



INTRODUCING
NEW MIXTURES FOR



PROJECT
POLLIN-8

Newport Street Scene

Euroflor gives Newport the 'Wow' factor

Euroflor flower displays in Newport, South Wales, have attracted hundreds of complimentary letters from residents, says Phillip Evans, supervisor of the Street Scene city grounds team.

"We have five areas and half a dozen different sites where we have sown the Classic and Rainbow mixes" says Phillip.

"Over the last three years we have tried various Euroflor mixes but these two annual mixes have given us consistently good coverage results with flowering going right into November. We aim to create a feel-good factor throughout the city and these mixes give us five phases of colour throughout the season."

Initially landscape architects were reluctant to use the annual mixes instead of formal bedding plants but Phillip has demonstrated that the sustainability of general flower sowing gave

them the "wow" factor.

"We are incredibly proud of the city and it is amazing that the formal bedding areas in the two main parks get about 10 letters of praise a year – while the Euroflor urban flower displays get about a hundred."

"The public reaction has been tremendous."

Phillip Evans,

Supervisor

**Newport Street Scene City Grounds Team
South Wales**



Doncaster Metropolitan Borough Council

In 2014, Doncaster council trialed three areas of wildflower planting with a variety of Euroflor seed mixes. Low ground cover plants were sown along a central reservation with native plants along a wide grass verge.

"We were looking at ways to reduce grass cutting and wildflower planting was an option. The areas were in full bloom throughout the summer prompting an influx of compliments on social media." Comments ranged from 'an amazing entrance into Doncaster' to 'an enormous benefit to an abundance of wildlife'.

Due to last year's success Doncaster council extended the project further across the borough in 2015.

Gill Gillies
Assistant Director Environment
Doncaster Council



Creating urban meadows gives back to nature what has been taken away by our destruction of natural habitats. In addition to their aesthetic qualities they provide cover and food for many species of mammals, birds and insects.



Children love flowers and they have an educational role in schools and colleges.

Euroflor Urban Meadow mixes contain both garden flower cultivars and wild flower species in varying proportions.

The originality of Euroflor's Urban Meadows resides in their effect for colour balance, species diversity and natural aspect; they are specifically designed for urban settings and offer a long flowering period from spring to autumn.

Euroflor has now been successfully grown in the UK for more than a decade. Over 60,000 square metres are sown annually across the United Kingdom by local authorities, contractors, in holiday resorts, sports and golf clubs and zoo's.



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Experience the difference.

In 2019, Rigby Taylor will be celebrating 100 years of service and supplying innovative products to the UK amenity landscape and sports turf industry. Such products have in many cases been 'first choice selections' for the enhancement, management and maintenance of recreational leisure areas and sports turf surfaces.

Our objectives are quite clear...

To identify, source and supply products that have value in assisting the establishment and ongoing maintenance of the landscape. This includes the conservation and protection of the natural environment for generations to come.

Innovation

Rigby Taylor Ltd is part of the Origin Enterprise Group and one of the UK's major amenity investors in product innovation, development and industry support.



This strategy has led to the introduction of superior grass and flower seed cultivars, unique micro granular fertilizers, biostimulants and advanced chemical and wetting agent technologies.

Leadership

Rigby Taylor's strategy for advancing product development has been rewarded with the wide use of its products at major sporting venues and landscaping projects.

Most recently, a national campaign has been undertaken to mark the centenary of WW1 with many local authorities having flower features in towns and cities and in cemeteries. In addition parish councils and local communities are having flower features around village halls, village signs and involving schools in educational projects. Other sporting bodies are getting involved including golf and sports clubs and an RFU initiative.



Commemorate Euroflor Mixes



The year 2018 marks the centenary of the end of World War 1. In recognition of this, a new red, white and blue Euroflor seed mix, named 'Honour', has been introduced to the commemorate range to honour those who served.

Monuments, throughout the length and breadth of the UK, will commemorate the great numbers of local people who, one way or another served their country; from dignitaries to poets, scientists and industrialists and to all the great number of citizens who paid the ultimate price with their lives in wars and skirmishes around the world.

Keeping their memory alive is an important part of British culture. Annual flowers at the base of these monuments are commemorations reminding us of our nation's history, values and life's transience.

The **Red** of the poppy, in Great Britain and Commonwealth countries. Symbolizes the blood spilled in battle. The **Blue** of the Cornflower symbolizes the grey/blue uniforms of young French soldiers newly arriving and subsequently falling on the battlefield. The **White** of the Gypsophila is the worldwide symbol of peace and the signing of the armistice.

This group combination includes:



Honour
Patriotic colours of red, white and blue flowers



Hope
A mix of bright colours that includes one or two perennials



Souvenir Red Poppy



Peace
A white bouquet to symbolize peace



Alliance
A mixture of Red Poppy and Cornflower



Bleuet de France
A colourful mix of blue, white, pink, purple and crimson Cornflower

A new approach to managing amenity areas



Euroflor brings economic, environmental and cultural benefits

The use of Euroflor flower mixtures for this new approach is beneficial in 3 specific areas:

ECONOMIC

- ❖ Reduces operating costs
- ❖ Optimises human and material resources
- ❖ Reduces water consumption
- ❖ Encourages eco-responsible purchases of supplies and treatment products

ENVIRONMENTAL

- ❖ Conserves biodiversity
- ❖ Limits risk of pollution, by reduced use of chemical applications
- ❖ Optimises the management of natural resources
- ❖ Introduces more ecological practices
- ❖ Improves water management (less irrigation required, optimum watering etc.)

CULTURAL

- ❖ Added value to the landscape and natural spaces
- ❖ Maintains horticultural know-how
- ❖ Leads to the acquisition of new expertise and plays an educational role in environmental awareness

A Monmouthshire County Council pollinator policy case study showed major savings by sowing Euroflor mixtures. Strategic locations were selected where urban flower mixes would look best, such as roundabouts, housing estates, trunk roads and motorways, and determined that Euroflor urban flower mixes would replace 85% of annual bedding. A printed Case Study is available. For a copy, contact your Rigby Taylor representative or FreePhone 0800 424 919.

Gloucester City Council

The AMEY Grounds Maintenance team, working in partnership with Gloucester City Council and Gloucester City Homes, have designed a fabulous garden for the public to enjoy. It was observed that the Euroflor mixtures from Rigby Taylor are saving money and have had an increased impact on the public.

The Senior Grounds Maintenance Supervisor stated "We have had an unprecedented number of comments about our various urban meadow plantings and other local authorities have taken an interest in the impact they have had. Urban flower mixes are low maintenance and have multiple wildlife benefits."

Gloucester City Council and AMEY started with the sowing of roundabouts and this evolved into a programme of meadows located beside the City's primary roads, on verges and at junctions, providing maximum impact.

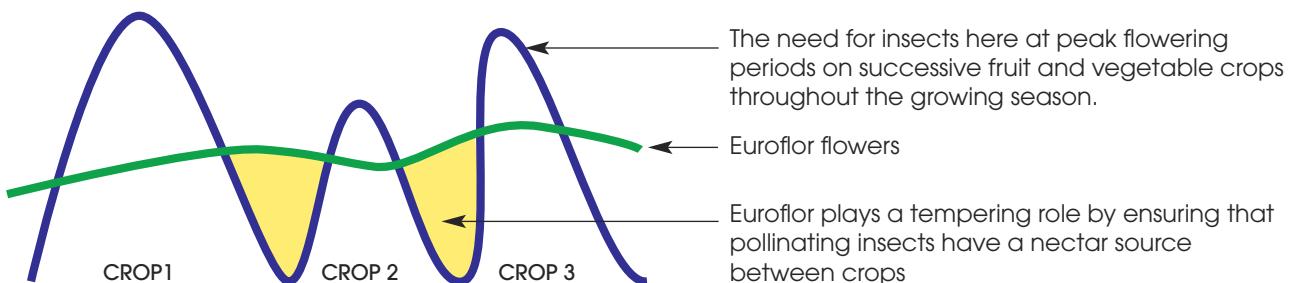




Bringing nature into town



The visual impact of a flower mixture is just one of the benefits experienced ... of equal importance is the commitment to environmental responsibility through best practice



Euroflor sustains insect populations when other food sources are not available.

For habitat management, Euroflor helps maintain bumblebees, honeybees, butterflies, beetles, ladybirds and other insects in the environment by providing a regular and stable nectar source.

The bees listed below were observed visiting **Euroflor Rainbow** mix in July and August 2011 in a research project led by Bristol University with Leeds, Reading and Edinburgh Universities on pollinating insect biodiversity.

Honeybee : *Apis mellifera*

Bumblebees : *Bombus lapidarius* (red-tailed bumblebee), *Bombus terrestris* (buff-tailed bumblebee).

Solitary bees : *Andrena dorsata*, *Halictus tumulorum*, *Lasioglossum calceatum*, *Lasioglossum smaeethmanellum*



Sustainability – Green Infrastructure

Major advances have been made in the breeding and awareness of grass and flower species to achieve in the case of grass a denser sward that is more tolerant to wear, cold, drought and disease and for flowers their beneficial impact on pollinators and bio-diversity.

Work has also been undertaken at Top Green's seed research centre, Les Alleudes in France on carbon lockup in grass roots, oxygen production from areas of grass sward, clipping volumes and associated costs.

Such data is important as regards the local environment, its ecology and bio-diversity and how this impacts on the urban landscape and its relationship with the people who live and work in such areas.

It has been found that the greatest amount of carbon lock up takes place in the root system of a grass plant, which accounts for 70% of the total plant mass. According to research (Rumore, Sulzman & Young) an area of just 10m x 10m of grass has the potential of absorbing 11 kgs of CO₂ per annum.

Creating urban meadows in towns and cities gives back to nature what has been taken away through the destruction of habitats and the construction of buildings and roads.

Euroflor Urban Meadows offer a long flowering period from Spring to early Autumn and provide a constant source of nectar for pollinating insects, cover and food for small birds and mammals and embellishment of the urban landscape.



BREEAM (Building Research Establishment Environmental Assessment Method) is the world's leading sustainability assessment method for master planning projects, infrastructure and buildings. It recognizes, and reflects the value in higher performing assets across the built environment lifecycle, from new construction to in-use and refurbishment.

BREEAM rated developments are more sustainable environments that enhance the wellbeing of the people who live and work in them, helping protect natural resources, including its ecology and enhancing the local environment. This includes the reduction of carbon emissions and atmospheric pollution.

The following Euroflor mixtures are of particular value for BREEAM projects – **Dry**, **Contrast**, **Fragrant Lawn** (new), **Ground Cover**, **Green Roof** (new) and **Reviva**.



