

2023 – 2024 CATALOG



The science and art of ornamental plant breeding

Our Company

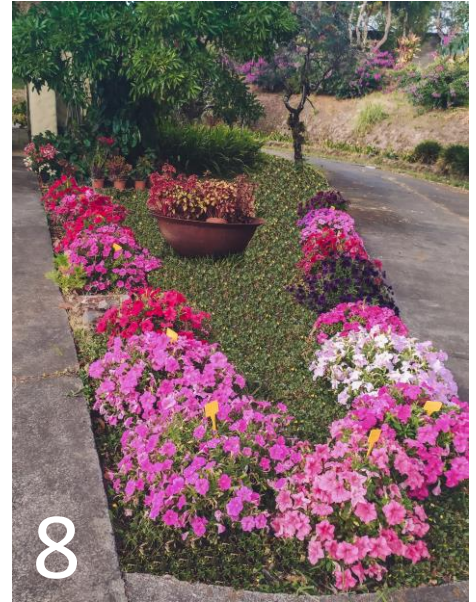
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2023 – 2024 Catalog Who we are



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+ 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

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



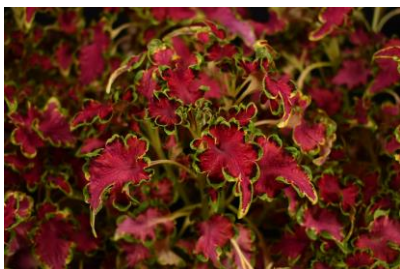
Dark red



Rose



Scarlet



ABUNDANCE series

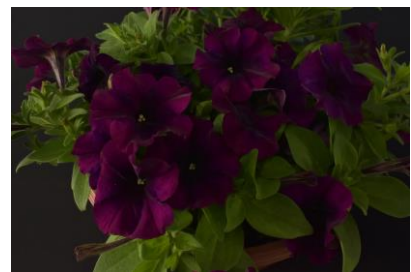
Petunia F1 multiflora *Petunia x hybrida*

- 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

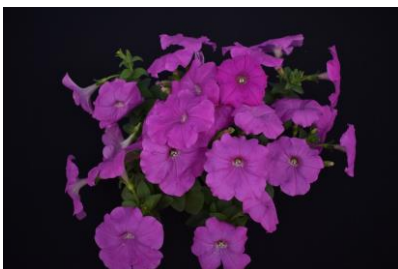
Colors available: 8



Salmon



Velvet



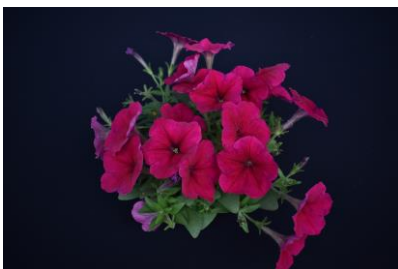
Lavender



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



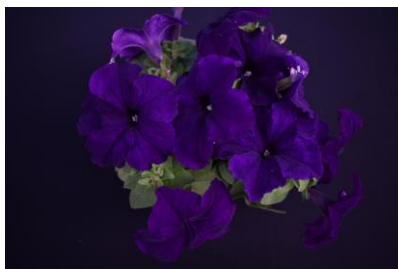
Chiffon

Colors available: 10

Available for Latin America only



Pink



Blue



Salmon



Red



White



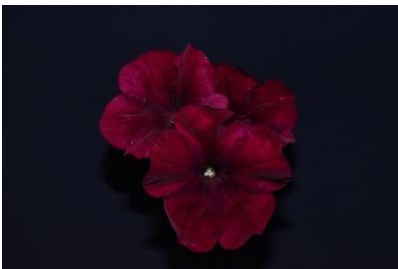
Lavender

GRATITUDE series

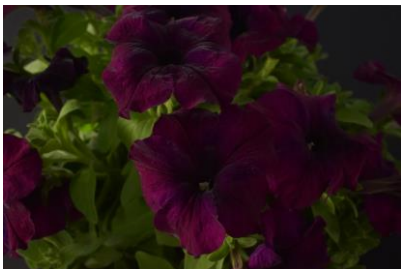
Petunia F1 grandiflora *Petunia x hybrida*



