

















New Varieties
2024



Love Flowers?

Welcome to Your
Happy Place!

Signs & Symbols

Tables			
	Crop Time* (From sowing to flowering)		Seed Form
	Height		Length
	Width		Exposure
	Heat Zone		Hardiness Zone
Horticultural signs			
	Annual		Cut Flower
	Biennial		Perennial
Trademarks			
	Registered Trademark		Trademark under consideration

Are you looking for the best flower seeds in the industry for your business? You've come to the right place!

For almost 200 years Benary has been creating outstanding ornamentals. Our breeding activities have developed some of the leading annuals, perennials and potted ornamental plants.

Benary maintains four breeding facilities: in North America, the Netherlands, China, and Germany. This brings us closer to you and your markets.

Our main focus is on developing and selling flower varieties for the professional bedding plant market – bringing beauty to the world.

Known worldwide as the leader in Begonias, Benary's assortment includes some of the industry's most sought after varieties in Pansies, Pentas, Petunias, Platycodon, Marigolds, Impatiens and Rudbeckia, just to name a few.

Our professional quality products are offered to growers through our wide network of distributors and brokers around the world.

Benary's long history as an independent family-owned business has allowed us to live our passion for breeding and to stay inspired by the beauty of our industry.

We love flowers! Together with all Benaryans we are striving to continuously develop excellent new varieties in professional seed quality and to be the most professional, innovative and personal company in global floriculture.

Thank you for working with us!

* Ideal crop time can vary under different local conditions

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Contact us –
We are committed
to your success!



Please contact us for further assistance.

The international Benary team is available to support you and assist with your individual needs. We are committed to your success and are happy to answer any questions. Our seed storage and distribution department in Hann. Münden, Germany provides fast order processing and prompt shipping to our customers.

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Blue with Eye**

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BIG®

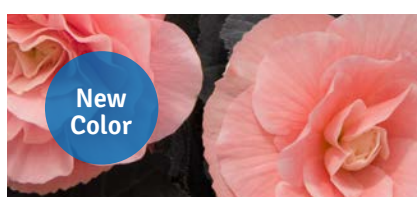
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Begonia tuberhybrida F₁ ☺

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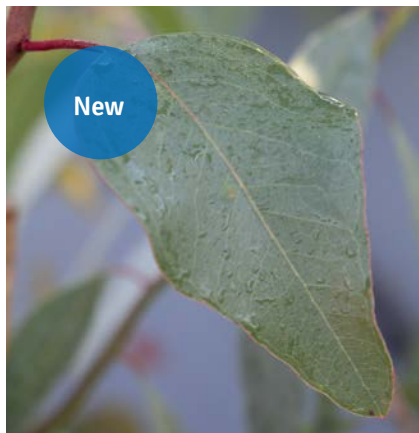
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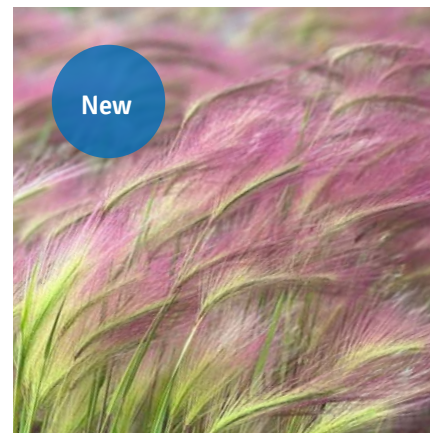
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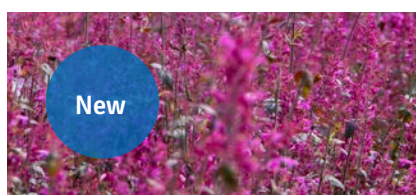
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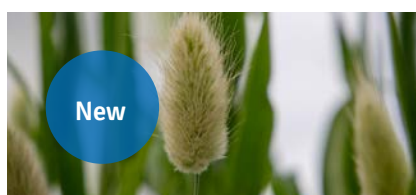
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Bunny

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All about

BeGreen

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Lobelia erinus F₁ ☺

Masterpiece



- Excellent heat tolerance and impressive field performance
- Early flowering with large flowers
- Well-branched, mounding growth
- Perfect for pot and container production



The First Lobelia F₁ Hybrid from Seed!

Blue with Eye
R2651P



Masterpiece	12-14 wks	12"	30 cm	16"	40 cm
				Sun-Partial shade	Pelleted





A True Silvery Star!

