



PRIMULA

FROM *Large* TO *Small*
AND *Early* TO *Late Season*,
SAKATA HAS THE RIGHT PRIMULA FOR YOU!

SAKATA[®]



PRIMULA

From compact, fast-cropping plants and vivid colors to super landscape and pot performance, Sakata primula deliver beauty and reliability.

With eight unique and vibrant series to choose from, our primula portfolio offers an option for every pot and season. Primula's seasonal versatility makes it the perfect pick for fall on the west or early season on the east. Depending on the series, blooms range from large to small, and with countless color options to choose from, primula is the perfect flower for spring pairings.



THE Versatility OF PRIMULA



FULL LINE

A primula for every pot size and season



COMPANION

Combine with pansies for a colorful combination



VERSATILE

Perfect for fall to spring in the west or an early season starter in the east



PERFECT PAIRINGS

Works great with anemone Harmony and ranunculus Bloomingdale II for spring

DANOVA

PRIMULA

The standard in primula acaulis! The large, showy flowers measure 2 to 2.5 inches, with superior seed quality with excellent vigor. Danova is the market leader for mid-early season sales and uniform habit.

F1 PRIMULA ACAULIS | BEDDING | POTTED CROP

| | |
|--------------|----------------------------|
| MIN. GERM. | 85% |
| SEED FORM | Raw |
| CROP TIME | Winter to Spring, 22 Weeks |
| CONT. SIZE | 4 - 5" |
| PLANT HEIGHT | 4" |
| PLANT WIDTH | 6" |
| COLORS/MIXES | 19 / 3 |



PRINCESSA

PRIMULA

Early blooming larger plants with huge flowers and high heat tolerance! Princessa sets flower buds at warmer temperatures, ideal for mid-south growers!

| F1 PRIMULA ACAULIS BEDDING POTTED CROP | |
|--|----------------------------|
| MIN. GERM. | 85% |
| SEED FORM | Raw |
| CROP TIME | Winter to Spring, 21 Weeks |
| CONT. SIZE | 4 - 6" |
| PLANT HEIGHT | 6" |
| PLANT WIDTH | 8" |
| COLORS/MIXES | 7 / 1 |



BLUE



GOLDEN



PINK



ROSE



SCARLET



WHITE



SWEET 16
PINK SHADES



PRINCESSA
MIX

LIGHTHOUSE

PRIMULA

A new type of primula with many more flowers! Compact, uniform habit without PGR allows for a multiple color planting program. The longer flower stem reduces risk of botrytis. Continuous flowering means longer shelf life at retail and is season extending for the consumer!

| PRIMULA POLYANTHA BEDDING POTTED CROP | |
|---|---------------------------------|
| MIN. GERM. | 85% |
| SEED FORM | Raw |
| CROP TIME | Winter to Spring, 20 - 22 Weeks |
| CONT. SIZE | 4 - 6", Gallons |
| PLANT HEIGHT | 8" |
| PLANT WIDTH | 6" |
| COLORS/MIXES | 5 / 1 |



BLUE



PINK



ROSE



WHITE



YELLOW



MIX

NEW!

DANESSA

PRIMULA

Our earliest flowering series, bred for uniform plant habit, flower size and quality. Danessa sets flower buds at warmer temperatures, ideal for mid-south growers! Compact habit for pot-tight production.

F1 PRIMULA ACAULIS | BEDDING | POTTED CROP

| | |
|--------------|---------------------------------|
| MIN. GERM. | 85% |
| SEED FORM | Raw |
| CROP TIME | Winter to Spring, 18 - 19 Weeks |
| CONT. SIZE | 4 - 5" |
| PLANT HEIGHT | 4" |
| PLANT WIDTH | 6" |
| COLORS/MIXES | 10 / 1 |



APRICOT
PINK W/
ROSE EYE



BLUE IMP



BURGUNDY



GOLDEN
SHADES



PINK
SHADES



PINK W/
ROSE EYE



ROSE
BICOLOR



SCARLET



WHITE



YELLOW



DANESSA
MIX

FIRE

PRIMULA

Easy to program for colorful spring or fall sales with a more compact habit and slightly later flowering than SuperNova.

F1 PRIMULA POLYANTHA | BEDDING

| | |
|--------------|----------------------------|
| MIN. GERM. | 85% |
| SEED FORM | Raw |
| CROP TIME | Winter to Spring, 21 Weeks |
| CONT. SIZE | 4" |
| PLANT HEIGHT | 5" |
| PLANT WIDTH | 5" |
| COLORS/MIXES | 1 / 0 |



FIRE



DANIA PRIMULA

Dania is perfect for pots or beds to show off vibrant color range while producing large flowers on uniform plants. With a compact plant habit that requires little to no use of PGRs, Dania is a prime series for the early flowering segment.

