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Dümmen Orange unveils new poinsettia varieties across North American trials

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[Dümmen Orange](#) participated in numerous industry poinsettia trials in North America over the past few weeks. Trial locations included Sawaya Gardens, N.G. Heimos Greenhouses and Millstadt Young Plants, Vaandrager Nurseries, Lucas Greenhouses and Plantpeddler.

New varieties introduced by Dümmen Orange included its Freya Series, Noblesse, Rapid Red and Red Ribbons. Additional highlights at the trials included Candy Cane, FabYULEous, Ferrara, Flurry, Frozen and Red Soul.

The Freya Series, available in four colors, features Marble, Pink, Red and White. These poinsettias are the perfect blend of beauty and resilience with early timing and a fast 7.5-week response. Having medium vigor, Freya thrives in the heat and cold. All four colors match in timing and habit and work well in mixed-color combinations or smaller pots. They are ideal for 4-inch and 6-inch pots.

Noblesse is a new Dümmen Orange variety that has star-shaped bracts which are held above very dark green foliage and stems. This poinsettia has great uniformity on a variety that finishes in eight weeks. The 4-inch and 6-inch pots are the best sizes for Noblesse.

Rapid Red is another new Dümmen Orange variety with early timing and a 6.5-week response time. It has medium to vigorous growth and works well in 4-inch pots and larger. This poinsettia produces festive vibes fast, with its true bracts.

Red Ribbons are a true poinsettia innovation with uniquely shaped bracts and leaves. This new variety is easy to grow with low to medium vigor. Its free branching variety provides a florist-type quality. With its uniquely shaped oak leaf bracts, bold red color and abundant cyathia, it is perfect to use with foliage combinations or as a standalone novelty.

The Candy Cane variety of poinsettias feature red bracts embellished with fun white speckles and provide a striking contrast against dark green foliage. Its classic star-shaped bracts are large and showy which create an impressive display at retail. Strong stems and root system make this poinsettia an excellent choice for a range of container sizes from miniature up to 10-inch.

FabYULEous is a name that speaks for itself as this variety is nearly perfect for any situation. It has an elegant and dark red bract color for a warm holiday mood. FabYULEous poinsettias have a moderate habit that requires very little growth regulators.

Ferrara poinsettias have strong vigor and a fast response time, making it a standout pick for growers. This reliable variety offers excellent branching and a V-shaped habit which are ideal for production and sleeving. Ferrara has a beautiful deep red bract and is perfect for upscale décor.

Flurry is Dümmen Orange's brightest white poinsettia yet. With a traditional bract presentation and dark green foliage, this variety will become a staple in any program. Flurry is a robust plant from roots to shoots for production ease with controllable vigor for various container sizes. It is an outstanding choice for painted programs with large, flat bracts.

Frozen poinsettias are one of the cleanest and purest white poinsettias that Dümmen Orange has available. Consumers will appreciate how the bracts light up against the dark foliage. This variety has midseason timing with an eight-week response time.

Red Soul poinsettias are a midseason variety with velvety red bracts which are striking against dark green foliage. This Dümmen Orange poinsettia is a standout in all climates, especially in the south. Red Soul exhibits excellent heat tolerance on a medium-vigor plant.

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