

2022 – 2023 CATALOG



The science and art of ornamental plant breeding

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2020 – 2021 Catalog Who we are



Novellus Breeding, founded in 2014, breeds unique hybrid, open pollinated, and vegetative-propagated ornamental bedding plants. Our core business is the development of innovative cultivars for their global distribution and marketing under licensing or ownership transfer agreements.

Our breeding programs are led by our Breeding Director, Xenia Cascante. Novellus breeds innovative cultivars of several species including Petunia, Begonia, Vinca, and Coleus, of exceptional quality for a highly specialized market.

Xenia has an outstanding 30-year breeding career being responsible for many cultivars recognized with renowned awards including Fleuroselect Gold Medal and Quality Mark, British Bedding Plant of The Year, Flora Star Elite Award, and All America Selection.

We offer:

- Innovative cultivars of outstanding quality of several species including Begonia, Coleus, Petunia, and Vinca
- Ornamental-plant consulting and custom breeding
- Parent stock increase and maintenance
- Productivity trials
- Small scale production of high value ornamentals
- Opportunities for joint-venture plant breeding



Seed Annuals

OSA series

Begonia interspecific

- Vigorous plants with unique foliage texture
- Great garden performance under heat or rain
- Ideal for large containers

Colors available: 3 in each hairy and waxy varieties



Hairy rose



Hairy blush



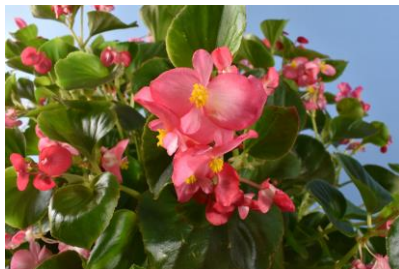
Hairy rose



Hairy pink



Waxy pink



Waxy red



Waxy white

Flamenco series

Coleus OP *Solenostemon scutellarioides*

- Frilly edge leaves that are soft to touch
- Mid-compact habit, excellent branching with intense foliage colors
- Sun tolerance and very late flowering extending their landscape value

Colors available: 3

Available for Latin America, MENA, and South-East Asia regions only



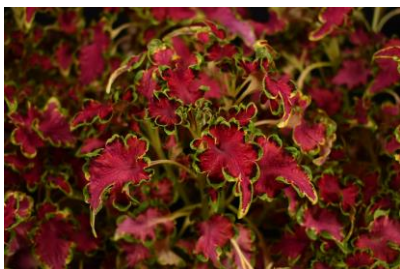
Dark red



Rose



Scarlet



ABUNDANCE series

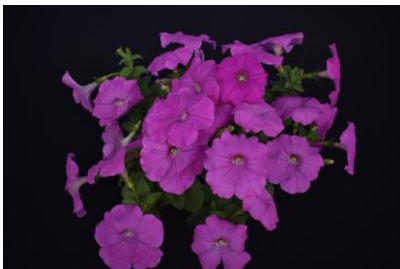
Petunia F1 multiflora *Petunia x hybrida*

- A large flowered series, tolerant to wet conditions
- Early and uniform flowering window
- Mid compact habit with great basal branching
- Excellent in containers and garden beds



Salmon

Colors available: 5



Lavender



White



Blue

GRATITUDE series

Petunia F1 grandiflora *Petunia x hybrida*

- Large flowers, bright colors and uniform in habit and flowering window
- Great weather tolerance and good vigor
- Ideal for packs, pots and garden



