



# Sunfinity™ Sunflower

## Brand Guide

syngenta *flowers*®

# Sunfinity™ Information Guide

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# the product

Introducing Sunfinity™ the next generation of sunflower that offers nonstop blooming, multiple branches and more flowers all season long.

## **NOT YOUR TRADITIONAL SUNFLOWER**

Unlike the current single stem sunflowers on the market that flower once and die, this interspecific-bred *Helianthus* provides incredible consumer value with superior branching, producing multiple flowers per plant, and providing season-long flowering in both gardens and patio containers. These vigorous plants will grow to garden heights of 36-48" and 24-36" wide. With a much stronger tolerance to powdery and downy mildew, these plants will stay healthy and last longer with the vigor to quickly fill large garden spaces and patios.

## **PRODUCTION MADE EASY**

Sunfinity is a facultative long day plant offering fast crop times that are easy to produce without special manipulations during the most important spring-to-summer season for sunflowers. Well-suited for late spring and early summer, it extends the retail sales season with a premium priced product, ideal in gallon to 8" containers for landscape use or larger patio pots.



the brand



Make your garden come to life with Sunfinity™ Sunflowers! With a sunny disposition, Sunfinity is known as a smart, bright, and friendly plant, with a touch of sophistication. These cheerful flowers continue to bloom nonstop throughout the season, producing an abundance of bright and sunny flowers, allowing gardeners to take cuts, and enjoy both indoors and out.

Unlike traditional sunflowers, Sunfinity keeps growing long after traditional single-stem sunflowers have bloomed and died, making Sunfinity fun and easy to grow. For those gardeners who love sunflowers, but wish for more blooms and a way to keep the performance going all season-long, Sunfinity is your best choice.

# consumer marketing

By designing our website for search engine optimization, and creating interesting and valuable content for consumers, Sunfinity™ will build an impactful presence that drives interest and sales.

## **THE SUNFINITY WEBSITE IS DESIGNED TO:**

- Learn about your customers and connect with your audience in a fun and engaging manner
- Reach new audiences locally and nationally
- Improve customer experiences, sales, and conversations
- Increase brand awareness and preference
- Establish the Sunfinity brand as an expert in the field

We will support the introduction of Sunfinity with a regular schedule of content customized for [MySunfinity.com](https://mysunfinity.com) depending on time of year, product availability and growing seasons.



# The Next Generation of Sunflowers

EASY TO GROW. ENDLESS BLOOMS. ALL SEASON LONG.

## Sunfinity Sunflowers

Make your garden come to life with Sunfinity Sunflowers that thrive and bloom continuously all season long. Sunfinity sunflowers have lots of blooms that can be cut and used indoors, with no mess and without damaging the outdoor plants. The outdoor plants will continue to bloom long after traditional sunflowers have finished and died.



[MORE ABOUT OUR SUNFLOWERS >](#)

## Sunfinity Inspiration



SHOW US YOUR SUNFINITY SUNFLOWERS

[MORE INSPIRATION >](#)

## Find Sunfinity Near You

Have any questions?  
Looking for tips?  
Trying to find inspiration?

[VISIT OUR FACEBOOK >](#)



[STORE LOCATOR >](#)

## Sunfinity Care Guide



PLANT



WATER



THAT'S IT!

[VIEW THE DETAILED CARE GUIDE >](#)



# providing a premium product

Sunfinity™ Sunflower is a breakthrough product in a class that has not seen true consumer-driven innovation in years. Sunflowers are an iconic class recognized and loved by consumers across North America. Traditional sunflowers bloom late in the summer and the single blooms are enjoyed for only a short time. Previous breeding advancements consisted almost entirely of grower traits and novel flower colors and forms... until Sunfinity.

Sunfinity sunflower delivers value along the value chain from plug producers to brokers, growers, retailers and especially consumers. The licensed plug network will proactively start the entire process down the path toward high quality plants at retail.

## STARTING WITH THE END IN MIND

The licensed plug model will allow Syngenta Flowers to play a bigger role in supporting growers to deliver the highest quality plants to retailers across North America. The number one goal for the entire value chain — Syngenta Flowers through retailers — is to create great value for the consumer by delivering a product that will thrill and excite. Consumer research shows that a well grown plant that engages the shopper at retail is a primary driver for purchasing.

