



Ebbing-Lohaus
Breeding, seeds and young plants



PRIMULA
PRODUCT CATALOGUE
YOUNG PLANTS

- | | | | |
|----|---|----|--|
| 4 | <i>bonneli</i> [®] Primula acaulis | 12 | <i>delia</i> [®] Primula acaulis |
| 4 | <i>primella</i> [®] Primula acaulis | 13 | <i>aurela</i> Primula acaulis |
| 5 | <i>fruelo</i> [®] Primula acaulis | 14 | <i>eblo</i> [®] Primula acaulis |
| 6 | <i>elodie</i> Primula acaulis | 16 | <i>stella</i> [®] Primula polyantha |
| 7 | <i>eltangi</i> [®] Primula acaulis | 18 | <i>Victoriana</i> Primula polyantha |
| 7 | <i>elviana</i> Primula acaulis | 19 | <i>telda</i> [®] Primula polyantha |
| 8 | <i>sibel</i> [®] Primula polyantha | 20 | <i>gelaya</i> Primula acaulis |
| 10 | <i>elunistar</i> [®] Primula acaulis | | |



All series in our product range consist exclusively of F1 hybrids

For us, tradition and a forward-looking approach belong together

As a family business we have set ourselves the task of remaining true to our roots every day, while at the same time positioning ourselves firmly in the modern market. In doing so, we commit to values such as partnership, respect and mutual trust.

The requirements of a modern, internationally focused market set the standards for our performance and flexibility.



Our services

Production of seed and young plants

Here at Ebbing-Lohaus, we have been breeding *Primula acaulis* and *Primula polyantha* for more than 50 years. And during that time, we have developed numerous series ranging from early to late flowering with a host of special colours and consisting exclusively of F1 hybrids.

In the 1990s, the former pot plant business was transformed into a modern nursery specialising in producing seed and young plants. Our seed production is based at our site in Heiden, Germany, where our high-quality seed is sold to seed dealers and young plant nurseries all over the world.

We sell our young plants, which are produced at the same location, mainly to the German market but also increasingly to customers elsewhere in Europe. Our young plants (plugs/liners) are produced in a specially designed tray. These trays have 336 cells, each measuring 1.7 cm in diameter.



The perfect start of the primula season

As an F1 hybrid, the very early flowering *bonneli*[®] series stands out as being exceptionally uniform. Flowering from end November, it's the perfect choice to kick off the primula season. Its compact growth habit virtually eliminates the need for growth regulators (PGRs), and with a density of 60–80 plants/m² you're guaranteed a high yield per area.

- Uniform, compact growing habit
- Can be grown without growth regulators (PGRs)
- High plant density
- Mix of bright colours and special colours
- Flowering time from the end of November



early

medium-early

late



Messengers of spring

Our *primella*[®] mixture brings an early taste of spring to those dark winter months. It offers the entire spectrum of the most popular colours in an attractive and harmonious ensemble. The plants in the *primella*[®] series are only suitable for growing under glass and bring together the most popular primula characteristics in one single mixture, which includes both single colours ranging from white through yellow to blue, as well as a number of special colours. The medium-sized flowers stand out from the compact plants with a uniformly round habit. The romantic, spring-like feel is enhanced in some flower colours by a delicate edge in a contrasting shade. A great mixture for an early start to the flowering season and a highlight for pre-spring sales.

- Compact round habit
- Available as pure colours and mix
- Series for sale from Christmas onwards
- Young plants on request



early

medium-early

late



Early flowering with large flowers – ideal for sales from Christmas onwards



fruelo® appleblossom



fruelo® white green eye



fruelo® white org eye



fruelo® yellow org eye



fruelo® orange



fruelo® elcora red



fruelo® red



fruelo® pink



fruelo® pearl pink



fruelo® blue



With its wide range of colours and stately habit, *fruelo*® is one of the most versatile series in the Ebbing-Lohaus product range. This early flowering, robust primula is perfect for sales from Christmas onwards. With its strong growth, it is also suitable for the cultivation in larger pot sizes. Special colours are available as part of the *fruelo*® standard mix or as a separate elcora colour mix. Our special colours are particularly eye-catching and an excellent selling point, especially in early varieties.

