# Be...



R

## Future-oriented. Eco-friendly Solutions for Sustainability.

**BeGreen Seed Technology means:** Chemical and micro-plastic free seed treatments by Benary

- For healthier plants
- For happier customers
- For being a true green thinking and acting company in our industry

Treatments free of chemicals and micro-plastics

## BeGreen Seed Technology by Benary at a Glance





BeGreen Coating

BeGreen Pelleting





BeGreen Priming

BeGreen ApeX Pelleting



BeGreen ApeX

# All BeGreen products at a glance

Products	Product Form	FastraX	BeGreen Pelleting	BeGreen Coating	BeGreen Priming	BeGreen ApeX	BeGreen ApeX Pelleting	Page
Achillea Marshmallow	pellets	•	•		-			9
Aquilegia Spring Magic®	primed				•			10
Arabis Catwalk	pellets	•*	•					11
Astilbe Astary®	pellets	•	•					6
Astilbe Rhapsody	pellets		•					6
Astilbe Showstar®	pellets		•					6
Dianthus RoseQuartz	pellets	•	•					12
Echeveria Urban	pellets		•					7
Echinacea PollyNation	raw	•				•		13
Gaillardia Arizona	coating	•		•				14
Gaultheria Merry Berry	pellets		•					15
Gazania Zany	coating			•				16
Helianthus Bert®	coating & raw			•				8
Helianthus Sonja®	coating & raw			•				8
Iberis Snow Flurries	coating			•				17
Kniphofia Flamenco	primed	•			•			18
Primula Crescendo®	primed				•			19
Rudbeckia hirta - all varieties	pellets		•					20
Scabiosa Fama®	coating & raw	•		•				21
Sedum - all varieties	pellets & raw		•					22
Sempervivum Hippie Chicks	pellets & raw (ApeX)						•	23
Verbena Imagination®	primed				•			24
Viola Admire®	primed & raw				•			25
Viola Cats® Plus	primed & raw				•			26
Viola Highflyer	primed & raw				•			26
Viola Inspire®	primed & raw				•			26
Viola Inspire® DeluXXe	primed & raw				•			26
Viola Inspire® Plus	primed & raw				•			26

# High-End Seed Treatments for Faster Turnaround

Seed Technology by Benary

## Beauty inside – and out. The Cutting Edge

We are committed to making your products easier to grow and more profitable for you.

Seed technology by Benary helps you to:

- Increase your yields
- Reduce production costs
- Improve vigor
- Produce full, uniform plug trays
- Plan reliable production
- Gain sustainable, environmentally friendly inputs



## Who Says It's not Easy Being Green?



Excellent visibility of BeGreen seed

Seed Technology by Benary "BeGreen" Seed Priming and Pelleting

Your Advantages:

- Faster germination
- Higher uniformity
- Easier sowability
- Better visibility on soil
- Precision sowing
- Higher yields
- Improved cultivation efficiency
- Increased profitability

Astilbe arendsii

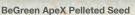
## **All Astilbe Series**

(Astary<sup>®</sup>, Rhapsody, Showstar<sup>®</sup>)

#### Your Advantages:

- BeGreen Pellet with new formula
- Pellets are easy to sow and offer better visibility on soil





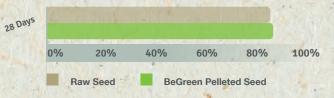
Raw Seed

Visibility of BeGreen Pelleted Seed vs. Raw Seed on soil



# BeGreen Pelleted Seed

#### Germination:



New

Echeveria peacockii

## Urban

#### Your Advantages:

- BeGreen Pellet with new formula
- Pellets are easy to sow and offer better visibility on soil as rawseed is tiny

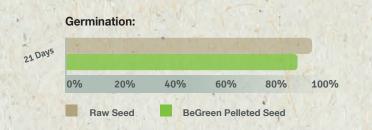


New



**Raw Seed** 

# BeGreen Pelleted Seed



Visibility of BeGreen Pelleted Seed vs. Raw Seed on soil

BeGreen ApeX Pelleted Seed

Helianthus annuus

## Bert<sup>®</sup> & Sonja<sup>®</sup>

#### Your Advantages:

- Coated Seeds have a higher flowability and better visibility on soil
- Coating-Mixture is completely eco-friendly and FibL\*-certified

\* European certification for organic products of the Research Institute of Organic Agriculture (www.fibl.org)



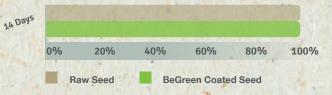
BeGreen ApeX Pelleted Seed

Raw Seed

Visibility of BeGreen Pelleted Seed vs. Raw Seed on soil



# BeGreen Coated Seed



Achillea ptarmica

## Marshmallow

#### Your Advantages:

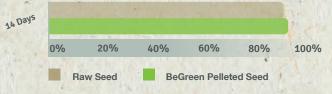
- BeGreen Pellet with new formula
- Pellets are easy to sow and offer better visibility on soil



**Raw Seed** 

# BeGreen Pelleted Seed

### Germination:



**BeGreen Pelleted Seed** 

Visibility of BeGreen Pelleted Seed vs. Raw Seed on soil

## Aquilegia hybrida F, Spring Magic<sup>®</sup>

#### Your Advantages:

- Primed seed germinates faster compared to raw seed
- Increased seedling fresh weight
- Seedlings are more uniform