## QUALITY BEGINS EARLY

The licensed plug model will bring together a short but impressive list of the finest plug producers in North America. Chosen based on their reputation for quality, ability to service a wide geography and willingness to work with our top broker customers; these plug producers are a key to building the Sunfinity brand. In addition to selecting the best partners, Syngenta Flowers will work hand-in-hand with these growers to implement the detailed growing protocols our Technical team has developed over the past three years of trialing. Preseason training, in-season greenhouse visits and a constant sharing of knowledge is the goal of the entire Syngenta Flowers technical team. Plugs shipped to growers by the licensed plug network will be ready to finish with minimal additional inputs required.





## CONSUMER BRAND IS THE GOAL

The creation of a consumer brand is something that Syngenta Flowers takes very seriously. We believe building the Sunfinity sunflower brand requires time and commitment. Starting with the brand design, artwork, tagline, and pot and tag creation, we are fully invested in the successful launch of Sunfinity. The licensed plug model allows us to play a much stronger role in brand building and stewardship in these early years. Making sure all brand guidelines are clearly communicated and implemented will be a focus for Syngenta Flowers. We are committed to delivering a great product that will allow the consumer to fully experience the endless benefits of Sunfinity.

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*For a complete listing of growers in the plug producer network, please see the page [PLUG PRODUCER NETWORK](#)*



# sell sheet



Sunfinity™ Yellow with Dark Center

syngenta *flowers*®

## Sunfinity™ Sunflower

### Endless blooms, all season long

Introducing the next generation of sunflowers that offer endless blooms all season long. Unlike traditional sunflowers, these keep on growing long after traditional single-stem sunflowers have bloomed and died.

### Go premium with Sunfinity Sunflower

- Sunfinity Sunflower is a breakthrough product in a class that has not seen true consumer-driven innovation in years.
- The licensed plug model will allow Syngenta Flowers to play a bigger role in supporting growers to deliver the highest quality plants to retailers across North America.
- Sunfinity Sunflower delivers value along the value chain from plug producers to brokers, growers, retailers and especially consumers.
- Starting with the brand design, artwork, tagline, pot, and tag creation, Syngenta Flowers is fully invested in the successful launch of Sunfinity.
- Sunfinity Sunflower is a simple-to-produce crop which can be finished from late spring to fall across North America



Sunfinity™ Yellow with Dark Center  
Product ID: 70052829



®

syngenta *flowers*



# culture guide

Tall indeterminate sunflower bred for branching, multiple flowers and large garden habit. Best grown in large premium containers and spaced during production.

**Container size:** 2.5–3 quart (6- to 8-inch pots), 1.5 gallon and larger patio containers

**Habit:** Upright

## **GARDEN SPECIFICATIONS**

**Garden height:** 36–48”

**Garden width:** 24–36”

**Light:** Full sun

**USDA Hardiness Zone:** 11

**AHS Heat zone:** 12–1

**Product use:** Beds and large containers

## **FINISHING**

### **TEMPERATURE:**

**Day:** 70–75 °F (21–24 °C)

**Night:** 65–68 °F (18–20 °C)

**Average daily temperature:** 68–75 °F (20–24 °C)

### **LIGHTING:**

**Recommended day length:** >13 hours or 4-hour night interruption

**Light intensity:** 3,500–4,500 foot candles (700–900 micro mols)

**Day length response:** Facultative long day

**Daily light integral:** 12–20 mols/day

**Media pH:** 5.5–6.0

**Media EC:** 1.2–1.75 mS/cm (saturated media extract)

**Fertilizer:** 150–200 ppm Nitrogen

**Pinching:** Yes, required to improve branching. Pinch shoot tips 2-3 weeks after transplanting and leave 4-5 leaf nodes below the pinch.

**Plant growth regulators (PGRs):** Bonzi® (paclobutrazol) drench at 2–3 ppm at 3–4 weeks after transplanting; if needed Bonzi drench at 2–3 ppm to hold size at finish.

**Pests:** Aphid, spider mites, thrips, whitefly, caterpillars

**Diseases:** *Botrytis*, *Pythium*, *Rhizoctonia*, *Thielaviopsis*, Powdery Mildew, Downy Mildew, rust

### **TECH TIPS:**

- Facultative long-day plant. Crop time is 3–4 weeks longer if starting with plugs propagated under short days versus long days. For earliest flowering, provide long days, high light levels, and warm temperature.

