple Ball

Celosia Arrabona™

Celosia plumosa

Arrabona red is a striking orange-red beauty with an outstanding garden performance and an exceptionally long flowering season. It's tolerant to drought, loves the heat and is excellent for tropical, subtropical and continental climates. Compact, sturdy and well-branched plus being a low-maintenance plant making it an excellent variety for parks and landscaping use. Flowering time is from spring thru frost. Suited for pot size 10-13 cm/4-5 in, can be used to provide a splash of color in mixed containers for the patio. Height 35-40cm/14-16 in, Spread 25-30 cm/10-12 in.

Arrabona red is a Fleuroselect Gold Medal award winning variety bred by Dr. Zoltan Kovacs from the NARIC Fruitculture Institute, Budapest.

Hem Genetics is appointed by NARIC as the exclusive producer and wholesale distributor for Celosia Arrabona red.

- Brilliant scarlet-red flower spikes
- Unaffected by heat and humidity, Arrabona red is a perfect landscape item in tropical, subtropical and continental climate conditions



Arrabona red

Lavandula Torch

Lavandula Multifida

In addition to Torch blue the series has been expended with a very light blue to white-colored variety called Minty Ice. The finely cut silvery-grey fern-like oregano-scented foliage and stems growing up to 75-85 cm/30-34 in., topped by attractive 6 cm/2.5 in. flower spikes. It is a first-year flowering perennial and requires no vernalization to bloom.

- Very quick crop from seed, in 15-16 weeks from sow to finish in a gallon/6 in. or 15 cm pot.
- Hardy from USDA zone 8-11, but can be used as an annual in other areas
- Ideal for perennial garden and tall accent plants in mixed containers
- Garden height 75-85 cm/30-34 in., spread 50-60 cm/20-24 in.



Torch Minty Ice



Torch blue



Melissa

Melissa Officinalis



Melissa or known by its common name Lemon Balm is loved for its freshly lemony scent. Earlier Hem Genetics has introduced the exceptional Orange Balm Mandarinina with a pronounced orange scent.

In our Herbs program we bring now a unique new type called Limoncello, which is very strong lemon scented. Growers of the common lemon balm will certainly notice, appreciate and prefer the more intense fragrance of Limoncello. As an ornamental, Limoncello can also be used as a ground cover and component in mixed containers on the patio with both herbs and flowers. Just like the regular Lemon Balm the leaves of Limoncello can be used of for herbal teas or medicinal properties.

- Strong lemon scented
- Finely lobed light green leaves
- Winter hardy to USDA Zone 4
- Compact and well-branched uniform and mounding plant habit
- Plant height up to 30-45 cm/14-18 in
- Ideal for pot size 10-15 cm/4-6 in.



Melissa Limoncello



Melissa Mandarinina

Mertensia Silver Ocean

Mertensia Maritima

This perennial ornamental edible variety has multiple uses for the garden and landscape. It's native to cool Northern coastal climates and hardy in USDA zones 2-8. This close relative of Virginia Bluebells has a low spreading habit which makes it ideal for rock gardens, mixed containers and hanging baskets. This species is also commonly called Oysterplant or Oysterleaf and its crispy leaves have the savory taste of fresh oysters. Mertensia Silver Ocean prefers a well-drained soil and requires vernalization over winter to initiate flower bud production.



Mertensia Silver Ocean

Pansy F1 Cello™

Viola Wittrockiana

Cello has a solid reputation in the market of large-flowered pansies. Cello pansies have a non-stretching sturdy plant habit with good basal branching and its flowers stand solidly upright on short and strong flower stems. Cellos are perfectly suited for autumn and spring flowering in pots, packs and perform excellent in flower beds, containers and landscape plantings. The newest color in the series is called Ocean, consisting of soft ocean-bluish tones. Garden height 20-25 cm/8-10 in. and spread 20-25 cm/8-10 in.

- Unique color shades of soft ocean-bluish tones
- Compact and well-branched plant habit
- Highly uniform in plant habit and earliness within the series
- Available as raw and primed seed



Cello ocean

Petunia F1 Limbo GP

Petunia grandiflora



The latest addition to the genetically compact Limbo GP series is silver blue. The flowers of this new color have shades of lavender bluish white provided with blue veins that creates a silvery effect. Limbo petunia are highly suited for high density production with very little to no application of PGRs. The non-stretching plants grow to a garden height of 15-20 cm/5-8 in. and spread 20-25cm/8-10 in.