Dichondra argentea ☺

Silver Surfer™

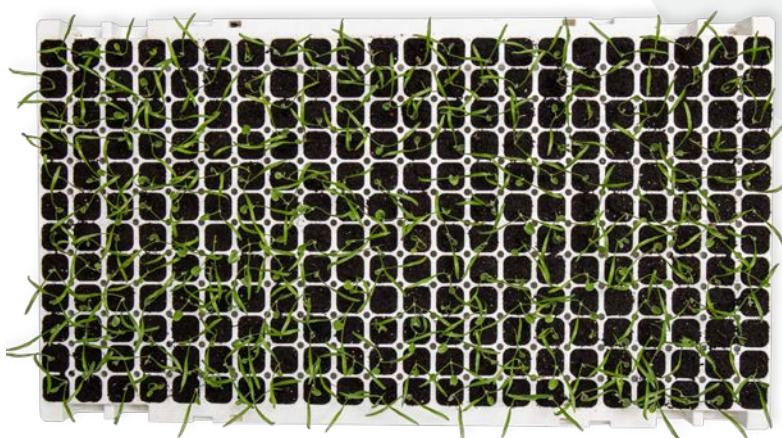
New







Be...
Green

- Reliable BeGreen seed treatment with superior germination (85%+)
- Outstanding root development for superior vigorous plugs
- Strong performance under hot and dry conditions
- Excellent choice for hanging baskets and mixed containers



Germination Rate of 85%+



									
Silver Surfer™	10-12 wks	2-4"	5-10 cm	60"	150 cm	10-12"	25-30 cm	Partial Sun-Sun	BeGreen ApeX [®]

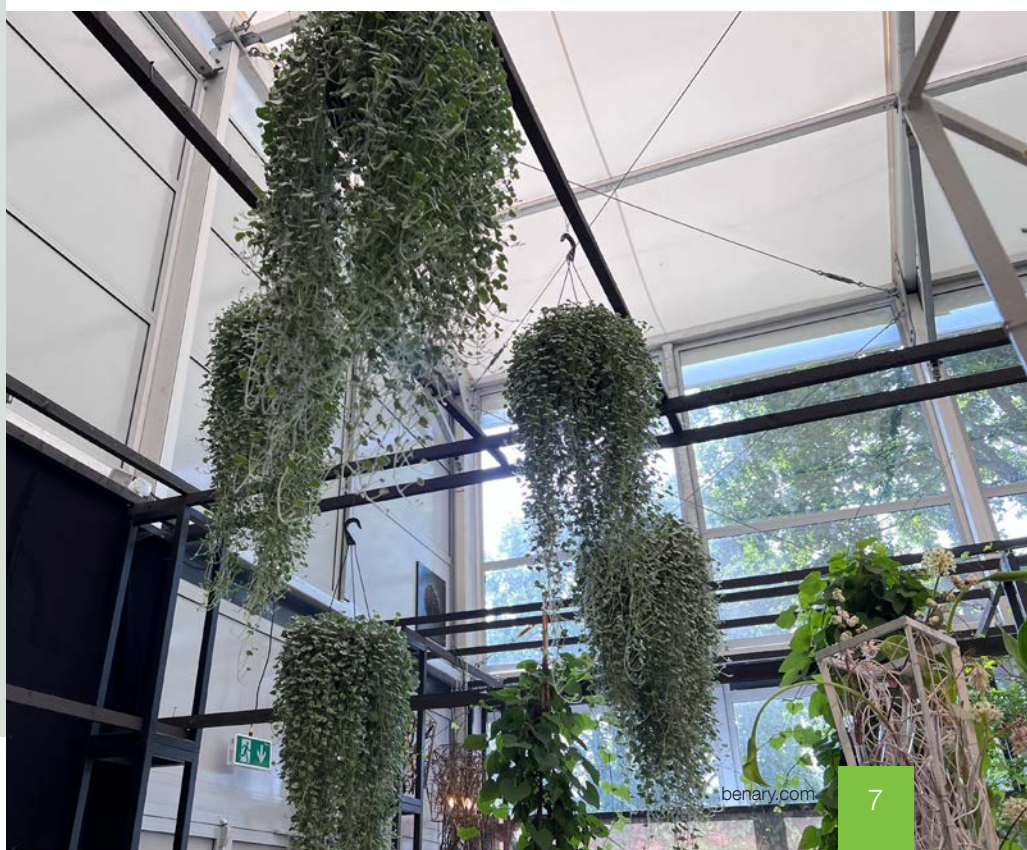
* Optimal Storage of BeGreen Apex seeds: Up to 6 Months at 41° F / 5° C



Silver Surfer™
L5001T



Trailing growth up
to 60" / 150 cm



I'M
KIND OF
A BIG
DEAL.