- Preventative fungicide applications for Powdery Mildew and Downy Mildew are recommended, especially in high humidity environments. Palladium®, Micora® and Segovis® fungicides have all been effective at suppressing pathogens.

- Plants grown outside can attract chewing insects. Preventative insecticides, such as Mainspring® and Flagship®, are effective.



## SCHEDULING

Container size	Crop time after transplant (wks) @ 68 °F ADT*	Plants per pot
2.5- to 3-quart pots (6- to 8-inch pots, trade gallon)	7-8	1-2
1.5- to 2.5-gallon pots (10- to 12-inch pots)	7-8	2-3
3.0-gallon and larger (14-inch pots and larger)	8-9	3-4

\*Estimated finish crop time is from transplant of a four week old 72-cell plug tray, propagated under long days, and finished at an average daily temperature (ADT) of 68 °F (20 °C). Crop time is two weeks faster at an ADT of 73 °F (23 °C) versus 68 °F (20 °C).



# tag policy

## MASS MARKET GROWERS

Lowes, The Home Depot, and Walmart growers will order Sunfinity™ tags created by Syngenta Retail Customer Leads in partnership with each retailer's assigned tag manufacturer. When the mass market grower places their plug order with their broker representative, the order will specify "no tags." Growers will order the mandatory tag for each retailer directly from the assigned tag producer

## PREMIUM SYNGENTA FLOWERS SUNFINITY TAG

For growers who want a premium Syngenta Flowers Sunfinity tag (no grower logo and/or name on tag), the broker will handle all aspects of tag fulfillment directly with finished growers purchasing Sunfinity Sunflower plugs.

## CUSTOM PREMIUM SYNGENTA FLOWERS SUNFINITY TAG

For growers who want a custom premium Syngenta Flowers Sunfinity tag (grower name and/or logo added), the broker will handle all aspects of tag fulfillment directly with finished growers purchasing Sunfinity Sunflower plugs. The grower will work directly with the broker and/or the Syngenta Flowers-designated tag producer(s) to customize the standard tag while following brand guidelines.

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### Tag Specifications

Dimensions: 2.62 in x 7 in.

Supplier: MasterTag

Please submit orders directly to MasterTag



branded pot



**Pot Specifications**

Sizes: 2.5 qt and 1.5 gal

Supplier: Summit Plastic Company

Please submit orders directly to Summit Plastic Company



**SUNFINITY IS TRULY A NEW AND UNIQUE SUNFLOWER**

- Only Sunfinity fills the garden with the classic beauty of a sunflower
- Only Sunfinity blooms continuously, throughout the season producing hundreds of flowers
- Only Sunfinity makes perfect cut flowers for cheerful home-grown bouquets

For more tips and inspiration, visit [mysunfinity.com](http://mysunfinity.com)



150Gal(5.68L)



150Gal(5.68L)

# grower selling tools



## No need to replace your annual sunflowers again and again to enjoy their sunny faces all summer long

Sunfinity boasts continuous branching and blooming all season long and keeps on growing long after traditional single-stem sunflowers have bloomed and died. Throughout the season, you can even cut Sunfinity's flowers and bring them into your home to enjoy. They leave no messy pollen on your tables and will keep for about a week in tap water.

### CONTINUOUS BLOOMS ALL SEASON LONG

Over 100 blooms on a plant in the garden over the whole season

### EASY TO CARE FOR

Deadheading and pruning are not necessary

### FAST GROWING

Can get 36-48" tall and 24-36" wide in the garden

### A GREAT CUT FLOWER

Enjoy flowers outside and inside your home

### VERSATILE

Plant in your garden beds or patio containers

DISCOVER MORE USES AT  
**MySunfinity.com**



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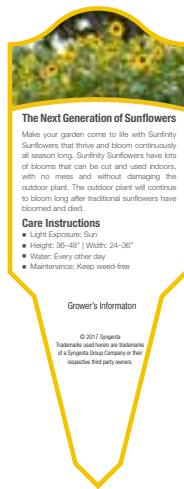
Finished Grower Branding  
and Contact Information

**Company:** [Company Name]  
**Ordered By:** [Orderer Name]  
**PO #:** [PO Number]  
**Phone:** [+# (###) ###-####]  
**Delivery Address:** [Address Line 1]  
 [Address Line 2]  
 [Address Line 3]