Deep Rose

Colors available: 5



Pink



Blue



Lavender



Deep Rose

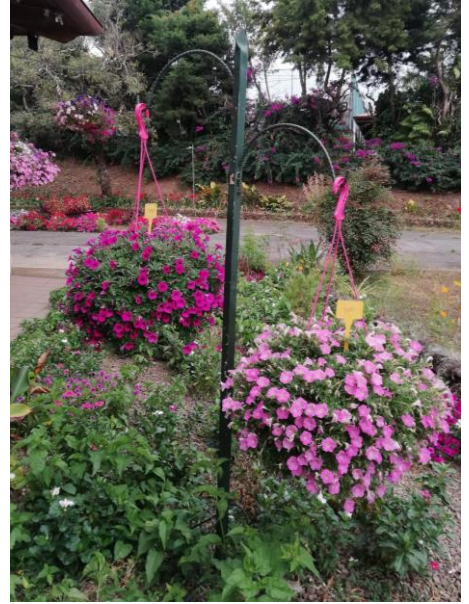


White

PURA VIDA series

Petunia F1 milliflora spreading *Petunia x hybrida*

- A small flowered petunia with abundant number of flowers
- Petite foliage, excellent basal branching producing a mounded plant in baskets
- Great for landscape planting with strong spreading vigor
- Excellent performance under hot and rainy conditions
- Tolerant to Botrytis



Colors available: 6



Coral



Salmon



Rose

MARIPOSA series

Vinca F1 *Catharanthus roseus*

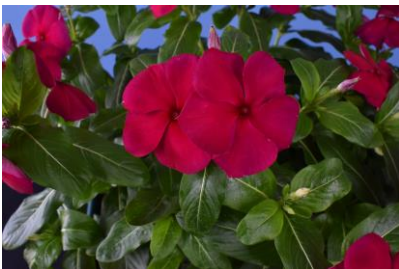
- Mariposa is bred to grow well under sunny, hot, and humid conditions
- Well branched plants with large-overlapping flowers in seven rich intense colours
- Excellent performance in pots, containers, and landscapes

Colors available: 7

Available for Latin America, MENA, and South-East Asia regions only



Apricot



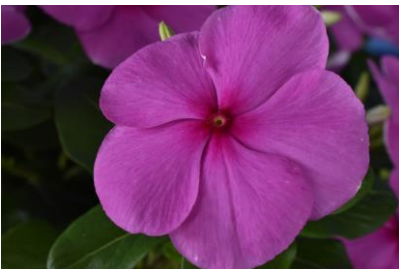
Burgundy



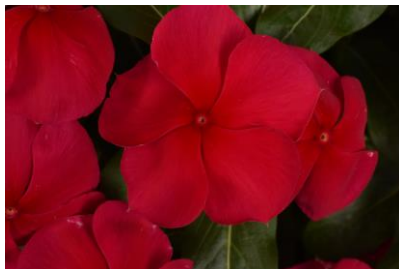
Lavender



Polka



Orchid



Red



White

Vegetative Annuals

OTOÑO series

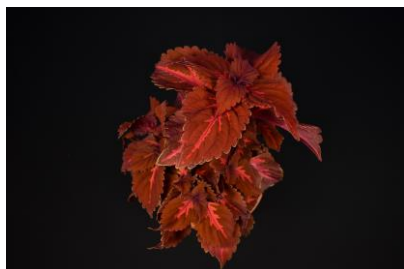
Coleus Solenostemon scutellarioides

- Great performance under both full sun and shady conditions
- Mid compact habit, excellent branching, and unique autumn-foliage colors
- Very late flowering extending their landscape value



Merlot

Colors available: 7



Flame



Copper



Gold



Sunset



Mosaic



Sunrise

NANO series

Petunia *tinyflora*

- Micro flowers of unique colors. Bread for baskets and containers
- Tiny foliage and excellent branching
- Plants completely covered with flowers without bald spots

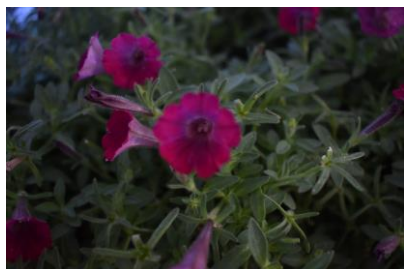
Colors available: 8



Purple vein



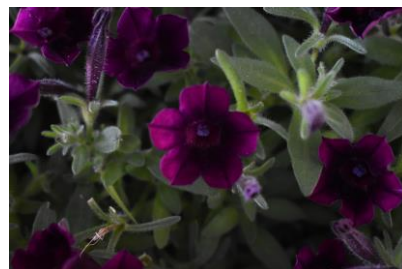
Antique yellow/violet



Antique red



Crazy



Burgundy



Coral



Yellow



Rose