Gross and flower plantings offer great benefits to the urban landscape



Euroflor at a glance

Page	Euroflor Mix	Main Types	Sowing Period	Height	Category	Status
12	Alliance	Annuals	Spring Autumn	40-80cm	Commemorate	Horticultural
24	Banquet	Annuals Perennials	Spring	40-80cm	Pollin-8	Horticultural
13	Bleuet de France	Annuals	Spring Autumn	40-80cm	Commemorate	Horticultural
25	Chameleon	Annuals	Spring	40-80cm	Drier sites & Slopes	Horticultural
14	Classic	Perennials	Spring Autumn	40-80cm		Native & Horticultural
26	Colour Bouquets	Annuals	Spring	40-80cm	Colour Bouquet	Horticultural
27	Contrast	Annuals	Spring	20-50cm		Horticultural
28	Cornfield Annuals	Annuals	Spring	40-80cm	Habitat Mix	Native & Naturalised
43	Discovery Boxes	Annuals Perennials	Spring Autumn	Variable	Habitat Mix	Horticultural
29	Dry	Annuals	Spring	40-80cm	Drier sites & slopes	Horticultural
15	Flora Britannica	Perennials	Spring Autumn	40-80cm	Pollin-8/ Habitat Mix	Native & Naturalised
31	Fragrant Lawn	Perennials	Spring	20-50cm	Pollin-8	Horticultural
32	Green Roof	Perennials	Spring Autumn	40-80cm	Pollin-8	Horticultural
33	Ground Cover	Annuals	Spring	20-50cm		Horticultural
34	Honey	Annuals	Spring	40-80cm	Pollin-8	Horticultural
35	Honour	Annuals	Spring	40-80cm	Commemorate	Horticultural
16	Hope	Annuals	Spring Autumn	70-100cm	Commemorate	Horticultural
36	Horizon	Annuals	Spring	90-160cm		Horticultural
37	Meadow Breeze	Annuals	Spring	40-80cm		Horticultural
17	Native Pollinator	Annuals Perennials	Spring Autumn	40-80cm	Pollin-8	Native
38	Peace	Annuals	Spring Autumn	40-80cm	Commemorate	Horticultural
39	Posy	Annuals	Spring	40-80cm	Cut flowers	Horticultural
40	Rainbow Annuals	Annuals	Spring	70-100cm	Pollin-8	Horticultural
18	Rainbow Perennials	Perennials	Spring Autumn	40-80cm	Pollin-8	Horticultural
19	Reviva	Annuals	Spring Autumn	40-80cm	Green Manure	Native
41	Sarah Bouquet	Annuals	Spring	70-100cm		Horticultural
20	Souvenir	Annuals	Spring Autumn	40-80cm	Commemorate Habitat Mix	Native
21	Spring Flower	Annuals	Spring Autumn	40-80cm	Pollin-8	Horticultural
42	Super Blue Bee	Annuals	Spring	70-100cm	Pollin-8	Native & Horticultural
22	Tenor	Annuals Perennials	Spring	40-80cm		Native
NOTE: All Perennial mixes include some Annuals to ensure 1st year flowering						

Choose an ideal Euroflor mix for the area

Site	Mixture	Comments
Roadside verges	Ground Cover, Dry, Green Roof, Contrast	Limited height for roadside visibility Low irrigation requirements Limited height for roadside visibility
	Flora Britannica, Native Pollinator	Where height restriction is not an issue
Embankments	Dry, Green Roof	Avoid high mixes that may lean over
Under barriers and fences, tree surrounds	Ground Cover, Chameleon, Contrast	Height limited for roadside visibility Limited space for high mixtures
Roundabouts	All mixes suitable	Use low mixes on edges of visibility central reservations
Cemeteries	Spring Flower	Softer colours in natural areas
Industrial wasteland	Horizon	
Towns parks & squares	All mixes except Horizon	Avoid high mixes in small areas
Sports field surrounds	All mixes suitable	Avoid high mixes in narrow areas
Schools	All mixes suitable	Avoid Honey in highly populated zones
Footpath edges	Ground Cover	Avoid high mixes on the edges
River banks	Flora Britannica Native Pollinator	Native flora
Country parks	Flora Britannica Native Pollinator	Native flora
Industrial estates	Dry, Green Roof, Honey, Rainbow, Horizon	Minimum maintenance on big areas
Housing estate public areas	All mixes suitable	
Replace formal flower beds	All mixes suitable	
Under electricity lines, along gas lines, solar parks, public utilities	Horizon	Minimum maintenance
Golf courses	Flora Britannica Native Pollinator	Roughs
	All other mixtures except Fragrant Lawn, Green Roof and Reviva	Entrances and course driveways and around the clubhouse





An Environmental Initiative



A major initiative has been launched by Rigby Taylor to help reverse the national decline in pollinating insects. In particular, a new mixture named Euroflor Banquet has been introduced to the amenity industry that contains the best species for pollinators, whilst delivering high performance flower displays. The introduction of this mixture is the result of information obtained from independent research as detailed below and such collaborative work has led to the launch of Project Pollin-8.

Sowing different mixtures from the Pollin-8 range ensures a longer seasonal supply of nectar and pollen and a more diverse range of habitats whilst at the same time providing incredible flower displays!

Wildlife trusts, charities and the RHS all publish lists of recommended flowering plants to support habitats for bees, butterflies, moths, hoverflies and other pollinating insects. The strength and success of Euroflor flower mixtures is their suitability for a wide range of urban and rural landscapes, including street scenes, open spaces, recreational facilities, country estates and golf courses. This has been

achieved through a combination of innovation, extensive mixture trials across the UK and Europe, workshops and site visits to provide technical support and practical advice and importantly, feedback from clients on performance.

Independent Research

The most recent scientific research data published by the Urban Pollinators Group (UPG)* quantified the pollen and nectar of individual flower species in the Euroflor range, evaluating their contribution to diverse urban environments. It became clear that no one mix could meet the complex ecological demands of the diverse pollinator groups throughout the different stages in their life cycles; from early to late flowering, native and horticultural species, plants for egg laying, nectar for energy and pollen for protein.

*A national research programme on urban pollinators run by Bristol, Edinburgh, Leeds, & Reading Universities (2010-2013)



Euroflor Mix	What it aims to do for pollinators	Includes
Banquet Page 24	A unique flower display mix, developed from university research results on nectar and pollen yields and the RHS and Bumble Bee Trust recommendations on plants, which are good for pollinators. A real banquet for bees, butterflies, hoverflies etc.	Oxeye Daisy, Cosmos, Cornflower, Californian Poppy, Red Flax, Red & White Clover
Flora Britannica Page 15	Autumn or Spring sowing mix, composed of native and naturalised species of the UK and Ireland.	Black Medick, Viper's Bugloss, Red Clover
Fragrant Lawn Page 31	Highly scented mix of species that will attract a wide range of pollinating insects	Pinks, Lavenders, Sage, Phlox, Thyme, Californian Poppy
Green Roof Page 32	Provides pollen-collecting opportunities from flowers that would not normally survive when growing in poor and shallow soils.	Pinks, Lavenders, Sage, Phlox, Thyme, Californian Poppy
Honey Page 34	A recognised and proven attractant of pollinating insects, and late flowering.	Borage, Cosmos, Baby's Breath
Native Pollinators Page 17	Spring & Autumn, long lasting flowering display and pollen collecting opportunities	Wild Carrot, Kidney & Tufted Vetch, Birdsfoot Trefoil, Forget-me-not, Musk Mallow
Rainbow Annuals Page 40	A long-lasting flowering display through the summer months into autumn	English Marigold, Tickseed, China Aster
Rainbow Perennials Page 18	Perennial plants in this mix will start flowering from the following spring.	Oxeye Daisy, Blanket Flower, Cornflower
Spring Flower Page 21	An autumn sowing mix allowing flowers to be available for pollinators earlier in the year than spring sown mixes	Forget-me-not, Californian Poppy,
Super Blue Bee Page 42	A simple economic formula of 4 species that bees go wild for. Designed for pollinator utility rather than amenity it will help increase nearby fruit and vegetable yields by attracting more bees.	Borage, Purple Tansy, Cornflower, Viper's Bugloss



Euroflor Rainbow Annuals mix was chosen as part of a government funded research programme on urban pollinators led by Bristol University, together with those from Edinburgh, Leeds and Reading. The scientific papers were published and can be openly accessed online. They quantify the nectar and pollen of the individual flower species that constitute **Euroflor**.



Alliance

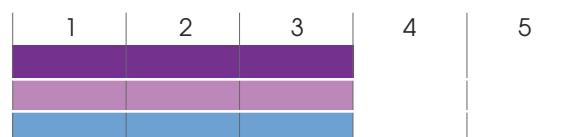
✿ Poppy and cornflower mix

A combination of Poppies (*Papavar rhoeas*) and Cornflowers (*Centaurea cyanus*). Mainly blue but also crimson, white and pink. This mix symbolises the alliance of British and French soldiers.



Alliance Characteristics

Scale: 1 (lowest) to 5 (best)

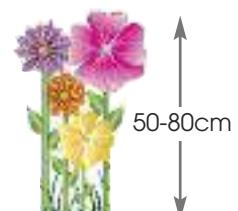


Germination Time

Flowering Period

Resistance to Drought

Flowering Height



Surface Area (sq.m)



Coverage per kilo of seed

Seed Composition (%)



Annuals

2 SPECIES
Centaurea cyanus
Papavar rhoeas

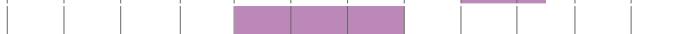
Spring Sowing



Flowering Period



Autumn Sowing



Flowering Period



Bleuet de France

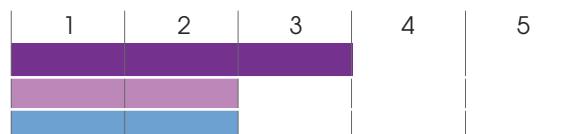
✿ 100% cornflower

A species of Cornflower (*Centaurea cyanus*), with mainly blue but also white, crimson and pink varieties. Cornflower symbolises those that died for France.

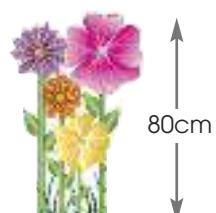


Bleuet de France Characteristics

Scale: 1 (lowest) to 5 (best)



Flowering Height



Germination Time

Flowering Period

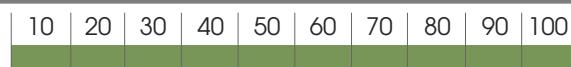
Resistance to Drought

Surface Area (sq.m)



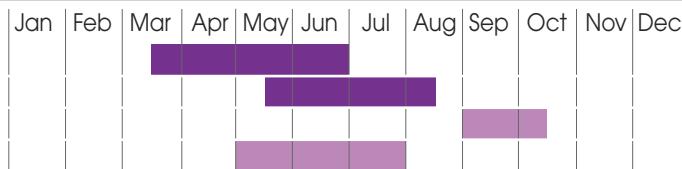
Coverage per kilo of seed

Seed Composition (%)



Annuals

Spring Sowing



Flowering Period

Autumn Sowing

Flowering Period

1 SPECIES
Centaurea cyanus



Classic

- ✿ A mix composed of wild and cultivated flowers
- ✿ Contains 33 species

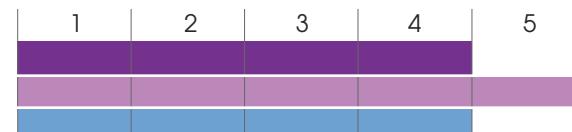
For a more natural looking meadow without the usual sparseness of 100% indigenous species, **Classic** combines the advantage of wild and garden flowers. It is particularly useful in intermediate zones between the countryside and urban areas...areas in a natural looking public park would be a good example.