White Bronze Leaf
C4003P



Pink Bronze Leaf
C4015P



White Green Leaf
C4000P



Pink Green Leaf
C4010P
U.S. Patent No.: 9,295,208

BIG® Begonia.

The Most Trusted Begonia in Its Class. Everywhere.

The First Interspecific Begonia on the Market

- Vigorous, well-branched and uniform plants for landscape use as well as containers
- Extraordinary flower power with a BIG® flower size
- Flowering two weeks earlier than competing varieties
- Outstanding performer in all climates and soils
- Rain and heat tolerant



Begonia x benariensis F₁ ☉

BIG®

New
Color

Imp
Color



Rose Bronze Leaf
C4130P



**Deep Rose
Bronze Leaf**
C4040P



Red Bronze Leaf
C4140P



Deep Pink Green Leaf
C4011P



Rose Green Leaf
C4030P

U.S. Patent No.: 9,295,209



Red Green Leaf
C4020P

U.S. Patent No.: 9,955,637



White Bronze Leaf **New**

- First White Bronze Leaf within the interspecific Begonia class
- Impressive contrast between flowers and leaves
- Extraordinary flower power

White Green Leaf **Imp**

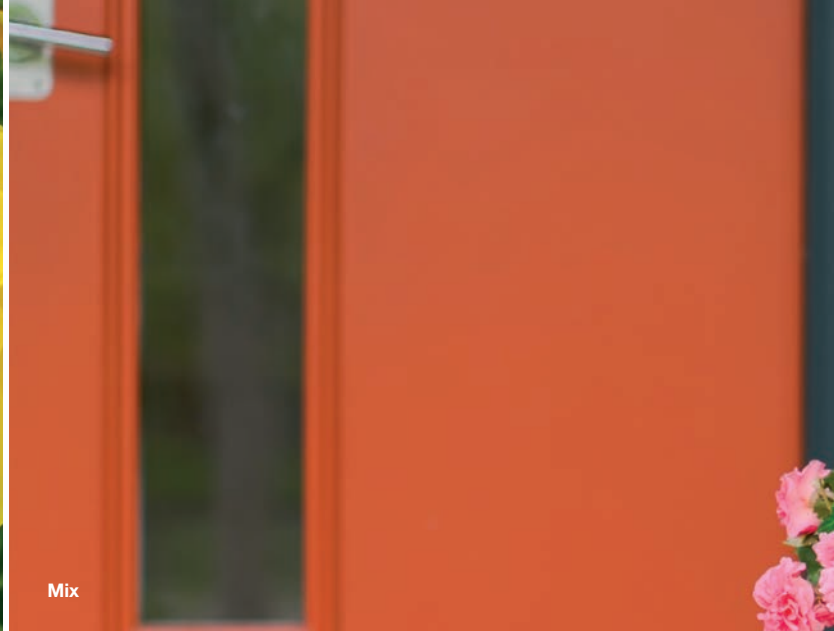
- Phenotype perfectly fits the BIG® series
- Flower timing fits the other varieties
- Impressive large flowers



BIG®	12-15 wks	24-30" 60-80 cm	22-24" 55-60 cm	Sun-Shade	Pelleted



Yellow



Mix

Begonia tuberhybrida F₁ ☉

Nonstop®

New
Colors

The Industry Leader in Tuberous Begonias

- Early lateral branching for premium quality production
- Uniform in vigor, habit and flowering
- Large, fully double flowers up to 4" / 10 cm
- A full color range including bicolors



White
C 7450P



Appleblossom
C 7360P



Lemon
C 7230P

New



Peach Shades
C 7110P

New



Fire
C 7180P



Flame
C 7175P

New



Salmon
C 7470P








Red
C 7460P



Rose Picotee
C 7425P

Flame **New**

- Additional color next to Fire
- Darker flower pattern including more red
- Vigorous, well-branched plant habit

