

Press Release September 2013

'Ascot Rainbow' amongst the best

Euphorbia 'Ascot Rainbow' continues to generate significant attention across the globe. The 2013 Southern Nursery Association (SNA) Show held in Atlanta in the USA recently attracted impressive displays from exhibitors and generated huge interest from buyers. A select few nurseries were recognised for their displays of unique and innovative products.

The 2013 'Retailer's Choice' award was judged by a panel of independent retailers who were seeking products that have the greatest potential to be garden centre 'best sellers.' PMA is delighted to report that a display of Euphorbia 'Ascot Rainbow' secured one of our valued partners - Skagit Gardens - a 2013 Retailer's Choice Award.

"With an unending choice of products available, all it takes are a few of the right ones to entice shoppers into choosing one company over all the others. For the Retailer's Choice Awards we looked for the best of the best from both retail and customer perspectives that garden centres should consider featuring during the upcoming selling seasons. This was a treasure hunt with huge dividends at play," said Robert Hendrickson of The Garden Centre Group.

PMA extends its congratulations to Skagit Gardens and indeed to the breeder of 'Ascot Rainbow' Mr David Glenn of Lambley Nursery in Victoria, Australia. 'Ascot Rainbow' is famed for its distinct and variegated foliage and its tolerance to extreme climatic conditions. It remains a popular choice for gardeners across Australia, USA, Europe, South Africa and New Zealand.



Further details on Euphorbia 'Ascot Rainbow' can be found at www.pma.com.au

Visit <http://www.sna.org/> for more information regarding the 2013 SNA Show

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David Glenn, breeder of Euphorbia 'Ascot Rainbow'