The large number of species in the mix compensates for the longer germination period of indigenous flower species.



Classic Characteristics

Scale: 1 (lowest) to 5 (best)

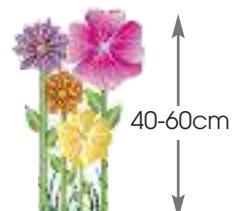


Germination Time

Flowering Period

Resistance to Drought

Flowering Height

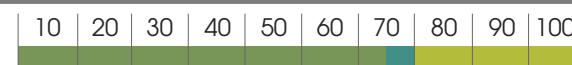


Surface Area (sq.m)



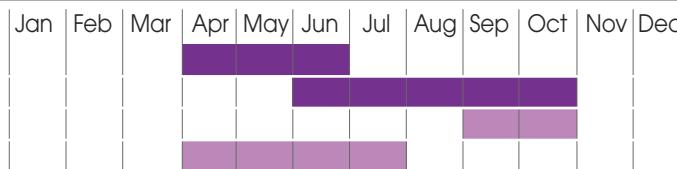
Coverage per kilo of seed

Seed Composition (%)



Annuals/Biennials/Perennials

Spring Sowing



Flowering Period

Autumn Sowing

Flowering Period

33 SPECIES

Including
Chrysanthemum coronarium
Delphinium consolida
Dianthus barbatus
Lavatera trimestris
Linum perenne
Nigella damascena
Papaver rhoeas
Zinnia elegans

Flora Britannica

- ✿ A mix of 100% native and naturalised species found in the British Isles
- ✿ For creating natural flower rich meadows
- ✿ Good for ecological renovations

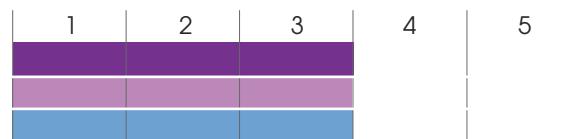
Recommend to be sown along rural roadsides, nature reserves, ecological conservation schemes, riverside edges, on agricultural set-aside land and natural areas of parks.

Flora Britannica is a universal mixture meaning it's plant base is common to many habitats in the UK. It can be sown alone or associated with companion grass species (be aware of the possible dominance of grasses). It also can be sown with other Euroflor flower mixes or with specialised habitat species such as wetland, acid soil, shade, chalk land flower species etc.



Flora Britannica Characteristics

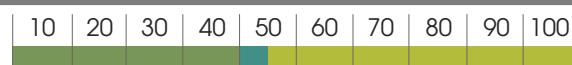
Scale: 1 (lowest) to 5 (best)



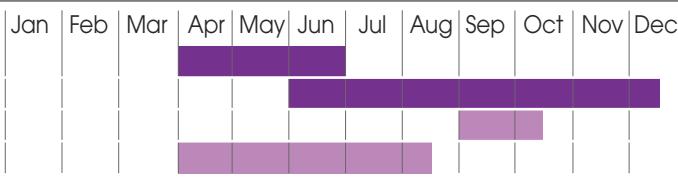
Surface Area (sq.m)



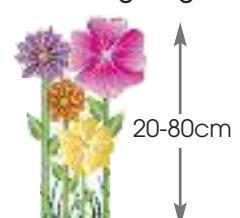
Seed Composition (%)



Spring Sowing



Flowering Height



25 SPECIES

Including
Achillea millefolium
Aquilegia vulgaris
Borago officinalis
Campanula carpatica
Centaurea cyanus
Echium vulgare, Iberis amara
Myosotis alpestris
Papaver rhoeas, Silene pendula

Hope

✿ Multi-coloured mix

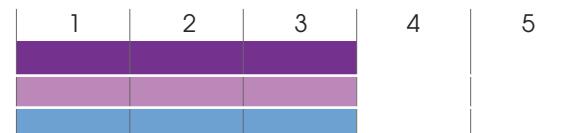


A long-flowering, annual mix symbolising hope, including Poppies and Cornflowers.

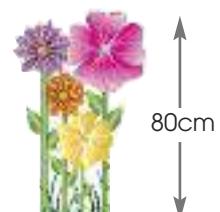


Hope Characteristics

Scale: 1 (lowest) to 5 (best)



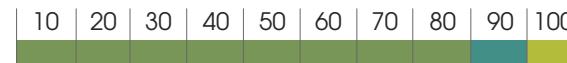
Flowering Height



Surface Area (sq.m)



Seed Composition (%)



Spring Sowing



Flowering Period



Autumn Sowing



Flowering Period

10 SPECIES

Including

Agrostemma githago
Calendula officinalis
Centaurea cyanus
Echium vulgare
Leucanthemum maximum
Linum annuum

Native Pollinator

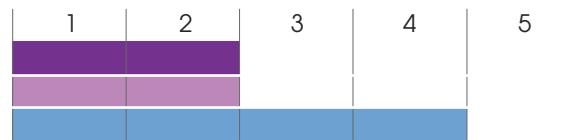
- ✿ Creates stable habitats
- ✿ A rich mix of annuals, biennials and perennials
- ✿ High resistance to drought

Following the same philosophy as **Banquet**, **Native Pollinator** is a highly valuable habitat mix for pollinating insects that includes only species native to the UK. Natural vegetation is best for creating stable habitats where the life cycles of insects use plants for egg laying and larval stages.



Native Pollinator Characteristics

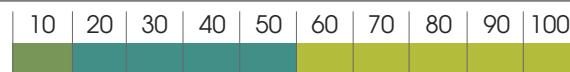
Scale: 1 (lowest) to 5 (best)



Surface Area (sq.m)



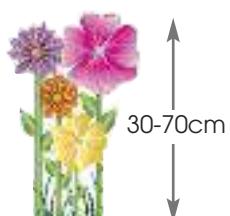
Seed Composition (%)



Spring Sowing



Flowering Height



15 SPECIES

Including
Wild Carrot, Kidney & Tufted Vetch, Poppy, Birdsfoot Trefoil, Forget-me-not, Musk Mallow

Rainbow Perennials

- ✿ Ideal for more permanent displays
- ✿ Outstanding, innovative mix provides longer term savings
- ✿ Extended flowering period early spring through to late autumn

Rainbow Perennials as the name suggests, contains predominantly perennial flower species to provide an extended and more permanent flowering display from early spring until late autumn throughout successive years.

For optimum year on year performance, over-seeding of weakening areas is recommended to maintain and increase flowering performance and bio-diversity. **Rainbow Perennials** removes the need to prepare seed beds each year with the benefit of utilizing labour for other essential tasks.



Rainbow Perennials Characteristics

Scale: 1 (lowest) to 5 (best)

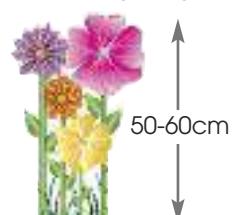
1	2	3	4	5
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Germination Time

Flowering Period

Resistance to Drought

Flowering Height



Surface Area (sq.m)

50	100	150	200	250	300	350	400	450	500
----	-----	-----	-----	-----	-----	-----	-----	-----	-----

Coverage per kilo of seed

Seed Composition (%)

10	20	30	40	50	60	70	80	90	100
----	----	----	----	----	----	----	----	----	-----

Annuals/Biennials/Perennials

Spring Sowing

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Spring Sowing												
Flowering Period												

Autumn Sowing

Flowering Period

19 SPECIES

Including

Arabis alpina
Cheiranthus cheiri
Coreopsis grandiflora
Gaillardia pulchella
Iberis amara
Linum perenne
Myosotis alpestris
Prunella grandiflora



Reviva

- ❖ High productivity biomass to smother weeds
- ❖ Nitrogen nodules to fix nitrogen in the soil
- ❖ Foliage to increase organic matter content

Reviva combines the rich foliage texture of leafy plants with nitrogen fixing leguminous species, producing vigorous ground cover vegetation and improving soil fertility. This vegetative cover and root growth reduces soil erosion and the leaching of valuable soil nutrients over the winter. Weed seeds are less likely to establish, through competition and this may lead to less herbicide applications the following spring.

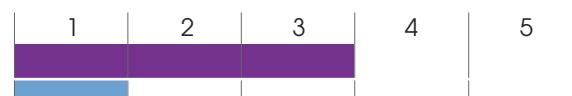
Reviva can be a beneficial crop between annual cultures of Euroflor urban meadow mixes, sown in September and cultivated into the soil the following April. It can also be spring sown to protect topsoil piles and improve soils that would otherwise be bare of vegetation and susceptible to weed infestation.

Reviva has not been designed specifically for its flower display. However species such as Purple Tansy, Lucerne, Sainfoin and Crimson Clover attract bees in great numbers to their flowers.



Reviva Characteristics

Scale: 1 (lowest) to 5 (best)



Germination Time

Resistance to Drought

Surface Area (sq.m)



Coverage per kilo of seed

Seed Composition (%)



Annuals/Biennials/Perennials

Spring Sowing



Autumn Sowing

Flowering Height



40-80cm

12 SPECIES

Including
Anthyllis vulneraria
Lotus corniculatus
Medicago sativa
Onobrychis vicifolia
Phacelia tanacetifolia
Trifolium incarnatum

Souvenir

✿ 100% poppies



Poppies symbolise the honouring of British, Commonwealth and United States armed forces killed in battle. The exceptional purity and high percentage germination rate sets **Souvenir** 100% Field or Common Poppy (*Papaver rhoeas*) apart from other widely available Poppy seed.



Souvenir Characteristics

Scale: 1 (lowest) to 5 (best)

1	2	3	4	5
	variable			
	variable			

Germination Time

Flowering Period

Resistance to Drought

Flowering Height



Surface Area (sq.m)	50	100	150	200	250	300	350	400	450	500
Coverage per kilo of seed										

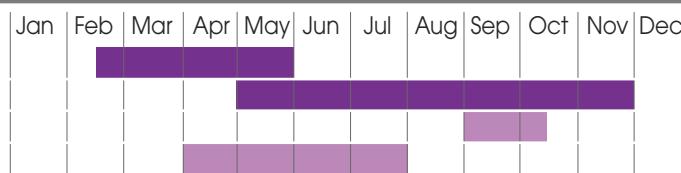
Seed Composition (%)

Annuals

1 SPECIES
Papaver rhoeas

10	20	30	40	50	60	70	80	90	100

Spring Sowing



Flowering Period

Autumn Sowing

Flowering Period

Spring Flower

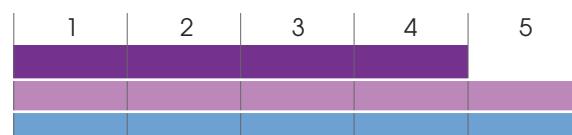
- ✿ Sow in autumn for spring flowering
- ✿ Sow in spring for summer flowering
- ✿ Capacity to flower twice per year

Spring Flower is composed of species which can be sown in the autumn and give ground cover vegetation over winter because the plants are resistant to frosts. Flowers start blooming the following spring and continue to the beginning of summer. **Spring Flower** is highly recommended for sowing in proximity to the other Euroflor mixes. For example, in bands to ensure summer and autumn flowering on the same plot. If the mix is cut back at the beginning of summer, it may flower a second time in autumn.



