

# Positioning & Seasonality

DarwinPerennials® KieftSeed™

Positioning:

Size	Positioning	Varieties
Quarts	High Volume, Economical way to start a garden	Ellagance, Lavance, Blue Spear, Avignon, SuperBlue
4"-5" Decco	High Impulse, Gift Item, High Impact, High Volume	Ellagance, Lavance, SuperBlue, Bandera, Luxurious
Gallons	Affordable impact for patio or garden specimen	Ellagance, Lavance, Blue Spear, Avignon, SuperBlue, Annet, Anouk, Primavera
8 Inch	Decorative addition to porch and patio	SuperBlue, Annet, Anouk, Primavera
2 Gal/Decco Pots	Ultimate statement item. Tree form, Large specimen	Anouk, Annet, Primavera

Seasonality:

Type	Varieties	Southeast	South	Southwest	Mid-Atlantic	Central
Spanish	Anouk/Luxurious series	March - May	March - May	March - May	April - May	April - May
Spanish	Bandera series	March - May	February - May	February - May	April - May	April - May
Spanish	Primavera	January - July, October - November	January - July, October - November	January - July, October - November	February - July, October - November	February - July, October - November
English	SuperBlue	March - June	March - June	March - June	April - September	April - September
English	Annet	April - June	April - June	April - June	April-June	April-July
English	Ellagance Series	April-May	April-May	April-May	May-June	May-June
English	Lavance	April-May	April-May	April-May	May-June	May-June
English	Blue Spear	May-June	May-June	May-June	May-June	May-September
English	Avignon Early Blue	April-May	April-May	April-May	April-May	April-May

Type	Varieties	Mountain-west	West	Midwest	Northeast
Spanish	Anouk, Luxurious series	April - May	March - June	April - May	April - May
Spanish	Bandera series	April - May	March - June	April - May	April - May
Spanish	Primavera	February - November	Year-round	March - October	March - October
English	SuperBlue	April-September	April-September	April-September	April-September
English	Annet	April-September	April-September	April-September	April-September
English	Ellagance Series	May-June	April-June	May-June	May-June
English	Lavance	May-June	April-June	May-June	May-June
English	Blue Spear	June-September	June-September	June-September	June-September
English	Avignon Early Blue	May-June	May-June	May-June	May-June



SuperBlue