					
Nonstop®	14-15 wks	10" 25 cm	8-10" 20-25 cm	Partial shade-Shade	Pelleted



Yellow
C 7170P



Yellow Red Back
C 7190P



Orange
C 7140P



Sunset
C 7200P



Pink
C 7340P



Deep Rose
C 7440P



Mix
C 7480P



Lemon New

- Happy, bright color addition
- Excellent flower quality and field performance
- Early flowering

Peach Shades New

- Bright, warm color addition in pastel shades
- Large, fully double flowers
- Uniform plant habit



Peach Shades



Mix



Light Pink Shades

Begonia tuberhybrida F₁ ©

Nonstop® Mocca

New
Color

Unique - The only Dark Leaved
Tuberous Begonia Series on
the Market

- Full, compact and rounded plant habit
- Uniform and strong branching plants
- Excellent outdoor performance
- Free flowering of large double flowers

Light Pink Shades New

- Attractive, romantic color play of large double flowers
- Eye-catching contrast between bright flowers and dark leaves
- Full, round plant habit



White
C7550P



Yellow
C7500P



Bright Orange
C7510P



Deep Orange
C7520P



Scarlet
C7531P



Red
C7621P



Deep Red
C7541P



Light Pink
Shades
C7585P








Pink Shades
C7580P



Cherry
C7611P



Mix
C7660P

					
Nonstop® Mocca	14-15 wks	10" 25 cm	8-10" 20-25 cm	Partial shade-Shade	Pelleted



Begonia tuberhybrida F₁ ☼

Nonstop® Joy



Nonstop® Joy – The only Semi-trailing Tuberous Begonia from Seed

- A multi-purpose begonia suited for premium patio pots and baskets
- Extra large double flowers
- Well-branched plants
- Blooms all summer long
- Easy to produce and easy to ship



Mocca Rose **New**

- Harmonious color with high contrast to leaves
- Impressive, extra-large double flowers
- Semi-trailing, well-branched plant habit



Mocca White
C8250P



Mocca Rose
C8217P



Peaches & Dreams
C8240P



Yellow
C8270P



Orange
C8050P



Red
C8210P



Rose Picotee
C8221P



Mix
C8300P



Yellow

Nonstop® Joy	16-18 wks	8-10" 20-25 cm	8-10" 20-25 cm	Partial shade-Shade	Pelleted



Pentas lanceolata F₁ ☺

Graffiti®

New
Series

GRAFFITI

Better Than Ever – The Unbeatable Series on the Market!

- Graffiti OG and Graffiti 20/20 become Graffiti®
- Profit from the widest range of colors in a Pentas series: 15 intense colors & 2 mixes to choose from!
- Uniformity in height and flower timing
- Excellent heat tolerance and garden performance
- First bicolor tones in seed Pentas



White
S9901P
(former 20/20)



Appleblossom
S9711P
(former 20/20)



Flirty Pink
S9731P
(former 20/20)



Ruby
S9821P
(former 20/20)



Fuchsia
S9881P
(former 20/20)



Lipstick
S9820P
(former OG)








Lavender Pink
S9951P
(former 20/20)



Violet
S9890P
(former OG)



Ultra Violet
S9891P
(former 20/20)

					
Graffiti®	13-18 wks	10-14" 25-35 cm	10-12" 25-30 cm	Sun	Pelleted



Pink
S9830P
(former OG)



True Pink
S9831P
(former 20/20)



Rose
S9880P
(former OG)



Cranberry
S9815P
(former 20/20)



Bright Red
S9840P
(former OG)



Red Velvet
S9810P
(former OG)



Selected Mix (Includes White, True Pink, Rose, Red Velvet & Ultra Violet)
S9932P



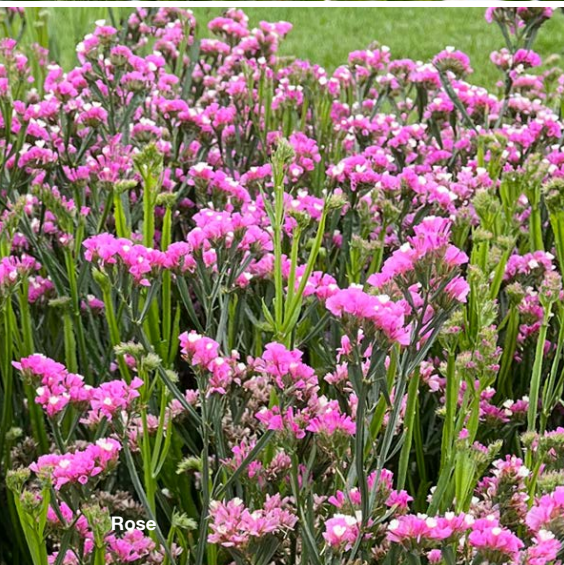
Maxi Mix
S9931P

Most Uniform and
Compact Pentas
Series on the Market!