Spring Flower Characteristics

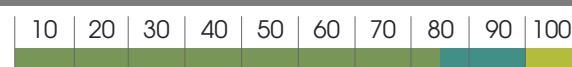
Scale: 1 (lowest) to 5 (best)



Surface Area (sq.m)



Seed Composition (%)



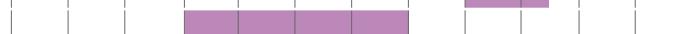
Spring Sowing



Flowering Period



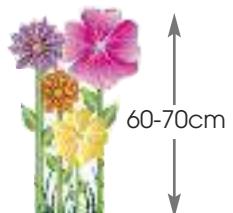
Autumn Sowing



Flowering Period



Flowering Height



11 SPECIES

Including
Centaurea cyanus
Clarkia elegans
Coreopsis tinctoria
Echium vulgare
Layia platyglossa
Leucanthemum maximum

Tenor

- ✿ Low growing meadow (50-70cm)
- ✿ A rich mix of annuals, biennials and perennials
- ✿ Long flowering period

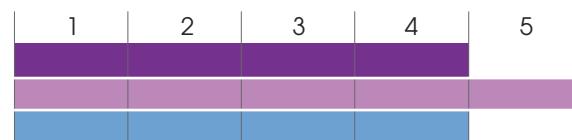
Tenor gives a good flowering performance from early summer to mid-autumn, peaking in mid-summer. Tenor has proved itself to give an excellent flower display of Poppies and Cornflowers in summer, followed by yellow flowering Coreopsis and Calendulas in autumn.

It is a formulation that will satisfy those who want to see the use of native and naturalised plants (Poppy, Cornflower, Oxeye Daisy, Yarrow, Corn Cockle, Forget-me-not, Perennial Flax, Wild Candytuft) combined with cultivated plants that will extend the flowering season.



Tenor Characteristics

Scale: 1 (lowest) to 5 (best)



Flowering Height



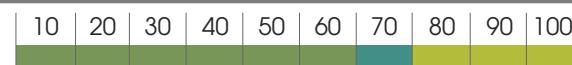
Surface Area (sq.m)

Coverage per kilo of seed



Seed Composition (%)

Annuals/Biennials/Perennials

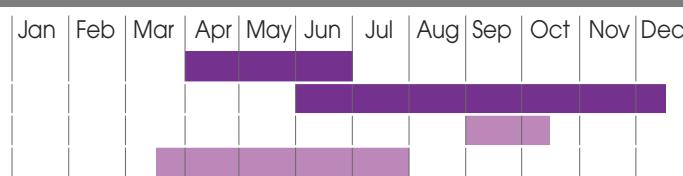


Spring Sowing

Flowering Period

Autumn Sowing

Flowering Period



16 SPECIES

Including

Achillea millefolium
Agrostemma githago
Iberis umbellata 'Garden'
Leucanthemum maximum
Linum perenne
Myosotis alpestris
Papaver rhoeas

Moray Council

Splash of floral colour at holiday hotspot

At the height of the holiday season, Euroflor urban flower seeds were sown on the esplanade overlooking the seafront at Lossiemouth and transformed the area with a riot of colour for all to enjoy. The esplanade has the distinction of being the most northerly in the country

"This type of display" commented Grant Speed, Lands and Parks Dept, Moray

Council, "has advantages over the flower beds that we used to have in that it is low cost, takes only a few minutes to sow the seed and once germinated the flowers take care of themselves."

Lossiemouth councillor John Cowe said "the displays were a welcome innovation, all the more so since they were low cost and required little maintenance."



Banquet

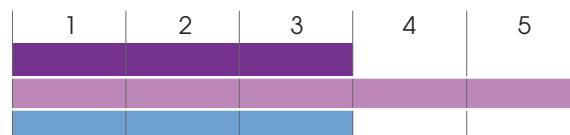
- ❖ Best UK urban meadow mix for pollinators
- ❖ Will provide abundant pollen and nectar
- ❖ Vibrant colour mix

Euroflor flower species were selected for a UK government funded university research project "Urban Pollinators" led by Bristol University, supported by Leeds, Reading, and Edinburgh. Combining the research results with recommendations from organisations such as Royal Horticultural Society, the Bumble Bee Conservation Trust and Buglife validates the 25 species in this meadow mix will provide abundant pollen (for protein) and nectar (for energy) for bees, hoverflies, butterflies and other pollinating insects, whilst delivering vibrant colour displays for our enjoyment.



Banquet Characteristics

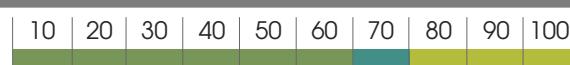
Scale: 1 (lowest) to 5 (best)



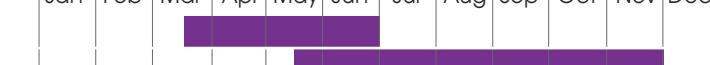
Surface Area (sq.m)



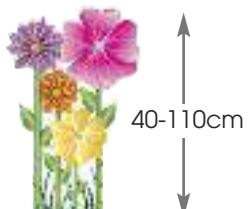
Seed Composition (%)



Spring Sowing



Flowering Height



25 SPECIES

Including
Poppy, Allium, Cornflower,
Gaura, Blanket Flower,
Verbena

Chameleon

- ✿ Perfect for environmentally stressed sites
- ✿ Strong, vibrant contrasting colours
- ✿ Long flowering period

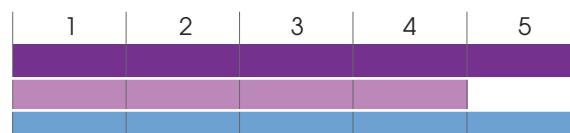
Chameleon is composed of species which tolerate and thrive in environmental stress sites such as south facing walls and fences where the soil may be dry, shallow, stony and hot. It is particularly useful for kerb edging where regular grass strimming would otherwise be necessary. Not suitable for shade. Poppies and Scented Mayweed (*Matricaria recutita*) give a light, airy feel to this mixture which are later succeeded by the deeper, vibrant colours of Wallflower and Californian Poppy.

The flowering display of **Chameleon** will be full of surprises as different soil types and micro-climates will favour some species over others. It is for this reason that 16 species and varieties have been included to ensure that wherever it is sown this mix will adapt and thrive in the local habitat.



Chameleon Characteristics

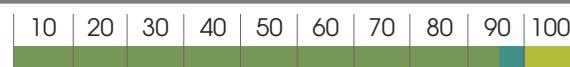
Scale: 1 (lowest) to 5 (best)



Surface Area (sq.m)



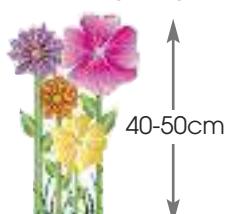
Seed Composition (%)



Spring Sowing



Flowering Height



16 SPECIES

Including
Centaurea cyanus
Dianthus pulmarius
Linum 'Charmer Mix'
Linum perenne
Lobularia maritima
Myosotis alpestris
Silene pendula

Colour Bouquets

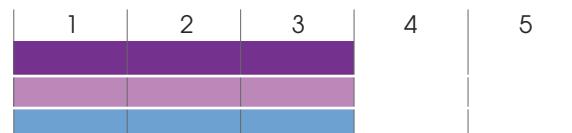
- ✿ Individual colour bouquets are available for your displays
- ✿ They form the basis for innovative urban meadow design
- ✿ Red, yellow, white, pink, orange and blue

Outstanding impactful colour schemes can be achieved by selecting different colours that contrast with each other, or combined to achieve exciting designs.



Colour Bouquet Characteristics

Scale: 1 (lowest) to 5 (best)



Germination Time

Flowering Period

Resistance to Drought

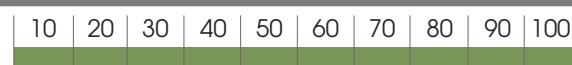
Surface Area (sq.m)

Coverage per kilo of seed



Seed Composition (%)

Annuals

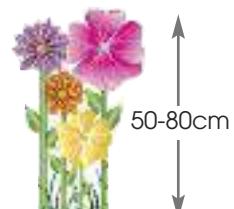


Spring Sowing

Flowering Period



Flowering Height



8-12 SPECIES

Including

Coreopsis picta

Helianthus annuus

Lavatera trimestris

Linum grandiflorum

Nigella damascena

Rudbeckia hirta

Salvia splendens

Zinnia elegans



Contrast

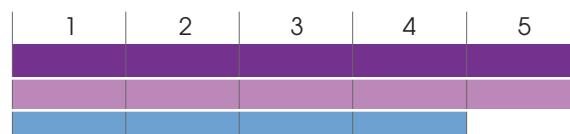
- ✿ Low growing mix (20-45cm)
- ✿ Rapid flowering and long flowering period
- ✿ Recommended for road verges, splays and roundabouts

Contrast has brighter and more varied colours than **Ground Cover** and is ideally suited to town centres where bright colours are required, combined with low growth. Ideal for footpath edges, small roundabouts, tree surrounds or flower beds.



Contrast Characteristics

Scale: 1 (lowest) to 5 (best)

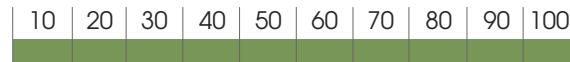


Surface Area (sq.m)



Coverage per kilo of seed

Seed Composition (%)



Annuals

Spring Sowing



Flowering Period

Flowering Height



12 SPECIES

Including
Calendula officinalis
Convolvulus tricolor
Gaillardia pulchella
Iberis umbellata
Linum grandiflorum
Malcolmia maritima

Cornfield Annuals

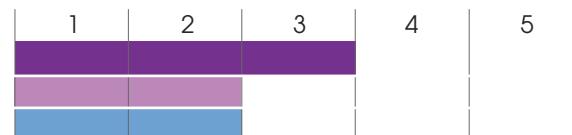
- ✿ For a colourful flower display in a short time
- ✿ Most popular wildflowers in the British countryside
- ✿ A simple and economical mix

A classic cornfield composition of Poppy, Cornflower, Corn Marigold, Corncockle, Corn Chamomile plus Catchfly for added interest, this mix is reminiscent of traditional farmland meadows that support the bountiful wildlife in our countryside.



