

# 2023 – 2024 CATALOG



The science and art of ornamental plant breeding

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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+ years 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

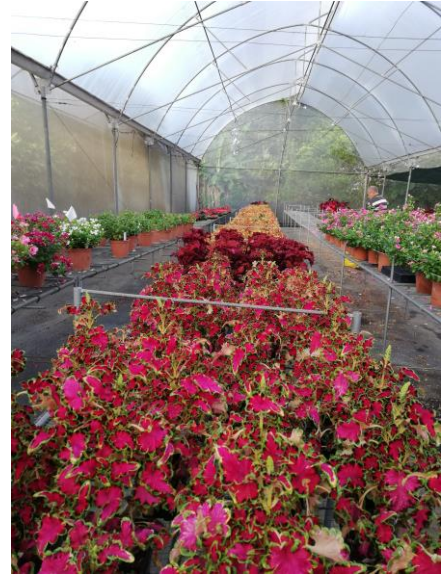
# Flamenco series

*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

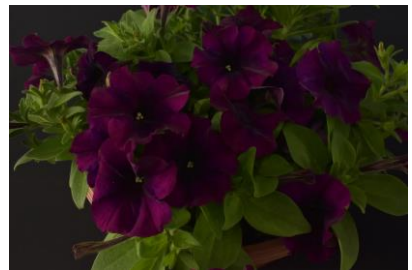
*Petunia F1 multiflora Petunia x hybrida*

- 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

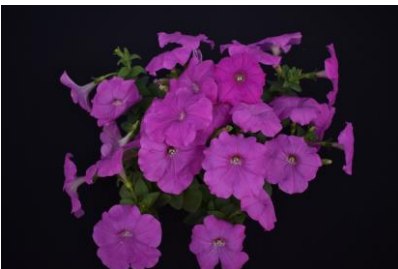
**Colors available: 8**



Salmon



Velvet



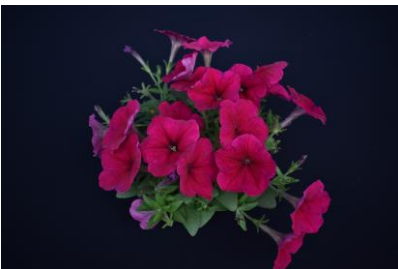
Lavender



Red



Blue



Rose



White



Pink



# 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



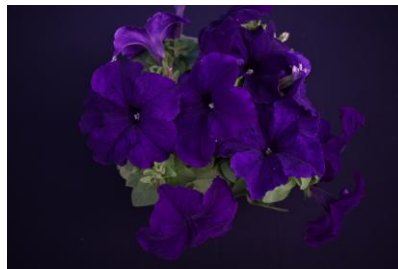
Chiffon

**Colors available: 10**

Available for Latin America only



Pink



Blue



Salmon



Red



White



Lavender

# GRATITUDE series

Petunia F1 grandiflora *Petunia x hybrida*



Deep Rose



Bordeaux

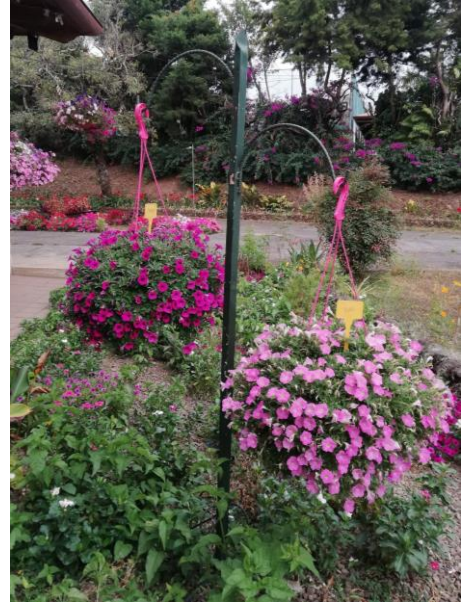


Velvet

# 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: 4**



Coral



Salmon



Rose



Red

# 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 colors
- Excellent performance in pots, containers, and landscapes

## Colors available: 10

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



Apricot



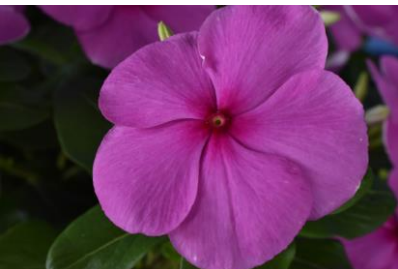
Burgundy



Lavender



Polka



Orchid



Red



White

# MARIPOSA series

Vinca F1 *Catharanthus roseus*



Peach



Scarlet Eye



Icy rose



# Vegetative Annuals

# OTOÑO series

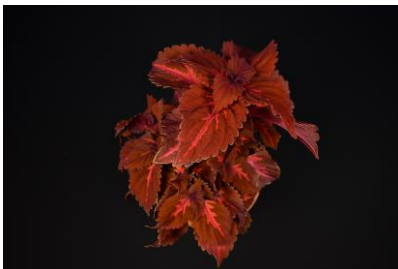
*Coleus Solenostemon scutellarioides*

- 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

# PLENIFLORA series

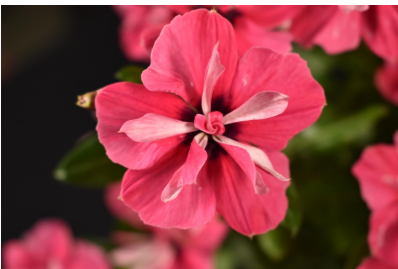
*Vinca Catharanthus roseus*

- Abundant number of double flowers on a compact, well branched plant
- A full range of colors including unique ones
- Outstanding performance in hot and sunny conditions, with rain tolerance
- Perfect for landscape and containers of all types