Blue



Rose



Rose

Limonium sinuatum ☼ ✕

Hipster™

New
Series

- Intense flower colors on dark, dense growing leaves
- Suitable for pot and container production
- Optimal usage as cut and dried flower



White
R2211



Yellow
R2431



Rose
R2201





Blue
R2191



Hip – Hot – Popular



Yellow

					
Hipster™	14-16 wks	20-28" 50-70 cm	12-16" 30-40 cm	Sun-Partial shade	Raw



Red



Blue

Petunia x hybrida F₁ ☺

BOOM! HD

New
Series

Genetically Compact Multiflora Petunia Series from Benary

- Excellent weather resistance
- Dense growth with high uniformity in plant habit
- Early flowering



White
T4000P



Salmon
T4010P



Pink
T4020P



Burgundy
T4060P



Rose Star
T4070P



Red
T4040P



Blue
T4050P








Maxi Mix
T4100P



Plants fill Packs and
Pots quickly!



Rose Star

					
BOOM!™ HD	9-13 wks	6-8" 15-20 cm	10-12" 25-30 cm	Sun	Pelleted



Petunia x hybrida F₁ ☉

SUCCESS!® TR

Imp
Color

Unbeatable Series for Growers and Consumers

- TR stands for the trailing habit
- Very uniform series in flower timing and habit
- Earliest trailing series on the market
- Unbeatable, intense colors



White
T0771P



Salmon
T0751P



Red
T0731P



Pink
T0721P



Rose
T0741P



Violet
T0761P

Imp



Burgundy
T0711P



Silver Vein
T0691P



Blue
T0701P



Liberty Mix
T0892P



Twilight Mix
T0893P








Maxi Mix
T0891P



Violet **Imp**

- Floriferous plants with extremely bright flower color
- Phenotype perfectly fits the series
- Uniform, round-shaped plant habit

					
SUCCESS!® TR	11-13 wks	10-12" 25-30 cm	24-28" 60-70 cm	Sun-Partial shade	Pelleted



Portulaca grandiflora F₁ ☺

Sundial

Imp
Color

New
Mixes

Perfect for Packs, Pots & Baskets

- Short crop time, fast growing
- Vigorous, well branched habit
- Wide color range with exciting tones



White
U1675/U



Cream
U1525/U

Imp



Yellow
U1680/U



Gold
U1540/U



Coral
U1645/U



Orange
U1560/U



Tangerine
U1630/U



Scarlet
U1655/U



Deep Red
U1660/U



Light Pink
U1615/U



Chiffon
U1500/U



Pink
U1600/U



Peppermint
U1590/U



Fuchsia
U1530/U



Volcano Mix
U1703/U



Valentine Mix
U1702/U








Peach Mix
U1704/U



Caliente Mix
U1701/U



Mix
U1700/U

					
Sundial	8-10 wks	4-6" 10-15 cm	10-12" 25-30 cm	Sun	Raw & Multi-pelleted



Admire® California Mix

Viola cornuta F₁ ☺

Admire®

New & Imp
Colors

Be...
Green

Most Professional Viola cornuta Series on the Market

- Early, consistent pack performance
- Central flowers on short flower stems
- Narrow flowering window across the series
- Excellent branching
- Superior production in fall and spring



White
W 9249 / E



White Purple Wing
W 9252 / E



Ivory Blotch
W 9230 / E



Apricot Purple Wing
W 9251 / E



Orange Purple Wing
W 9265 / E



Red Blotch
W 9240 / E



Blue Heaven
W 9227 / E








Jolly Face
W 9212 / E



Marina
W 9225 / E

Apricot Purple Wing

					
Admire®	Spring: 23-25 wks	8" 20 cm	6-8" 15-20 cm	Sun-Partial shade	Raw & BeGreed Primed
	Fall : 8-12 wks	8" 20 cm	6-8" 15-20 cm	Sun-Partial shade	Raw & BeGreed Primed