Deep Rose



Bordeaux

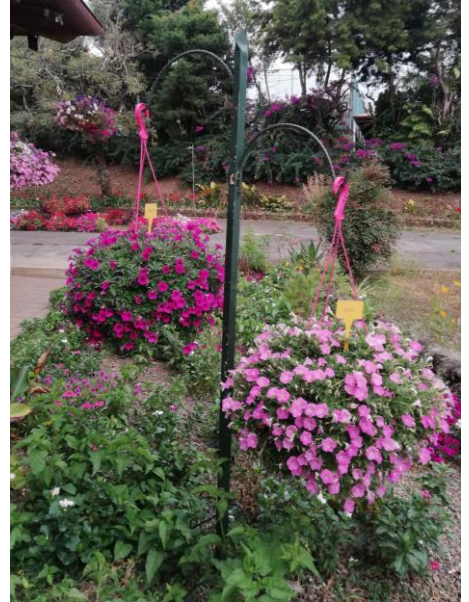


Velvet

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



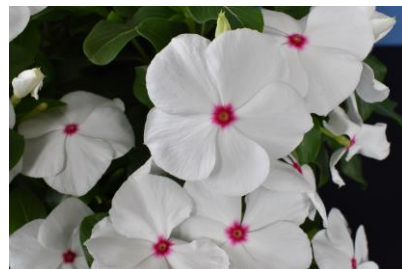
Apricot



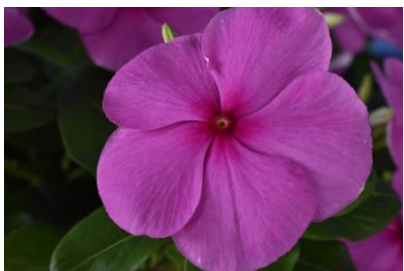
Burgundy



Lavender



Polka



Orchid



Red



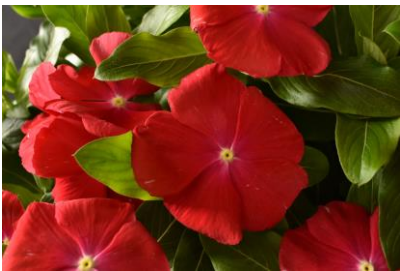
White

MARIPOSA series

Vinca F1 *Catharanthus roseus*



Peach



Scarlet Eye



Icy rose



Vegetative Annuals

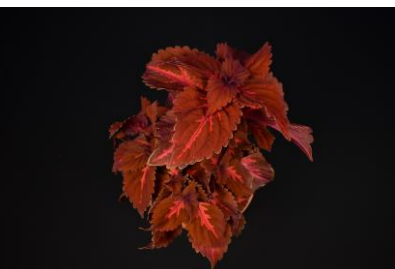
OTOÑO series

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



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



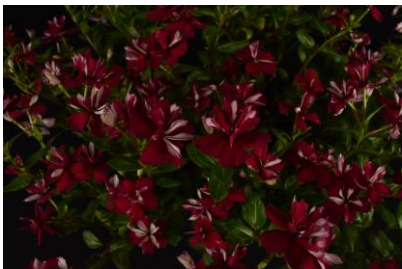
Red eye



Red with Black eye



Coral



Burgundy

PLENIFLORA series

Vinca Catharanthus roseus



Salmon



Pink



Apricot



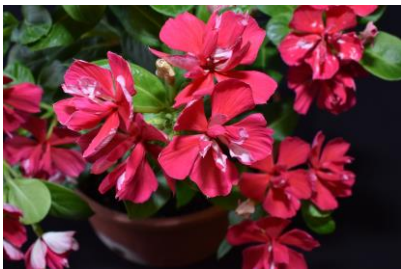
Red



Blossom



Violet



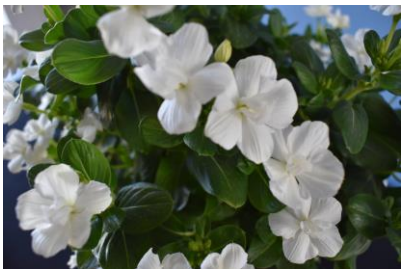
PLENIFLORA series

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

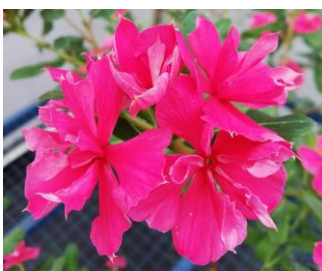
Not available for North America



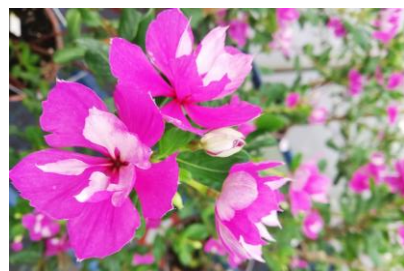
Pink



Pink



Rose



Purple



Polka

SHARKTAIL series

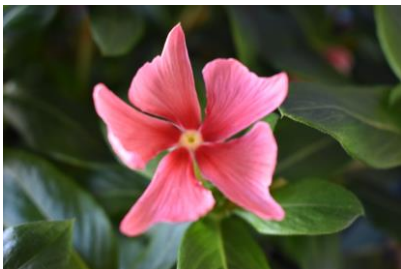
Vinca Catharanthus roseus

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

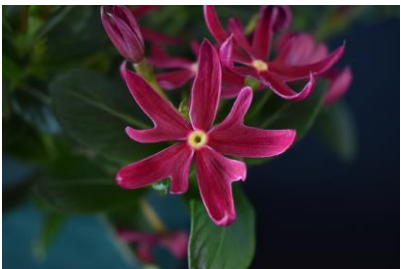
Colors available: 7



White



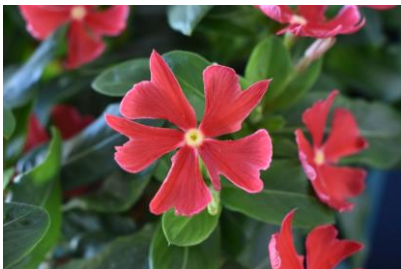
Coral



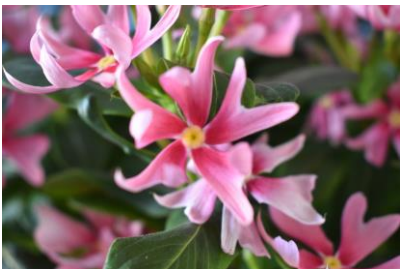
Burgundy



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



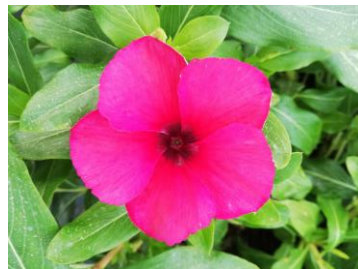
Red



Metallic Rose



Blush Black Eye



Red Black Eye