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Unstoppable blooms: Danziger brings the 2025 season to life

Experience varieties that bring enhanced resilience, increased adaptability and unstoppable blooms with live looks from Danziger. New videos and images directly from Danziger's research and development center in Israel are available now. Brokers, growers and retailers can [schedule your personalized preview meeting today](#). Danziger's global team is ready to show you the new varieties, series and programs created to help your business thrive.

Can't wait for the meeting? Get a sneak peek inside Danziger's greenhouses in Israel in [this video](#), hosted by Ori Danziger, deputy CEO. The tour brings the experience of the company's InnovationFest to you, highlighting several varieties that show how Danziger is cultivating the future, including the incredibly adaptable new series, SOL LUNA PRIME® Hybrid Impatiens. SOL LUNA PRIME is revolutionizing the growing experience with a shorter cycle, blooming up to seven days earlier. It also adapts to sun or shade for the home gardener.

"Our 2025 lineup features several new series and additions to existing series, expanding colors and adding value," said Danziger. "This season we are focusing on solutions for growers, helping them prepare for the future of our industry."

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