Cornfield Annuals Characteristics

Scale: 1 (lowest) to 5 (best)



Germination Time

Flowering Period

Resistance to Drought

Flowering Height



Surface Area (sq.m)



Coverage per kilo of seed

Seed Composition (%)



Annuals/Biennials

Spring Sowing



Flowering Period

6 SPECIES

Including
Corncockle, Chamomile,
Corn Marigold, Poppy,
Nodding Catchfly

Dry

- ✿ For dry sites and poor soil types
- ✿ Easy installation for a long flowering period
- ✿ Bright colours: yellow, orange and red

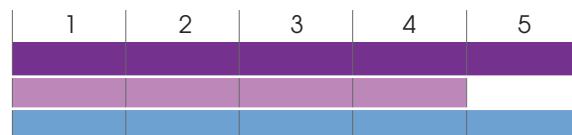
Whilst all plants require water and generally grow better the more they have, our **Dry** mix is a composition that better tolerates dry conditions and poor soil types; typically found on roadside embankments and industrial wasteland.

Layia platyglossa is native to southern California and *Dimorphotheca sinuata* grows in the sandy deserts of Namibia. Just two examples of the mixture's diversity and performance.



Dry Characteristics

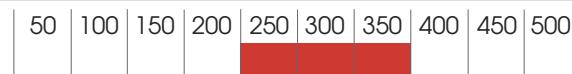
Scale: 1 (lowest) to 5 (best)



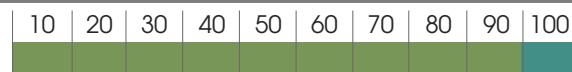
Flowering Height



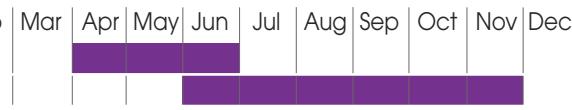
Surface Area (sq.m)



Seed Composition (%)



Spring Sowing



13 SPECIES

Including

Centaurea cyanus

Cosmos bipinnatus

Dimorphotheca sinuata

Gaillardia pulchella

Layia platyglossa

Linum grandiflorum

Solihull

Euroflor urban flowers reduce maintenance and carbon footprint

"By sowing the Euroflor urban flower mix in an area that is traditionally cut 18 times a year, stated Tom McGibbon, "we have created a visually impressive display that has transformed the area that was usually just dull grassland."

Councillor Ken Hawkins, said: "The flowers have transformed an area which was previously short grass and provided an excellent bed of colour on which park users have complimented us. We hope to sow more seeds to make our parks even more attractive for people and wildlife – in support of our aim of managing all of our open spaces to Green Flag Award standard."

Tom Gibbon
Regional Groundcare Contracts
Manager
AMEY, Solihull

Ken Hawkins
Solihull Council's Cabinet
Member for Environment
Housing & Regeneration



Fragrant Lawn

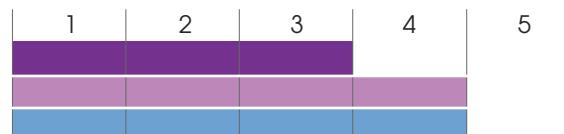
- ✿ Replaces traditional non-formal grass lawn mixes
- ✿ Contains aromatic species
- ✿ Low maintenance, high drought tolerance

This mix can be regularly mown at 25-75mm or managed as a meadow with as little as 1-2 cuts per year. Different species will dominate depending on the height of cut, ranging from Daisies, Clover, Chamomile and Selfheal at regular 25mm mowing to aromatic low shrubs and herbaceous plants such as Lavender, Thyme, Hyssop, Chives and Coriander that will diffuse their scents when walked through if mown only once or twice per year. The flowers will also attract pollinating insects. Fescue species may also be added to the 100% flower mix on request for increased diversity and interest.



Fragrant Lawn Characteristics

Scale: 1 (lowest) to 5 (best)



Germination Time

Flowering Period

Resistance to Drought

Flowering Height



Surface Area (sq.m)



Coverage per kilo of seed

Seed Composition (%)



Annuals/Biennials/Perennials

Spring Sowing



Flowering Period

20 SPECIES

Including

Lavender, Thyme, Purslane, Chives, Pinks, Self Heal, Daisy, Crimson Clover

Green Roof

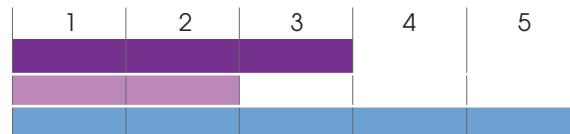
- ✿ High resistance to drought
- ✿ Provides flowering colour to green roofs
- ✿ Survives in shallow, free-draining substrates

The result of three years of trials at Research Les Alleuds, France evaluating the survival of over one hundred individual plant species seeded onto shallow 10cm or 20cm very free draining, lightweight compost/pumice/gravel mixes. No irrigation was applied after initial establishment. Whilst purposely formulated to provide floral interest to green roofs, the mix is also of value on sites that have shallow, poor quality soils or stressed sites, including slopes and heat traps against walls. Hard or Sheep's Fescue may also be added to the 100% flower mix for increased diversity and interest.



Green Roof Characteristics

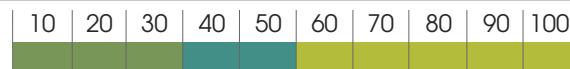
Scale: 1 (lowest) to 5 (best)



Surface Area (sq.m)



Seed Composition (%)



Spring Sowing



Flowering Height



20 SPECIES

Including
Pinks, Lavendar, Sage,
Phlox, California Poppy

Ground Cover

- ✿ Low flowering display up to 18" high (45cm)
- ✿ The ideal complement in front of a higher mix
- ✿ Useful for edging, narrow flower beds, troughs and large pots

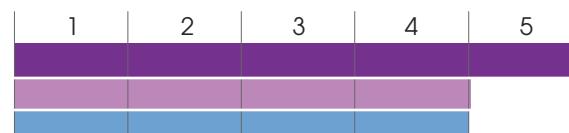
As its name suggests, **Ground Cover** is particularly useful where limited plant height is important e.g. roadside visibility on corners and roundabouts. The mix is not suitable in heavy shade.

Whilst many annual favourites are included, dwarf cultivars have been selected. Purple and white Alyssum gives way to yellow Californian Poppies, followed by Cornflowers, Virginia Stock and Flax. The end season is backed up by China Aster until the first frosts.



Ground Cover Characteristics

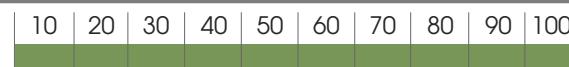
Scale: 1 (lowest) to 5 (best)



Surface Area (sq.m)



Seed Composition (%)



Spring Sowing



Flowering Height



13 SPECIES

Including
Calendula officinalis
Convolvulus tricolor
Gaillardia pulchella
Iberis umbellata
Linum grandiflorum
Malcolmia maritima

Honey

- ✿ A favourite for bees and insect life
- ✿ Bright colours throughout the flowering period
- ✿ Encourages biodiversity within an urban landscape

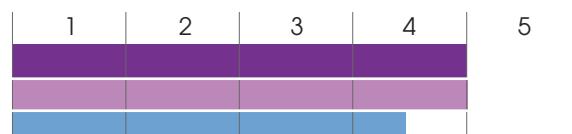
Honey is a favourite with bee keepers, farmers and orchard owners who want to keep pollinating insects busy between crop flowering times. **Honey** germinates quickly and plant growth covers the soil rapidly.

Borage is a particular favourite of honey bees and bumble bees with a succession of delicate blue flowers and Cosmos, an annual in various hues of pink, purple and white, is rarely seen without an insect of some sort around its stamens, flowering well into autumn.

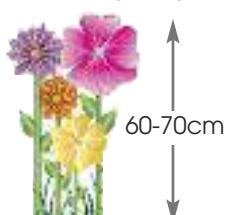


Honey Characteristics

Scale: 1 (lowest) to 5 (best)



Flowering Height



Surface Area (sq.m)



Seed Composition (%)



Spring Sowing



12 SPECIES

Including
Arabis alpina
Borago officinalis
Centaurea cyanus
Cosmos bipinnatus
Cosmos sulphureus
Gaillardia pulchella
Rudbeckia hirta



Honour

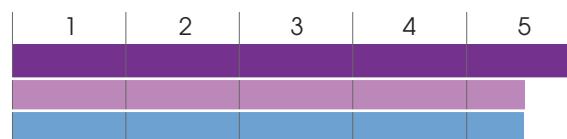
- ✿ Red, white and blue patriotic colours
- ✿ Enhances green spaces and other public areas
- ✿ Large number of annual flowering species

A red, white and blue formulated urban meadow mix, ideal for sowing to commemorate or celebrate a public event whether it is to honour fallen heroes, celebrate a royal event, national British achievement or sporting success.

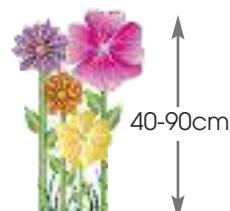


Honour Characteristics

Scale: 1 (lowest) to 5 (best)



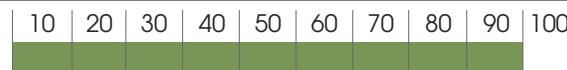
Flowering Height



Surface Area (sq.m)



Seed Composition (%)



Spring Sowing
Flowering Period



35 SPECIES

Including
Poppy, blue and white
Cornflower, red and blue
Flax, Love-in-a-mist,
Baby's Breath

Horizon

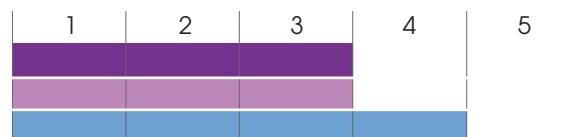
- ✿ Economical option for large areas
- ✿ Provides colour in forgotten out of the way corners

Horizon is a multi-coloured, tall growing mix that produces flowers in waves from June through to mid-November. Perfect for creating bright and cheerful vistas, reaching a height of 1-1.5 metres on more fertile soils.