Our New Colors

Limoncello Purple Wing **New**

- Fresh, bright color addition next to Lemon Purple Wing
- Excellent flower presentation
- Early flowering

Apricot Purple Wing **New**

- Unique color as perfect addition
- Excellent branching, plants fill the pot easily
- Earliness fits all other colors

Purple **New**

- Clear, intense color for combinations
- Good flower presentation of large flowers
- Uniform plant habit



Cream
W 9211 / E



Limoncello Purple Wing
W 9250 / E



Lemon Purple Wing
W 9229 / E



Yellow
W 9255 / E



Yellow Blotch
W 9257 / E



Yellow Purple Wing
W 9259 / E



Red Yellow Face
W 9243 / E



Pink
W 9236 / E



Pink Surprise
W 9235 / E



Orchid
W 9266 / E



Lavender Pink Face
W 9239 / E



Neon Purple Wing
W 9207 / E



Deep Marina
W 9224 / E



Blue
W 9208 / E



Deep Blue
W 9221 / E



Purple
W 9268 / E



Purple White Face
W 9238 / E



Deep Purple Face
W 9222 / E

Mixes



Blackberry Mix
W 9281E



California Mix
W 9282E



Clear Mix
W 9287 / E



Indian Summer Mix
W 9285E



Jump Up Mix
W 9284E



Maxi Mix
W 9280 / E



Marina



Yellow



The PURRfect “Whiskers” for Spring and Fall

Viola wittrockiana F₁ ☺

Cats® Plus

New
Mix

Be...
Green

- Upgraded, early flowering genetics
- Striking colors with distinctive “Whiskers” patterns
- Excellent branching plant habit
- Ideal common production with Inspire® Plus
- Great for fall and early spring production



Mix



White
X0575 / E



Yellow
X0525 / E



Marina
X0535 / E



Purple & White
X0595 / E



Blue & Yellow
X0585 / E



Mix
X0615 / E

New

Cats® Plus	Spring: 25-26 wks	6-8"	15-20 cm	Sun	Raw & BeGreen Primed
	Fall : 10-12 wks	6-8"	15-20 cm	Sun	Raw & BeGreen Primed

Myosotis sylvatica ☺

Bellamy

New
Color

- Easy to grow, no cold required
- For early spring and fall production
- Well-branched, uniform plant habit
- Very uniform flowering across the series
- Healthy green leaves
- Suitable for 3,5-5" / 9-13 cm pots



Light Blue

Benary's Popular & Well-Branching Myosotis Series



White
S1771



Pink
S1761



New

Light Blue
S1741



Blue
S1751



Bellamy	9-14 wks	8-10" 20-25 cm	8" 20 cm	Sun-Partial shade	Raw



- Attractive, large, silvery-blue leaves
- Fast growing, vigorous plants
- Extraordinary branching
- High germination & true-to-type tested

Eucalyptus globulus 2l

StyX







New



Unique &
Eye-Catching
Specimen
Plant



StyX
L9381

								
StyX	12-14 wks	80-100"	200-250 cm	32-40"	80-100 cm	Sun	Raw	Conditionally hardy

Eucalyptus populnea 2l

Murray



The Perfect Container Variety

- Large, green-blue leaves
- Compact plant habit for pot and container production
- High germination & true-to-type tested

Murray
L9391



Eucalyptus preissiana 2l

Albany



Appealing Green for Pots and Containers

- Compact plant habit for pot and container production
- Suitable for floral arrangements
- High germination & true-to-type tested

Albany
L9150



Murray	15-18 wks	24-32"	60-80 cm	24-32"	60-80 cm	Sun
Albany	15-18 wks	32-40"	80-100 cm	24-32"	60-80 cm	Sun

Stachys byzantina 24

Furby










- Silvery, large wooly leaves
- Extremely heat tolerant, sturdy plants
- Attractive, fast and easy growing evergreen

Furby
V0951



Soft Touch for
Perennial Lovers



									
Furby	8-12 wks	12-16"	30-40 cm	16-20"	40-50 cm	Sun	Raw	10-1	4-9

Agastache cana 2l

Zuni



- Attractive violet flowers attract beneficial insects
- Vigorous, bushy plant habit
- Perfectly suitable for landscape applications

