



Euroflor
Urban Meadows

COLOURING THE LANDSCAPE...
SUPPORTING BIO-DIVERSITY
AND ENRICHING HABITATS...

NOW FEATURES 12 PROJECT POLLIN-8
MIXES, PERFECT FOR POLLINATORS



www.euroflor.co.uk

Electricity North West

Rigby Taylor's Euroflor urban meadow flower seed mixes have played a key role in the success of Electricity North West's 'Transforming our Spaces' project by revamping substations throughout the region with spectacular displays of colour from flower mixes that also attract a host of pollinators.

These colourful displays drew laudatory comments from the local communities as well as council officials and MPs.

For example, commenting on one site, Copeland MP Trudy Harrison said: "Electricity North West has planted what was previously grassland, requiring regular and costly maintenance, into a beautiful and environmentally beneficial wildflower oasis... This is an economic, environmental and social win, win, win project which should be replicated all over the UK."

Angie Thornton, Electricity North West's Groundworks Delivery Manager, who is heading up the scheme, said: "Substations aren't always aesthetically pleasing but we are all absolutely delighted with the results; the sites truly have been transformed from what used to be eyesores into beautifully vibrant areas for the local communities to take pride in and spaces for revitalising insects and wildlife."

Euroflor urban meadow flower mixes were selected including **Rainbow Perennials** and **Flora Britannica**. The displays lasted through the summer and into October and November.

Angie Thornton
Groundworks Delivery Manager
Electricity North West



Euroflor urban flower meadow mixes are successfully sown across the UK from the far south in Cornwall to the far North in Scotland. They provide not just a wonderful stunning display that colour the landscape but also provide a source of food and shelter for pollinating insects and many species of birds and small mammals.



Euroflor also has an educational role in schools and colleges. Children love flowers and can learn about how important they are to our eco-system and the role that insects play in food production.

Euroflor Urban Meadow mixtures contain both garden flower cultivars and wild flower species in varying combinations and proportions. Their originality resides in the positive effect they have on colour balance, species diversity and natural aspect; they are specifically designed for an urban setting and offer a long flowering period stretching from spring to the first frosts of autumn.

For more than a decade, Euroflor has been successfully sown in the UK by local authorities, contractors, utility companies and in cemeteries, holiday parks, schools, golf courses and zoos.



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Experience the difference.

For over a century Rigby Taylor Ltd has been supplying the UK amenity industry with cutting edge products used by greenkeepers, groundsmen and landscapers. Many of these products have become industry 'standards' upon which others are judged.

One such product, Impact pitch line marking paint chemistry received the both Queens Award for Innovation and another for Enterprise. The company also received an award from the IOG for pioneering the development and introduction of robotics used in the industry.



As part of the Origin Enterprise Group, Rigby Taylor is one of the UK's leading investors in product innovation, development and industry support.



Such investment has shown major results in the co-development with its seed breeding partner Top Green – the introduction of innovative flower seed mixtures, technologically advanced grass seed cultivars, radical micro-granular fertilizers and a unique range of chemical and wetting agent chemistries.

Project Pollin-8 flower seed mixes is an enterprising initiative introduced to help reverse the decline in pollinating insect habitats, providing an invaluable, extended seasonal source of nectar and pollen. This initiative is detailed on page 9.



One local authority, Monmouthshire Conty Council, undertook a Case Study showing the effectiveness of their sowings of Euroflor from both an environmental and economic standpoint. This Case Study is available on request.

A new approach to managing amenity areas



Euroflor brings economic, environmental and cultural benefits

The use of Euroflor flower mixtures for this new approach is beneficial in 3 specific areas:

ECONOMIC

- ❁ Reduces operating costs
- ❁ Optimises human and material resources
- ❁ Reduces water consumption
- ❁ Encourages eco-responsible purchases of supplies and treatment products

ENVIRONMENTAL

- ❁ Conserves biodiversity
- ❁ Limits risk of pollution, by reduced use of chemical applications
- ❁ Optimises the management of natural resources
- ❁ Introduces more ecological practices
- ❁ Improves water management (less irrigation required, optimum watering etc.)

CULTURAL

- ❁ Added value to the landscape and natural spaces
- ❁ Maintains horticultural know-how
- ❁ Leads to the acquisition of new expertise and plays an educational role in environmental awareness

A Monmouthshire County Council pollinator policy case study showed major savings by sowing Euroflor mixtures. Strategic locations were selected where urban flower mixes would look best, such as roundabouts, housing estates, trunk roads and motorways, and determined that Euroflor urban flower mixes would replace 85% of annual bedding. A printed Case Study is available. For a copy, contact your Rigby Taylor representative or FreePhone 0800 424 919.



Stockton-on-Tees Borough Council

Seven areas around the borough were planted with Euroflor seeds and, says Head Ranger Dave Askey, “we received lots of compliments. The Euroflor mixes provided expansive banks of colour that lasted much longer than bedding plants and were so much more cost-effective.”

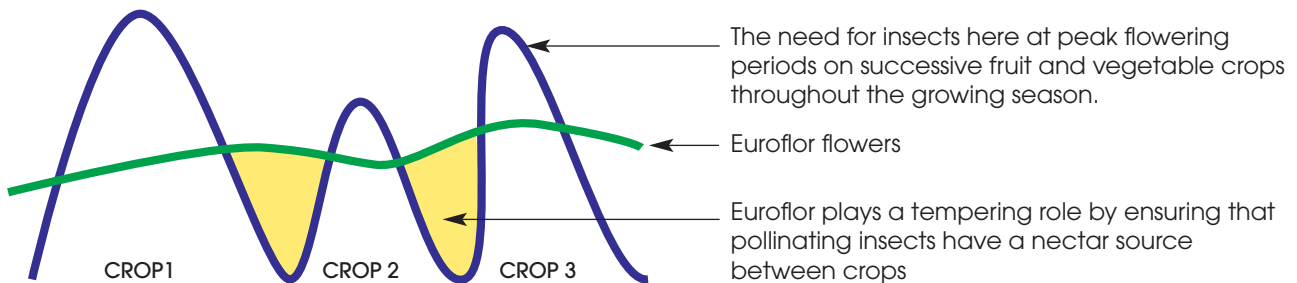
The council’s cabinet member for environment and transport, Councillor Mike Smith added: “The wildflower displays were very colourful and eye-catching. We planted them at prominent locations around the borough and received great feedback. But it was not just residents who enjoyed them – they were popular with bees, butterflies and other insects, too.”

**Dave Askey &
Mike Smith
Stockton On Tees
Borough Council**





The visual impact of a flower mixture is just one of the benefits experienced ... of equal importance is the commitment to environmental responsibility through best practice



Euroflor sustains insect populations when other food sources are not available.

For habitat management, Euroflor helps maintain bumblebees, honeybees, butterflies, beetles, ladybirds and other insects in the environment by providing a regular and stable nectar source.

The bees listed below were observed visiting Euroflor Rainbow mix in July and August 2011 in a research project led by Bristol University with Leeds, Reading and Edinburgh Universities on pollinating insect biodiversity.

Honeybee : *Apis mellifera*

Bumblebees : *Bombus lapidaries* (red-tailed bumblebee), *Bombus terrestris* (buff-tailed bumblebee).

Solitary bees : *Andrena dorsata*, *Halictus tumulorum*, *Lasioglossum calceatum*, *Lasioglossum smaethmanellum*



Sustainability – Green Infrastructure

Major advances have been made in the breeding and awareness of grass and flower species to achieve in the case of grass a denser sward that is more tolerant to wear, cold, drought and disease and for flowers their beneficial impact on pollinators and bio-diversity.

Work has also been undertaken at Top Green’s seed research centre, Les Alleudes in France on carbon lockup in grass roots, oxygen production from areas of grass sward, clipping volumes and associated costs.

Such data is important as regards the local environment, its ecology and bio-diversity and how this impacts on the urban landscape and its relationship with the people who live and work in such areas.

It has been found that the greatest amount of carbon lock up takes place in the root system of a grass plant, which accounts for 70% of the total plant mass. According to research (Rumore, Sulzman & Young) an area of just 10m x 10m of grass has the potential of absorbing 11 kgs of CO₂ per annum.

Creating urban meadows in towns and cities gives back to nature what has been taken away through the destruction of habitats and the construction of buildings and roads.

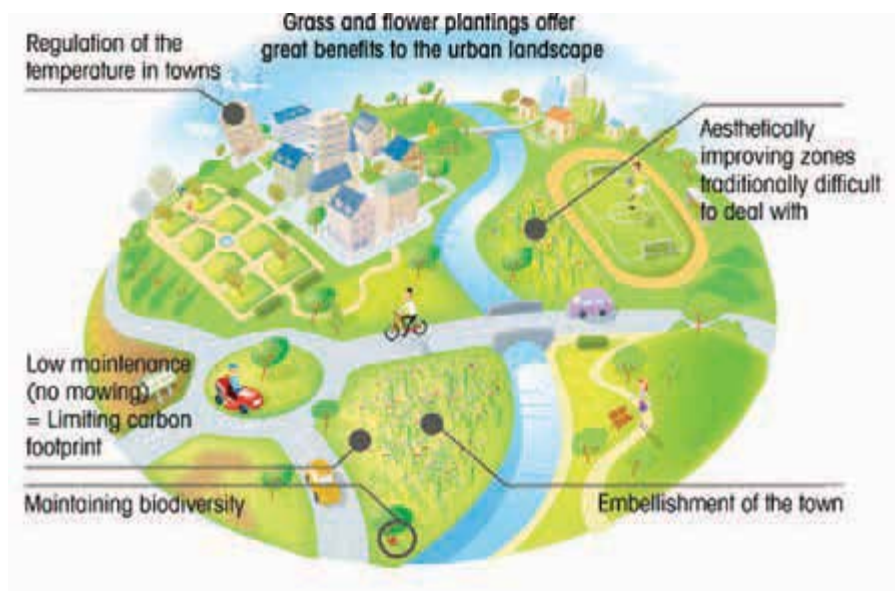
Euroflor Urban Meadows offer a long flowering period from Spring to early Autumn and provide a constant source of nectar for pollinating insects, cover and food for small birds and mammals and embellishment of the urban landscape.



BREEAM (Building Research Establishment Environmental Assessment Method) is the world’s leading sustainability assessment method for master planning projects, infrastructure and buildings. It recognizes, and reflects the value in higher performing assets across the built environment lifecycle, from new construction to in-use and refurbishment.

BREEAM rated developments are more sustainable environments that enhance the wellbeing of the people who live and work in them, helping protect natural resources, including its ecology and enhancing the local environment. This includes the reduction of carbon emissions and atmospheric pollution.

The following Euroflor mixtures are of particular value for BREEAM projects – **Dry, Contrast, Fragrant Lawn, Ground Cover, Endurance and Reviva.**



Euroflor at a glance

Page	Euroflor Mix	Duration	Sowing Period	Height	Types
11	Alliance	Annual	Spring & Autumn	40-80cm	Horticultural
25	Banquet	Annual/Perennial	Spring	40-80cm	Horticultural
12	Boulevard	Annual	Spring & Autumn	10-30cm	Horticultural
26	Celebrate	Annual	Spring	40-80cm	Horticultural
14	Cornflowers	Annual	Spring & Autumn	40-80cm	Horticultural
27	Chameleon	Annual	Spring	40-80cm	Horticultural
13	Classic	Annual/Perennial	Spring & Autumn	40-80cm	Native & Horticultural
28	Colour Bouquets	Annual	Spring	40-80cm	Horticultural
29	Contrast	Annual	Spring	20-50cm	Horticultural
30	Cornfield Annuals	Annual	Spring	40-80cm	Native
45	Discovery Boxes	Annual	Spring & Autumn	Variable	Horticultural
31	Dry	Annual	Spring	40-80cm	Horticultural
15	Endurance	Perennial/Annual	Spring & Autumn	40-80cm	Horticultural
16	Flora Britannica	Perennial/Annual	Spring & Autumn	40-80cm	Native & Naturalised
33	Fragrant Lawn	Annual	Spring	20-50cm	Horticultural
34	Ground Cover	Annual	Spring	20-50cm	Horticultural
35	Honey	Annual	Spring	40-80cm	Horticultural
17	Hope	Annual	Spring & Autumn	70-100cm	Horticultural
36	Horizon	Annual	Spring	90-160cm	Horticultural
37	Meadow Breeze	Annual	Spring	40-80cm	Horticultural
18	Native Pollinator	Perennial/Biennial	Spring & Autumn	40-80cm	Native
19	Poppies	Annual	Spring & Autumn	40-80cm	Native
39	Posy	Annual	Spring	40-80cm	Horticultural
40	Rainbow Annuals	Annual	Spring	70-100cm	Horticultural
20	Rainbow Perennials	Perennial/Annual	Spring & Autumn	40-80cm	Horticultural
21	Reviva	Perennial/Annual	Spring & Autumn	40-80cm	Native
41	Sarah Bouquet	Annual	Spring	70-100cm	Horticultural
42	Summer Lace	Annual	Spring	50cm	Horticultural
22	Spring Flower	Annual	Spring & Autumn	40-80cm	Horticultural
43	Super Blue Bee	Annual/Biennial	Spring	70-100cm	Native & Horticultural
23	Tenor	Annual/Perennial	Spring	40-80cm	Native
44	Tudor Scent	Annual	Spring	30-100cm	Native & Naturalised
<i>NOTE: All Perennial mixes include some Annuals to ensure 1st year flowering</i>					

Choose an ideal Euroflor mix for the area

Site	Suitable Mixtures	Comments
Roadside verges	Ground Cover, Boulevard Dry, Endurance, Contrast	Limited height for roadside visibility Low irrigation requirements
	Flora Britannica, Native Pollinator	Where height restriction is not an issue
Embankments	Dry, Endurance	Avoid high mixes that may lean over
Under barriers and fences, tree surrounds	Ground Cover, Chameleon, Contrast	Height limited for roadside visibility Limited space for high mixtures
Roundabouts	All mixes suitable	Use low mixes on edges of visibility central reservations
Cemeteries	Spring Flower	Softer colours in natural areas
Industrial wasteland	Horizon	
Towns parks & squares	All mixes except Horizon	Avoid high mixes in small areas
Sports field surrounds	All mixes suitable	Avoid high mixes in narrow areas
Schools	All mixes suitable	Avoid Honey in highly populated zones
Footpath edges	Ground Cover, Boulevard, Contrast	Avoid high mixes on the edges
River banks	Flora Britannica Native Pollinator	Native flora
Country parks	Flora Britannica, Cornfield Annuals, Native Pollinator	Native flora
Industrial estates	Dry, Endurance, Honey, Rainbow, Horizon	Minimum maintenance on big areas
Housing estate public areas	All mixes suitable	Avoid Honey in play areas
Replace formal flower beds	All mixes suitable	
Under electricity lines, along gas lines, solar parks, public utilities	Horizon, Summer Lace	Minimum maintenance
Golf courses	Flora Britannica Native Pollinator	Roughs
	All other mixtures except Fragrant Lawn, Endurance and Reviva	Entrances and course driveways and around the clubhouse
Agricultural land & setaside	Cornfield Annuals, Native Pollinator	
Historical houses & Estates	Tudor Scent	



An Environmental Initiative

Euroflor Project Pollin-8 is targeted at helping reverse the national decline in pollinating insects. Street Scene, Green Infrastructure, Public Open Spaces, Educational Estates and Golf Courses have all benefited from sowing **Project Pollin-8** mixes to improve habitats and enhance the visual landscape. Dedicated mixes include flower species which are native and naturalised for more discreet displays and environmentally sensitive sites or predominantly horticultural species for higher visual impact, all of which are a valuable food and habitat resource for pollinators.

Independent Research

The introduction of the Euroflor **Project Pollin-8** range is the result of information obtained from independent research data published by the Urban Pollinators Group (UPG); a national research programme on urban pollinators run by Bristol, Edinburgh, Leeds, & Reading Universities (2010-2013). Such collaborative work led to the launch of **Project Pollin-8**. It became clear from this research that no one mix could meet the complex ecological demands of the diverse pollinator groups throughout the different stages in their life cycles; from early to late flowering, plants more suitable for egg laying, nectar for

energy and pollen for protein. With this in mind, twelve Euroflor mixtures have now been specially identified that each supply a longer seasonal supply of nectar and pollen and a more diverse range of habitats, whilst at the same time providing incredibly visual flower displays.

