



'Fantasy Flowers'[™] Named True Innovation

The Tibouchina 'Fantasy Flowers'[™] Collection has been named one of Australia's 100 most innovative products, in one of the largest and most audacious innovation awards of its kind in Australia – the Antill Magazine 'SMART 100' Index.

The SMART 100 Index was created in 2008 to identify and rank Australia's most innovative products and has proven to be one of the largest surveys of its kind in the country. The SMART 100 Index places an emphasis on future focussed innovation and rewards products that will change the way we live. The awards serve to celebrate the commercial development of great Australian innovations.

'Fantasy Flowers'[™] represents over twenty years of dedication by Australian plant breeder Terry Keogh. Terry's fascination with the beauty of Tibouchina's kickstarted his own breeding program in 1995. An ensuing investment of time, patience and energy saw Terry experiment with a variety of pollination and propagation technique to subsequently develop a complete range of Tibouchina's to suit a range of conditions and applications.

"I decided to take a look at breeding them due to an overwhelming demand for other colours." explained Terry.

The 'Fantasy Flowers'[™] Collection includes a range of Tibouchinas exhibiting different flower colours, habits and forms from dwarf varieties through to medium shrubs and trees. There is something to suit cooler climates as well as selections that thrive in sub tropical zones. It is simply a groundbreaking collection, representing the very essence of what true plant breeding is about.

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