Zuni
A2501



Heat and Drought
Tolerant Perennial

Lobelia speciosa F₁ 2l

Fan®

FastraX



Intense Colors for
Premium Pot Production

- FastraX perennial: First year flowering without vernalization
- Excellent branching of uniform plants
- Perfect for premium pot production
- Attractive green-red leaves of Scarlet IMP
- Fantastic germination: 90%+










Burgundy
R3150P



Scarlet
R3110P



									
Zuni	12-14 wks	28-32"	70-80 cm	16-24"	40-60 cm	Sun	Raw	12-1	5-9
Fan®	18-20 wks	20-28"	50-70 cm	12-16"	30-40 cm	Sun-Partial shade	Pelleted	9-2	6-10

All Grasses at a Glance



Hordeum jubatum ☉

Ricky

Z0701



Cyperus glaber ☉

Abby

Z0491



Lagurus ovatus ☉

Bunny

Z0741



Melinis nerviglumis ☉ ✕

Savannah

Z0970



Pennisetum villosum ☉ ✕

Fluffy

Z0931



Carex comans ☉

Zora

Z0360



Festuca valesiaca var. *glaucaantha* ☿

Buddy Blue

Z0601



Festuca glauca ☿

Freddy

Z0551



Nassella tenuissima ☿ ✕

Pony Tails

Z1081



Muhlenbergia capillaris ☿ ✕

Ruby

Z0780



Muhlenbergia reverchonii ☿ ✕

Rosy

Z0790



Benary's Reliable Seed Supply for Grasses

Grasses are currently a major market trend, globally. There is a suitable grass for every desired application, varying in height, leaf color, flowering time and much more.

What distinguishes the Benary grasses from other ones is that we have a reliable seed supply. We deliver the seeds reliably for years in excellent quality with good germination. If you want to be on the safe side, choose Benary!

Amelie, Global Product Manager





Hordeum jubatum ☺

Ricky

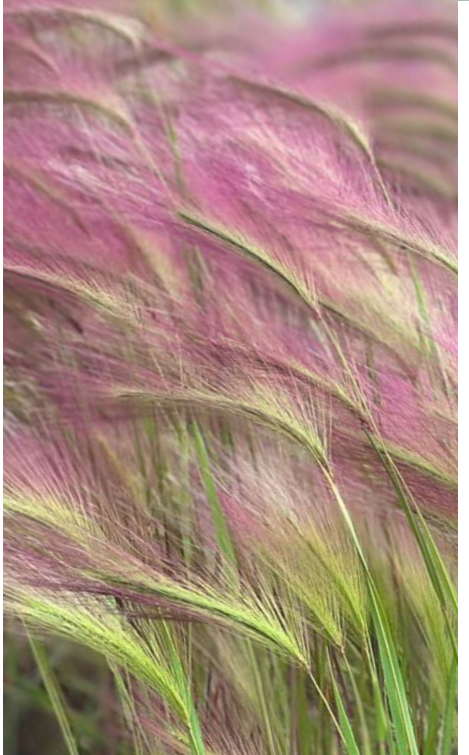


- Attractive structural plant
- Green spikelets turning yellow and rose during summer
- Perfect for landscape and group plantings
- Suitable as dried flower in bouquets



Ricky
Z0701

Extraordinary
Color Play
during Summer



					
Ricky	10-12 wks	24-28" 60-70 cm	16-24" 40-60 cm	Sun-Shade	Raw



Cyperus glaber ☺

Abby






New

- Round-shaped plant habit
- Decorative spikelets growing from dark green leaves
- Great filler in floral arrangements
- Tolerates high water levels

Abby
Z0491



Shooting Star

					
Abby	10-12 wks	28-32" 70-80 cm	20-24" 50-60 cm	Sun-Shade	Raw



The Cutie of the Grasses

Lagurus ovatus ☺

Bunny

New

- Bunny tail grass with fluffy, white spikelets
- Suitable for pot and container production
- Perfect landscape performance
- Excellent for dried flower production
- Good addition in combinations

Bunny
Z0741



					
Bunny	8-10 wks	16-20" 40-50 cm	12-16" 30-40 cm	Sun-Shade	Raw

Future-oriented. Eco-friendly Solutions for Sustainability.

We are committed to make your products easier to grow and more profitable for you.

