

# GROWERTALKS

## GT in Brief

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### Beacon Impatiens Has a Website

*Jennifer Zurko*

PanAmerican Seed has launched a new website devoted specifically to its new Beacon Impatiens, a series of *I. walleriana* with proven high resistance to Impatiens Downy Mildew. The website—[www.BeaconImpatiens.com](http://www.BeaconImpatiens.com)—appeals to many audiences and includes special features, such as the story behind Beacon and the team who brought it to market, as well as details on the charitable donation of 3% of global Beacon sales, which will support Osteogenesis Imperfecta in the 2019-2020 sales season.

“With such an important product launch, we designed this special website to meet the needs of garden consumers looking for information, as well as greenhouse and landscape professionals interested in learning more,” says Claire Josephson, product marketing manager for PanAmerican Seed. “Having visual engagement on all of Beacon Impatiens’ features and benefits allows us to share its full story with our global customers and build excitement for sales.”

A limited supply of Beacon Impatiens is available now, with full-scale global availability in January 2020. Contact your preferred supplier for details. **GT**