

McGregor Plant Sales and Elsner PAC® Announce Partnership

McGregor now offers Elsner PAC Geraniums in the USA and Canada

CARLSBAD, CA – McGregor Plant Sales and Elsner PAC announce a new partnership that opens the door for a high quality line of geranium genetics to be shipped into North America from Israel as unrooted cuttings.

The Elsner Company is a family owned operation, now seeing its fourth generation of Elsner management, with a rich history within the horticulture industry. Initially founded by Wilhelm Elsner I in 1889 outside of Dresden on a field, their first money making crops were potatoes, roses and vegetables. Elsner PAC has since grown and evolved, building their first glasshouses for ornamental production in the 1890's, beginning their own breeding program in 1923 and starting their first laboratory for virus testing of ornamentals in 1956. They have come a long way from that first field to be the leading geranium breeder and producer. All of their hard work culminated when they received the "Award of Excellence" for Wilhem Elsner III from the International Geranium Conference, Odense, Denmark.

"We are thrilled to offer this range of genetics." reports Chris Berg, Program Manager, for McGregor Plant Sales. "This lineup of genetics offers our customers a full range of geraniums, including Zonals, Ivies, Regals and several unique specialty types like the viola flowering Angel Eyes® Series." This wide and diverse product line will allow growers to make selections based on their growing needs and what is popular in their market with various flower types, colors and foliages.

The partnership will be of benefit to both companies. Elsner will continue their focus on breeding and production of the best geranium program in the world. McGregor Plant sales will offer direct-to-door distribution of unrooted cuttings throughout North America. Growers will experience the benefits of working with the organized and responsive McGregor Plant Sales team when ordering and receiving Elsner PAC Geraniums.

Contact your McGregor Plant Sales representative, call MPS at 760.431.1006 or email Shaunna Junge at shaunna@mcgregorps.com for more information about PAC® Geraniums from Elsner.

McGregor Plant Sales is a family-owned company, recognized as a leading horticultural distributor in North America. McGregor Plant Sale supplies professional greenhouse growers and nurseries with the most reliable source of unrooted cuttings and other young plant starts. For further information, call your McGregor Plant Sales representative, or contact McGregor Plant Sales at 1902 Wright Place, Suite 140, Carlsbad, CA U.S.A. 92049. Phone: 760.431.1006, www.mcgregorplantsales.com