All mixes can be spring sown from late March/April through to early June for summer flowers that provide nectar and pollen until the first frosts. **Flora Britannica**, **Native Pollinator**, **Rainbow Perennials** and **Spring Flower** can also be sown in the autumn to provide a vital, earlier season supply of nectar and pollen.

Wildlife trusts, charities and the RHS all publish lists of recommended flowering plants to support habitats for bees, butterflies, moths, hoverflies and other pollinating insects. The strength and success of Euroflor flower mixtures is their suitability for a wide range of urban and rural landscapes, including golf courses, street scenes, housing estates, verges, cemeteries, recreational areas and country estates. This has been achieved through a combination of innovation, extensive mixture trials across the UK and Europe, workshops and site visits to provide technical support and practical advice and importantly, feedback from clients on performance.



Euroflor Mix	What it aims to do for pollinators	Includes
Banquet <i>Page 25</i>	A unique flower display mix, developed from university research results on nectar and pollen yields and the RHS and Bumble Bee Trust recommendations on plants, which are good for pollinators. A real banquet for bees, butterflies, hoverflies etc.	Oxeye Daisy, Cosmos, Cornflower, Californian Poppy, Red Flax, Red & White Clover
Cornfield Annuals <i>Page 30</i>	A mix reminiscent of traditional farmland meadows that support bountiful wildlife and pollinating bees.	Corncockle, Chamomile, Corn Marigold, Poppy, Nodding Catchfly
Endurance <i>Page 15</i>	Flowers that can survive in impoverished, shallow soils to provide an invaluable source of nectar and pollen	Pinks, Lavenders, Sage, Phlox, Thyme, Californian Poppy
Flora Britannica <i>Page 16</i>	Autumn or Spring sowing mix, composed of native and naturalised species of the UK and Ireland.	Black Medick, Viper's Bugloss, Red Clover
Fragrant Lawn <i>Page 33</i>	Highly scented mix of species that will attract a wide range of pollinating insects	Lavender, Thyme, Purslane, Chives, Self Heal, Crimson Clover,
Honey <i>Page 35</i>	A recognised and proven attractant of pollinating insects, and late flowering.	Borage, Cosmos, Baby's Breath
Native Pollinator <i>Page 18</i>	Spring & Autumn, long lasting flowering display and pollen collecting opportunities	Wild Carrot, Kidney & Tuffed Vetch, Birdsfoot Trefoil, Forget-me-not, Musk Mallow
Rainbow Annuals <i>Page 40</i>	A long-lasting flowering display through the summer months into autumn	English Marigold, Tickseed, China Aster
Rainbow Perennials <i>Page 20</i>	Perennial plants in this mix will start flowering from the following spring.	Oxeye Daisy, Blanket Flower, Cornflower
Spring Flower <i>Page 22</i>	An autumn sowing mix allowing flowers to be available for pollinators earlier in the year than spring sown mixes	Forget-me-not, Californian Poppy,
Super Blue Bee <i>Page 43</i>	A simple economic formula of 4 species that bees go wild for. Designed for pollinator utility rather than amenity it will help increase nearby fruit and vegetable yields by attracting more bees.	Borage, Purple Tansy, Cornflower, Vipers Bugloss
Tudor Scent <i>Page 44</i>	A selection of plants from Tudor times recognised for use as medicinal, dye, garden herbs and flowers, great for historical and country houses	Safflower, Black Cumin, Dyers Chamomile, Lemon Balm, Comfrey, Chicory, Flax, Hissop



Euroflor Rainbow Annuals mix was chosen as part of a government funded research programme on urban pollinators led by Bristol University, together with those from Edinburgh, Leeds and Reading. The scientific papers were published and can be openly accessed online. They quantify the nectar and pollen of the individual flower species that constitute **Euroflor**.

SPRING & AUTUMN SOWING

Alliance

✿ Poppy and cornflower mix

A combination of Poppies (*Papavar rhoeas*) and Cornflowers (*Centaurea cyanus*). Mainly blue but also crimson, white and pink.



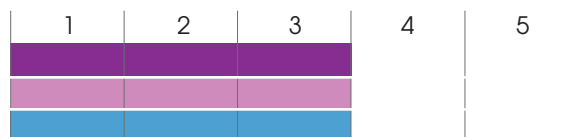
Alliance Characteristics

Scale: 1 (lowest) to 5 (best)

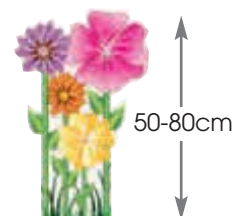
Germination Time

Flowering Period

Resistance to Drought



Flowering Height



Surface Area (sq.m)

Coverage per kilo of seed



Seed Composition (%)

Annuals



2 SPECIES

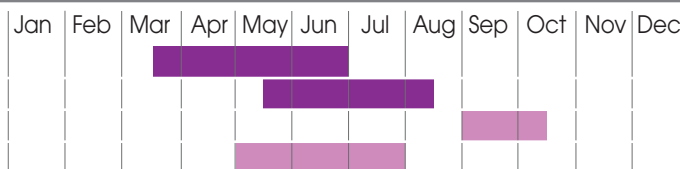
Poppies,
Cornflowers

Spring Sowing

Flowering Period

Autumn Sowing

Flowering Period



Boulevard



- ✿ Promoting roadside biodiversity
- ✿ A low height mix that eliminates the need for roadside verge cutting
- ✿ 100% native and naturalised flora as defined by the Online Atlas of British & Irish Flora

Boulevard is a low growing native species roadside mix that doesn't grow tall enough to hinder site lines and requires minimum maintenance. They are dominantly perennial species with self-seeding annuals.

Biodiversity & Habitat: The aim is to provide a general plant base with habitat specific plants that will act as nursery plants to the different biotopes on roadside verges.

Species Richness: These plant species that will find their own ecological niche, develop and flourish on different soil types, from dry sunny slopes to wet ditches, survive in the shade of over-hanging trees and roadside salt toxicity, it includes rarities not commonly found in wildflower mixes. Low growing, non-dominant grasses can be added to the mixture.



Boulevard Characteristics

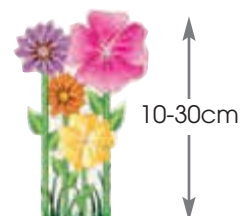
Scale: 1 (lowest) to 5 (best)	1	2	3	4	5
Germination Time	█				
Flowering Period	█		█		
Resistance to Drought	█				

Surface Area (sq.m)	50	100	150	200	250	300	350	400	450	500
Coverage per kilo of seed						█				

Seed Composition (%)	10	20	30	40	50	60	70	80	90	100
Annuals/Perennials	█		█		█		█		█	

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Spring Sowing				█								
Flowering Period							█					
Autumn Sowing								█				
Flowering Period			█									

Flowering Height



20 SPECIES

- Including*
- Self-Heal
- Harebell
- Cowslip
- Pasque Flower
- Evergreen Candytuft
- Birds Foot Trefoil
- White Clover

Classic

- ✿ A diverse mix of naturalised and horticultural species
- ✿ Contains 33 species

For a more natural looking meadow without the usual sparseness of 100% indigenous species, **Classic** combines the advantage of naturalised and horticultural flowers. It is particularly useful in intermediate zones between the countryside and urban areas...areas in a natural looking public park would be a good example.

The large number of species in the mix compensates for the longer germination period of indigenous flower species.



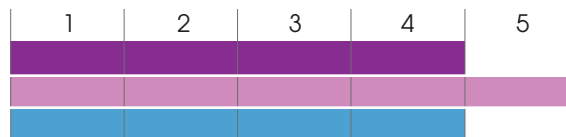
Classic Characteristics

Scale: 1 (lowest) to 5 (best)

Germination Time

Flowering Period

Resistance to Drought



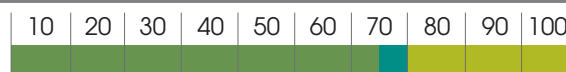
Surface Area (sq.m)

Coverage per kilo of seed



Seed Composition (%)

Annuals/Biennials/Perennials

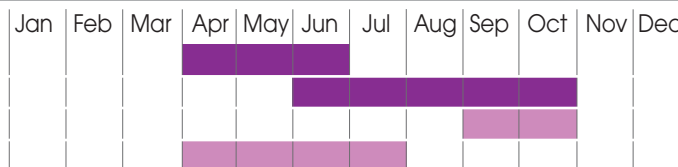


Spring Sowing

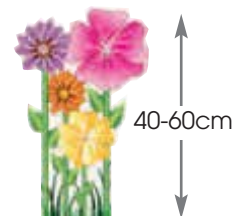
Flowering Period

Autumn Sowing

Flowering Period



Flowering Height



33 SPECIES

- Including
- Daisy Painted Chrysanthemum
 - Larkspur
 - Sweet William
 - Rose Mallow
 - Perennial Flax
 - Love-in-a-mist
 - Corn Poppy
 - Zinnia

SPRING & AUTUMN SOWING

Cornflowers

✿ 100% cornflower

A species of Cornflower (*Centaurea cyanus*), with mainly blue but also white, crimson and pink varieties.



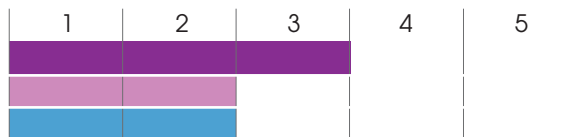
Cornflowers Characteristics

Scale: 1 (lowest) to 5 (best)

Germination Time

Flowering Period

Resistance to Drought



Surface Area (sq.m)

Coverage per kilo of seed



Seed Composition (%)

Annuals

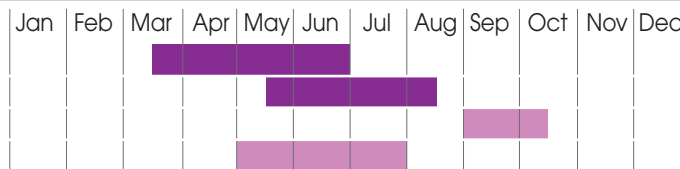


Spring Sowing

Flowering Period

Autumn Sowing

Flowering Period



Flowering Height



80cm

1 SPECIES
Cornflower

Endurance



- ✿ Multi annual and perennial species that just keep coming back
- ✿ Survives in shallow, free draining substrates
- ✿ Highly resistant to changing weather patterns

The result of three years of trials at Research Les Alleuds, France evaluating the survival of over one hundred individual plant species seeded onto shallow 10cm or 20cm very free draining, lightweight compost/pumice/gravel mixes. No irrigation was applied after initial establishment.

The final mix contains self-sowing multi annual species (Forget-me-not, English Marigold, Californian Poppy...), biennials and perennials that have staying power (Sweet William, Wild Lupin, Oxeye Daisy, Siberian Wallflower...). Truly a perennial urban meadow formulation that will *endure*.

Endurance has been specifically composed for situations that require a good floral display without the need to prepare and sow each year. It can be sown on a large variety of soil types including poor quality soils or stressed sites, slopes and heat traps and green roofs.



Endurance Characteristics

Scale: 1 (lowest) to 5 (best)

	1	2	3	4	5
Germination Time	█				
Flowering Period	█				
Resistance to Drought	█				

Surface Area (sq.m)

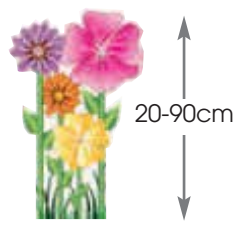
	50	100	150	200	250	300	350	400	450	500
Coverage per kilo of seed						█				

Seed Composition (%)

	10	20	30	40	50	60	70	80	90	100
Annuals/Biennials/Perennials	█		█		█		█		█	

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
Spring Sowing				█									
Flowering Period							█						
Autumn Sowing									█				
Flowering Period				█									

Flowering Height



20 SPECIES

Including
Purple Coneflower
Blanket Flower
Pinks,

Flora Britannica

- ✿ A mix of 100% native and naturalised species found in the British Isles
- ✿ For creating natural flower rich meadows
- ✿ Good for ecological renovations

Recommend to be sown along rural roadsides, nature reserves, ecological conservation schemes, riverside edges, on agricultural set-aside land and natural areas of parks.

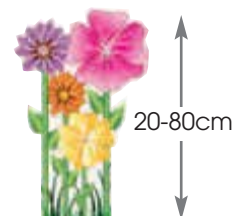
Flora Britannica is a universal mixture meaning it's plant base is common to many habitats in the UK. It can be sown alone or associated with companion grass species (be aware of the possible dominance of grasses). It also can be sown with other Euroflor flower mixes or with specialised habitat species such as wetland, acid soil, shade, chalk land flower species etc.



Flora Britannica Characteristics

Scale: 1 (lowest) to 5 (best)	1	2	3	4	5								
Germination Time	[Purple bar across 1-3]												
Flowering Period	[Pink bar across 1-3]												
Resistance to Drought	[Blue bar across 1-3]												
Surface Area (sq.m)	50	100	150	200	250	300	350	400	450	500			
Coverage per kilo of seed				[Red bar across 200-350]									
Seed Composition (%)	10	20	30	40	50	60	70	80	90	100			
Annuals/Biennials/Perennials	[Green bar across 10-40, teal bar at 50, yellow-green bar across 60-100]												
Spring Sowing	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
Flowering Period				[Purple bar across Apr-Jun]			[Purple bar across Jul-Dec]						
Autumn Sowing													
Flowering Period				[Pink bar across Apr-Jun]			[Pink bar across Jul-Aug]						

Flowering Height



25 SPECIES

- Including
- Yarrow
 - Columbine
 - Borage
 - Harebell
 - Cornflower
 - Vipers Bugloss
 - Wild Candytuff
 - Forget-me-not
 - Corn Poppy

SPRING & AUTUMN SOWING

Hope

✿ Multi-coloured mix

A long-flowering annual mix with 10 species providing assorted colours and textures.



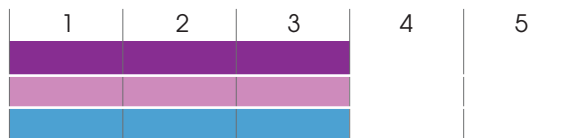
Hope Characteristics

Scale: 1 (lowest) to 5 (best)

Germination Time

Flowering Period

Resistance to Drought



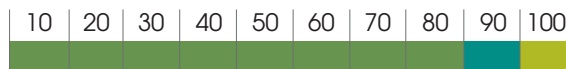
Surface Area (sq.m)

Coverage per kilo of seed



Seed Composition (%)

Annuals/Biennials/Perennials

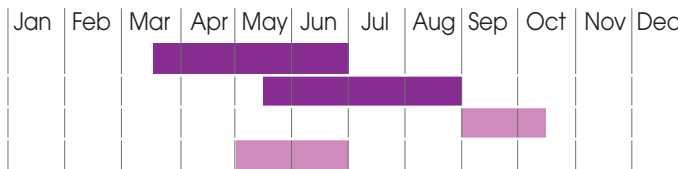


Spring Sowing

Flowering Period

Autumn Sowing

Flowering Period



Flowering Height



80cm

10 SPECIES

Including
 Corncockle
 Pot Marigold
 Cornflower
 Vipers Bugloss
 Shasta Daisy
 Red Flax

Native Pollinator



- ✿ Creates stable habitats
- ✿ A rich mix of annuals, biennials and perennials
- ✿ High resistance to drought

Native Pollinator is a valuable habitat mix for pollinating insects that only includes species native to the UK. Backed by scientific research we believe it is now the best available germination-tested native seed mix in the UK for pollen and nectar production. In addition, it is widely accepted that native vegetation is best for creating stable habitats where the life cycles of insects use plants for egg laying and larval stages.

We have now increased the number of species to over 20 but we have purposely chosen to exclude species that are widely considered as undesirable that will readily colonise any patch of bare ground in the UK, (Plantains, Dandelion, Docks, Nettles...) although we do recognise their importance for habitat renovation. As a general mix, **Native Pollinator** is widely adaptable for sowing in different habitats and soil types such as riverside edges, partial shade, and roadside edges which will lead to the better adapted species becoming more successful.



