

GROWERTALKS

GT in Brief

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Elsner PAC Partners with Westhoff

Chris Beytes

German geranium and spring crops specialist Elsner PAC is partnering with Westhoff to increase their representation in North America.

“PAC is a world-class breeder of specialty crops, such as angelonia, geraniums and New Guinea impatiens,” said Christian Westhoff, CEO of Westhoff. “Adding their genetics to our North American lineup will strengthen the Westhoff collection by providing our customers with additional combinations and a complete bedding plant program.”

PAC General Manager Christoph Hoffman added, “This new agreement will allow PAC to stay focused on the European market while allowing Westhoff to deepen both of our companies’ market penetration in North America.”

Chris Berg, who handles PR for Westhoff, told GrowerTalks that Westhoff will continue working with all the broker companies to promote the Elsner PAC genetics, and they do their own products.

Unrooted cuttings of PAC genetics will be available from Vivero Internacional and PSI in Mexico. As with the rest of the Westhoff program, a license isn’t needed for young plant companies wishing to sell liners of the collection.

Both Westhoff and PAC genetics will be co-represented at the California Spring Trials at Floricultura in Salinas, California, as well as in their new booth at Cultivate’17. **GT**