



# Sunfinity™ Sunflower

## Brand Guide

syngenta *flowers*®

# Sunfinity™ Brand 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 working with influential industry bloggers, utilizing Google AdWords, designing our website for search engine optimization, and creating interesting and valuable content for consumers, Sunfinity™ will build an impactful social media presence that drives interest and sales.

## THE SUNFINITY SOCIAL MEDIA PROGRAM IS DESIGNED TO:

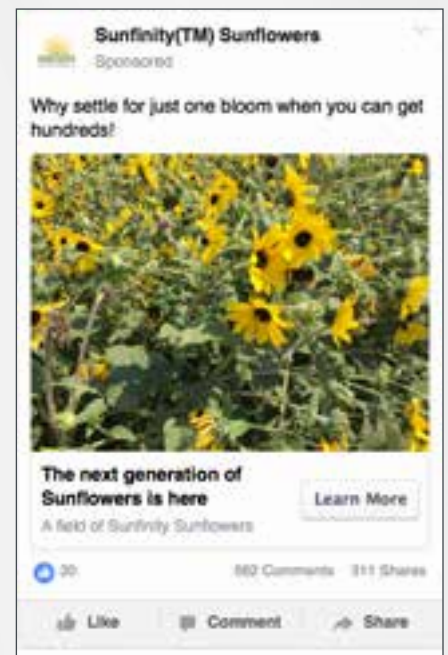
- Learn about your customers and connect with your audience in a fun and engaging manner
- Reach new audiences locally and nationally through word of mouth, shares, likes, and retweets
- Improve customer experiences, sales, and conversations
- Increase brand awareness and preference
- Establish the Sunfinity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

## WE PLAN TO USE ALL MAJOR SOCIAL MEDIA PLATFORMS

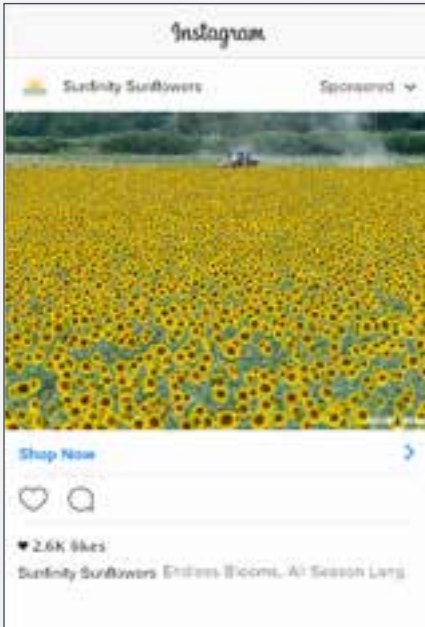
- Facebook
- YouTube
- Twitter
- Pinterest
- Snapchat
- Tumblr
- Instagram

We will support the introduction of Sunfinity with a weekly schedule of content customized for social media sites depending on time of year, product availability and growing seasons.

## facebook



# instagram



# twitter



# pinterest



# 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. Nearly 10 years in development, Sunfinity is a premium product in all ways. Garden performance has been demonstrated from late spring through summer and into the fall. Consumers will have the option of starting with 2.5 qt or 1 gal pots, or purchasing a premade containers for the “do-it-for-me” shopper.

## 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. The licensed plug model allows Syngenta Flowers to actively partner with our network of plug producers to give growers the best possible starting point.



## THE DEVIL IS IN THE DETAILS

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.



# sell sheet



Sunfinity™ Yellow with Dark Center

syngenta *flowers*®

## Sunfinity™ Helianthus Interspecific Endless blooms, all season long

Introducing the next generation of sunflowers that offer nonstop blooming, multiple branches and more flowers 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™ is a premium offer of interspecific seed breeding representing a new segment for flowering helianthus with no existing competitors.
- Produces incredible flower power, beautiful multiple stalks that yield more flowers, and can be used in multiple container sizes, but proper culture needs to be followed.
- Work closely with retail team to maintain branding standards and proper container sizes.
- 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

*Helianthus hybrida*

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:** Mounded–trailing

## GARDEN SPECIFICATIONS

**Garden height:** 48"

**Garden width:** 24–32"

**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:** Long days

**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. If no pinch was done in plug stage, pinch shoot tips at 2–3 weeks after transplant 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 under 11 hours versus 14 hours. 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)	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 and finished at an average daily temperature (ADT) of 68 °F (20 °C) under long days. Crop time is two weeks faster at an ADT of 73 °F (23 °C) versus 68 °F (20 °C).

### EXAMPLE CROP SCHEDULE FOR 12-INCH PATIO CONTAINERS

**Week 1:** Transplant three plugs per pot for patio containers and finish at 68 °F ADT and minimum DLI of 12–20 mols/day. Provide long days for earliest flowering.

**Week 3:** Pinch shoot tips and leave 4–5 leaf nodes below the pinch.

**Week 5:** Bonzi drench at 2–3 ppm. A second application may be needed three weeks later.

**Week 9–10:** Finish

# tag ordering 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 (e.g. Master Tag, John Henry, or Hort Printers).

- 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
- Tag producer will invoice and ship direct to grower

## **NON-MASS MARKET GROWERS - STANDARD TAGS**

For non-mass market growers who want a standard Syngenta Flowers/Sunfinity™ tag (no logo or grower name on tag), they will place their plug order with their broker representative and the order will specify the ratio of tags to plugs.

- The broker will place the grower's order with the plug producer including the tag ratio chosen by the grower.
- The plug producer will place bulk orders with Syngenta Flowers-designated tag producer(s) prior to the season and fulfil orders from that inventory.
- The plug producer will invoice the broker for the plugs and tags and ship the tags with the plugs directly to the grower
- The broker will invoice the grower for the plugs and tags

## **NON-MASS MARKET GROWERS - CUSTOM TAGS**

For non-mass market growers who want a custom Syngenta Flowers/Sunfinity™ tag (grower name or logo added), they will place the plug order with their broker representative, the order will specify “no tags.”

- When the grower places their plug order with their broker representative, the order will specify “no tags.”
- The grower will contact the Syngenta Flowers-designated tag producer(s) to customize the standard Sunfinity™ tag with the grower's name and/or logo.
- The grower will purchase directly from SF-designated tag producer(s).



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