Poppy



Cornflower



Musk Mallow



Field Scabious



Birds-foot Trefoil



Vipers Bugloss

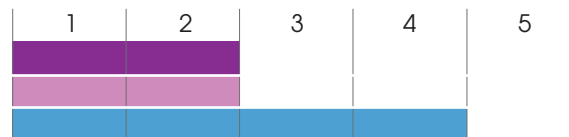
Native Pollinator Characteristics

Scale: 1 (lowest) to 5 (best)

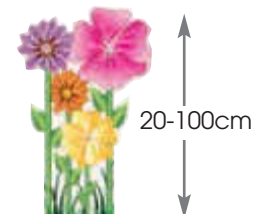
Germination Time

Flowering Period

Resistance to Drought



Flowering Height



Surface Area (sq.m)

Coverage per kilo of seed



Seed Composition (%)

Annuals/Biennials/Perennials

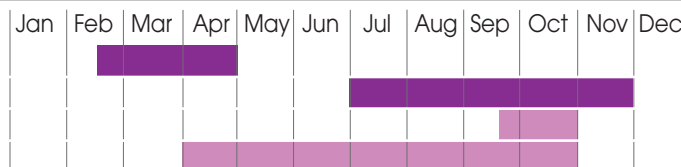


Spring Sowing

Flowering Period

Autumn Sowing

Flowering Period



20+ SPECIES

- Including
- Cornflower
- Musk Mallow
- Vipers Bugloss
- Field Scabious
- Wild Carrot
- Forget-me-not
- Soapwort

SPRING & AUTUMN SOWING

Poppies

✿ 100% poppies

The exceptional purity and high percentage germination rate sets **Poppies** 100% Field or Common Poppy (*Papaver rhoeas*) apart from other widely available Poppy seed.



Poppies Characteristics

Scale: 1 (lowest) to 5 (best)

Germination Time

Flowering Period

Resistance to Drought

	1	2	3	4	5
Germination Time		variable			
Flowering Period		variable			
Resistance to Drought					

Surface Area (sq.m)

Coverage per kilo of seed

	50	100	150	200	250	300	350	400	450	500
Coverage per kilo of seed										

Seed Composition (%)

Annuals

	10	20	30	40	50	60	70	80	90	100
Annuals										

Spring Sowing

Flowering Period

Autumn Sowing

Flowering Period

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Spring Sowing												
Flowering Period												
Autumn Sowing												
Flowering Period												

Flowering Height



50cm

1 SPECIES

Papaver rhoeas

Rainbow Perennials

- ✿ Ideal for more permanent displays
- ✿ Outstanding, innovative mix provides longer term savings
- ✿ Extended flowering period early spring through to late autumn

Rainbow Perennials as the name suggests, contains predominantly perennial flower species to provide an extended and more permanent flowering display from early spring until late autumn throughout successive years.

For optimum year on year performance, over-seeding of weakening areas is recommended to maintain and increase flowering performance and bio-diversity. **Rainbow Perennials** removes the need to prepare seed beds each year with the benefit of utilizing labour for other essential tasks.



Rainbow Perennials Characteristics

Scale: 1 (lowest) to 5 (best)

	1	2	3	4	5
Germination Time	█				
Flowering Period	█				
Resistance to Drought	█				

Surface Area (sq.m)

	50	100	150	200	250	300	350	400	450	500
Coverage per kilo of seed								█		

Seed Composition (%)

	10	20	30	40	50	60	70	80	90	100	
Annuals/Biennials/Perennials	█				█	█					

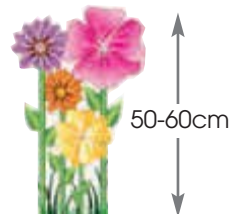
Spring Sowing

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Flowering Period				█		█						

Autumn Sowing

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Flowering Period				█					█			

Flowering Height



19 SPECIES

- Including*
- Wall Rock Cress
- Wallflower
- Coreopsis
- Blanket Flower
- Wild Candytuff
- Perennial Flax
- Forget-me-not
- Selfheal

Reviva

- ✿ High productivity biomass to smother weeds
- ✿ Nitrogen nodules to fix nitrogen in the soil
- ✿ Foliage to increase organic matter content

Reviva combines the rich foliage texture of leafy plants with nitrogen fixing leguminous species, producing vigorous ground cover vegetation and improving soil fertility. This vegetative cover and root growth reduces soil erosion and the leaching of valuable soil nutrients over the winter. Weed seeds are less likely to establish, through competition and this may lead to less herbicide applications the following spring.

Reviva can be a beneficial crop between annual cultures of Euroflor urban meadow mixes, sown in September and cultivated into the soil the following April. It can also be spring sown to protect topsoil piles and improve soils that would otherwise be bare of vegetation and susceptible to weed infestation.

Reviva has not been designed specifically for its flower display. However species such as Purple Tansy, Lucerne, Sainfoin and Crimson Clover attract bees in great numbers to their flowers.

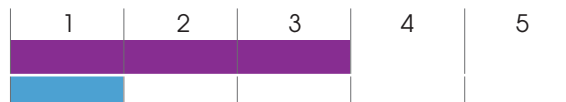


Reviva Characteristics

Scale: 1 (lowest) to 5 (best)

Germination Time

Resistance to Drought



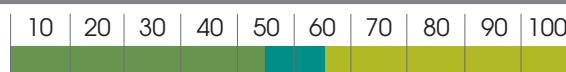
Surface Area (sq.m)

Coverage per kilo of seed



Seed Composition (%)

Annuals/Biennials/Perennials



Spring Sowing

Autumn Sowing



Flowering Height



12 SPECIES

- Kydney Vetch*
- Birdsfoot Trefoil*
- Lucerne*
- Sainfoin*
- Phacelia*
- Crimson Clover*

Spring Flower

- ✿ Sow in autumn for spring flowering
- ✿ Sow in spring for summer flowering
- ✿ Capacity to flower twice per year

Spring Flower is composed of species which can be sown in the autumn and give ground cover vegetation over winter because the plants are resistant to frosts. Flowers start blooming the following spring and continue to the beginning of summer. **Spring Flower** is highly recommended for sowing in proximity to the other Euroflor mixes. For example, in bands to ensure summer and autumn flowering on the same plot. If the mix is cut back at the beginning of summer, it may flower a second time in autumn.



Spring Flower Characteristics

Scale: 1 (lowest) to 5 (best)

	1	2	3	4	5
Germination Time	[Purple bar]				
Flowering Period	[Pink bar]				
Resistance to Drought	[Blue bar]				

Surface Area (sq.m)

	50	100	150	200	250	300	350	400	450	500
Coverage per kilo of seed					[Red bar]					

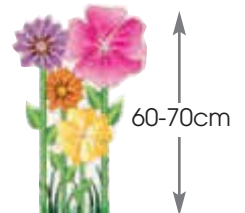
Seed Composition (%)

	10	20	30	40	50	60	70	80	90	100
Annuals/Biennials/Perennials	[Green bar]								[Teal bar]	[Yellow bar]

Spring Sowing

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Flowering Period				[Purple bar]			[Purple bar]					
Autumn Sowing												
Flowering Period				[Pink bar]								

Flowering Height



11 SPECIES

- Including
- Cornflower
- Clarkia
- Coreopsis
- Vipers Bugloss
- Tidy Tips
- Oxeye Daisy

Tenor

- ✿ Low growing meadow (50-70cm)
- ✿ A rich mix of annuals, biennials and perennials
- ✿ Long flowering period

Tenor gives a good flowering performance from early summer to mid-autumn, peaking in mid-summer. **Tenor** has proved itself to give an excellent flower display of Poppies and Cornflowers in summer, followed by yellow flowering Coreopsis and Calendulas in autumn. It is a formulation that will satisfy those who want to see the use of native and naturalised plants (Poppy, Cornflower, Oxeye Daisy, Yarrow, Corn Cockle, Forget-me-not, Perennial Flax, Wild Candytuft) combined with horticultural plants that will extend the flowering season.



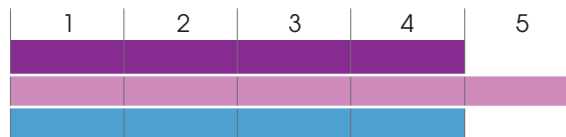
Tenor Characteristics

Scale: 1 (lowest) to 5 (best)

Germination Time

Flowering Period

Resistance to Drought



Surface Area (sq.m)

Coverage per kilo of seed



Seed Composition (%)

Annuals/Biennials/Perennials

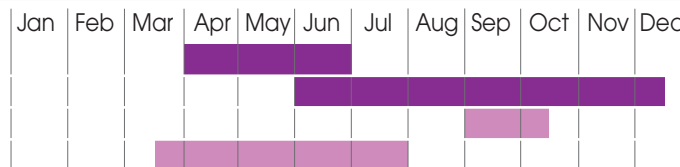


Spring Sowing

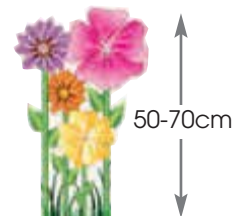
Flowering Period

Autumn Sowing

Flowering Period



Flowering Height



16 SPECIES

- Including
 Yarrow
 Agrostemma
 Candytuft 'Garden'
 Oxeye Daisy
 Perennial Flax
 Forget-me-not
 Corn Poppy

Dundee City Council

After considering a number of options to reduce the cost of cutting grass, and seeing the results that other Local Authorities have achieved sowing Euroflor urban flower seed, Dundee City Council instigated a programme of sowings across the City..

Initially, the programme began with sowing very small areas throughout the City but these were strategically placed to give as much visual effect as possible. The areas were watched with great interest to see the outcome and the result were very encouraging, to such an effect that now the City has very large displays of colour throughout, targeting the main arterial routes in and out of the city. Euroflor mixtures, Flora Britannica, Contrast, Ground Cover and Chameleon have more than achieved the 'wow' factor the Council was looking for at these locations and to date they have received numerous emails, phone calls and letters from admirers.

"People have asked how we went about this process, the types of seeds and who the suppliers were. It has been a great success in Dundee to which we are going into our 3rd year with Euroflor and look to continue this into the future."

John Pratt
Dundee City Council Area Manager,
West Neighbourhood Services



Banquet

- ✿ Best UK urban meadow mix for pollinators
- ✿ Will provide abundant pollen and nectar
- ✿ Vibrant colour mix

Euroflor flower species were selected for a UK government funded university research project "Urban Pollinators" led by Bristol University, supported by Leeds, Reading, and Edinburgh. Combining the research results with recommendations from organisations such as Royal Horticultural Society, the Bumble Bee Conservation Trust and Buglife validates the 25 species in this meadow mix will provide abundant pollen (for protein) and nectar (for energy) for bees, hoverflies, butterflies and other pollinating insects, whilst delivering vibrant colour displays for our enjoyment.



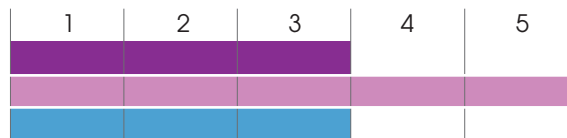
Banquet Characteristics

Scale: 1 (lowest) to 5 (best)

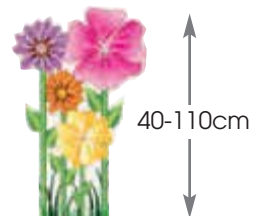
Germination Time

Flowering Period

Resistance to Drought



Flowering Height



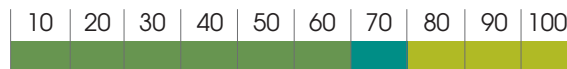
Surface Area (sq.m)

Coverage per kilo of seed



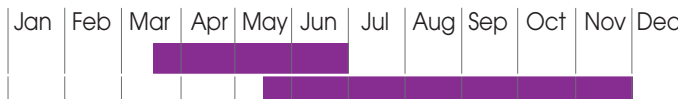
Seed Composition (%)

Annuals/Biennials/Perennials



Spring Sowing

Flowering Period



25 SPECIES

- Including
 Poppy
 Allium
 Cornflower
 Gaura
 Blanket Flower
 Verbena

Celebrate

- ✿ Red, white and blue patriotic colours
- ✿ Enhances green spaces and other public areas
- ✿ Large number of annual flowering species

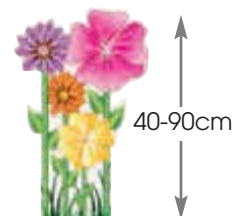
A red, white and blue formulated urban meadow mix, ideal for sowing to commemorate or celebrate a public event whether it is to honour fallen heroes, celebrate a royal event, national British achievement or sporting success.



Celebrate Characteristics

Scale: 1 (lowest) to 5 (best)	1	2	3	4	5							
Germination Time	[Purple bar]											
Flowering Period	[Pink bar]											
Resistance to drought	[Blue bar]											
Surface Area (sq.m)	50	100	150	200	250	300	350	400	450	500		
Coverage per kilo of seed						[Red bar]						
Seed Composition (%)	10	20	30	40	50	60	70	80	90	100		
Annuals	[Green bar]											
Spring Sowing	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Flowering Period				[Purple bar]	[Purple bar]	[Purple bar]	[Purple bar]	[Purple bar]	[Purple bar]			

Flowering Height



35 SPECIES

- Including
 Poppy
 Blue and white Cornflower
 Red and blue Flax
 Love-in-a-mist
 Baby's Breath

Chameleon

- ✿ Perfect for environmentally stressed sites
- ✿ Strong, vibrant contrasting colours
- ✿ Long flowering period

Chameleon is composed of species which tolerate and thrive in environmental stress sites such as south facing walls and fences where the soil may be dry, shallow, stony and hot. It is particularly useful for kerb edging where regular grass strimming would otherwise be necessary. Not suitable for shade. Poppies and Scented Mayweed (*Matricaria recutita*) give a light, airy feel to this mixture which are later succeeded by the deeper, vibrant colours of Wallflower and Californian Poppy.

The flowering display of **Chameleon** will be full of surprises as different soil types and micro-climates will favour some species over others. It is for this reason that 16 species and varieties have been included to ensure that wherever it is sown this mix will adapt and thrive in the local habitat.



Chameleon Characteristics

Scale: 1 (lowest) to 5 (best)

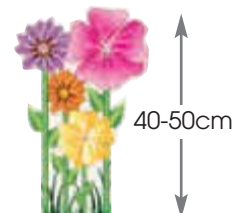
	1	2	3	4	5
Germination Time	[Purple bar]				
Flowering Period	[Purple bar]				
Resistance to Drought	[Blue bar]				

Surface Area (sq.m)	50	100	150	200	250	300	350	400	450	500
Coverage per kilo of seed					[Red bar]					

Seed Composition (%)	10	20	30	40	50	60	70	80	90	100	
Annuals/Biennials/Perennials	[Green bar]									[Light blue bar]	[Light green bar]

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Spring Sowing				[Purple bar]								
Flowering Period						[Purple bar]						

Flowering Height



16 SPECIES

- Including
 Cornflower
 Cottage Pink
 Flax 'Charmer Mix'
 Perennial Flax
 Sweet Alyssum
 Forget-me-not
 Campion

Colour Bouquets

- ✿ Individual colour bouquets are available for your displays
- ✿ They form the basis for innovative urban meadow design
- ✿ Red, yellow, white, pink, orange or blue

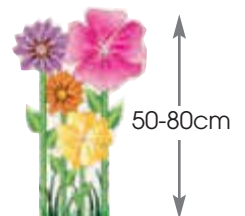
Outstanding impactful colour schemes can be achieved by selecting different colours that contrast with each other, or combined to achieve exciting designs.



Colour Bouquet Characteristics

	1	2	3	4	5							
Scale: 1 (lowest) to 5 (best)												
Germination Time	[Purple bar]											
Flowering Period	[Pink bar]											
Resistance to Drought	[Blue bar]											
Surface Area (sq.m)	50	100	150	200	250	300	350	400	450	500		
Coverage per kilo of seed					[Red bar]							
Seed Composition (%)	10	20	30	40	50	60	70	80	90	100		
Annuals	[Green bar]											
Spring Sowing	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Flowering Period				[Purple bar]			[Purple bar]					

Flowering Height



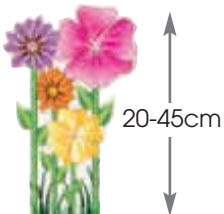
- 8-12 SPECIES**
 Including
 Coreopsis
 Sunflower
 Rose Mallow
 Flax
 Love-in-a-mist
 Black-eyed Susan
 Salvia
 Zinnia

Contrast

- ✿ Low growing mix (20-45cm)
- ✿ Rapid flowering and long flowering period
- ✿ Recommended for road verges, splays and roundabouts

Contrast has brighter and more varied colours than **Ground Cover** and is ideally suited to town centres where bright colours are required, combined with low growth. Ideal for footpath edges, small roundabouts, tree surrounds or flower beds.



