

# Here come the **SUNSEEKERS!**

THE REMARKABLE SUNSEEKER™ ECHINACEAS ARE A NEW RANGE  
OF CONEFLOWERS BRED FOR EXCEPTIONAL FLOWER  
VOLUME ON STURDY MULTI-BRANCHING STEMS.





**T**he North American coneflower (*Echinacea*) is one of the time-honoured hallmarks of a colourful late summer perennial garden. From the wildflower of prairies and open woodlands, clever plant breeders have developed exciting garden plants with brighter, bolder blooms and compact garden-friendly growth habits.

New Sunseeker™ Echinaceas stand out for their sheer mass of bloom on strong sturdy plants. The series includes five varieties, **White Perfection, Fuchsia, Pomegranate, Salmon** and **Tequila Sunrise**. Their dark coloured stems contrast superbly with the vibrant and intense flowers. Sunseekers are stunning mass planted in the flower border and make wonderful cut flowers for indoors.

Like all Echinaceas they like a sunny, well-drained position and light friable soil. Once well established, these enchanting perennials will provide dozens of glorious stems in intense mauves and oranges through to delicate pinks and whites.

The benefits of Echinaceas extend to our garden wildlife too. The large central cones are loaded with nectar for

a vital late season food source for bees and other pollinators. Let the flower heads dry and go to seed and they will also provide a rich protein source for wild birds.

### How to grow Echinaceas

Ideally you want to plant so the roots have as much time as possible to establish prior to winter. The root development and root zone environment are key to success with all Echinaceas.

Make a planting hole that is at least twice the size of the root ball. Incorporate compost. This will improve the soil friability and help maintain a slightly acidic to neutral soil (pH of 5.8-6.2) that's perfect for Echinaceas. Avoid planting into compacted soils. If you're gardening in clay soils, sprinkle gypsum into the bottom of the hole to help break up the clay.

Plant so that the crown (or base of the plant) is slightly above the soil

surface i.e. not buried. Water well to establish but ensure your planting situation provides adequate drainage. Try to handle the roots as little as possible as Echinaceas dislike root disturbance.

An application of slow-release fertiliser at planting, around the dripline (not over the crown), and again each spring will greatly improve flower performance. Liquid feeding can also be beneficial through summer for a health boost and to encourage repeat flowering.

Once flowering has finished, cut back spent flower heads and ensure you mark each plant's position, as Echinaceas go dormant in winter. You can then locate them to protect emerging shoots with an application of slug and snail pellets in spring. 🌱

For more information visit  
[www.livingfashion.co.nz](http://www.livingfashion.co.nz)

FROM LEFT TO RIGHT: Sunseeker Salmon, Sunseeker Fuchsia, Sunseeker Pomegranate, Sunseeker White Perfection, Sunseeker Tequila Sunrise.

