



COOL CROPS LINERS 2025



WAGNERS

A growing tradition since 1901



Front Cover:
Ranunculus Magic Pink & Peach ^B

Back Cover:
Ranunculus Maché Lemon Rose Bicolor ^B

This Page:
Primula acaulis Danova Mixed ^A

New Varieties

Carnation Lillipot Mix

Lillipot is a genetically compact plant with fully double flowers, numerous branches and continuous flowering. Finish 4" pots from our 72s in 12-14 weeks. (72)

Platycodon Sentimental Blue

Sentimental Blue is a genetically compact plant with puffy flower buds and large single blue flowers. Features early flowering and mounding habit. Finish 4" pots from our 72s in about 8 weeks. (72)

Primula acaulis Paradiso Mid Mix

Paradiso Mid Mix is a mid-season acaulis-type primula that is very compact and uniform. Features a wide range of colors. Minimal cold treatment is required. Finish 4" pots from our 72s in 12-14 weeks. (72)



Carnation Lillipot Mix^A



Primula Paradiso Mid Mix[®]



Platycodon Sentimental Blue^A

About Wagner Greenhouses

Wagner Greenhouses operates out of Minneapolis, Minnesota. Our fifth generation family company supplies young plants to growers nationwide through the broker system. Known for quality and service, Wagner's excels in producing spring bedding plugs, summer fall pansy plugs, cyclamen liners, cool crop liners, specialty florist liners, and prefinished cyclamen.

Wagner's also operates two garden centers, which gives some unique perspectives to our young plant production. First, we finish our own products, so we truly understand the important qualities in a plug. Second, we can actually interact with the gardening public and closely observe their buying decisions. We integrate what we learn into the young plant programs, strengthening our products for you, the grower.



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Variety Listing



Calceolaria

Dainty Formula Mix

Use: 4" pots
Available July 28 - Jan 30
Compact, uniform
•72•

Carnation

Lillipot Mix - NEW

Use: 4" pots
Available July 28 - Jan 30
Compact, double flowers
•72•

Cineraria

Early Perfection Mix

Use: 4" pots
Available July 28 - Jan 30
Early, pure colors
•72•

Planet Mix

Use: 4-6" pots
Available July 28 - Jan 30
Mounded form, novelty colors
•72•

Platycodon

Sentimental Blue - NEW

Use: 4" pots
Available July 28 - Jan 30
Compact, early flowering
•72•

Primula acaulis

Danova

Use: 4" pots
Available July 28 - Jan 30
Mid-early season
•72•288•
Mixed
Grower Select Mix

Hethor Giant Mid Mix

Use: 4" pots
Available July 28 - Jan 30
Mid season, large flowers
•72•288•

Hethor Giant Late Mix

Use: 4" pots
Available July 28 - Jan 30
Late season, large flowers
•72•288•

Paradiso Mid Mix - NEW

Use: 4" pots
Available July 28 - Jan 30
Mid season, compact
•72•

Princessa Mix

Use: 4" pots
Available July 28 - Jan 30
Early season, large flowers
•72•

Primula malacoides

Prima Mixed

Use: 4-6" pots
Available July 28 - Jan 30
Masses of dainty blooms
•72•

Primula obconica

Touch Me Large Mix

Use: 4½-6½" pots
Available July 28 - Jan 30
Primin-free, strong plant
•72•

Touch Me Midi Mix

Use: 4-5" pots
Available July 28 - Jan 30
Primin-free, compact
•72•

Primula polyanthus

Lighthouse Mix

Use: 4" pots
Available July 28 - Jan 30
Flowers held above foliage
•72•

Sibel Mix

Use: 4" pots
Available July 28 - Jan 30
Large blooms, mid-early
•72•



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SuperNova Mix

Use: 4" pots
Available July 28 - Jan 30
Uniform habit, early

•72•

Primula vulgaris

Bonnelli Mix

Use: 4" pots
Available July 28 - Jan 30
Compact, early flowering

•72•

Elodie Mix

Use: 4" pots
Available July 28 - Jan 30
Double flowers with ruffled edges

•72•

Frueho Mix

Use: 4" pots
Available July 28 - Jan 30
Early, vigorous habit

•72•

Ranunculus

Bloomingdale II Mix

Use: 4" pots
Available Nov 24 - Jan 30
Uniform, compact habit

•72•

Maché

Use: 4" pots
Available Nov 24 - Jan 30
Uniform with good vigor

•72•

Mixture
Bicolor Mix
Fire
Lemon Rose Bicolor
Orange
Pink
Purple
Red
Rose
Vanilla Bicolor Medley
Yellow

Magic

Use: 4" pots
Available Nov 24 - Jan 30
Naturally dwarf

•72•

Mixed
Fireball
Orange
Pink & Peach
Red
Rose
White
Yellow

Sprinkles

Use: 4" pots
Available Nov 24 - Jan 30
Compact plant, less PGRs needed

•72•

Mix
Light Pink
Orange
Pink
Pink Bicolor
Red
Violet
Violet Bicolor
White
Yellow
Yellow Red Bicolor

Sprinkles Dwarf

Use: 4" pots
Available Nov 24 - Jan 30
Compact, very few PGRs needed

•72•

Mix
Dark Pink
Orange
Red
White
Yellow

Schizanthus

Atlantis Mix

Use: 4-6" pots
Available July 28 - Jan 30
Small, orchid-like flowers

•72•



Primula SuperNova Mix^A



Ranunculus Sprinkles Pink Bicolor^D



Schizanthus Atlantis Mix^B



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Cool Crops Program Information

All product ships July 28, 2025 through January 30, 2026, except Ranunculus ships November 24, 2025 through January 30, 2026.