Contrast Characteristics												
Scale: 1 (lowest) to 5 (best)	1	2	3	4	5	Flowering Height  20-45cm						
Germination Time	[Purple bar spanning all 5 scale points]											
Flowering Period	[Light purple bar spanning all 5 scale points]											
Resistance to Drought	[Blue bar spanning scale points 1-4]											
Surface Area (sq.m)	50	100	150	200	250	300	350	400	450	500	12 SPECIES Including Pot Marigold Dwarf Morning Glory Blanket Flower Candytuft Flax Virginia Stock	
Coverage per kilo of seed					[Red bar spanning 250-350 sq.m]							
Seed Composition (%)	10	20	30	40	50	60	70	80	90	100		
Annuals	[Green bar spanning all 100% composition]											
Spring Sowing	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Flowering Period				[Purple bar spanning Apr-May]			[Purple bar spanning Jun-Dec]					

Cornfield Annuals

- ✿ Provides a colourful late spring and summer flower display
- ✿ Most popular wildflowers in the British countryside
- ✿ A simple and economical mix

A classic cornfield composition of Poppy, Cornflower, Corn Marigold, Corncockle, Corn Chamomile plus Catchfly for added interest, this mix is reminiscent of traditional farmland meadows that support the bountiful wildlife in our countryside.



Cornfield Annuals Characteristics

Scale: 1 (lowest) to 5 (best)	1	2	3	4	5							
Germination Time	█											
Flowering Period	█											
Resistance to Drought	█											
Surface Area (sq.m)	50	100	150	200	250	300	350	400	450	500		
Coverage per kilo of seed									█			
Seed Composition (%)	10	20	30	40	50	60	70	80	90	100		
Annuals/Biennials	█									█		
Spring Sowing	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Flowering Period			█			█						

Flowering Height



40-80cm

6 SPECIES

Including
 Corncockle
 Chamomile
 Corn Marigold
 Poppy
 Nodding Catchfly

Dry

- ✿ For dry sites and poor soil types
- ✿ A long flowering, diverse, drought-tolerant mix
- ✿ Bright colours: yellow, orange and red

Whilst all plants require water and generally grow better the more they have, our **Dry** mix is a composition that better tolerates dry conditions and poor soil types; typically found on roadside embankments and industrial wasteland.

Layia platyglossa is native to southern California and *Dimorphorteca sinuata* grows in the sandy deserts of Namibia. Just two examples of the mixture's diversity and performance.



Dry Characteristics

Scale: 1 (lowest) to 5 (best)

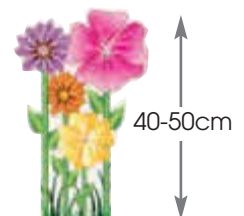
	1	2	3	4	5
Germination Time	[Purple bar]				
Flowering Period	[Pink bar]				
Resistance to Drought	[Blue bar]				

Surface Area (sq.m)	50	100	150	200	250	300	350	400	450	500
Coverage per kilo of seed					[Red bar]					

Seed Composition (%)	10	20	30	40	50	60	70	80	90	100
Annuals/Biennials	[Green bar]									[Teal bar]

Spring Sowing	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Flowering Period				[Purple bar]			[Purple bar]					

Flowering Height



13 SPECIES

- Including
 Cornflower
 Cosmos
 Cape Marigold
 Blanket Flower
 Tidy Tips
 Flax

Hever Castle, Kent

Hever Castle Golf Club's head greenkeeper Rob Peers is a man on a mission: "To encourage visitors to both the golf course and the castle estate to fully enjoy and be fully immersed and engaged with the complete site".

And he is confident that by using a variety of Rigby Taylor's, Top Green Euroflor urban meadow flower seed mixes he will achieve this and, by so doing, 'integrate' the golf course with the castle estate, enabling and encouraging all visitors to Hever – golfers and their partners/guests and, likewise, castle visitors – to be fully aware of everything that the historic site in Kent has to offer.



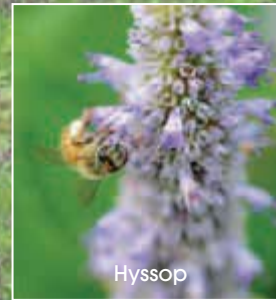
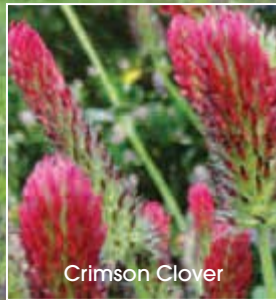
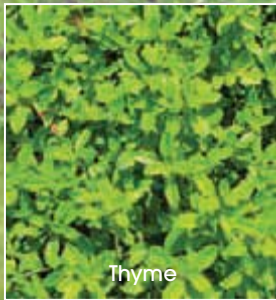
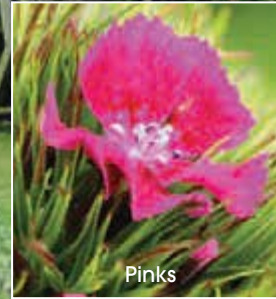
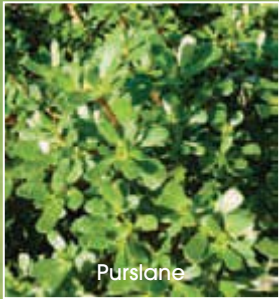
"With over 400 acres of golf course and estate, including formal gardens, there's something here for everyone," says Rob, "and by using the Euroflor mixes to create colourful and eye-pleasing areas with the wow factor, I can foresee a real crossover of visitors between the different areas of Hever – effectively bridging any 'gap' between the golf course and the estate."



Fragrant Lawn

- ✿ Replaces traditional non-formal grass lawn mixes
- ✿ Contains aromatic species
- ✿ Low maintenance, high drought tolerance

This mix can be regularly mown at 25-75mm or managed as a meadow with as little as 1-2 cuts per year. Different species will dominate depending on the height of cut, ranging from Daisies, Clover, Chamomile and Selfheal at regular 25mm mowing to aromatic low shrubs and herbaceous plants such as Lavender, Thyme, Hyssop, Chives and Coriander that will diffuse their scents when walked through if mown only once or twice per year. The flowers will also attract pollinating insects. Fescue species may also be added to the 100% flower mix on request for increased diversity and interest.



Fragrant Lawn Characteristics

Scale: 1 (lowest) to 5 (best)

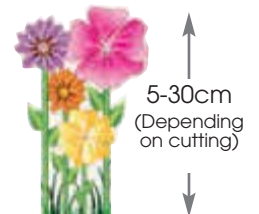
	1	2	3	4	5
Germination Time	█				
Flowering Period	█				
Resistance to Drought	█				

Surface Area (sq.m)	50	100	150	200	250	300	350	400	450	500
Coverage per kilo of seed										█

Seed Composition (%)	10	20	30	40	50	60	70	80	90	100
Annuals/Biennials/Perennials	█	█	█	█	█	█	█	█	█	█

Spring Sowing	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Flowering Period			█			█						

Flowering Height



20 SPECIES

- Including*
Lavender
Thyme
Purslane
Chives
Self Heal
Crimson Clover

Ground Cover

- ✿ Low flowering display up to 18" high (45cm)
- ✿ The ideal complement in front of a higher mix
- ✿ Useful for edging, narrow flower beds, troughs and large pots

As its name suggests, **Ground Cover** is particularly useful where limited plant height is important e.g. roadside visibility on corners and roundabouts. The mix is not suitable in heavy shade.

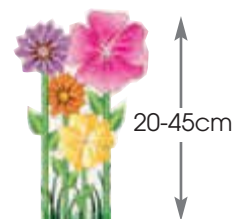
Whilst many annual favourites are included, dwarf cultivars have been selected. Purple and white Alyssum gives way to yellow Californian Poppies, followed by Cornflowers, Virginia Stock and Flax. The end season is backed up by China Aster until the first frosts.



Ground Cover Characteristics

Scale: 1 (lowest) to 5 (best)	1	2	3	4	5							
Germination Time	[Purple bar]											
Flowering Period	[Pink bar]											
Resistance to Drought	[Blue bar]											
Surface Area (sq.m)	50	100	150	200	250	300	350	400	450	500		
Coverage per kilo of seed						[Red bar]						
Seed Composition (%)	10	20	30	40	50	60	70	80	90	100		
Annuals	[Green bar]											
Spring Sowing	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Flowering Period				[Purple bar]	[Purple bar]	[Purple bar]	[Purple bar]	[Purple bar]	[Purple bar]	[Purple bar]	[Purple bar]	

Flowering Height



13 SPECIES

- Pot Marigold*
- Dwarf Morning Glory*
- Blanket Flower*
- Candytuft*
- Flax*
- Virginia Stock*

Honey

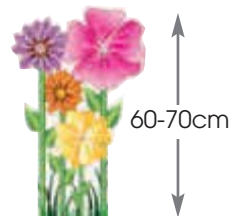
- ✿ A favourite for bees and insect life
- ✿ Bright colours throughout the flowering period
- ✿ Encourages biodiversity within an urban landscape

Honey is a favourite with bee keepers, farmers and orchard owners who want to keep pollinating insects busy between crop flowering times. **Honey** germinates quickly and plant growth covers the soil rapidly. Borage is a particular favourite of honey bees and bumble bees with a succession of delicate blue flowers and Cosmos, an annual in various hues of pink, purple and white, is rarely seen without an insect of some sort around its stamens, flowering well into autumn.



Honey Characteristics												
Scale: 1 (lowest) to 5 (best)			1	2	3	4	5					
Germination Time			[Purple bar]									
Flowering Period			[Pink bar]									
Resistance to Drought			[Blue bar]									
Surface Area (sq.m)	50	100	150	200	250	300	350	400	450	500		
Coverage per kilo of seed			[Red bar]									
Seed Composition (%)	10	20	30	40	50	60	70	80	90	100		
Annuals	[Green bar]											
Spring Sowing	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Flowering Period			[Purple bar]									

Flowering Height



12 SPECIES
 Including
 Wall Rock Cress
 Borage
 Cornflower
 Cosmos
 Blanket Flower
 Black-eyed Susan

Horizon

- ✿ Economical option for large areas
- ✿ Provides colour in forgotten out of the way corners

Horizon is a multi-coloured, tall growing mix that produces flowers in waves from June through to mid-November. Perfect for creating bright and cheerful vistas, reaching a height of 1-1.5 metres on more fertile soils.



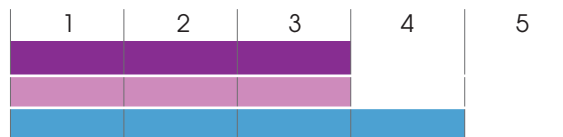
Horizon Characteristics

Scale: 1 (lowest) to 5 (best)

Germination Time

Flowering Period

Resistance to Drought



Surface Area (sq.m)

Coverage per kilo of seed



Seed Composition (%)

Annuals

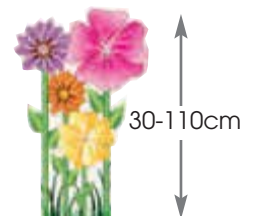


Spring Sowing

Flowering Period



Flowering Height



5 SPECIES

- Cornflower
- Cosmos bipinnatus
- Cosmos sulphureus
- Mexican Sunflower
- Zinnia



SPRING SOWING

Meadow Breeze

- ✿ Graceful and delicate flowers
- ✿ Adapted to temperate climates
- ✿ Long flowering period

The slightest breeze will set the delicate heads of Bishop's Flower (*Ammi majus*) swaying in the wind. The mix is well adapted to the maritime climate of the British Isles and mild seaside locations where salt tolerance is not an issue.



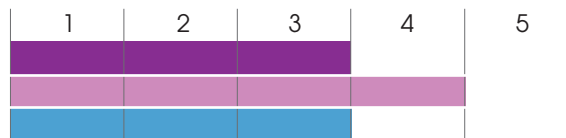
Meadow Breeze Characteristics

Scale: 1 (lowest) to 5 (best)

Germination Time

Flowering Period

Resistance to Drought



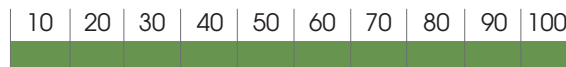
Surface Area (sq.m)

Coverage per kilo of seed



Seed Composition (%)

Annuals

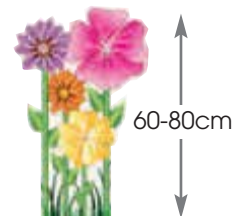


Spring Sowing

Flowering Period



Flowering Height



14 SPECIES

- Including
- Bishop's Flower
- Cornflower
- Coreopsis
- Flax
- Corn Poppy

Hall Om Wong Open Space Broxtowe Borough Council



As a Council we needed to find ways of saving money and reducing our carbon footprint. From this starting point, we looked at more effective ways of managing our seasonal bedding to save money and, more importantly, to improve the local environment.

To achieve these objectives, many of our seasonal bedding schemes were changed to Euroflor Urban flower meadow seed mixtures, which resulted in fantastic displays that lasted all summer.

Hall Om Wong open space received a very positive public feedback and we hope to extend this scheme to other areas around the Borough next summer; This will include areas of highway verges as well as parks, open spaces and other areas that have been neglected to bring them back to life.

By incorporating Wildflowers areas around our Borough, it has helped boost pollen and nectar availability for our declining pollinator population and as we are all aware these wildflowers are meant for our environment after all!

Hugh Turrell
Technical Horticultural Assistant
Broxtowe Borough Council



Posy

- ✿ Flowers with long straight stems, perfect for cutting
- ✿ Colourful range to create beautiful bouquets
- ✿ Long flowering period

Posy is composed of varieties selected for their ability to produce multiple long-stemmed flowers. Many of the exclusive varieties are used commercially to produce floral bouquets, with some species for example, Stacice "Supreme" is also perfect for dried flower arrangements.

Following spring sowing, flowers appear just 50-55 days after emergence. The flowering period can be prolonged with frequent cutting. **Posy** can be sown in either large swathes as a meadow for the public to ramble through and pick a few flowers to take home, or sown in pots and containers to be admired in the garden and for home decoration.



Posy Characteristics

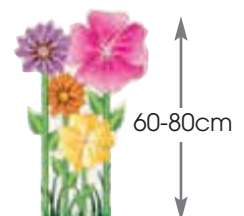
Scale: 1 (lowest) to 5 (best)	1	2	3	4	5
Germination Time	[Purple bar]				
Flowering Period	[Pink bar]				
Resistance to Drought	[Blue bar]				

Surface Area (sq.m)	50	100	150	200	250	300	350	400	450	500
Coverage per kilo of seed						[Red bar]				

Seed Composition (%)	10	20	30	40	50	60	70	80	90	100
Annuals	[Green bar]									

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Spring Sowing				[Purple bar]								
Flowering Period						[Purple bar]						

Flowering Height



12 SPECIES

- China Aster*
- Clarkia*
- Cosmos*
- Baby's Breath*
- Sunflower*
- Zinnia*

Rainbow Annuals

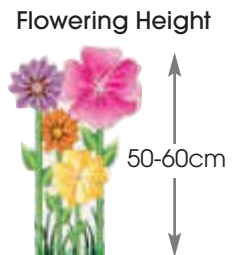
- ✿ A vibrantly transforming, long lasting annual display
- ✿ Rapid establishment
- ✿ Early and late flowering period

Rainbow is a consistent favourite because of its rapid establishment and its long flowering period starting 50-60 days after sowing right through to the first frosts. **Rainbow** displays a wide range of colours from early season Eschscholtzias and Iberis, to mid season Poppies, Cornflowers and Flax giving way to Marigolds and Cosmos at the end of the season. The striking mix of bright colours red, orange, yellow, blue and white successfully combines native flora with garden favourites.



