



Acres of **buzz** from Spring Trials

Next, Greenex and their stunning ...

Ellen: Next, Greenex and their stunning gift packaging ideas for potted plants. In this case, it was for their mini kalanchoe varieties from Queen breeding. There are the tiny sleeved plants, of course. But also a fancy clear-lidded gift box filled with four potted Kalanchoes. Totally appropriate for Valentine's Day, Easter, as hostess or baby shower gifts. And with a couple of vents in the clear plastic window, the plants stay fresh for a long time - this particular box was going on its eighth day. It's already a thing at places like IKEA and such in Europe. You can see more about this packaging and Greenex in general in this [VIDEO](#).



Chris: They say the plants' bred-in ethylene resistance makes the Queen varieties suited for this. Now, a second notable from Greenex is their foray into pot mums. I asked if they hadn't heard that potted mums are a dying market here. Replied Eliardo Rodrigues, "It's not a boom market, but it's a steady market." Greenex has partnered with Royal Van Zanten for an exclusive line of mums. Looks like they have the basic colors and shapes covered. They'll officially introduce the line July 1.

Chris and Ellen

Chris Beytes
Editor & Publisher [GrowerTalks](#) and [Green Profit](#)

Ellen Wells
Editor-at-Large [Green Profit](#)