

Press release April 2012

'Eternal Fragrance' a favourite with Kiwi's



The recent 2012 Ellerslie International Flower Show was an outstanding success, being described by the judges as the best in ten years. More than 45,000 visitors enjoyed the southern hemisphere's largest five-day flower show, spending several hours wandering among the 90 horticultural exhibits and gardens, enjoying the entertainment and getting new ideas for their home and garden.



Upcoming new releases were put under the spotlight at the 'Show Offs' event and voted for by members of the public. Daphne 'Eternal Fragrance' took home top honours against some weighty competition. 'Eternal Fragrance' is due for release this spring and the anticipation of New Zealand's garden lovers was clearly evident.



"Daphne 'Eternal Fragrance' won the hearts of the voters over some stiff opposition" reported the judges.

With production in heavy demand across New Zealand, 'Eternal Fragrance' promises to be a firm favourite in kiwi gardens.



Daphne 'Eternal Fragrance' was bred in the UK by renowned plantsman Robin White. It is being celebrated around the world for overcoming all the traditional hurdles of daphne growing. Famed for its sun hardy nature, repeat flowering and delicate fragrance, it is truly a breakthrough in this well loved genus.

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