Seed technology by Benary helps YOU to:

- Increase your yields
- Reduce production costs
- Improve vigor
- Produce full, uniform plug trays
- Plan reliable production
- Gain sustainable, environmentally friendly inputs

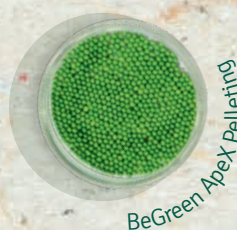
BeGreen Seed Technology means: Chemical and micro-plastic free seed treatments by Benary

- For healthier plants
- For happier customers
- For being a true green thinking and acting company in our industry

“BeGreen” Seed – Priming and Pelleting
Your Advantages:

- Faster germination
- Higher uniformity
- Easier sowability
- Better visibility of seed
- Enhanced control of seeds per cell
- Higher yields
- Improved cultivation efficiency
- Increased profitability

BeGreen Seed Technology by Benary at a Glance



Overview of BeGreen Assortment

You will find an overview of our new BeGreen products on the following pages 36-37



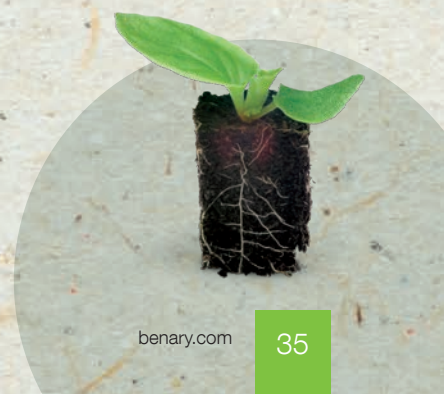
Products	Product Form	FastraX	BeGreen Pelletting	BeGreen Coating	BeGreen Priming	BeGreen ApeX	BeGreen ApeX Pelletting
Achillea Marshmallow	pellets	•	•				
Arabis Catwalk	pellets	•*	•				
Astilbe Astary®	pellets	•	•				
Astilbe Rhapsody	pellets		•				
Astilbe Showstar®	pellets		•				
Dianthus RoseQuartz	pellets	•	•				
Dichondra Silver Surfer™ New	ApeX					•	
Echeveria Urban	pellets		•				
Echinacea PollyNation™	raw	•				•	
Erigeron Profusion New	pellets & raw		•				
Gaillardia Arizona	coating	•		•			
Gaultheria Merry Berry	pellets		•				
Gazania Zany™	coating			•			
Helianthus Bert®	coating & raw			•			
Helianthus Sonja®	coating & raw			•			
Iberis Snow Flurries	coating			•			
Kniphofia Flamenco	primed	•			•		
Primula Crescendo®	primed				•		
Rudbeckia hirta - all varieties	pellets		•				
Scabiosa Fama®	coating & raw	•		•			
Sedum - all varieties	pellets & raw		•				
Sempervivum Hippie Chicks	pellets & ApeX					•	•
Verbena Imagination®	primed				•		
Viola Admire®	primed & raw				•		
Viola Atlas	primed** & raw				•		
Viola Cats® Plus	primed & raw				•		
Viola Highflyer™	primed & raw				•		
Viola Inspire®	primed & raw				•		
Viola Inspire® DeluXXe	primed & raw				•		
Viola Inspire® Plus	primed & raw				•		

* Only White

** Only available as BeGreen Primed in NA



Find out more about our BeGreen Initiative & products



Dichondra argentea ☺

Silver Surfer™

BeGreen
ApeX*

- Reliable BeGreen seed treatment from Benary
- Superior germination (85%+)
- Outstanding root development for superior vigorous plugs
- Find out more about Silver Surfer™ on page 6-7

*Optimal storage of BeGreen ApeX seeds:
Up to 6 months at 41°F / 5°C





Raw
Seed



BeGreen
Pelleted

Raw Seed vs. BeGreen Pelleted Seed

Erigeron karvinskianus 2l

Profusion

BeGreen
Pelleting

- BeGreen single pellet
- Chemical and microplastic free
- Easier sowability
- Better visibility of seed to control the number of seeds per cell
- Stable germination
- Increased profitability

Profusion
L8141/P



Visibility of BeGreen Pelleted vs. Raw Seed on soil





BIG® White Bronze Leaf

Disclaimer

All information is based on our own trials and would therefore be as guideline only. Detailed cultivation aspects vary depending on climate, location, time of year and environmental conditions. Benary expressly disclaims any responsibility for the content of such data/information and makes no representation or warranty for the cultivation of any products listed. It is recommended that growers conduct a trial of products under their own conditions.

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