Horizon Characteristics

Scale: 1 (lowest) to 5 (best)



Germination Time

Flowering Period

Resistance to Drought

Flowering Height

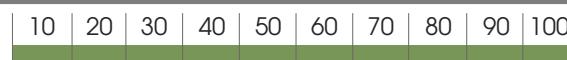


Surface Area (sq.m)



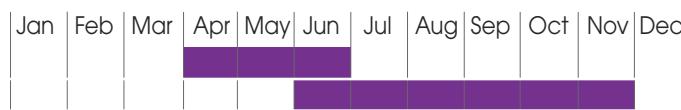
Coverage per kilo of seed

Seed Composition (%)



Annuals

Spring Sowing



Flowering Period

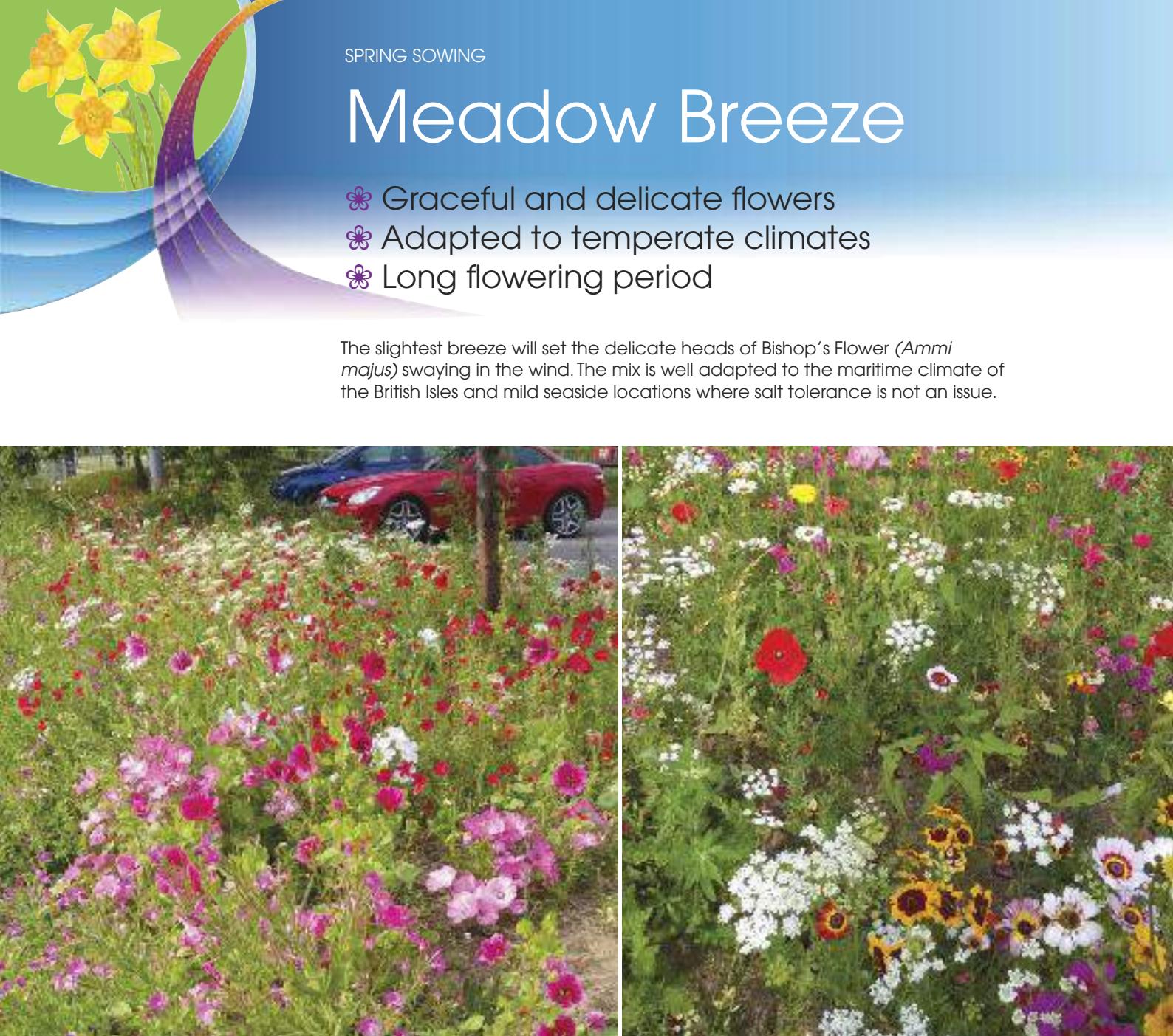
5 SPECIES

Centaurea cyanus
Cosmos bipinnatus
Cosmos sulphureus
Tithonia speciosa
Zinnia elegans

Meadow Breeze

- ✿ Graceful and delicate flowers
- ✿ Adapted to temperate climates
- ✿ Long flowering period

The slightest breeze will set the delicate heads of Bishop's Flower (*Ammi majus*) swaying in the wind. The mix is well adapted to the maritime climate of the British Isles and mild seaside locations where salt tolerance is not an issue.



Meadow Breeze Characteristics

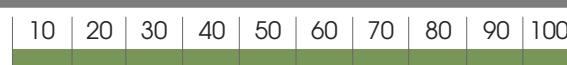
Scale: 1 (lowest) to 5 (best)



Surface Area (sq.m)



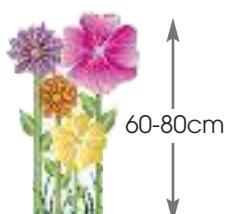
Seed Composition (%)



Spring Sowing



Flowering Height



14 SPECIES

Including
Ammi majus
Centaurea cyanus
Coreopsis tinctoria
Linum grandiflorum
Papaver rhoeas



Peace

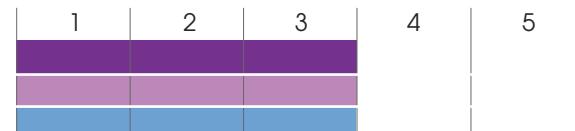
- ✿ One of the commemorate mixtures
- ✿ Ideal companion mix for a red, white blue effect
- ✿ Long flowering period

Superb mixture that can be used on its own or as a contrast with other colours to achieve a stunning display.

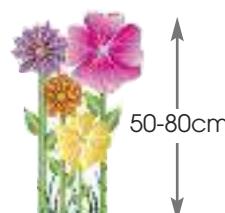


Peace Characteristics

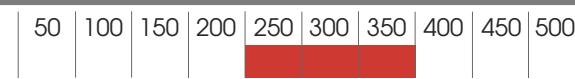
Scale: 1 (lowest) to 5 (best)



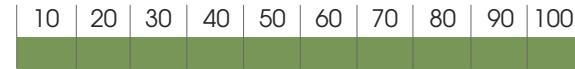
Flowering Height



Surface Area (sq.m)



Seed Composition (%)



Spring Sowing



6-8 SPECIES

Including
*Eschscholzia californica**
Gypsophila elegans
Iberis amara
*Lavatera trimestris**
*Nigella damascena**
*Zinnia elegans**
 (*white)

Posy

- ✿ Flowers with long straight stems, perfect for cutting
- ✿ Colourful range to create beautiful bouquets
- ✿ Long flowering period

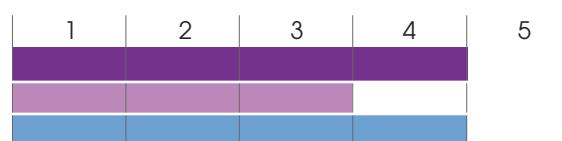
Posy is composed of varieties selected for their ability to produce multiple long-stemmed flowers. Many of the exclusive varieties are used commercially to produce floral bouquets, with some species for example, Stacice "Supreme" is also perfect for dried flower arrangements.

Following spring sowing, flowers appear just 50-55 days after emergence. The flowering period can be prolonged with frequent cutting. **Posy** can be sown in either large swathes as a meadow for the public to ramble though and pick a few flowers to take home, or sown in pots and containers to be admired in the garden and for home decoration.

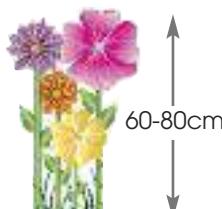


Posy Characteristics

Scale: 1 (lowest) to 5 (best)



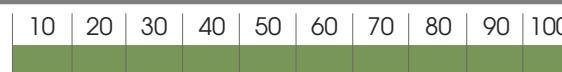
Flowering Height



Surface Area (sq.m)



Seed Composition (%)



Spring Sowing



12 SPECIES

Including
Callistephus chinensis
Clarkia elegans
Cosmos bipinnatus
Gypsophila elegans
Helianthus annuus
Zinnia elegans

Rainbow Annuals

- ✿ For bright colours
- ✿ Rapid establishment
- ✿ Early and late flowering period

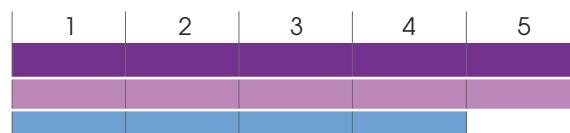
Rainbow is a consistent favourite because of its rapid establishment and its long flowering period starting 50-60 days after sowing right through to the first frosts.

Rainbow displays a wide range of colours from early season Eschscholtzias and Iberis, to mid season Poppies, Cornflowers and Flax giving way to Marigolds and Cosmos at the end of the season. The striking mix of bright colours red, orange, yellow, blue and white successfully combines native flora with garden favourites.

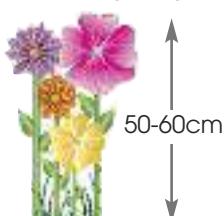


Rainbow Annuals Characteristics

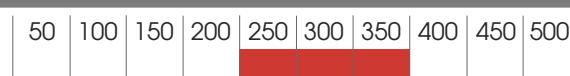
Scale: 1 (lowest) to 5 (best)



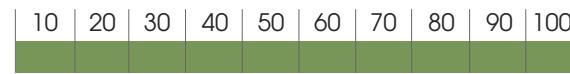
Flowering Height



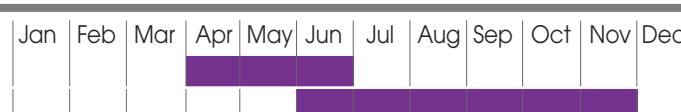
Surface Area (sq.m)



Seed Composition (%)



Spring Sowing



14 SPECIES

Including

Calendula officinalis
Centaurea cyanus
Cosmидium burridgeanum
Cosmos bipinnatus
Gaillardia pulchella
Linum grandiflorum
Papaver rhoeas

Sarah Bouquet

- ✿ Over 30 plants species: increased biodiversity
- ✿ A spectacular result

Sarah Bouquet was designed as a “shotgun” failsafe mix where the objective was to achieve the maximum biodiversity whilst avoiding the dominance of bright colours.

The results after trials have been spectacular in the species and varieties, which co-habit with an optimum flower performance going through into autumn, which is as showy as the early summer flowers.

Sarah Bouquet will appeal to the general public who want close access to the flowers to see in detail what is growing. The extra biodiversity means, not only more flower species but bees, butterflies and other insects throughout the season.



Sarah Bouquet Characteristics

Scale: 1 (lowest) to 5 (best)

1	2	3	4	5
---	---	---	---	---

Germination Time

1	2	3	4	5
---	---	---	---	---

Flowering Period

1	2	3	4	5
---	---	---	---	---

Resistance to Drought

1	2	3	4	5
---	---	---	---	---

Surface Area (sq.m)

50	100	150	200	250	300	350	400	450	500
----	-----	-----	-----	-----	-----	-----	-----	-----	-----

Coverage per kilo of seed

50	100	150	200	250	300	350	400	450	500
----	-----	-----	-----	-----	-----	-----	-----	-----	-----

Seed Composition (%)

10	20	30	40	50	60	70	80	90	100
----	----	----	----	----	----	----	----	----	-----

Annuals

10	20	30	40	50	60	70	80	90	100
----	----	----	----	----	----	----	----	----	-----

Spring Sowing

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----

Flowering Period

Flowering Height



70-90cm

30 SPECIES

Including

- Anethum graveolens*
- Borago officinalis*
- Callistephus chinensis*
- Helianthus annuus*
- Helichrysum bracteatum*
- Lobularia maritima*
- Lupinus nanus*
- Rudbeckia gloriosa*

Super Blue Bee

- ✿ Four most attractive species for honey bees and bumble bees
- ✿ Attractive all-blue flowering species
- ✿ Cornflower produces pinkish-white honey

Rigby Taylor has combined the four most attractive species into one simple mix, **Super Blue Bee**, whose aim is to provide an enriched nectar and pollen mix for honey bees and bumble bees. This special mixture of four blue species, in addition to being visually stunning, is ideal for those with an interest in conserving our depleting bee populations as well as beekeepers. Shades in the blue colour spectrum are widely acknowledged as a primary attraction to bee species, making this special mixture an elemental choice to help conserve our major pollinators.