**Colors available:** 14 (petal and eye color combinations)  
Not available for North America



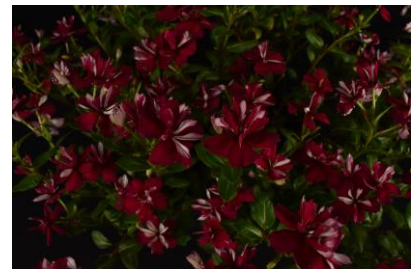
Red eye



Red with Black eye



Coral



Burgundy



# PLENIFLORA series

*Vinca Catharanthus roseus*



Salmon



Pink



Apricot



Red



Blossom



Violet



# PLENIFLORA series

*Vinca Catharanthus roseus*



Polka

Lavender



White

Rose

# PLENIFLORA Trailing series

## *Vinca Catharanthus roseus*

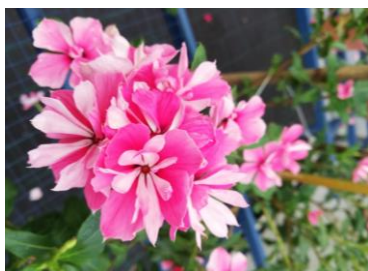
- Abundant number of double flowers on a trailing, well branched plant
- A full range of colors including unique ones
- Outstanding performance in hot and sunny conditions, with rain tolerance
- Perfect for landscape and containers of all types

**Colors available: 4**

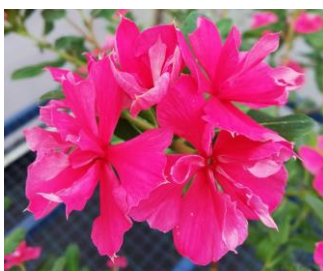
Not available for North America



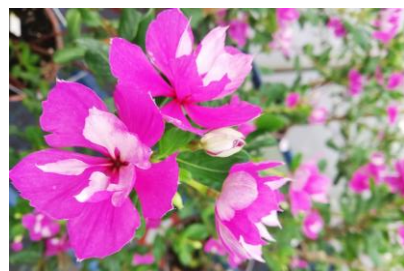
Pink



Pink



Rose



Purple



Polka

# SHARKTAIL series

*Vinca Catharanthus roseus*

- Flowers of several bright colors with split petals
- Very floriferous and well branching plants
- Uniform, upright habit with excellent garden performance

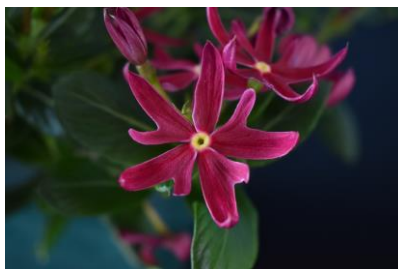
**Colors available: 7**



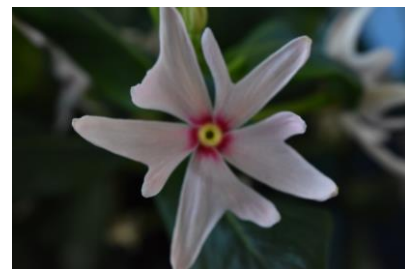
White



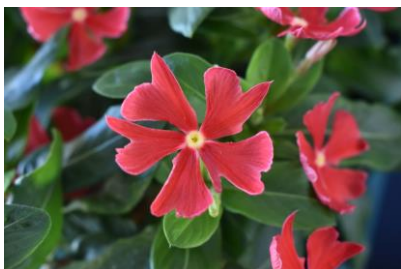
Coral



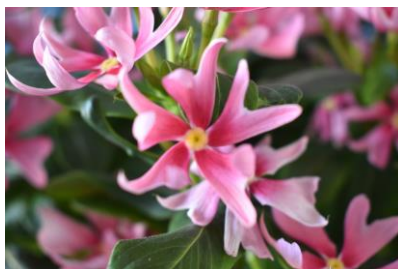
Burgundy



Salmon



Scarlet



Pink



Violet

# CATARATA Trailing series

*Vinca Catharanthus roseus*

- Vigorous trailing plants
- Huge and overlapping flower
- Unique colors
- Perfect for baskets and landscape

**Colors available: 10**

Not available for North America



Apricot



Sky Blue



Pink



Polka



Salmon Black Eye



Burgundy



Red



Metallic Rose



Blush Black Eye



Red Black Eye