



MEDIA RELEASE  
February 2007

## Design Edge *Cordyline* 'Electric Pink' New .... Dramatic .... Versatile.... Different .... Exclusive

It seems that barely a month goes by these days without another new cordyline appearing on the market. Smart breeding is producing new and improved forms and 'Electric Pink' is one of the best yet.



With its vibrant striped leaves with hot pink margins, especially in the younger foliage, 'Electric Pink' makes a dazzling and dramatic statement, whether planted in the garden or in a pot. Use it in the garden as a specimen or accent plant for colour contrast or plant a grove of them to add a tropical feel. Plant it in ornamental containers of contrasting colour for show stopping impact in an entranceway, patio or courtyard. Or use it as a centrepiece in mixed planters with contrasting spreading perennials or annuals. Night lighting will give it added impact.

So what makes it different? 'Electric Pink' is a compact clumping Cordyline that doesn't develop a bare single stemmed trunk that many gardeners find unattractive.

Instead it develops side shoots that together with its slightly arching leaves provides a denser foliated plant than more upright cordylines. It also holds its colour better than other pink varieties that tend to lose their lustre during the warmer months.

In fact 'Electric Pink' develops its best colour in full sun and doesn't appear to burn in strong sun. It can also be grown in part shade. It seems to be resistant to crown rot and like all cordylines it is an easy care, low maintenance plant, tolerant of most well-drained soils. It will grow to around 1.5m tall x 0.8m wide at maturity.

'Electric Pink' is an impressive addition to the colourful modern varieties of Cordyline already available. Australia is its first country of release and it has PBR attached. It is destined for overseas release.

Licensed by Sprint Horticulture Pty Ltd and produced by growers around Australia it will be sold in all states; available in 175mm pots from Bunnings stores from February 2007 and garden centres from April.

*Colourwise Nursery in NSW is a principal grower and information on the plant and stockists is available from them on 02- 4566 6177.*



*High resolution images available on request from Helen Moody, HortiMedia, phone 02- 94209919 or email hmoody@aapt.net.au.*