PRIMULA | BEDDING • POTTED

| | |
|--------------|----------------------------|
| SEED FORM | Standard |
| CROP TIME | Winter to Spring, 20 Weeks |
| CONT. SIZE | 3 - 4" |
| PLANT HEIGHT | 4" |
| PLANT WIDTH | 6" |
| COLORS/MIXES | 8 / 1 |
| HEAT LOVER | No |
| QUARTS OK | No |



BLUE



GOLDEN
YELLOW



RED
BICOLOR



ROSE



ROSE
BICOLOR



WHITE



SCARLET



YELLOW
W/EYE



MIX

DANIELLA PRIMULA

The best mid-season on the market with consistently large flowers of 2 to 2.5 inches in diameter! Recommended for growers selling into February, Daniella flowers two weeks later than Danova.

F1 PRIMULA ACAULIS | BEDDING | POTTED CROP

| | |
|--------------|----------------------------|
| MIN. GERM. | 85% |
| SEED FORM | Raw |
| CROP TIME | Winter to Spring, 24 Weeks |
| CONT. SIZE | 4 - 5" |
| PLANT HEIGHT | 4" |
| PLANT WIDTH | 6" |
| COLORS/MIXES | 6 / 1 |



APRICOT



BLUE



ROSE
BICOLOR



SCARLET



YELLOW



WHITE



MIX

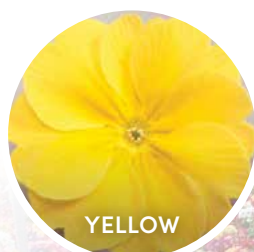
SUPERNOVA

PRIMULA

Great for fall or spring, SuperNova offers outstanding uniformity in the greenhouse, at retail and in the landscape.

F1 PRIMULA POLYANTHA | BEDDING | POTTED CROP

| | |
|--------------|----------------------------|
| MIN. GERM. | 85% |
| SEED FORM | Raw |
| CROP TIME | Winter to Spring, 21 Weeks |
| CONT. SIZE | 4 - 5" |
| PLANT HEIGHT | 7" |
| PLANT WIDTH | 6" |
| COLORS/MIXES | 11 / 1 |



PRIMULA acaulis OVERVIEW

Acaulis varieties that require more vernalization.

(Maximum 45–50°F initiation temperature is optimum and promotes greater uniformity)

| SCHEDULE IN WEEKS* | PLUG: 65–68°F | VEGETATIVE: 63–65°F | INITIATION: 45–50°F | FLOWERING: 63°F | TOTAL WEEKS |
|--------------------|------------------|------------------------|------------------------|--------------------|-------------|
| Dania | 8 | 4 | 4–5 | 3 | 19–20 |
| Danova | 8 | 4 | 7 | 3 | 22 |
| Daniella | 8 | 4 | 9 | 3 | 24 |

Acaulis varieties that require less vernalization.

(Maximum 65–75°F initiation temperature, but lower temperatures promote greater uniformity)

| SCHEDULE IN WEEKS* | PLUG: 65–68°F | VEGETATIVE: 63–65°F | INITIATION: 45–50°F | FLOWERING: 63°F | TOTAL WEEKS |
|--------------------|------------------|------------------------|------------------------|--------------------|-------------|
| Danessa** | 8 | 4 | 3 | 3 | 18 |
| Princessa** | 8 | 4 | 6 | 3 | 21 |

*May vary based on climate and location

**Not recommended for production during low light seasons (<10 moles per day)

PRIMULA polyantha OVERVIEW

Polyantha varieties that requires less vernalization.

(Maximum 50–59°F initiation temperature but lower temperatures promote greater uniformity)

| SCHEDULE IN WEEKS* | PLUG: 65–68°F | VEGETATIVE: 65–72°F | INITIATION: 50–59°F | FLOWERING: 59°F | TOTAL WEEKS |
|--------------------|------------------|------------------------|------------------------|--------------------|-------------|
| SuperNova | 8 | 4 | 5–6 | 3 | 22 |
| Lighthouse* | 8 | 4 | 4–5 | 3 | 19–20 |

*May vary based on climate and location

**Not recommended for production during low light seasons (<10 moles per day)

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