- Minimal to no use of growth regulators (PGRs)
- Very well suitable for high density production in packs, pots
- Compact, non-stretching, yet good garden vigor
- Excellent performance in hanging baskets, beds and landscape



Limbo GP silver blue



Limbo GP rose veined



Limbo GP peach



Limbo GP red picotee



Limbo GP blue picotee



Limbo GP burgundy picotee



Limbo GP rose picotee



Limbo GP violet picotee

Silene F1

Silene hybrida

Silene F1 Rosalyn is a perennial that produces, for several months, large quantities of small lacy and bright-rose flowers on perfectly uniform globular plants. Rosalyn is daylength neutral and can also be utilized as an annual for winter-spring in subtropical areas. It grows to a height of approximately 35-40 cm/14-16 in. Being an interspecific hybrid, it has a broader range of climate adaptations than many other Silenes. Hardy in USDA zones 5-9.



Silene Desert Glow

Silene F1 Desert Glow is a colorful addition to the perennial garden. Its small bright orange-scarlet flowers with lacy petals are attractive to pollinators. Flowers are born in profusion for several months on upright growing plants. It grows to a height of 35-40 cm/14-16 in. with a spread of 40-50 cm/ 16-20 in. *Silene laciniata* is native to the Southwestern US, therefore Desert Glow performs best in drier locations in well-drained media. Hardy in USDA zones 5-9.



Silene Rosalyn

Tomato F1 Funnyplums

Solanum Lycopersicum



Patio Tomato Funnyplums series is now being expanded with a new color, rosy-pink.

Funnyplums are determinant and have a very dwarf and compact plant habit and are suited for growing in pot size 10-12 cm/4-6 in. The numerous plum-shaped fruits ripen early, are easy to pick and are deliciously sweet in taste. In addition to the new color rosy-pink the series also consists of the colors red, orange, creamy-yellow and a mixture.

- Tasty and unique plum-shaped sugar sweet tasted fruits
- Dwarf plants that grow up to a height of 20-25 cm/8-10 in.
- Large number of fruits that develop above the leaves
- Perfect for growing in small pots, containers and mixed containers

Exclusive distribution in Western Europe by Graines Voltz-France. Reselling throughout Western Europe is not permitted.



Funnyplums rosy-pink



Funnyplums mixture

Vinca F1 Solar Avalanche

Catharanthus Roseus

The latest addition to our trailing/spreading F1 Solar Avalanche series, cherry brilliant eye, is a knockout in color. The flower color is bright, bold cerise-red enhanced by a very large white center.

- Solar Avalanche series now consists of nine colors, which are perfect for hanging baskets and containers.
- They perform very well throughout extreme hot and humid conditions
- Solar Avalanche colors produce large flowers with overlapping petals
- The height in pots is 20-25 cm/8-10 in.
- In garden beds they grow to a height of 20-30 cm/8-12 in. and spread 45-55 cm/18-22 in.



Solar cherry brilliant eye

Viola F1 Corina™

F1 Viola Cornuta

Corina has a highly uniform and well-branched plant habit and is very well suited for production and sales for both spring and autumn flowering. It's bred for production in a wide range of pack and pot sizes. Corina shows a strong basal branching and mounded plant habit covered with profuse small flowers that blooms throughout the season.

The newest color for the series is white with blotch, brings the total number of the series to twenty nine. Garden height 15-20 cm/6-8 in., and spread 20-25 cm/8-10 in.

- Compact and well-branched plant habit
- Highly uniform series in plant habit and earliness
- Perfectly suited for production in packs, pots, flower beds and mixed containers
- Available as raw and primed seed



Corina white blotch



Corina white purple wing



Corina terracotta



Corina pink yellow shades



Corina ruby and gold

Improved for 2021-2022

Antirrhinum F1 Snappy™

- **Red** – improved plant habit and higher germination

Dianthus chinensis F1 Diana

- **Salmon** – improved color tone and plant habit

Marigold French Chica

- **Chica orange** – improved plant habit

Petunia grandiflora F1 Limbo GP

- **Peach (light salmon)** – improved color tone and plant habit
- **Rose veined** – improved color tone and plant habit

Petunia multiflora F1 Mambo GP

- **Deep Purple** – earlier and improved color tone
- **Mid-Blue** – earlier, more compact and improved color tone

Salvia splendens Reddy

- **Pink** – true pink color

Viola cornuta F1 Corina™

- **Terracotta** – improved color tone
- **White Purple Wing** – improved plant habit and color tone



Diana salmon



Mambo mid-blue



Mambo deep purple



Reddy pink

The logo for HemGenetics, featuring the company name in a bold, sans-serif font. The letters 'H' and 'G' are stylized with circular elements around them, resembling orbits or DNA helixes. The logo is white and set against a dark grey circular background.

HEMGENETICS

*Breeding to grow
your business*

Chica orange improved

STREET ADDRESS

Hem Genetics BV
Hemmerbuurt 98
1607 CL Hem
The Netherlands

POSTAL ADDRESS

Hem Genetics BV
P.O. Box 4
1606 ZG Venhuizen
The Netherlands

phone: +31(0)228 541312

e-mail: info@hemgenetics.com

website: www.hemgenetics.com