Super Blue Bee Characteristics

Scale: 1 (lowest) to 5 (best)



Germination Time



Flowering Period



Resistance to Drought



Surface Area (sq.m)



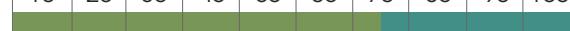
Coverage per kilo of seed



Seed Composition (%)



Annuals/Biennials



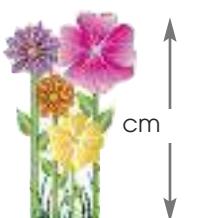
Spring Sowing



Flowering Period



Flowering Height



4 SPECIES

Cornflower, Viper's Bugloss, Borage, Purple Tansy

Discovery Boxes

- ✿ The essential Euroflor ranges in one box
- ✿ A selection of annual and perennial mixes
- ✿ A spring selection and an autumn selection

Euroflor Discovery Boxes have proved a great success, providing users the opportunity to compare a wide range of mixtures across a smaller site with minimal outlay. Also **Euroflor Discovery Boxes** can provide the opportunity to experiment and sow areas such as planters, tubs and small borders.

Just select 10 x 50g sachets from across the range of mixtures featured in this brochure. They can be a combination or all of one mixture. Each individual sachet will cover 10-15 sq.m. For spring mixtures that flower that year, sowing is from March–June. Autumn sowing for flowering the following year is from end of August to October.



For Spring sowing... Summer flowering

Examples from the Spring Discovery selection: Honey, Tenor, Rainbow Annuals, White Bouquet, Ground Cover, Classic, Hope, Meadow Breeze, Dry

- ✿ Provides a longer flowering period from early/mid-summer through to the first frosts
- ✿ First flowers appear approximately 50-55 days after sowing
- ✿ An extensive range of colours, textures and growth habits
- ✿ 10 x 50g packs

For Autumn sowing... Spring/Summer flowering

Examples from the Autumn Discovery sowing mixtures.... Spring Flower, Flora Britannica, Souvenir, Alliance, Reviva, Rainbow Perennials, Native Pollinators, Hope, Classic.

- ✿ Includes hardy annuals and perennials that can survive over winter producing early spring flowers
- ✿ Provides essential early season food source and habitat for pollinators and insects
- ✿ Under-plant prior to sowing with a selection of Flora Native spring flowering bulbssnowdrops, bluebells and wild daffodils
- ✿ 10 x 50g packs



Larger order of 50g packs are available on request, minimum order 100 x 50g



Technical Guide

Site selection and preparation for urban meadows

SOIL

Euroflor can be successfully sown on different soil types such as loam, sand, clay, stone and those with a slightly acidic to alkaline soils in the pH range of 5 – 8.

It is important to avoid extreme acidic and high alkaline soils.

Organic matter, such as composted leaf mould or manure should be added where soil quality is poor.

SLOPE

Euroflor sowings at 5g per m² has been successfully trialed on steep slopes.

Avoid soil erosion by watering frequently and stopping before runoff occurs. Slopes will dry out quickly especially those exposed to wind.

SHADE

Shaded areas vary in light intensity but as a basic guide, if natural vegetation grows, so will Euroflor.

SOIL FERTILITY

The addition of a pre-seeded fertilizer such as Microfine OC2 5-2-10 will improve the establishment of seedlings and provide nutrition for later growth.

Soils known to be low in fertility may benefit from a soil analysis to check for deficiencies that may impact upon subsequent plant growth.

SOIL WEED BANKS

This is the single most aggravating factor for the establishment of Urban Meadows; in extreme cases it can outcompete the flower displays making it look unsightly and neglected. Seeds can remain viable in the soil for many years. When surface vegetation is removed, weed

seeds in the soil may germinate and bare soil will become covered by seedlings that need to be removed. This may be necessary 2 or 3 times over one or two growing seasons.

On new sites, weed control should ideally be managed before sowing either through the application of a glyphosate herbicide such as Gallup Biograde Amenity, the use of soil sterilisation equipment or by solarisation techniques.

SOIL PREPARATION

Soil should be similarly prepared as for sowing grass seed but not to the same fine tilth quality as required for a level lawn.

It is important not to overwork a clay soil as heavier seed may sink in too deeply and not be able to put shoots up to the surface. On the other hand, a slightly underworked lumpy soil will provide micro crevices that may assist the seed to germinate in such sheltered moist areas.

WATER AVAILABILITY

The first three weeks are critical as this is the key germination period and the soil ideally needs to be kept moist. During establishments, irrigation may be required during dry weather conditions, particularly on free draining soils.

Drought stress can result in partial germination, incomplete ground cover, stunted growth and premature flowering.

BIRDS

If the site is particularly prone to bird problems, increase sowing rate to compensate.

Installation & maintenance specifications



SEED STORAGE

Euroflor seed should be stored in the original sealed foil packets in a dry, dark, cool place, until use.

SITE PREPARATION (November to March)

Urban meadows will grow in most soils, however a soil analysis is recommended as it will indicate specific mineral deficiencies or extreme pH levels for correction.

Cut down existing vegetation to 5 –10 cm and remove, (or bury it nearby in order to recycle the biomass).

Apply a glyphosate based weedkiller, such as Gallup Biograde Amenity, when the average diurnal temperature is $>6^{\circ}\text{C}$ Do not exceed the manufacturers application rate.



SEED BED PREPARATION (February to April)

Remove surface debris and stones $>7\text{cm}$ or $>5\text{cm}$ if the soil is very stony.

Beware of imported, previously non cultivated and contaminated top soil which may contain a lot of weed seed that will later germinate and compete with **Euroflor**.

The soil should be worked when it is moist but not waterlogged.

Fertilisers and soil conditioners should only be added if a soil analysis indicates the necessity to do so and then added when the soil is being worked to ensure an even distribution.

The soil should be worked to a depth of 4 -6 inches and raked to form an even seed bed.



SOWING PERIODS

Spring sowing: April, May, June.

Autumn sowing: September, October. (Spring Flower, Flora Britannica, Souvenir, Alliance, Reviva only). See catalogue for details.

Euroflor meadow mixes are not generally sown with grass seed.



SOWING

Sowing should be done in the right weather conditions (no wind, low soil humidity etc).

Sow at $3\text{g}/\text{m}^2$, unless otherwise stated, mixing the seed with dry sand (ratio 1:10 or more).

If possible sow twice, at 90° , in half doses to obtain a homogeneous seed cover.

Raking is optional but the seed should not be covered with more than 3mm into the soil.

The sown areas should be rolled lightly.

GERMINATION AND GROWTH

If the seed bed has been well prepared competition from weed species will be greatly reduced.

Germination is temperature dependant and may take up to 3 weeks. The soil should not be allowed to dry out during this period.

Euroflor will start flowering after 50-60 days.

MAINTENANCE

Timely watering may be required at any stage of the plants' growth if dry conditions persist.

Overseeding the first year will only be required if the seed bed preparation has not been carried out properly. In which case work should be done manually in the areas concerned by lightly raking, hand seeding and compacting by foot.

Some weed species add to the biodiversity and do not need to be removed unless they are allergens, toxic or dominant.

If colonising weed species dominate just after seeding, cut down the sward to 5-6cm, repeating the operation if necessary.

End of year maintenance consists of cutting the plants down to 10cm at the end of the flowering period (usually after the first hard frosts).

Organic matter will be absorbed into the soil during the winter months. Alternatively the removal of green waste may be done for aesthetic reasons.

Excessive Nitrogen fertiliser will reduce the flower performance. Sub-soils are generally deficient in minerals; adding decaying organic matter to the soil is recommended.

Fallow period: After preparing the topsoil the first year, if possible leave a 4-8 week interval to let remaining undesirable seeds germinate. Hand hoe or apply a second glyphosate based weedkiller. Avoid deep soil disturbance thereafter which will bring other weed seeds to the surface to germinate.

For technical advice and help, contact your Rigby Taylor Ltd area representative or FreePhone 0800 424 919



Letchworth Golf Club

"Our lady captain requested that in 2014 the course should feature a commemoration to the war victims of WW1. With advice from Rigby Taylor, we sowed an area around the 14th green with a EuroFlor Poppy mix, which provided a stunning backdrop to the hole.

The reaction from the membership and visiting golfers was amazing and virtually every visitor who played at Letchworth GC requested information on where we sourced the Urban flower mixes.

The whole area was a haven for wild life, including bees and butterflies and we are delighted with the whole project.

We intend to continue this feature and will be sowing again in future years."

Matthew Towler
Course Manager
Letchworth Golf Club

Seed sowing

The sowing of Euroflor seed can be undertaken by hand for small areas or by a pedestrian rotary or hand held spinner spreader.

Two spreaders have been used very successfully applying Euroflor flower seed – The **Optim-8** rotary pedestrian spreader and the hand-held, portable **SOLO** spinner spreader.

Optim-8 (Rotary) Spreader

The **Optim-8** spreader is ideal for spreading seed over a large area and is supplied with a specially designed tray that can apply the different sizes of seed in the Euroflor mixtures. Each **Optim-8** spreader is provided with a table of calibration



The Optim-8 Spreader is able to cope with different sized seed due to the shape of the holes

settings that allow users to accurately apply seed to a target surface.

To ensure accurate and consistent spreading, sowing of Euroflor seed requires a carrier to be mixed with the seed. This can be either kiln-dried sand (0/2mm) such as that supplied by Mansfield Sand or, if required, a granular fertilizer. It is recommended that an organic based fertilizer is used such as **Apex Organic 4-6-4**.

If desired the Euroflor seed, sand and fertilizer can be mixed and applied together.

NOTE: Only use kiln-dried sand – builder's sand will not provide an acceptable result.



SOLO (Spinner) Spreader

The **SOLO 431S** is the perfect partner for spreading Euroflor seed mixtures .

Being easily portable, it is ideal for quick, easy and more convenient seed spreading where rough or uneven ground restricts the use of a wheeled spreader. Materials that can be applied through the **SOLO** include, both flower and grass seed as well as fertilizer.

The hopper and majority of its parts are constructed of non-rusting polyethylene for increased durability and easier cleaning.

