Press release

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Selecta one: strong appearance at IPM 2026

Selecta one is kicking off IPM 2026 with a fresh, updated exhibition appearance. Across 220 m², the company is impressively presenting the direction it is taking in variety development, product innovations and marketing strategies. Visitors can expect an inspiring mix of new products, tried-and-tested varieties and fresh concept ideas.

The focus will be on **poinsettias, dianthus, grasses, perennials and chrysanthemums**, as well as a carefully selected range of **bedding and balcony plants**. The marketing concepts Planta Morgana, Nature Garden and Autumn Friends address current topics such as sustainability and drought tolerance. The presentation is complemented by the innovative **RCS 2.0** system and the **in-vitro range**, which provide new inspiration for trade visitors at the Selecta stand.

Visitors to the trade fair will find Selecta one at its usual stand **D21 in Hall 2**.

RCS 2.0 – Innovative. Sustainable. Award-winning.

With RCS 2.0, Selecta one presents a ground-breaking process system that combines innovation in several dimensions. The cuttings are rooted in Africa without substrate in biodegradable cellulose bags – a revolutionary, patented process that combines ecological advantages with significant efficiency gains in logistics.

At the exhibition stand, visitors can see the innovative paper bags, rooted young plants and all the technical and practical advantages of RCS 2.0 first-hand.

RCS 2.0 sets new standards in efficiency, quality and sustainability, once again underlining Selecta one's role as an innovation leader in the international ornamental plant industry.

RCS 2.0 was named ‘Best B2B Product Idea’ at the TASPO Awards, received the German Horticulture Innovation Award 2025 from the Federal Ministry of Agriculture, Food and Regional Identity and has been nominated for both the international Green Product Awards 2026 and the Sival Innovation Competition Award in France. This shows that RCS 2.0 not only offers technical innovation but also impresses in professional practice: RCS 2.0 meets real needs in professional horticulture, measurably increases cultivation success and is a model for efficient, sustainable plant production.

PINK KISSES® is all about emotion and interaction

PINK KISSES, the most successful carnation variety on the market, is presenting itself at this year's trade fair with a special highlight: a specially designed photo point invites visitors to experience the cheerful, pink brand world up close. The photo point is not only an eye-catcher but also creates an interactive space for social media activities and strengthens the emotional connection to the brand. The ‘pink your friendship’ campaign, which captured the special magic of girl friendships in 2025, will continue to be a theme in 2026, and PINK KISSES will once again stand for friendship on social media channels and offer content relevant to the target group.

Poinsettias: new colour, new highlight

The highly acclaimed **Fantasy Star®** family is now complete – in addition to the popular red and orange varieties, the speckled eye-catcher is now also available in pink. **Fantasy Star® Pink** has the same impressive characteristics as Fantasy Star® Red: with a reaction time of 8.5 weeks, it shows colour and pattern early on and stands out with its contrasting dark green foliage. All three varieties can also be combined visually to great effect.

‘Star of the Year’ – the annual award for a special poinsettia in the Selecta range that has outstanding product characteristics, an unusual appearance or is a big sales success – goes to **Royal Christmas**. The variety impresses with its bright red colour and beautiful, rounded, medium-sized bracts. Further advantages are its very good and regular branching, medium to high vigour and normal V-shape with strong stems. **Royal Christmas** is suitable for medium to large pots and various climate zones with a reaction time of 7.5–8 weeks.

Selecta one

The Selecta one Group is a leading global breeder, grower and marketer of innovative ornamental plants. The breeding activities comprise bedding and balcony plants, houseplants, perennials and cut flowers. With production sites and sales companies in Europe, Africa, Asia and America, Selecta one serves all relevant markets worldwide.

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