- Vigorous series, also suitable for outdoor cultivation
- Also ideal for pot sizes up to 12 cm diameter
- Flowering time from the end of December



early

medium-early

late

For the eye and the heart

elodie creates a romantic atmosphere with a touch of nostalgia. The large blooms look fuller with their ruffled petals and confer *elodie* an exclusive look that's right on trend.

- Large blooms with ruffled edges
- Flowering time from mid-January to mid-February



elodie white



elodie lime



elodie golden yellow



elodie marille



elodie salmon



elodie red



elodie elcora rose



elodie blue flame

A touch of diva

Within the ranks of yellow varieties, *eltangi*[®] is one of the elite: with its unusual flower markings, it's perfect for the more discerning customer. This compact growing plant is crowned with yellow flowers with a bright red ring on the eye-catching petals.

- Round, compact plant habit
- Unusual flower markings with striking red ring
- Uniform flowering
- Ready for sale from late January to late February



Creative with colour

In the series *elviana* types with their special flower patterns come together to inspire. The vibrant colours of *elviana coral* and the radiant *elviana salmongold* are available as individual colours and bloom from end-January onwards.

- Special flower pattern with yellow center
- Flowering time from the end of January



elviana coral

This one impresses with its brilliant color! Pastel pink petals with a delicate white edge and a yellow center, also surrounded by white.



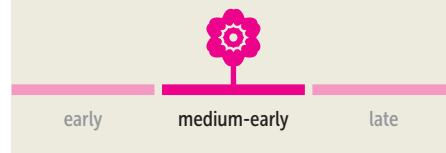
elviana salmongold

Along with *Elviana Coral*, this salmon-gold type also has a yellow center. However, here the flower crown shines in a vibrant salmon pink.

Simply outstanding

sibel® is a must for anyone who loves something special. This polyanthus-type primula with its large blooms that sit atop strong stems standing proud above the foliage is ideal for making a statement. But even with its longer stems, this plant has a compact, uniform appearance. Whether in bright spring sunshine yellow, two-tone scarlet or elegant white and lime, sibel always cuts a good figure.

- Large blooms protruding above the plant on strong stems
- Compact plant habit



sibel® elcora blau



sibel® golden yellow



sibel® scarlet





sibel® white



sibel® lime



sibel® red



sibel® pink



sibel® purple



Elegant uniform appearance

Primula acaulis *elunistar*[®] offers the widest choice of colours in the Ebbing-Lohaus product range. This series is also extremely robust and vigorous.

As an F1 hybrid, uniform plant development is guaranteed. The plant's round habit is particularly attractive, with the foliage forming a rosette that draws the eye to the large, pretty flowers. The *elunistar*[®] standard mix includes lots of special colours which are also available separately. We also offer a pure *elunistar*[®] elcora colour mix.

- Uniform, medium-early series
- Round plant habit
- Bright colours and large blooms
- Lots of special colours, all available separately
- Robust series
- Flowering time from the end of January



elunistar[®] elcora rose



elunistar[®] pink-light



elunistar[®] elcora red



elunistar[®] elcora carmine



elunistar[®] elcora blue



elunistar[®] white green eye



elunistar[®] white org eye



elunistar[®] buttercream



elunistar[®] red-winered



elunistar® blue-light



elunistar® red



elunistar® yellow org eye



elunistar® yellow-lemon



elunistar® purple



elunistar® blue



elunistar® apricot



elunistar® sailing



elunistar® appleblossom



elunistar® orange

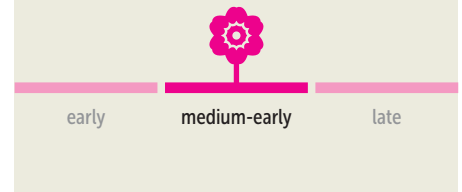


elunistar® pink

Master of Presentation

This exclusive series comes in exceptionally bright colours that contrast beautifully with the dark foliage. As if creating a backdrop, the leaves of these compact growing plants take on a dark green hue that is the perfect foil for the strong colours of the *delia*®'s blooms. An eye-catching series that you simply can't pass by. What's more, these compact growing plants can be grown without growth regulators (PGRs) and make excellent use of space in the greenhouse. As an F1 hybrid, *delia*® guarantees uniform growth and readiness for sale.