Rainbow Annuals Characteristics

Scale: 1 (lowest) to 5 (best)	1	2	3	4	5							
Germination Time	[Purple bar]											
Flowering Period	[Pink bar]											
Resistance to Drought	[Blue bar]											
Surface Area (sq.m)	50	100	150	200	250	300	350	400	450	500		
Coverage per kilo of seed					[Red bar]	[Red bar]	[Red bar]					
Seed Composition (%)	10	20	30	40	50	60	70	80	90	100		
Annuals	[Green bar]											
Spring Sowing	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Flowering Period				[Purple bar]	[Purple bar]	[Purple bar]	[Purple bar]	[Purple bar]	[Purple bar]	[Purple bar]	[Purple bar]	[Purple bar]



14 SPECIES
 Including
 Pot Marigold
 Cornflower
 Cosmidium
 Cosmos
 Blanket Flower
 Flax
 Corn Poppy

Sarah Bouquet

- ✿ Over 30 plants species: increased biodiversity
- ✿ A spectacular result

Sarah Bouquet was designed as a “shotgun” failsafe mix where the objective was to achieve the maximum biodiversity whilst avoiding the dominance of bright colours.

The results after trials have been spectacular in the species and varieties, which co-habit with an optimum flower performance going through into autumn, which is as showy as the early summer flowers.

Sarah Bouquet will appeal to the general public who want close access to the flowers to see in detail what is growing. The extra biodiversity means, not only more flower species but bees, butterflies and other insects throughout the season.



Sarah Bouquet Characteristics

Scale: 1 (lowest) to 5 (best)

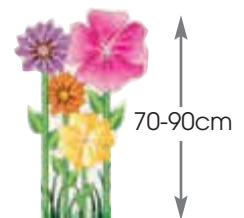
	1	2	3	4	5
Germination Time	[Purple bar]				
Flowering Period	[Pink bar]				
Resistance to Drought	[Blue bar]				

Surface Area (sq.m)	50	100	150	200	250	300	350	400	450	500
Coverage per kilo of seed					[Red bar]					

Seed Composition (%)	10	20	30	40	50	60	70	80	90	100
Annuals	[Green bar]									

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Spring Sowing				[Purple bar]								
Flowering Period						[Purple bar]						

Flowering Height



30 SPECIES

- Including Dill
- Borage
- China Aster
- Sunflower
- Strawflower
- Sweet Alyssum
- Dwarf Lupin
- Gloriosa Daisy



SPRING SOWING

Summer Lace



- ✿ A simple annual mix
- ✿ Five low to medium height species
- ✿ Summer colour guaranteed

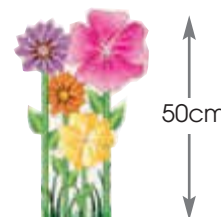
A complimentary mix to **Horizon**, perfect for set aside and creating colourful vistas, backdrops and in-fill.



Summer Lace Characteristics

	1	2	3	4	5							
Scale: 1 (lowest) to 5 (best)												
Germination Time	[Purple bar from 1 to 3.5]											
Flowering Period	[Pink bar from 1 to 2.5]											
Resistance to Drought	[Blue bar from 1 to 3]											
Surface Area (sq.m)	50	100	150	200	250	300	350	400	450	500		
Coverage per kilo of seed									[Red bar from 450 to 500]			
Seed Composition (%)	10	20	30	40	50	60	70	80	90	100		
Annuals	[Green bar from 10 to 100]											
Spring Sowing	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Flowering Period				[Purple bar from Apr to Jun]				[Purple bar from Jul to Oct]				

Flowering Height

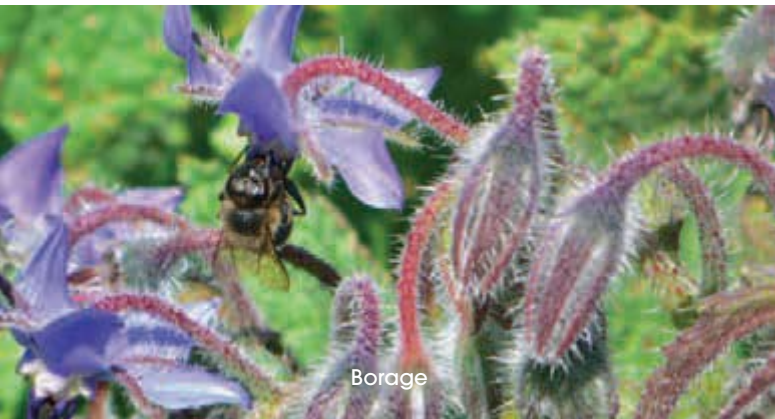


- 5 SPECIES**
 Pot Marigold,
 Cornflower 'Dwarf double'
 Cosmos 'Dwarf' Varied
 California Poppy
 Zinnia 'Lilliput Sunbow' Varied

Super Blue Bee

- ✿ Four most attractive species for honey bees and bumble bees
- ✿ Attractive all-blue flowering species
- ✿ Cornflower produces pinkish-white honey

Combines the four most attractive flower species to honey and bumble bees in one simple mix, providing an enriched nectar and pollen source. This mix is ideal for those with an interest in beekeeping or bee conservation, as well as being visually stunning! Shades in the blue spectrum are widely acknowledged as a primary attraction to bee species, making this mix an elemental choice to help conserve the major pollinators of our food crop.



Super Blue Bee Characteristics

Scale: 1 (lowest) to 5 (best)

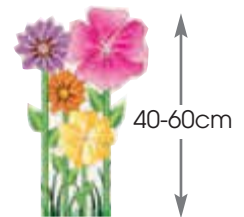
	1	2	3	4	5
Germination Time	[Purple bar]				
Flowering Period	[Pink bar]				
Resistance to Drought	[Blue bar]				

Surface Area (sq.m)	50	100	150	200	250	300	350	400	450	500
Coverage per kilo of seed					[Red bar]					

Seed Composition (%)	10	20	30	40	50	60	70	80	90	100
Annuals/Biennials	[Green bar]							[Teal bar]		

Spring Sowing	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Flowering Period				[Purple bar]			[Purple bar]					

Flowering Height



4 SPECIES
 Cornflower
 Viper's Bugloss
 Borage
 Purple Tansy

Tudor Scent



- ✿ A selection of medicinal, dye, kitchen garden herbs and flowers from Tudor times
- ✿ An asset for the gardens of historical country houses, enriching the visitor experience
- ✿ Supports learning about the history of how such plants were valued

All the plants in this meadow were being used in 16th century Tudor Britain as mentioned in William Turner's Herbal of 1551. It is a skilful melange of kitchen herbs, medicinal and dye plants with favourite flowers of Tudor times such as Carnation and Lavender.

Tudor Scent will interest anyone with an interest in utilitarian plants, historical buildings and recreating authentic period landscapes.

Tudor Scent is the most fragrant meadow mix in the Euroflor range.



Safflower



Coriander



Lavender



Lemon Balm



Black Cumin



Comfrey



Dyers Chamomile



Chicory

Tudor Scent Characteristics

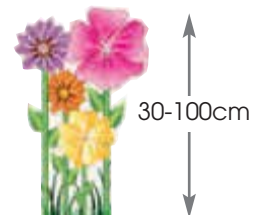
Scale: 1 (lowest) to 5 (best)	1	2	3	4	5
Germination Time	█				
Flowering Period	█				
Resistance to Drought	█				

Surface Area (sq.m)	50	100	150	200	250	300	350	400	450	500
Coverage per kilo of seed						█				

Seed Composition (%)	10	20	30	40	50	60	70	80	90	100	
Annuals/Biennials/Perennials	█					█	█				

Spring Sowing	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Flowering Period				█			█					

Flowering Height



20+ SPECIES

- Including Safflower
- Black Cumin
- Dyers Chamomile
- Lemon Balm
- Coriander
- Comfrey
- Chicory
- Hissop

Discovery Boxes

- ✿ The essential Euroflor range in one box
- ✿ A selection of annual and perennial mixes to choose from
- ✿ Mixes available for spring and/or autumn sowing

Euroflor Discovery Boxes - Discover Your Favourite!

Euroflor Discovery Boxes have proved a great success, providing users the opportunity to compare a wide range of mixtures across a smaller site with minimal outlay.

Select 10 x 50g sachets for spring and/or autumn sowing to create your bespoke **Discovery Box**. Sow spring sown mixes April through June for flowering that same year, or autumn sown mixes from August through October for flowers the following year.



Spring sowing Discovery Box: Choose 10 x 50g from the following mixes

Alliance, Banquet, Boulevard, Celebrate, Cornflowers, Chameleon, Classic, Colour Bouquets, Contrast, Cornfield Annuals, Dry, Endurance, Flora Britannica, Fragrant Lawn, Ground Cover, Honey, Hope, Horizon, Meadow Breeze, Native Pollinator, Poppies, Posy, Rainbow Annuals, Rainbow Perennials, Reviva, Sarah Bouquet, Spring Flower, Summer Lace, Super Blue Bee, Tenor, Tudor Scent

- ✿ Provides a longer flowering period from early/mid-summer through to the first frosts
- ✿ First flowers appear approximately 50-55 days after sowing
- ✿ An extensive range of colours, textures and growth habits

Autumn sowing Discovery Box: Choose 10 x 50g from the following mixes

Alliance, Cornflowers, Classic, Flora Britannica, Hope, Native Pollinator, Poppies, Rainbow Perennials, Reviva, Spring Flower, Tenor

- ✿ Includes hardy annuals and perennials that can survive over winter producing early spring flowers

- ✿ Provides essential early season food source and habitat for pollinators and insects
- ✿ Under-plant prior to sowing with a selection of Flora Native spring flowering bulbs ... snowdrops, bluebells and wild daffodils





Technical Guide

Site selection and preparation for urban meadows

SOIL

Euroflor can be successfully sown on different soil types such as loam, sand, clay, stone and those with a slightly acidic to alkaline soils in the pH range of 5–8. It is important to avoid extreme acidic and high alkaline soils.

Organic matter, such as composted leaf mould or manure should be added where soil quality is poor.

SLOPE

Euroflor sowings at 5g/sq.m has been successfully trialed on steep slopes.

Avoid soil erosion by watering frequently and stopping before runoff occurs. Slopes will dry out quickly especially those exposed to wind.

SHADE

Shaded areas vary in light intensity but as a basic guide, if natural vegetation grows, so will Euroflor.

SOIL FERTILITY

The addition of a pre-seeded fertilizer such as Microfine OC2 5-2-10 will improve the establishment of seedlings and provide nutrition for later growth.

Soils known to be low in fertility may benefit from a soil analysis to check for deficiencies that may impact upon subsequent plant growth.

SOIL WEED BANKS

This is the single most aggravating factor for the establishment of Urban Meadows; in extreme cases it can outcompete the flower displays making it look unsightly and neglected. Seeds can remain viable in the soil for many years. When surface vegetation is removed, weed seeds in the soil may germinate and bare soil will become covered by seedlings that need to be removed. This may be necessary 2 or 3 times over one or two growing seasons.

On new sites, weed control should ideally be managed before sowing either through the application of a glyphosate herbicide such as Gallup Biograde Amenity, the use of soil sterilisation equipment or by solarisation techniques.

SOIL PREPARATION

Soil should be similarly prepared as for sowing grass seed but not to the same fine tilth quality as required for a level lawn.

It is important not to overwork a clay soil as heavier seed may sink in too deeply and not be able to put shoots up to the surface. On the other hand, a slightly underworked lumpy soil will provide micro crevices that may assist the seed to germinate in such sheltered moist areas.

WATER AVAILABILITY

The first three weeks are critical as this is the key germination period and the soil ideally needs to be kept moist. During establishments, irrigation may be required during dry weather conditions, particularly on free draining soils.

Drought stress can result in partial germination, incomplete ground cover, stunted growth and premature flowering.

BIRDS

If the site is particularly prone to bird problems, increase sowing rate to compensate.

Installation & maintenance specifications

SEED STORAGE

Euroflor seed should be stored in the original sealed foil packets in a dry, dark, cool place, until use.

SITE PREPARATION

Urban meadows will grow in most soils, however a soil analysis is recommended as it will indicate specific mineral deficiencies or extreme pH levels for correction.

Cut down existing vegetation to 5–10 cm and remove, (or bury it nearby in order to recycle the biomass).

Apply a glyphosate based weedkiller, such as Gallup Biograde Amenity, when the average diurnal temperature is >6°C Do not exceed the manufacturers application rate.

SEED BED PREPARATION

Remove surface debris and stones >7cm or >5cm if the soil is very stony.

Beware of imported, previously non cultivated and contaminated top soil which may contain a lot of weed seed that will later germinate and compete with Euroflor.

The soil should be worked when it is moist but not waterlogged.

Fertilisers and soil conditioners should only be added if a soil analysis indicates the necessity to do so and then added when the soil is being worked to ensure an even distribution.

The soil should be worked to a depth of 4 -6 inches and raked to form an even seed bed.

SOWING PERIODS

Spring sowing: April, May, June.

Autumn sowing: September, October. (Spring Flower, Flora Britannica, Souvenir, Alliance, Reviva only). See catalogue for details.

Euroflor meadow mixes are not generally sown with grass seed.

SOWING

Sowing should be done in the right weather conditions (no wind, low soil humidity etc). Sow at 3g/m², unless otherwise stated, mixing the seed with dry sand (ratio 1:10 or more).

If possible sow twice, at 90°, in half doses to obtain a homogeneous seed cover. Raking is optional but the seed should not be covered with more than 3mm into the soil.

The sown areas should be rolled lightly.

GERMINATION AND GROWTH

If the seed bed has been well prepared competition from weed species will be greatly reduced. Germination is temperature dependant and may take up to 3 weeks. The soil should not be allowed to dry out during this period.

Euroflor will start flowering after 50-60 days.

MAINTENANCE

Timely watering may be required at any stage of the plants' growth if dry conditions persist.

Overseeding the first year will only be required if the seed bed preparation has not been carried out properly. In which case work should be done manually in the areas concerned by lightly raking, hand seeding and compacting by foot.

Some weed species add to the biodiversity and do not need to be removed unless they are allergens, toxic or dominant.

If colonising weed species dominate just after seeding, cut down the sward to 5-6cm, repeating the operation if necessary.

End of year maintenance consists of cutting the plants down to 10cm at the end of the flowering period (usually after the first hard frosts).

Organic matter will be absorbed into the soil during the winter months. Alternatively the removal of green waste may be done for aesthetic reasons.

Excessive Nitrogen fertiliser will reduce the flower performance. Sub-soils are generally deficient in minerals; adding decaying organic matter to the soil is recommended.

Fallow period: After preparing the topsoil the first year, if possible leave a 4-8 week interval to let remaining undesirable seeds germinate. Hand hoe

or apply a second glyphosate based weedkiller. Avoid deep soil disturbance thereafter which will bring other weed seeds to the surface to germinate.

For technical advice and help, contact your Rigby Taylor Ltd area representative or FreePhone 0800 424 919

Sowing Seed

The sowing of Euroflor seed can be undertaken by hand for small areas or by a pedestrian rotary or hand held spinner spreader.

Two spreaders have been used very successfully applying Euroflor flower seed – The Optim-8 rotary pedestrian spreader and the hand-held, portable SOLO spinner spreader.

OPTIM-8 (ROTARY) SPREADER

The Optim-8 spreader is ideal for spreading seed over a large area and is supplied with a specially designed tray that can apply the different sizes of seed in the Euroflor mixtures. Each Optim-8 spreader is provided with a table of calibration settings that allow users to accurately apply seed to a target surface.



To ensure accurate and consistent spreading, sowing of Euroflor seed requires a carrier to be mixed with the seed. This can be either kiln-dried sand (0/2mm) such as that supplied by Mansfield Sand or, if required, a granular fertilizer. It is recommended that an organic based fertilizer is used such as Apex Organic 4-6-4.



If desired the Euroflor seed, sand and fertilizer can be mixed and applied together.

NOTE: Only use kiln-dried sand – builder's sand will not provide an acceptable result.

