

the untold story of

**Matrix<sup>®</sup>**

**pansies**

# reality check

**Matrix is designed to your specifications.** Your wants and needs at every step of the pansy production process have been identified, and we delivered. If you haven't discovered the truth about Matrix, it's time to take yourself off "pansy autopilot" and find out how Matrix can make you more profitable.

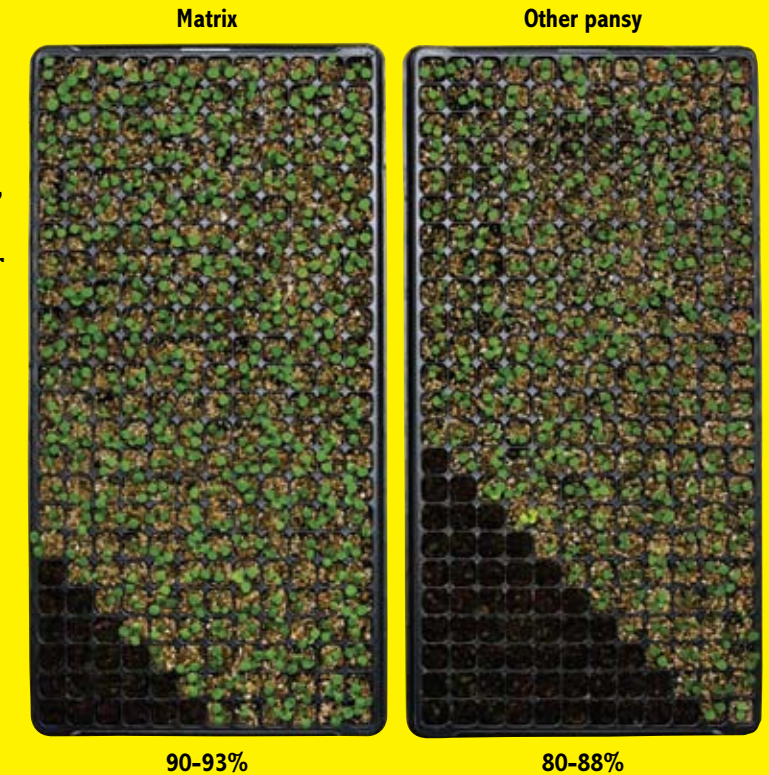


# re-define yield

**Yield is more than seed germination.** It's time to think of yield in terms of a strong, uniform crop. It starts with healthy, young plants.

"In general, pansies yield 88 out of 100 useable seedlings. After grading to useable plants, this number can be reduced to 80. With Matrix, I generally get 90 to 93 useable plants, which results in less patching, fewer plants having to be graded out, lower labor costs and ultimately more useable plants."

*John M. Williams  
Vice President of Operations  
Tagawa Greenhouses Inc., Colorado*



# the underground truth about Matrix

**Matrix breeding is focused on desirable plant habit** – branching, structure and mass – so you can easily produce and provide a better looking plant at retail. Matrix vigor increases productivity which ultimately increases profitability.

In Fall conditions, pansies can stretch. Matrix grows outward first to cover the soil before initiating blooms without stretching. Short, strong peduncles hold up the large, thick flowers. All of this means longer holdability and better shipability.

A well-developed root system reduces labor and simplifies crop management. A strong root system ensures strong plants that are easier to water and less prone to disease.

“Matrix consistently had excellent scores in our Winter trials. Strong roots are critical to growers that experience high night temperatures. The vigorous root system apparent in each of the colors means your crop will take up water and nutrients uniformly and reduces the risk of problems in production.”

*Jimmy Turner  
Senior Director of Gardens  
Dallas Arboretum, Texas*



# the efficient greenhouse

**Superior plant structure plus total uniformity equals a streamlined greenhouse production process.** Walk your benches less. Grow all varieties together in the same cultural conditions. The result is significant time and labor cost savings.



“I can use Matrix the whole season. It doesn’t matter whether it’s short days, long days, hot or cool. It is consistent. I use fewer PGRs with Matrix. I only need one or two applications compared to other genetics.”

*Lance Brown  
Owner  
Brownfield Plant Farm, Alabama*



# hold on for sales



**Total uniformity and less stretch enables you to hold Matrix longer when you have to.** Short, strong peduncles withstand shipping rigors and result in great looking plants at retail.

“We grow a lot of pansy plugs, and most are Matrix. Because of the compact, branched habit it is easy to make a nicer looking plant. The presentation is beautiful when they go to the store and results in very good sell through.”

*Jeff Neese  
General Manager  
Costa Farms, North Carolina*



A woman with glasses and a black and white patterned scarf is looking at a display of colorful pansies in a floral shop. In the background, there are shelves filled with more plants and another person in a blue shirt. The scene is brightly lit, suggesting an outdoor or well-lit indoor setting.

# win-win at retail

**After a long ride, your product shows up looking great.** The same properties that make Matrix easy to produce allow for a long retail shelf life. What's good for you is good for your customer.



# clearly uniform

**Matrix has all the colors you need.** What you don't need are mismatched varieties. No color is introduced into the Matrix series unless it matches the habit and timing to stay true to the series. Matrix provides you with total uniformity across all colors, novelties and mixes included.

"I know Matrix will be ready when I need them to be ready. Because of the series uniformity my landscape customers can combine two and three colors in a bed and have no problem because all will grow and time at the same rate."

*Dennis Wilbanks  
Production Manager  
Tippah County Growers  
Mississippi*





# window of opportunity

Fall-grown Matrix varieties all flower within a 7-day window at 25% color, and that includes the clears, blotches and novelties. You can mix and not worry about match.

“We can ‘dead run’ the field because of the uniformity of Matrix. The programmability saves a lot of time in pulling orders. A ‘hodge podge’ crop is a nightmare, the labor goes in and pulls what’s in flower. If it’s not flowering we waste time consolidating or things get overlooked.”

*Paul Gehrke  
Grower  
Pure Beauty Farms, Georgia*



Blue Frost\*



Morpheus\*



Rose Wing\*



Sunrise\*



Mixture



Raspberry Sundae Mixture



Coastal Sunrise Mixture

\*Natural variation and color interest.





Ocean

Rose Blotch

White Blotch

Deep Blue Blotch

Yellow Blotch

Red Blotch

Red Wing

Blue Blotch



NEW Light Blue

Rose

White

Purple

Yellow

Orange

Primrose



Autumn Blaze Mixture



Ocean Breeze Mixture



Citrus Mixture



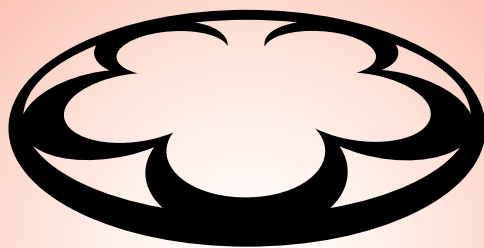
NEW Clear Mixture



Blotch Mixture



**Matrix is designed and built to give you more yield through every phase in the production process. You get gorgeous pansy color that holds, ships and sells... and delivers more profit for you and your customer.**



**MATRIX®**

P A N S I E S

Contact your preferred supplier to order.

PanAmerican Seed®

**630 231-1400**

**panamseed.com**

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