- Unusual, brilliant colours
- Compact habit so no need for growth regulators (PGRs)
- Flowering period from early February onwards



delia® white



delia® yellow



delia® pink



delia® appleblossom



delia® salmon light



delia® light lilac

Lovely diversity

The medium-early to late flowering *aurela* is offered in an attractive mix with a well-balanced, harmonious colour palette. The *aurela* is characterised by bright, clear coloured blooms with a yellow eye that contrast beautifully with the dark green, rosette-forming foliage. *aurela* is a compact plant that needs no growth regulators (PGRs), so a high density of approx. 80 plants/m² is possible.

- Compact plant habit
- Excellent yield per area
- Ready for sale from late February



aurela white org eye



aurela yellow org eye



aurela red



aurela appleblossom

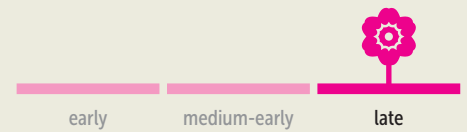


aurela pink

Reliable primulas for late cultivation

With a track record going back decades and yet constantly being reinvented, the *eblo*® series is an indispensable part of any late primula growing programme. Besides their large flowers in bright colours, these uniform growing plants also stand out for the diversity of their petal markings. In addition to clear, bright colours, they also come with white-edged petals and in elcora colours. And it ticks all the boxes on the inside too: the robust *eblo*® is perfect for growing in unheated conditions.

- Large-bloomed series with a wide range of colours and markings
- Very robust, so suitable for growing in unheated conditions
- Outdoor cultivation possible until first frost with no problems
- Late flowering series for sales from early March



eblo® white org eye



eblo® cream org eye



eblo® yellow-lemon



eblo® yellow org eye



eblo® raspberry shades



eblo® pink



eblo® red



eblo® red red eye



eblodie lime



eblodie pink-light



eblo® lavender



eblo® appleblossom



eblo® orange yellow



eblo® orange



eblo® cream red eye



eblo® apricot



eblo® strawberry



eblo® purple



eblo® blue



eblo® blue red eye



eblo® elcora red



eblo® elcora rose



eblo® carmine cream



eblo® elcora blue



eblo® bloody mary



Dark-leaved polyanthus for late cultivation

Cheerful flowers sitting on long stems above dark green foliage. As a polyanthus type, *stella*[®] is the right choice for primula lovers who are after something different. Flowering from early March, this primula has a loose, very natural-looking plant habit. Whether for the window sill, the patio or the garden, the robust, free-flowering *stella*[®] will turn heads among both wholesale customers and consumers.



stella[®] blue



stella[®] lilac-light



stella[®] cream org eye



stella[®] white





stella® salmonred



stella® red



stella® pink



stella® champagne



stella® yellow



stella® golden yellow



- Lots of blooms with interesting markings and eye
- Can be grown in unheated conditions; robust, frost-hardy series
- Long flush of very abundant flowers



early

medium-early

late

For garden or balcony

Nostalgic charm and modern spontaneity: the *Victoriana* gold-edged primula is at home anywhere. As a pot plant it will adorn your windowsill in the spring, and in the garden this late-flowering series provides long-lasting blooms well into April. The decorative flowers are borne on long, graceful stems in attractive loose umbels, about 20 centimetres above the leaves. The *Victoriana* series currently offers five varieties in expressive colour combinations. The bright yellow centres are framed in red, purple, mocha and black and finished off with

yellow lacing to the petals. These robust *Victoriana* primulas are perfect as a group in bowls, pots and flowerbeds. They are hardy, thrive in the garden in moist, humus-rich soil, and their extraordinary flowers will bring more pleasure next year.