Troubleshooting

Problem	Possible causes	Remedies
Incomplete germination and plant growth	Seedbed preparation is irregular	Wait, see the extent of the irregularity. Overseed
	Seed was stored in warm, humid storage conditions	Use new seed
	Inadequate soil moisture within the first 21 days	Overseed
	Seed stored too long	Use new seed
	Soil contains toxic elements	Check soil analysis. Select another site
	Incorrect seed sowing rate	Overseed
Weed infestation	Soil seed bank not depleted prior to sowing fallow period	Hand weeding, restart if too much weed. Include fallow period
Weed frequency increases each year on the same site, notably Fat Hen (<i>Chenopodium album</i>)	The seed is dormant in early spring and cannot be sprayed out at the same time as the rest of the site. Fat Hen germinates at warmer temperatures at the same time as Euroflor	When only one or two plants are identified, remove manually before the seed falls to the ground. Consider using a different site or take a year out to control the weeds for larger infestations
Thick foliage growth, few or no flowers	Soil too rich, too much nitrogen	Undertake soil analysis to confirm nutrient content
	Sowing rate too dense	Start again
Plants grow high and fall over	Insufficient light	Select a different site
	Soil lacking in available potassium	Undertake soil analysis to confirm nutrient content

Feedback from Euroflor Urban Meadow sites has been very positive, however in a very few minority cases where results have not been as expected we can offer the following advice:

1. It is important in the seed bed preparation stage to reduce the weed seed bank to reduce competition when the Euroflor flower seedlings emerge. This can be done with applications of a glyphosate herbicide such as **Mascot Hi-Activ**.
2. The emerging seedlings require adequate moisture during germination and early establishment so the soil should not be allowed to dry out during this time.

Flora Fleece

FloraFleece

For use as a weed suppressant and support for Euroflor Urban Meadow sowing or grass seed sowing

What is it?

A recycled fabric composed of 50% jute, 25% cotton, 25% brown wool, with a hessian scrim. The matting is made of natural fibres, which will break down through the growing season, 5-8 months.

How is it used?

The ground on which the **FloraFleece** is to be used should not be excessively compacted, i.e. it can support seedling establishment. The matting should be rolled out over the area to be sown, with 1-1½ inches of a sterile substrate placed on top. Seed can then be sown on the substrate and rolled. The area should be watered and not allowed to dry out during the initial stages of germination and seedling growth. Once the roots have penetrated through the matting into the soil watering is only required if plant stress becomes apparent.

The benefits

FloraFleece matting has proven to be an efficient method for the control of the soil weed seed bank, particularly late germinating annuals like Fat Hen and Redshank which may compete against Urban Meadow™ flowers after 3 or 4 years on the same site.



5th July

5th July



15th July



15th July

13th August



13th August



Packaging size
2m
0.5m

Texture

Matt Sizes:	2m x 50m = 100sq.m per roll. Thickness 5mm (+/- 0.5mm)
Weight:	550g/sq.m = 55kg per roll
Minimum Order:	1 full roll

Keele University Memorial Garden

"The Memorial Garden was developed to manage the requests, which were coming into the University, for Memorial trees and to have a place for them to be sited – with so much expansion happening across campus it was becoming increasingly difficult to find a location.

The garden area selected was a field on the edge of campus that will never be built on which means the trees are safe to be able to grow to maturity – we have also specified fruit trees so that in the future it will provide free fruit for visitors.

In addition, it was agreed to add flowers to the garden and the mixture **Sarah Bouquet** from the Euroflor urban meadow range was selected to provide season long colour. The garden has proved very popular with visitors and used for teaching sessions and popular with campus dog walkers and students alike as a place to relax. The garden has been there for about 5 years now – it was one of the first areas I developed when I came to Keele.

Jane Barker
Head of Grounds
Keele University
Newcastle Under Lyme

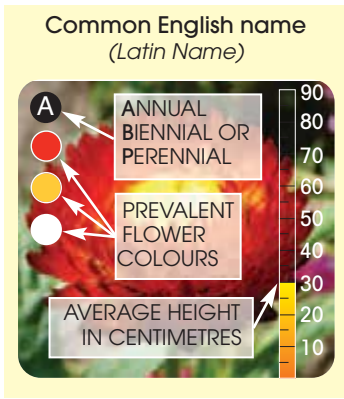


Identiflower

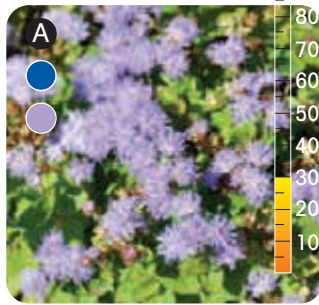
This Identiflower Section has been created to show a popular selection of the individual flower types, and their characteristics, you can expect to find in the range of Euroflor mixtures. Each page at the front of this brochure will show the number of species in the mixture with a selection of those it contains.

Latin Name & Common English Name

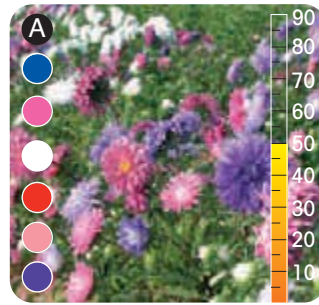
<i>Achillea millefolium</i>	Yarrow	<i>Helenium amarum</i>	Sneezeweed
<i>Ageratum mexicanum</i>	Ageratum	<i>Helianthus annuus</i>	Sunflower
<i>Agrostemma githago</i>	Corncockle	<i>Helichrysum bracteatum</i>	Strawflower
<i>Alyssum saxatile</i>	Golden Alyssum	<i>Hesperis matronalis</i>	Sweet Rocket
<i>Amaranthus</i>	Love Lies Bleeding	<i>Hyssopus officinalis</i>	Hyssop
<i>Ammi majus</i>	Bishop's Flower	<i>Iberis amara</i>	Wild Candytuft
<i>Anethum graveolens</i>	Dill	<i>Iberis sempervirens</i>	Evergreen Candytuft
<i>Anthemis arvensis</i>	Chamomile	<i>Iberis umbellata</i>	Garden Candytuft
<i>Anthyllis vulneraria</i>	Kidney Vetch	<i>Lathyrus odoratus</i>	Sweet pea
<i>Aquilegia vulgaris</i>	Columbine	<i>Lavatera trimestris</i>	Rose Mallow
<i>Arabis alpina</i>	Wall Rock Cress	<i>Layia platyglossa</i>	Tidy Tips
<i>Aubretia hybrida</i>	Aubretia	<i>Leucanthemum vulgare</i>	Oxeye Daisy
<i>Bellis perennis</i>	Daisy	<i>Limonium sinuatum</i>	Statis
<i>Borago officinalis</i>	Borage	<i>Linum annum</i>	Red Flax
<i>Brachycome iberidifolia</i>	Swan River Daisy	<i>Linum grandiflorum</i>	Flax
<i>Calendula officinalis</i>	Pot Marigold	<i>Linum perenne</i>	Perennial Flax
<i>Callistephus sinensis</i>	Aster	<i>Lobularia maritima</i>	Sweet Alyssum
<i>Callistephus chinensis</i>	China Aster	<i>Lotus corniculatus</i>	Birdsfoot Trefoil
<i>Campanula carpatica</i>	Harebell	<i>Lunaria annua</i>	Honesty
<i>Carthamus tinctorias</i>	Safflower	<i>Lupinus nanus</i>	Dwarf Lupin
<i>Centaurea cyanus</i>	Cornflower	<i>Lupinus perennis</i>	Wild Lupin
<i>Centaurea montana</i>	Perennial Cornflower	<i>Malcolmia maritima</i>	Virginia Stock
<i>Cerastium arvense</i>	Field chickweed	<i>Malva moschata</i>	Musk Mallow
<i>Cheiranthus allionii</i>	Siberian Wallflower	<i>Matthiola bicornis</i>	Evening Scented Stock
<i>Cheiranthus cheirii</i>	Wallflower	<i>Myosotis alpestris</i>	Forget-me-not
<i>Chrysanthemum coronarium</i>	Daisy Painted Chrysanthemum	<i>Nigella damascena</i>	Love-in-a-mist
<i>Chrysanthemum eucanthemum</i>	Shasta Daisy	<i>Nigella sativa</i>	Black Cumin
<i>Cichorium intybus</i>	Common Chicory	<i>Ocimum basilicum</i>	Purple Basil
<i>Clarkia elegans</i>	Clarkia	<i>Origanum vulgare</i>	Origanum
<i>Clarkia pulchella</i>	Ragged Robin	<i>Oryza sativa</i>	Black Rice
<i>Convolvulus tricolor</i>	Dwarf Morning Glory	<i>Papaver rhoeas</i>	Corn Poppy
<i>Coreopsis grandiflora</i>	Coreopsis	<i>Petunia x hybrida</i>	Dwarf Petunia
<i>Coreopsis picta</i>	Coreopsis	<i>Phlox drummondii</i>	Dwarf Phlox
<i>Coreopsis tinctoria</i>	Coreopsis	<i>Portulaca oleracea</i>	Purslane
<i>Coreopsis lanceolata</i>	Lanceleaf Tickseed	<i>Primula veris</i>	Cowslip
<i>Cosmidium burridgeanum</i>	Cosmidium	<i>Prunella grandiflora</i>	Selfheal
<i>Cosmos bipinnatus</i>	Cosmos	<i>Pulsatilla vulgaris</i>	Pasque Flower
<i>Cosmos sulphureus</i>	Cosmos	<i>Rudbeckia gloriosa</i>	Gloriosa Daisy
<i>Daucus carota</i>	Wild Carrot	<i>Rudbeckia hirta</i>	Black-eyed Susan
<i>Delphinium consolida</i>	Larkspur	<i>Salvia splendens</i>	Salvia
<i>Dianthus barbatus</i>	Sweet William	<i>Saponaria officinalis</i>	Soapwort
<i>Dianthus deltoides</i>	Maiden Pink	<i>Saponaria ocymoides</i>	Pink Saponaria
<i>Dianthus pulmarius</i>	Cottage Pink	<i>Silene pendula</i>	Nodding Catchfly/Campion
<i>Dimorphotheca sinuata</i>	Cape Marigold/African Daisy	<i>Symphytum officinale</i>	Comfrey
<i>Echinacea purpurea</i>	Purple Coneflower	<i>Tagetes patula</i>	French Marigold
<i>Echium vulgare</i>	Viper's Bugloss	<i>Thlaspi glaucum</i>	White Pennycress
<i>Eschscholzia californica</i>	Californian poppy	<i>Tithonia speciosa</i>	Mexican Sunflower
<i>Gaillardia pulchella</i>	Blanket Flower	<i>Trifolium incarnatum</i>	Crimson Clover
<i>Godetia grandiflora</i>	Godetia	<i>Trifolium repens</i>	White Clover
<i>Gypsophila elegans</i>	Baby's-breath	<i>Viola cornuta</i>	Horned Violet
		<i>Zinnia elegans</i>	Zinnia



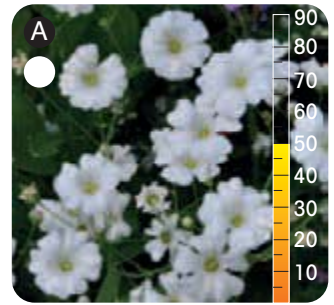
Ageratum
(*Ageratum mexicanum*)



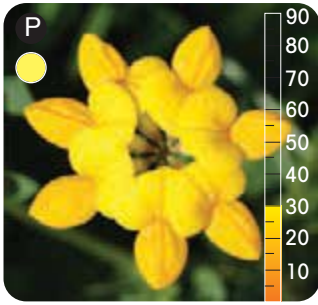
Aster
(*Callistephus sinensis*)



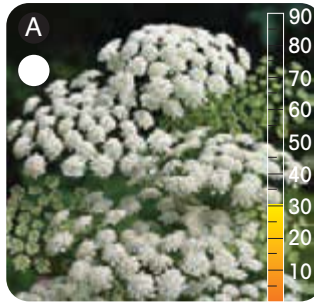
Baby's-breath
(*Gypsophila elegans*)



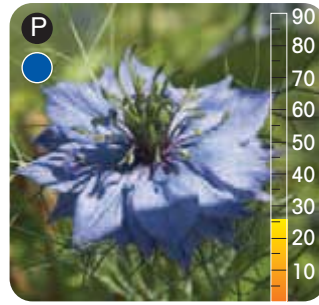
Birdsfoot Trefoil
(*Lotus corniculatus*)



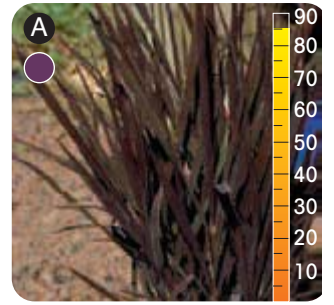
Bishop's Flower
(*Ammi majus*)



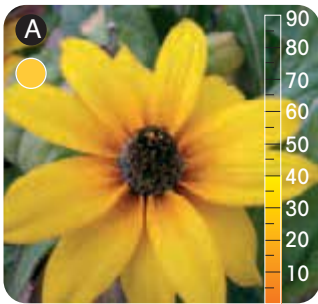
Black Cumin
(*Nigella sativa*)



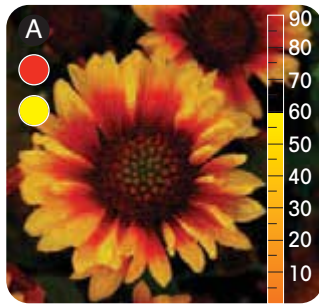
Black Rice
(*Oryza sativa*)



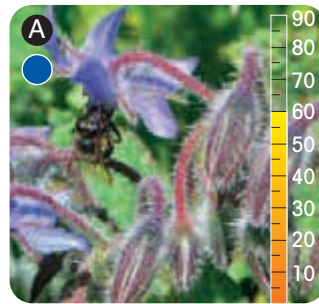
Black-eyed Susan
(*Rudbeckia hirta*)



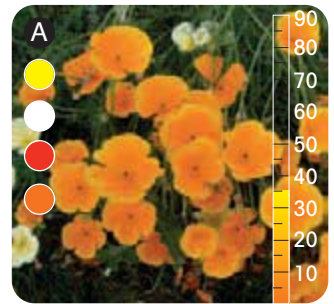
Blanket Flower
(*Gaillardia aristata*)



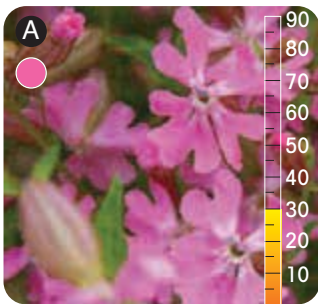
Borage
(*Borago officinalis*)



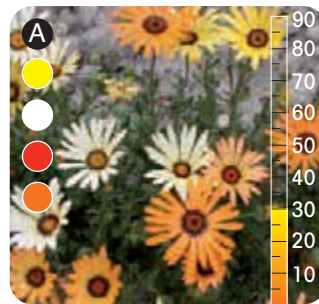
California Poppy
(*Eschscholzia californica*)



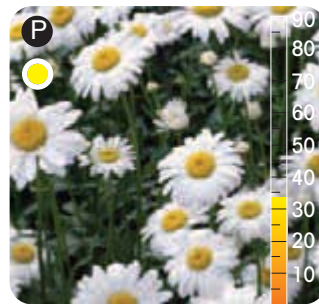
Campion/Nodding Catchfly
(*Silene pendula*)



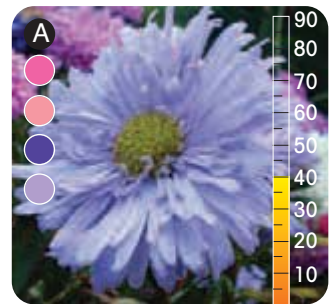
Cape Marigold/African Daisy
(*Dimorphotheca sinuata*)



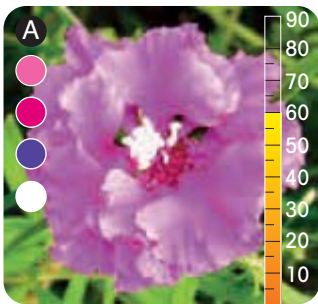
Chamomile
(*Anthemis arvensis*)



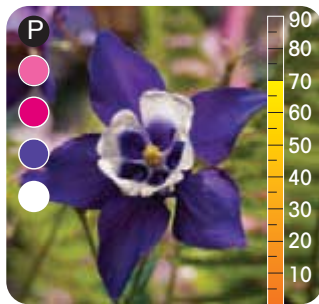
China Aster
(*Callistephus chinensis*)



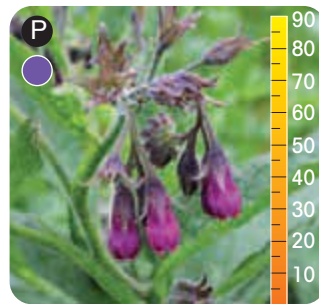
Clarkia
(*Clarkia elegans*)