**Pricing:** Level #  
 Level #  
 Level #  
**Order Deadline:** [Deadline]  
**Delivery Charge:** [Delivery Charge]

Week of:	Week #	Week #	Week #	Week #	Week #	Week #	Week #	Week #
Pot Size 1								
Pot Size 2								
Pot Size 3								
Pot Size 4								

### SUNFINITY BRANDED TAG AND POT



Size: 2.62 in x 7 in. (75% scale)



# wholesale brokers list

## Key

- – Flowers Seed Broker
- – Flowers Vegetative Broker
- – Vegetable Seed Broker

## ●●● Ball Horticultural Company

622 Town Road  
West Chicago, IL 60185  
USA  
Phone: +1 (630) 231-3500  
Fax: +1 (630) 231-3605  
www.ballhort.com

## ●●● BFG Supply Co.

14500 Kinsman Rd.  
Burton, OH 44021  
USA  
Phone: +1 (800) 883-0234  
Fax: +1 (800) 368-4759  
www.bfgsupply.com

## ● Bill Moore & Company, Inc.

P.O. Box 1587  
Brandon, FL 33509  
USA  
Phone: +1 (800) 237-7794  
Fax: +1 (813) 684-5856  
www.billmooreco.com

## ● Bob Soos Company, LLC

P.O. Box 9  
Middleville, MI 49333  
USA  
Phone: +1 (269) 795-7890  
Fax: +1 (269) 795-7891

## ● Eason Horticultural Resources, Inc.

939 Helen Ruth Dr.  
Fort Wright, KY 41017  
USA  
Phone: +1 (800) 214-2221  
Fax: +1 (859) 578-2266  
www.ehrnet.com

## ●●● Express Seed Company

51051 U.S. Highway 20  
Oberlin, OH 44074  
USA  
Phone: +1 (800) 221-3838  
Fax: +1 (440) 774-2892  
www.expressseed.com

## ●●● Fred C. Gloeckner & Co., Inc

600 Mamaroneck Ave  
Harrison, NY 10528  
USA  
Phone: +1 (914) 698-2300  
Fax: +1 (914) 698-2857  
www.fredgloeckner.com

## ●●● Germania Seed Company

5978 North Northwest Highway  
P.O. Box 31787  
Chicago, IL 60631  
USA  
Phone: +1 (800) 380-4721  
Fax: +1 (800) 410-4721  
www.germaniaseed.com

## ●●● Griffin

4951 Indiana Avenue  
Suite 100  
Lisle, IL 60532  
USA  
Phone: +1 (800) 323-7253  
Fax: +1 (630) 969-6373  
www.griffins.com

## ●●● Grimes Horticulture

11335 Concord-Hambden Road  
Concord, OH 44077  
USA  
Phone: +1 (888) 241-7333  
www.grimes-horticulture.com

## ●●● Harris Seeds / Garden Trends

355 Paul Rd  
Rochester, NY 14624  
USA  
Phone: +1 (585) 935-7018  
Fax: +1 (585) 295-3609  
www.harriseseeds.com

## ●●● Henry F. Michell Company

225 West Church Rd.  
P.O. Box 60160  
King Of Prussia, PA 19406  
USA  
Phone: +1 (800) 422-4678  
Fax: +1 (610) 265-4208  
www.michells.com

## ●●● Ivy Garth Seeds & Plants Inc.

8422 Mayfield Road  
Chesterland, OH 44026  
USA  
Phone: +1 (440) 729-7690  
Fax: +1 (440) 729-7692  
www.ivygarth.com

## ● Joseph Giannino Company

17 North Rd.  
East Kingston, NH 3827  
USA  
Phone: +1 (888) 948-2001  
Fax: +1 (603) 642-9230  
www.josephgiannino.com

## ●●● JVK

1894 Seventh Street  
P.O. Box 910  
St. Catharines, ON  
Canada  
Phone: +1 (905) 641-5599  
Fax: +1 (888) 733-3585  
www.jvk.net