Operation is by fingertip control of both the volume and direction of the material being applied. A large, six-inch filler opening and screw-on cap prevents spillage and offers protection to the operator from dust.

Operation is by turning a crank handle whilst walking over the target area.

The **SOLO** spreader can sow most Euroflor seed mixes without the addition of a carrier. The aperture can be easily opened or reduced to ensure correct sowing flow rate/direction and adjustable over 180°. A changeable deflector shield avoids spreading seed out of the desired swath area, such as onto a footpath, thereby reducing waste and keeping the sowing line to a straight edge.

The hopper has a capacity of approx. 9 kilo's. Flower and grass seed are thrown 1.5-2 metres in front of the spreader and 1.3-1.5 metres either side. A normal walking speed of 2.5-3 feet per second is recommended.



**Multi-use spreading
at your fingertips**



Deflector Shield
Increases or decreases the width of spread



Flow Limiter Stop Set the hopper opening to a fixed position for consistent delivery of material to the propeller



Cranking Speed
Cranking faster or slower determines volume and coverage



Flow Rate Lever The drop chute opening varies as you adjust the lever

Troubleshooting

Problem	Possible causes	Remedies
Incomplete germination and plant growth	Seedbed preparation is irregular	Wait, see the extent of the irregularity. Overseed
	Seed was stored in warm, humid storage conditions	Use new seed
	Inadequate soil moisture within the first 21 days	Overseed
	Seed stored too long	Use new seed
	Soil contains toxic elements	Check soil analysis. Select another site
	Incorrect seed sowing rate	Overseed
Weed infestation	Soil seed bank not depleted prior to sowing fallow period	Hand weeding, restart if too much weed. Include fallow period
Weed frequency increases each year on the same site, notably Fat Hen (<i>Chenopodium album</i>)	The seed is dormant in early spring and cannot be sprayed out at the same time as the rest of the site. Fat Hen germinates at warmer temperatures at the same time as Euroflor	When only one or two plants are identified, remove manually before the seed falls to the ground. Consider using a different site or take a year out to control the weeds for larger infestations
Thick foliage growth, few or no flowers	Soil too rich, too much nitrogen	Undertake soil analysis to confirm nutrient content
	Sowing rate too dense	Start again
Plants grow high and fall over	Insufficient light	Select a different site
	Soil lacking in available potassium	Undertake soil analysis to confirm nutrient content

Feedback from Euroflor Urban Meadow sites has been very positive, however in a very few minority cases where results have not been as expected we can offer the following advice:

1. It is important in the seed bed preparation stage to reduce the weed seed bank to reduce competition when the Euroflor flower seedlings emerge. This can be done with applications of a glyphosate herbicide such as Mascot Hi-Activ
2. The emerging seedlings require adequate moisture during germination and early establishment so the soil should not be allowed to dry out during this time.



Flora Fleece

Flora Fleece is a weed suppressant and support for Euroflor Urban Meadow sowing or grass seed sowing

What is Flora Fleece?

A recycled fabric composed of 50% jute, 25% cotton, 25% brown wool, with a hessian scrim. The matting is made of natural fibres, which will break down through the growing season 5-8 months.

How is it used?

The ground on which the **Flora Fleece** is to be used should not be excessively compacted, i.e. it can support seedling establishment. The matting should be rolled out over the area to be sown, with 1"-1½" of a sterile substrate placed on top. Seed can then be sown on the substrate and rolled. Euroflor flower seed or a Rigby Taylor grass seed mixture can then be sown on the substrate and rolled. The area should be watered and not allowed to dry out during the initial stages of germination and seedling growth. Once the roots have penetrated through the matting into the soil watering is only required if plant stress becomes apparent.

Observations indicate that a rotovator could re-work the area the following season without the risk of clogging should this be required.

Trials

In independent trials over an 18-month period, **Flora Fleece** matting was successfully used on:

- » a prepared Euroflor or grass seed bed,
- » a maintained lawn without weedkiller application,
- » a weed infested area (Dock and Creeping Buttercup) 30 cm high weed without strimming or killer application (the weight of water-laden compost was sufficient to smother the weeds).

As the seedlings develop the roots grow through the matting into the soil beneath. Weed growth is smothered and germinating seed from the weed seed bank will not grow through the matting. Persistent weeds such as Dock and Buttercup have been successfully smothered.

No root scorching of the seedlings was observed as they grew through the smothered and rotting leaves (see opposite).

The benefits

Flora Fleece matting has proven to be an efficient method for the control of the soil weed seed bank, particularly late germinating annuals like Fat Hen and Redshank which may compete against Euroflor Urban Meadow™ flowers after 3 or 4 years on the same site.

The trials proved that a maintained area of grass can be transformed into an Urban Meadow without the use of weed-killers and without any prior seedbed preparation.

The natural fibres of **Flora Fleece** improve water retention for germination and seedling growth.



5th July



5th July



15th July



13th August



15th July



13th August

Trials were conducted by Landscape & Environmental Services Ltd at two locations in Cumbria, 2016-2018.



Packaging size
2m x 0.5m per roll



Texture

Matt Sizes:	2m x 50m = 100sq.m per roll. Thickness 0.5mm (+/- 0.5mm)
Weight:	550g/sq.m = 55kg per roll
Minimum Order:	1 full roll
Cost:	RRP £2.35/sq.m (£235.00 per roll) + VAT + delivery.
Delivery lead time:	Maximum 2 weeks England & Wales £30 per roll Scotland £45 per roll Highlands & N. Ireland £60 per roll

Identiflower

This Identiflower Section has been created to show a popular selection of the individual flower types, and their characteristics, you can expect to find in the range of Euroflor mixtures. Each page at the front of this brochure will show the number of species in the mixture with a selection of those it contains. Simply identify the Latin name in the list below, note the Common English name and identify it in the following alphabetical pages.

Latin Name & Common English Name

<i>Achillea millefolium</i>	Yarrow	<i>Layia platyglossa</i>	Tidy Tips
<i>Ageratum mexicanum</i>	Ageratum	<i>Limonium sinuatum</i>	Statis
<i>Agrostemma githago</i>	Corncockle	<i>Linum annum</i>	Red Flax
<i>Amaranthus</i>	Love Lies Bleeding	<i>Linum grandiflorum</i>	Flax
<i>Ammi majus</i>	Bishop's Flower	<i>Linum perenne</i>	Perennial Flax
<i>Anethum graveolens</i>	Dill	<i>Lobularia maritima</i>	Sweet Alyssu
<i>Anthemis arvensis</i>	Chamomile	<i>Lotus corniculatus</i>	Birdsfoot Trefoil
<i>Anthyllis vulneraria</i>	Kidney Vetch	<i>Lunaria annua</i>	Honesty
<i>Aquilegia vulgaris</i>	Columbine	<i>Lupinus nanus</i>	Dwarf Lupin
<i>Arabis alpina</i>	Wall Rock Cress	<i>Malcolmia maritima</i>	Virginia Stock
<i>Aubretia hybrida</i>	Aubretia	<i>Malva moschata</i>	Musk Mallow
<i>Bellis perennis</i>	Daisy	<i>Matthiola bicornis</i>	Evening Scented Stock
<i>Borago officinalis</i>	Borage	<i>Myosotis alpestris</i>	Forget-me-not
<i>Brachycome iberidifolia</i>	Swan River Daisy	<i>Nigella damascena</i>	Love-in-a-mist
<i>Calendula officinalis</i>	Pot Marigold	<i>Ocimum basilicum</i>	Purple Basil
<i>Callistephus sinensis</i>	Aster	<i>Oryza sativa</i>	Black Rice
<i>Callistephus chinensis</i>	China Aster	<i>Papaver rhoeas</i>	Corn Poppy
<i>Campanula carpatica</i>	Harebell	<i>Petunia x hybrida</i>	Dwarf Petunia
<i>Centaurea cyanus</i>	Cornflower	<i>Phlox drummondii</i>	Dwarf Phlox
<i>Cheiranthus cheiri</i>	Wallflower	<i>Portulaca oleracea</i>	Purslane
<i>Chrysanthemum coronarium</i>	Daisy Painted Chrysanthemum	<i>Prunella grandiflora</i>	Selfheal
<i>Chrysanthemum eucanthemum</i>	Shasta Daisy	<i>Rudbeckia gloriosa</i>	Gloriosa Daisy
<i>Clarkia elegans</i>	Clarkia	<i>Rudbeckia hirta</i>	Black-eyed Susan
<i>Clarkia pulchella</i>	Ragged Robin	<i>Salvia splendens</i>	Salvia
<i>Convolvulus tricolor</i>	Dwarf Morning Glory	<i>Saponaria ocymoides</i>	Pink Saponaria
<i>Coreopsis grandiflora</i>	Coreopsis	<i>Silene pendula</i>	Nodding Catchfly/Campion
<i>Coreopsis picta</i>	Coreopsis	<i>Tagetes patula</i>	French Marigold
<i>Coreopsis tinctoria</i>	Coreopsis	<i>Thlaspi glaucum</i>	White Pennyress
<i>Cosmidium burridgeanum</i>	Cosmidium	<i>Tithonia speciosa</i>	Mexican Sunflower
<i>Cosmos bipinnatus</i>	Cosmos	<i>Trifolium incarnatum</i>	CrimsonClover
<i>Cosmos sulphureus</i>	Cosmos	<i>Zinnia elegans</i>	Zinnia
<i>Daucus carota</i>	Wild Carrot		
<i>Delphinium consolida</i>	Larkspur		
<i>Dianthus barbatus</i>	Sweet William		
<i>Dianthus pularius</i>	Cottage Pink		
<i>Dimorphotheca sinuata</i>	Cape Marigold/African Daisy		
<i>Echium vulgare</i>	Viper's Bugloss		
<i>Eschscholzia californica</i>	Californian poppy		
<i>Gaillardia pulchella</i>	Blanket Flower		
<i>Godetia grandiflora</i>	Godetia		
<i>Gypsophila elegans</i>	Baby's-breath		
<i>Helenium amarum</i>	Sneezeweed		
<i>Helianthus annuus</i>	Sunflower		
<i>Helichrysum bracteatum</i>	Strawflower		
<i>Hesperis matronalis</i>	Sweet Rocket		
<i>Hyssopus officinalis</i>	Hyssop		
<i>Iberis amara</i>	Wild Candytuft		
<i>Iberis umbellata</i>	Garden Candytuft		
<i>Lathyrus odoratus</i>	Sweet pea		
<i>Lavatera trimestris</i>	Rose Mallow		











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Rigby Taylor Limited
16 Rivington House,
Horwich Loco Estate
Horwich, Lancs BL6 5UE
Tel: (01204) 677777
Fax: (01204) 677715

Rigby Taylor Limited
2, The J4 Estate,
Doman Road, Camberley,
Surrey GU15 3LB
Tel: (01276) 676833
Fax: (01276) 682396

Rigby Taylor Limited
Clifton Hall Road,
Newbridge Industrial Estate,
Newbridge, Midlothian EH28 2PJ
Tel: (0131) 333 3344
Fax: (0131) 333 3399

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