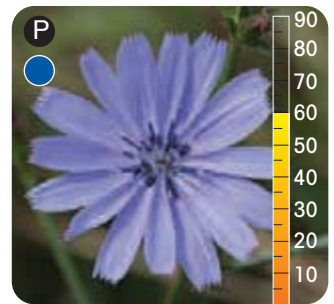
Columbine
(*Aquilegia vulgaris*)



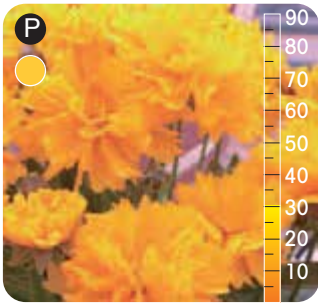
Comfrey
(*Symphytum officinale*)



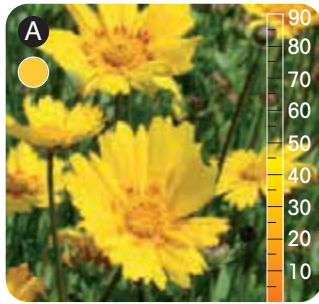
Common Chicory
(*Cichorium intybus*)



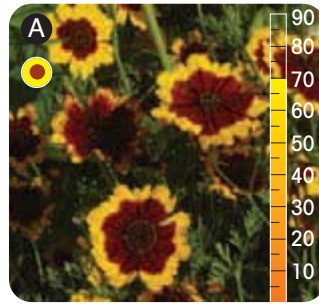
Coreopsis
(*Coreopsis grandiflora*)



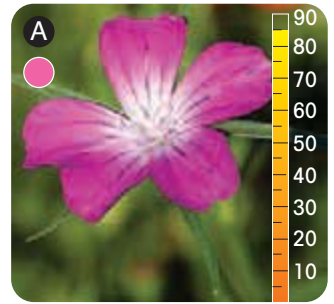
Coreopsis
(*Coreopsis picta*)



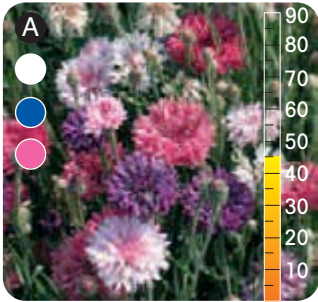
Coreopsis
(*Coreopsis tinctoria*)



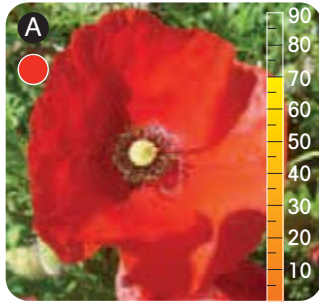
Corncockle
(*Agrostemma githago*)



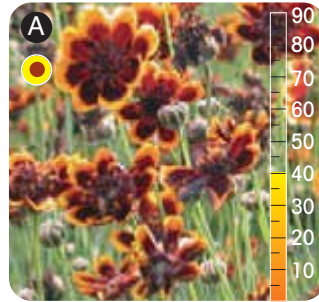
Cornflower
(*Centaurea cyanus*)



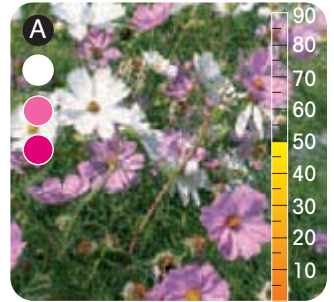
Corn Poppy
(*Papaver rhoeas*)



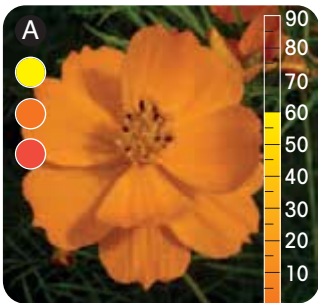
Cosmidium
(*Cosmidium burridgeanum*)



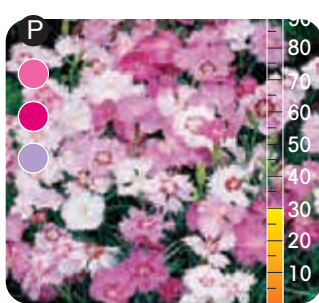
Cosmos
(*Cosmos bipinnatus*)



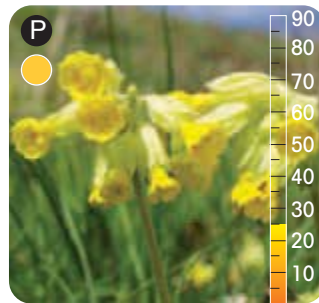
Cosmos
(*Cosmos sulphureus*)



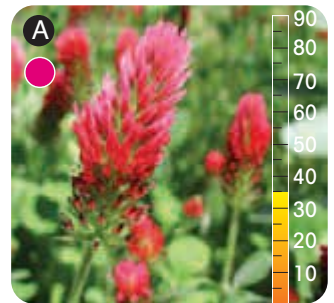
Cottage Pink
(*Dianthus pulmaris*)



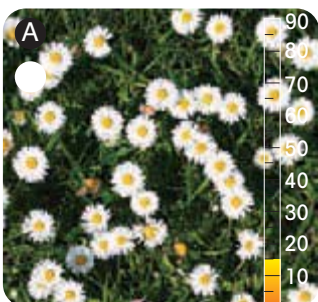
Cowslip
(*Primula veris*)



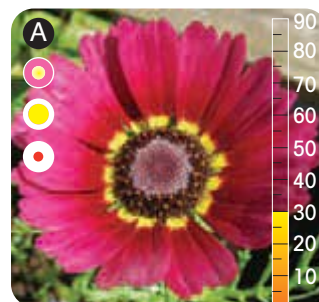
Crimson Clover
(*Trifolium incarnatum*)



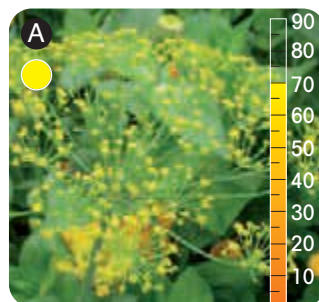
Daisy
(*Bellis perennis*)



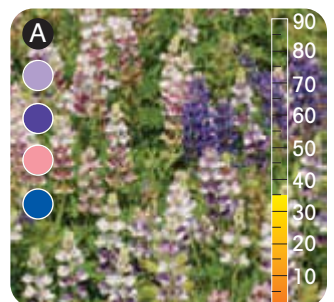
Daisy Painted Chrysanthemum
(*Chrysanthemum carinatum*)



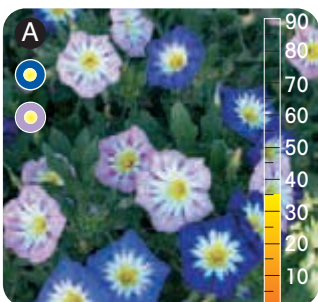
Dill
(*Anethum graveolens*)



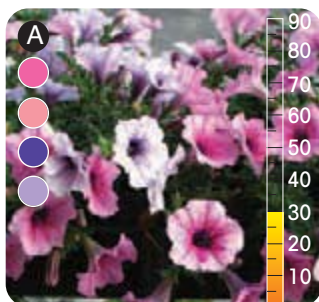
Dwarf Lupin
(*Lupinus nanus*)



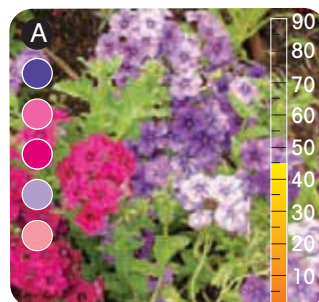
Dwarf Morning Glory
(*Convolvulus tricolor*)



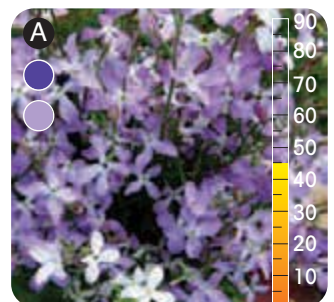
Dwarf Petunia
(*Petunia x hybrida*)



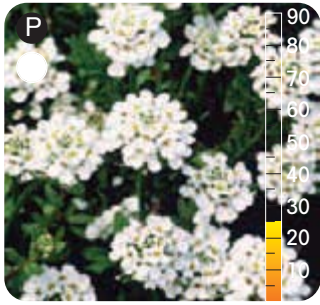
Dwarf Phlox
(*Phlox drummondii*)



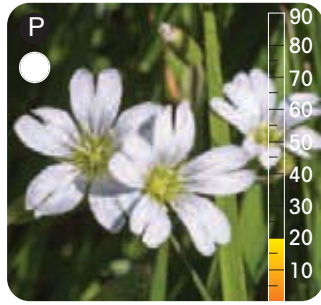
Evening Scented Stock
(*Matthiola bicornis*)



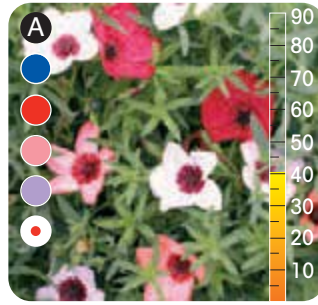
Evergreen Candytuff
(*Iberis sempervirens*)



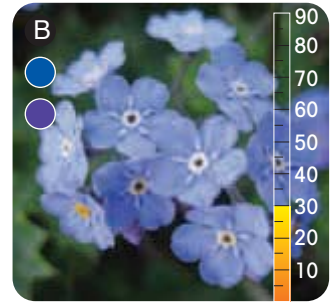
Field chickweed
(*Cerastium arvense*)



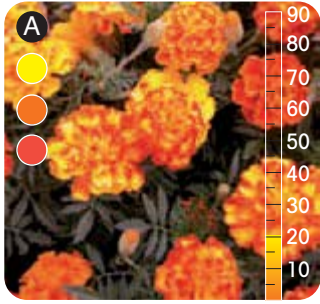
Flax
(*Linum grandiflora*)



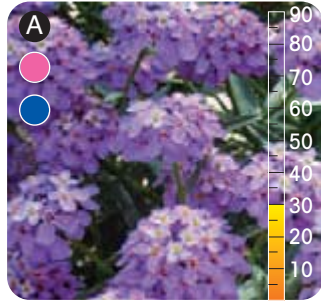
Forget-me-not
(*Myosotis alpestris*)



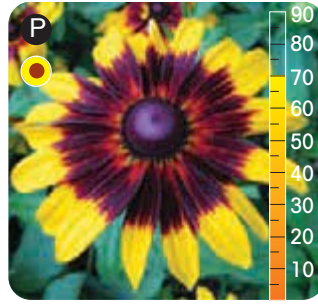
French Marigold
(*Tagetes patula*)



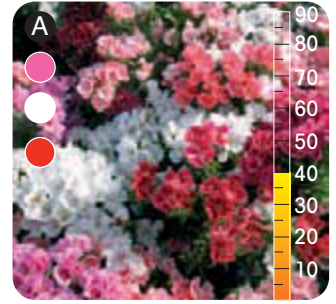
Garden Candytuff
(*Iberis umbellata*)



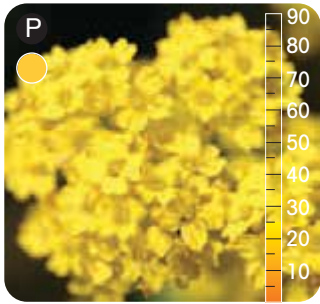
Gloriosa Daisy
(*Rudbeckia gloriosa*)



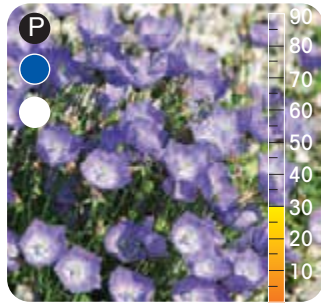
Godetia
(*Godetia grandiflora*)



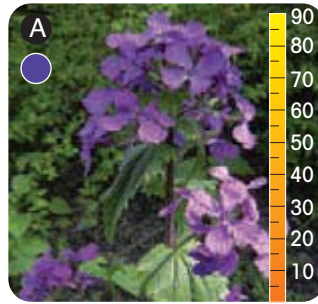
Golden Alyssum
(*Alyssum saxatile*)



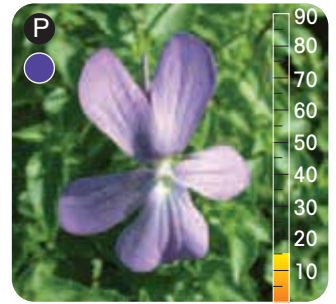
Harebell
(*Campanula carpatica*)



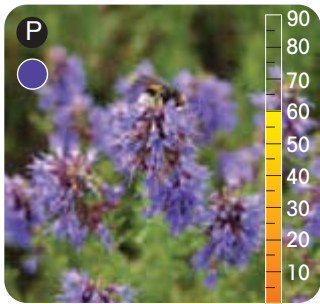
Honesty
(*Lunaria annua*)



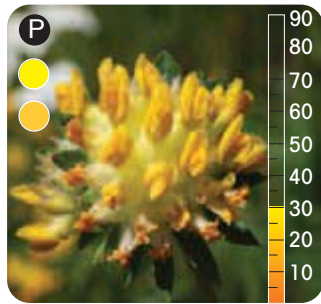
Horned Violet
(*Viola cornuta*)



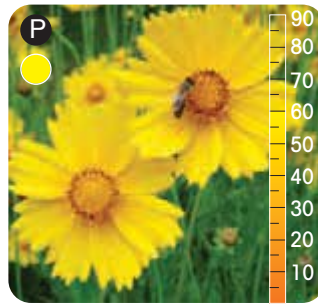
Hyssop
(*Hyssopus officinalis*)



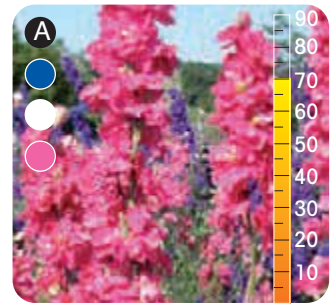
Kidney Vetch
(*Anthyllis vulneraria*)



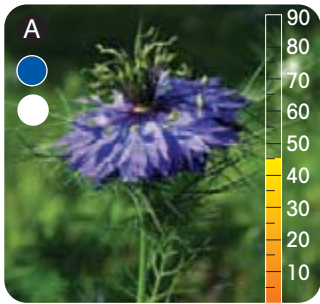
Lanceleaf Tickseed
(*Coreopsis lanceolata*)



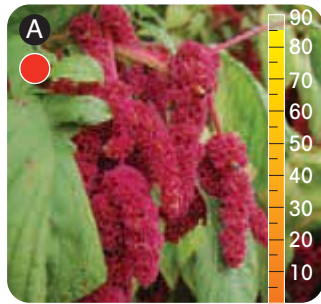
Larkspur
(*Delphinium consolida*)



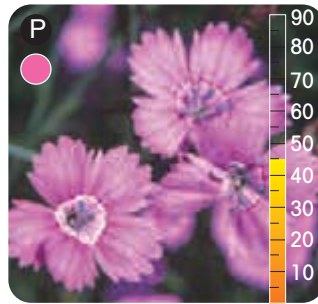
Love-in-a-mist
(*Nigella damascena*)



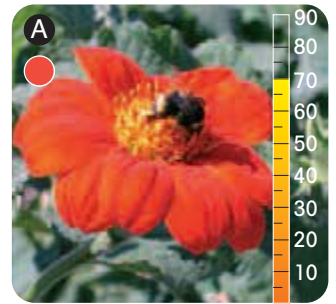
Love Lies Bleeding
(*Amaranthus*)



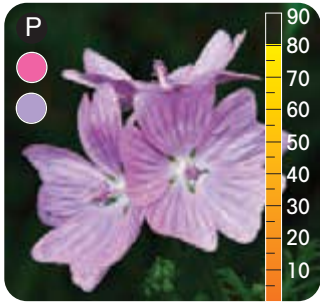
Maiden Pink
(*Dianthus deltoides*)