Every young plant that leaves Wagner Greenhouses carries with it the evidence of our dedication to producing top quality products to help your season get a great start. We start by working closely with your sales person to ensure accurate order entry. We test every seed lot that comes through our doors to avoid surprises during production. We sow to order, and grow the plants under carefully controlled conditions, with a staff skilled at managing fertilizer, moisture and temperature to achieve ideal plant growth. Our picture of an ideal plant includes short hypocotyls, well-developed roots and compact top growth, all with minimal chemical use. We then ship the young plants to arrive in good condition on the date you expect. After shipping, we continue to support our product with technical expertise. Your success is important to us, and we are dedicated to helping you achieve it.

Wagner Greenhouses

6024 Penn Avenue South • Minneapolis, MN 55419
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www.wagnergreenhouses.com • info@wagnergreenhouses.com

Please contact your favorite broker to place an order.

Tray Specifications

All trays are patched to 100% fill.

288 cell trays sold as 275, octagonal cells (East Jordan, 21" x 11 $\frac{1}{8}$ ")

72 cell trays sold as 70, octagonal cells (Blackmore, 20.69" x 10.56")

Certifications

Wagners is in compliance with the provisions of the Domestic Japanese Beetle Harmonization Plan, Shipment to Category 1 States. Inspections and/or other documentation from a certified agency are available.

Production Lead Times (in weeks)

	72	288
Calceolaria	10	
Cineraria & Carnation	9	
Platycodon	11	
Primula	13-14	9
Ranunculus	15	
Schizanthus	8	

Lead times are provided in weeks. This is the approximate number of weeks in advance an order for this item would need to be placed. Please note that lead times will vary based on season.

Packing

Boxes

Boxes are constructed with recyclable, moisture-resistant corrugation. Boxes are packed using one tube size per box with approximate tray packing as follows:

5 trays per box for 288 cell size

3-4 trays per box for 72 cell size

Regular Packing:

	Standard Box	Courier Box*
Dimensions	22"x12"x14"	22"x23"x14"
Weight	20 lbs.	40 lbs.

Insulated Packing**

	Standard Box	Courier Box*
Dimensions	23"x13"x15"	23"x25"x15"
Weight	23 lbs.	46 lbs.

*Courier box is two standard boxes inserted into a larger overlap box

**Insulation utilized when necessary to prevent plant damage from frost

Customer Owned Carts

Customers may drop off their own carts prior to scheduled pickup date. Ownership labels must be on each cart and the carts must be clear of all plant debris.

Wagner Owned Carts

Sanitized carts may be used for deliveries to customers able to handle and unload at the time of delivery as temperatures permit. Our ability to drop carts for an extended period of time depends on the truck's route.

Order Minimum

Order minimum is 6 trays per order across all Wagner's young plant programs.

Order Cutoff

The deadline for order additions and order changes is Thursday at noon the week before ship or sow.



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Shipping Options

Wagner's will ship your order using the most economical option for the size of the order, delivery location and weather. Wagner's reserves the right to choose and/or change the ship via at our discretion for any reason. These are the current shipping methods available:

Courier To Door - Small to Medium Shipments

-FedEx Priority Overnight Service

All parcel shipments during cold season (November-April) will be sent FedEx Priority Overnight at Wagner's discretion.

-FedEx Second Day Service

Not available during cold season (November-April).

-Regional Courier: Speedee Delivery Service

Service only available in upper Midwest including MN, ND, SD, NE, WI, IA and IL.

Not available during cold season (November-April).

Trucked To Door - Medium to Large Shipments

-Grower Truck LTL: Carted or boxed

Available for orders that can be pooled within a region. 1000+ trays per region per week required. 100 trays or 10 boxes minimum per stop. Ship-to's must accommodate a 53 ft. trailer. Temperature controlled.

-FedEx LTL From Hub

Grower truck drop at Hub followed by next day FedEx LTL delivery before 5:00 P.M. Requires pooled orders totaling more than 2,500 pounds of freight.

-LTL from MSP via FedEx Freight: Not available during cold season (November-April)

Not temperature controlled. 100+ trays required. Shrink-wrapped pallets. Ship-to locations beyond 400 mile radius usually qualify for two day delivery. Ship-to locations within 400 mile radius usually qualify for next day delivery.

To Nearest Airport Delivery

Phone On Arrival delivery to nearest major airport via Delta Cargo. If a local trucking company is contracted to provide delivery from the airport at an additional charge paid by consignee, please provide the trucking company name and contact information to allow proper preparation of waybills.

Customer Pickup

Pickup times are available on Wednesdays and Thursdays 10am-3pm. Please coordinate your preferred pickup time in advance with Wagner's shipping department.

Substitution List

Item no longer listed:

Primula Dania Mix

Primula Perola Mix

Ranunculus Magic Golden Yellow

Ranunculus Magic Purple

Ranunculus Magic Rose Delight

Available Sub:

Primula Danova Grower Select Mix

Primula SuperNova Mix

Ranunculus Magic Yellow

Ranunculus Magic Rose

Ranunculus Magic Rose

Photo Credits:

A Sakata Seed

B Syngenta Flowers

C Ball Horticultural

D Schoneveld Breeding



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**Ask your broker about other high
quality young plants from Wagners**