## ● Koenig & Associates, Inc

5130 Mexico Road  
St. Peters, MO 63376  
USA  
Phone: +1 (636) 441-1741  
Fax: +1 (363) 447-4266

## ● McHutchinson

64 Mountain View Blvd.  
Wayne, NJ 7470  
USA  
Phone: +1 (800) 943-2230  
Fax: +1 (866) 234-8884  
www.mchutchison.com

## ●●● Messick Company Llc

142 N. Central Ave.  
Campbell, CA 95008  
USA  
Phone: +1 (408) 871-9816  
Fax: +1 (408) 871-9839  
www.messickco.com

## ●●● Norseco, Inc.

2914 Cure-Labelle Blvd.  
Laval, QC  
Canada  
Phone: +1 (800) 561-9693  
Fax: +1 (800) 567-4694  
www.norseco.com

## ●●● Park Seed Wholesale

1 Parkton Ave.  
Greenwood, SC 29647  
USA  
Phone: +1 (800) 845-3366  
Fax: +1 (800) 209-0360  
www.parkwholesale.com

## ● Ron Iwasaki Horticultural Sales

25500 Melott Rd.  
Hillsboro, OR 97123  
USA  
Phone: +1 (503) 628-1969  
Fax: +1 (503) 628-1122

## ● The Raymond Perri Company, Inc.

8 Winding Trails Rd.  
Pine Bush, NY 12566  
USA  
Phone: +1 (845) 744-6801  
Fax: +1 (845) 744-8473

## ● Vaughan's Horticulture

40 Shuman Boulevard #175  
Naperville, IL 60563  
USA  
Phone: +1 (855) 864-3300  
Fax: +1 (855) 864-5790  
www.vaughans.com

## ●●● Vis Seed Co

P.O. Box 661953  
Arcadia, CA 91006  
USA  
Phone: +1 (626) 445-1233  
Fax: +1 (626) 445-3779  
www.visseed.com

## ● Wehop (Western Horticulture Products, Inc.)

P.O. Box 1109  
Port Hadlock, WA 98339  
USA  
Phone: +1 (800) 669-6480  
Fax: +1 (360) 344-3555  
www.wehop.com

# plug producer network

**C. Raker & Sons, Inc.**

10371 Rainey Rd.  
Litchfield, MI 49252  
USA  
Phone: +1 (517) 542-2316  
Fax: +1 (517) 542-2565  
[www.raker.com](http://www.raker.com)

**Burnaby Lake Greenhouses**

17250 80th Avenue  
Surrey, BC V4N 6J6  
Canada  
+1 (604) 576-2088  
[www.burlake.com](http://www.burlake.com)

**Green Circle Growers**

51051 US Hwy 20  
Oberlin, OH 44074  
USA  
Phone: +1 (440) 775-1411  
Fax: +1 (440) 774-1465  
[www.greencirclegrowers.com](http://www.greencirclegrowers.com)

**Gro'n Sell, Inc.**

320 Lower State Road  
Chalfont, PA 18914  
USA  
Phone: +1 (215) 822-1276  
Fax: +1 (215) 997-1770  
[www.gro-n-sell.com](http://www.gro-n-sell.com)

**Knox Nursery, Inc.**

940 Avalon Road  
Winter Garden, FL 34787  
USA  
Phone: +1 (407) 654-1972  
Fax: +1 (407) 654-2302  
[www.knoxnursery.com](http://www.knoxnursery.com)

**Linwell Gardens**

5280 South Service Road  
Beamsville, ON L0R 1B3  
Canada  
+1 (905) 563-6383  
[www.linwellgardens.com](http://www.linwellgardens.com)

**Natural Beauty**

PO Box 790  
N 781 Curran Road  
Denmark, WI 54208  
USA  
Phone: +1 (920) 863-2107  
[www.natbeauty.com](http://www.natbeauty.com)

**Plug Connection**

2627 Ramona Drive  
Vista, CA 92084  
USA  
Phone: +1 (760) 631-0992  
Fax: +1 (760) 940-1555  
[www.plugconnection.com](http://www.plugconnection.com)

**Tagawa Gardens**

117999 Co Rd 4  
Brighton, CO 80603  
USA  
Phone: +1 (303) 659-1260

**Total Growth Solutions**

19995 SW 194th Ave.  
Miami, FL 33187  
USA  
Phone: +1 (877) 517-8662  
[www.totalgrowthsolutions.com](http://www.totalgrowthsolutions.com)



**Syngenta Flowers, LLC**

2280 Hecker Pass Hwy.

Gilroy, California 95020

+1 (408) 837-7333

+1 (855) 630-3139 (U.S. Only)

+1 (408) 848-5426 fax

[www.syngentafhg.com](http://www.syngentafhg.com)

[www.MySunfinity.com](http://www.MySunfinity.com)

**syngenta** flowers®

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