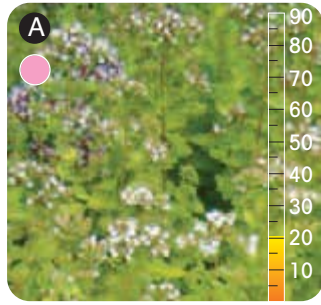
Mexican Sunflower
(*Tithonia speciosa*)



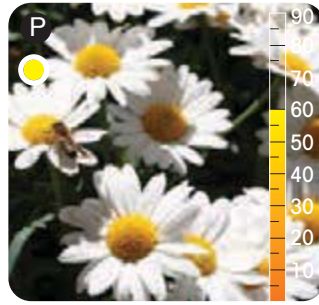
Musk Mallow
(*Malva moschata*)



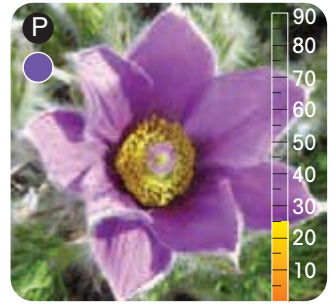
Origanum
(*Origanum vulgare*)



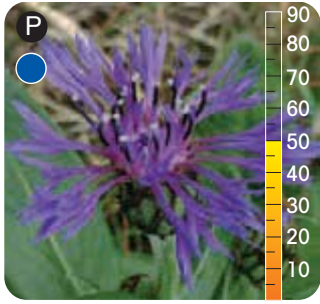
Oxeye Daisy
(*Leucanthemum vulgare*)



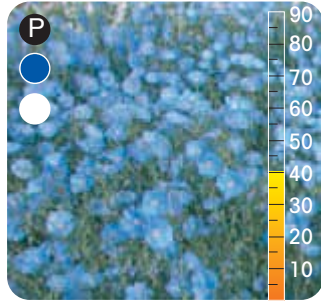
Pasque Flower
(*Pulsatilla vulgaris*)



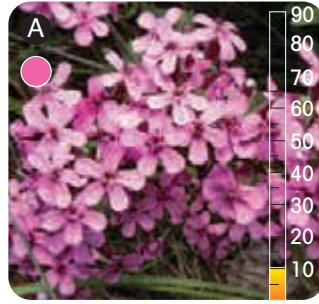
Perennial Cornflower
(*Centaurea montana*)



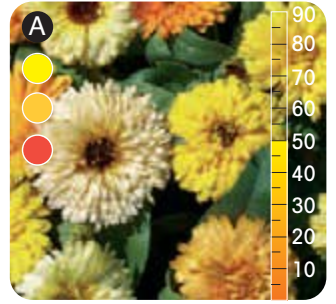
Perennial Flax
(*Linum perenne*)



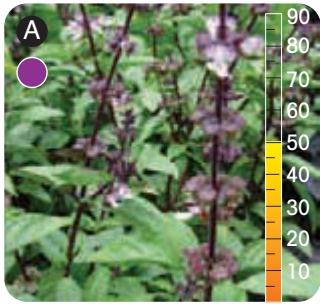
Pink Saponaria
(*Saponaria ocymoides*)



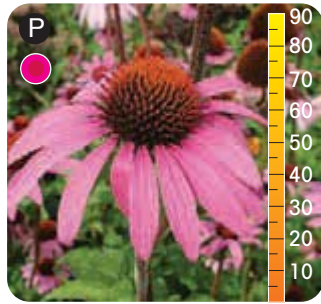
Pot Marigold
(*Calendula officinalis*)



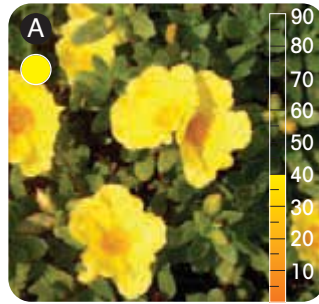
Purple Basil
(*Ocimum basilicum*)



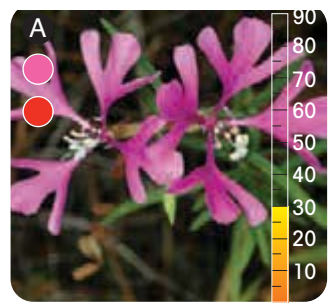
Purple Coneflower
(*Echinacea purpurea*)



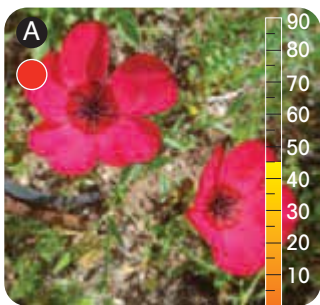
Purslane
(*Portulaca oleracea*)



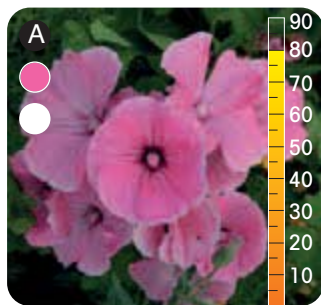
Ragged Robin
(*Clarkia pulchella*)



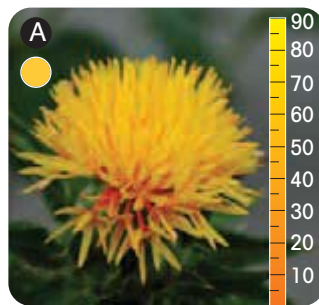
Red Flax
(*Linum annum*)



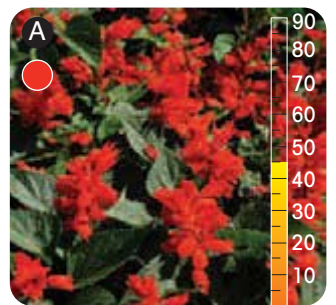
Rose Mallow
(*Lavatera trimestris*)



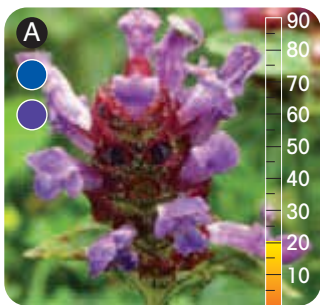
Safflower
(*Carthamus tinctorias*)



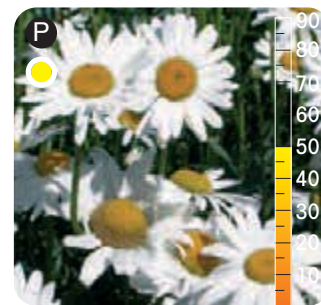
Salvia
(*Salvia splendens*)



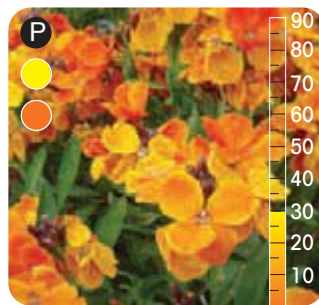
Selfheal
(*Prunella grandiflora*)



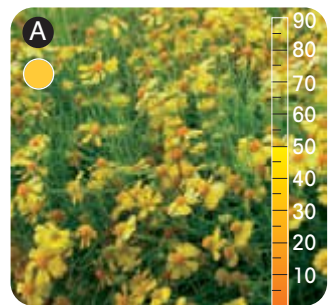
Shasta Daisy
(*Chrysanthemum leucanthemum*)



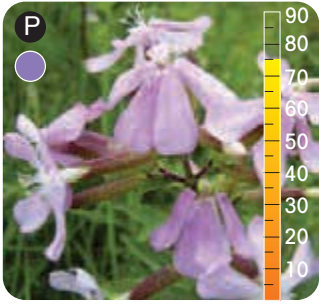
Siberian Wallflower
(*Cheiranthus allionii*)



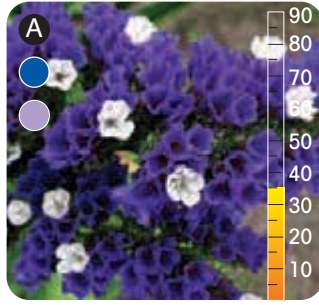
Sneezeweed
(*Helenium amarum*)



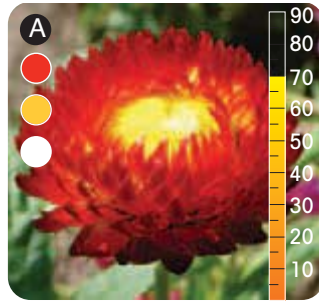
Soapwort
(*Saponaria officinalis*)



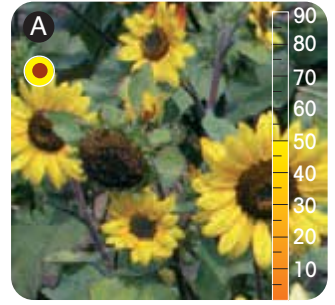
Statis
(*Limonium sinuatum*)



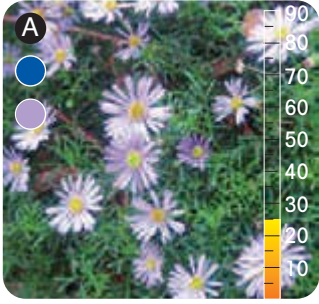
Strawflower
(*Helichrysum bracteatum*)



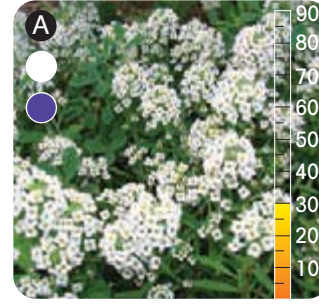
Sunflower
(*Helianthus annuus*)



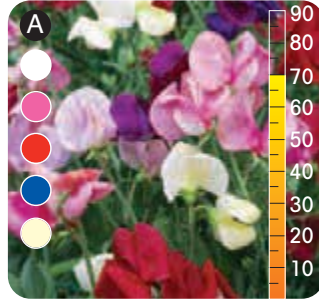
Swan River Daisy
(*Brachycome iberidifolia*)



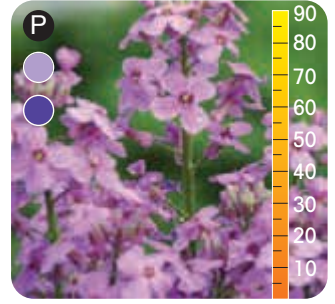
Sweet Alyssum
(*Lobularia maritima*)



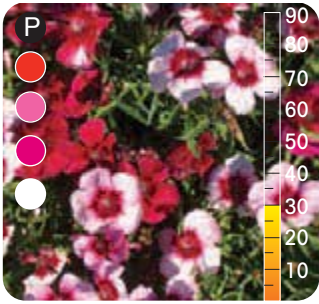
Sweet Pea
(*Lathyrus odoratus*)



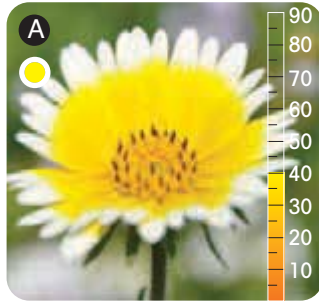
Sweet Rocket
(*Hesperis matronalis*)



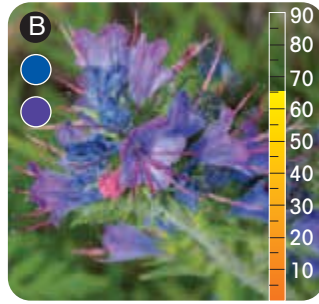
Sweet William
(*Dianthus barbatus*)



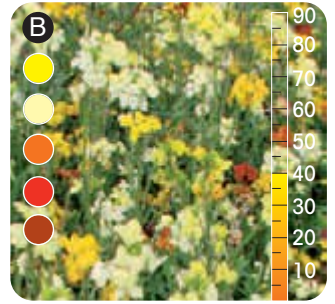
Tidy tips
(*Layia platyglossa*)



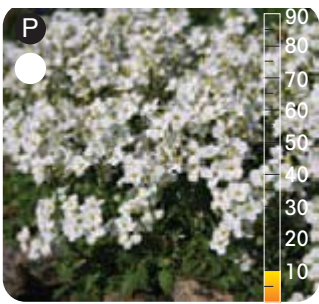
Vipers Bugloss
(*Echium vulgare*)



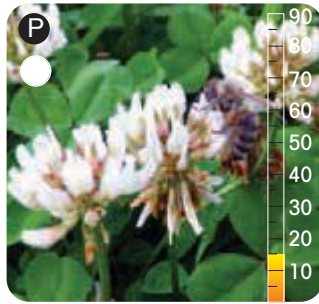
Wallflower
(*Cheiranthus cheirii*)



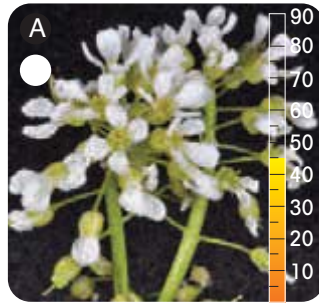
Wall Rock Cress
(*Arabis alpina*)



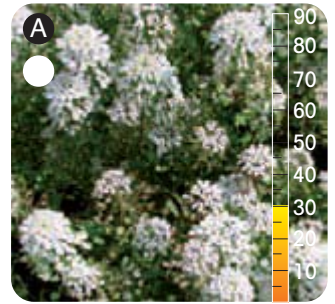
White Clover
(*Trifolium repens*)



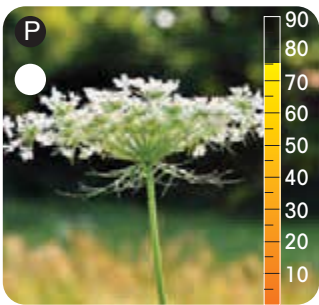
White Pennycress
(*Thlaspi glaucum*)



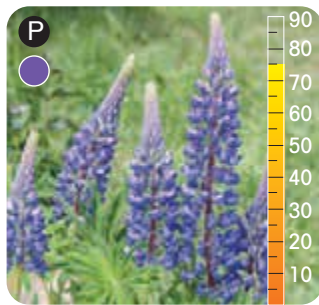
Wild Candytuft
(*Iberis amara*)



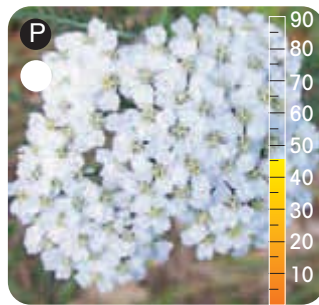
Wild Carrot
(*Daucus carota*)



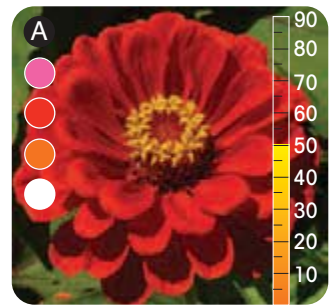
Wild Lupin
(*Lupinus perennis*)



Yarrow
(*Achillea millefolium*)



Zinnia
(*Zinnia elegans*)





Newport Street Scene

Euroflor gives Newport the 'Wow' factor

Euroflor flower displays in Newport, South Wales, have attracted hundreds of complimentary letters from residents, says Phillip Evans, supervisor of the Street Scene city grounds team.

"We have five areas and half a dozen different sites where we have sown the Classic and Rainbow mixes" says Phillip.

"Over the last three years we have tried various Euroflor mixes but these two annual mixes have given us consistently good coverage results with flowering going right into November. We aim to create a feel-good factor throughout the city and these mixes give us five phases of colour throughout the season."

Initially landscape architects were reluctant to use the annual mixes instead of formal bedding plants but Phillip has demonstrated that the sustainability of general flower sowing gave them the "wow" factor.

"We are incredibly proud of the city and it is amazing that the formal bedding areas in the two main parks get about 10 letters of praise a year – while the Euroflor urban flower displays get about a hundred."

"The public reaction has been tremendous."

Phillip Evans,
Supervisor
Newport Street Scene City Grounds Team
South Wales



GENERAL INFORMATION

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The user should always ensure themselves of the adequate site conditions, as well as those of the local vicinity, the sowing season, the soil type, resources, materials and equipment and more generally with the horticultural, climatic, sanitary and environmental context of growing, the techniques and the varieties presented.

All the varieties presented in this publication were photographed under favourable conditions; they do not guarantee identical results in different conditions.

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