There is a long tradition of growing *Victoriana* perennial primulas in our gardens as these plants, with their filigree patterned flowers, have been cultivated in Europe since the 15th century. 200 years later there was no stopping

the passion for collecting garden primroses, because enthusiasts wanted to own as many colours and shapes as possible. Many varieties were lost during the last century – just one more reason to revive this tradition for a plant with so much timeless charm.



Victoriana mix



Victoriana red



Victoriana lilac



Victoriana mocha



Victoriana panda



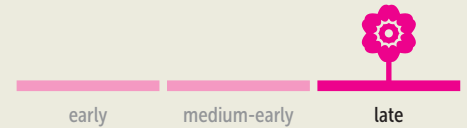
Victoriana yellow

Masses of vibrant flowers

With their eye-catching appearance, the varieties in the telda series are designed to inspire. The abundance of vibrant flowers adds a bright splash of colour to every spring border. The habit of these late-flowering polyanthus showcases the merits of this special type of primrose. The loose umbels project well above the narrow, dark leaves, and yet the entire plant has a compact appearance. These unusual primroses match perfectly with the trend of natural-looking plants that are reminiscent

of the original species. But before things get too nostalgic, telda sweeps this Victorian primrose strain straight into the 21st century: with their attractive spectrum of radiant, clear colour shades and impressive floral display, telda varieties are the perfect spring perennial for cheerful, eye-catching bowl plantings.

- Dark foliage
- Special/unusual colours, interesting colours
- Compact, late polyantha type
- Well suited for planting bowls and beds
- Nice contrast between dark foliage and bright colour



For an extended primula season

With large flowers, vibrant colours and a uniform plant structure, the *gelaya* series looks impressive even at first glance. But this very late-flowering series has another advantage: it significantly extends the selling period for your primula range as the plants do not flower until the middle of March. Cultivation is also very cost-effective as *gelaya* can be grown in an unheated greenhouse.

- Large-flowered, highly uniform series in clear, strong colours
- Healthy, fresh, dark-green foliage
- An important addition to the late range
- Very robust, so suitable for growing in unheated conditions
- Compact plant habit
- Very late flowering, around 10 days after *eblo*®



early

medium-early

late



gelaya white org eye





gelaya yellow org eye



gelaya orange



gelaya red



gelaya pink



gelaya purple



gelaya blue





Potting dates plugs for cultivation under glass

Flowering period	Variety	Habit	Calendar weeks										
			34	35	36	37	38	39	40				
very early	<i>bonneli</i> [®]	compact	34	35	36								
early	<i>primella</i> [®]	compact		35	36	37							
	<i>fruelo</i> [®]	vigorous		35	36	37							
medium-early	<i>elodie</i>	compact			36	37	38						
	<i>eltangi</i> [®]	compact			36	37	38						
	<i>sibel</i> [®]	compact			36	37	38						
	<i>elunistar</i> [®]	vigorous			36	37	38	39					
	<i>delia</i> [®]	compact			36	37	38						
	<i>elviana</i>	compact				37	38	39					
	<i>aurela</i>	compact				37	38						
late	<i>stella</i> [®]	vigorous			36	37	38	39					
	<i>telda</i>	compact			36	37	38	39					
	<i>Victoriana</i>	vigorous			36	37	38	39					
	<i>eblo</i> [®]	vigorous			36	37	38	39	40				
very late	<i>gelaya</i>	compact			36	37	38	39					

Potting week



Plug:
 Tray with 336 cells
 dia. 1.7 cm



48	49	50	51	52	1													
		50	51	52	1	2												
		50	51	52	1	2												
							3	4	5	6	7	8	9					
									5	6	7	8	9					
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																12	13	14



Flowering period



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Distributed by:
ebbing-lohaus Vertriebsgesellschaft mbH