Photo taken after 14 and 21 days



**BeGreen** 

Germination:

0%

20%

Raw Seed

40%

60%

**BeGreen Primed Seed** 

80%

benary.com

100%

**Primed Seed** 

Arabis caucasica

## Catwalk

#### Your Advantages:

- Perfect visibility of pelleted seed vs. dark raw seed
- BeGreen Pellet with new formula eco-friendly
- Pellets are easy to sow and offer better visibility on soil
- Precision sowing

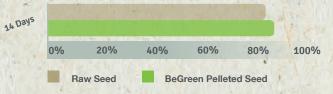


# BeGreen Pelleted Seed

#### **BeGreen Pelleted Seed**

Raw Seed

Visibility of BeGreen Pelleted Seed vs. Raw Seed on soil



Dianthus gratianopolitanus

## RoseQuartz

#### Your Advantages:

- Solves the problem of "flaky" raw seeds
- Pellets are easy to sow and offer better visibility on soil
- Better flowability



**BeGreen Pelleted Seed** 

**Raw Seed** 

Visibility of BeGreen Pelleted Seed vs. Raw Seed on soil

# BeGreen Pelleted Seed

## Germination: 540<sup>205</sup> 0% 20% 40% 60% 80% 100% Raw Seed BeGreen Pelleted Seed

Echinacea purpurea

## PollyNation

#### Your Advantages:

- Faster germination and higher total germination
- Plants are more uniform and bigger



Untreated Photo taken after 7 days





**BeGreen** 

**ApeX Seed** 

benary.com

Gaillardia x grandiflora

## Arizona

#### Your Advantages:

- Coated seeds are easier to sow than raw seeds and have a higher visibility on soil
- Coating-Mixture is completely eco-friendly and FibL\*-certified
- Advanced detailing prior to coating to maximize flowability

\* European certification for organic products of the Research Institute of Organic Agriculture (www.fibl.org)



BeGreen Coated Seed

**Raw Seed** 

Visibility of BeGreen Coated Seed vs. Raw Seed on soil



# BeGreen Coated Seed



Gaultheria procumbens

## Merry Berry

#### Your Advantages:

- BeGreen Pellet with new formula eco-friendly
- Stable germination less susceptible to changes in growing conditions
- Pellets are easy to sow and offer better visibility on soil



**BeGreen Pelleted Seed** 

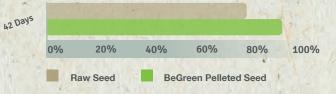
Raw Seed

Visibility of BeGreen Pelleted Seed vs. Raw Seed on soil

# BeGreen Pelleted Seed

#### Germination:

11 61. 22



benary.com

Gazania rigens F,

## Zany

#### Your Advantages:

- Coated seeds are easier to sow than raw seeds and have a higher visibility on soil
- Coating mixture is completely eco-friendly and FibL\*-certified

\* European certification for organic products of the Research Institute of Organic Agriculture (www.fibl.org)



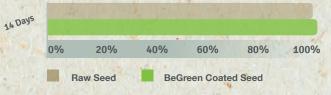
**BeGreen Coated Seed** 

**Raw Seed** 

Visibility of BeGreen Coated Seed vs. Raw Seed on soil



# BeGreen Coated Seed



Iberis sempervirens

## **Snow Flurries**

#### Your Advantages:

- BeGreen Coating with new formula
- Coated seed offers better visibility on soil



BeGreen Coated Seed

Raw Seed

Visibility of BeGreen Coated Seed vs. Raw Seed on soil

# BeGreen Coated Seed

14 Days							
	0%	20%	40%	60%	80%	100%	
	Ra	aw Seed	BeG	BeGreen Coated Seed			

Kniphofia uvaria

## Flamenco

#### Your Advantages:

- Primed seed germinates faster in comparison to raw seed
- Increased number of usable plants
- Seedlings are more uniform
- Overall increased plant vigor solid thicker stems – increased seedling fresh weight



Primula elatior F<sub>1</sub>

## **Crescendo**<sup>®</sup>

#### Your Advantages:

- Primed seed germinates faster compared to raw seed
- BeGreen seedling emergence is faster compared to standard priming
- Increased seedling fresh weight

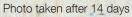




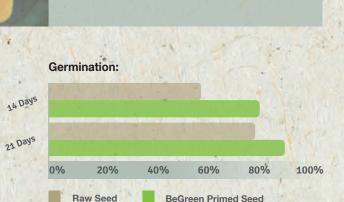








Untreated



**BeGreen** 

**Primed Seed** 

**BeGreen Primed Seed** 

#### Rudbeckia hirta

## All Rudbeckia hirta Varieties

(Amarillo Gold, Autumn Colors, Denver Daisy, Maya, Pawnee Spirit, Prairie Sun, Sonora, Toto® Varieties)

#### Your Advantages:

- BeGreen Pellet with new formula eco-friendly
- Pellets are easy to sow and offer better visibility on soil
- Enhanced pre-calibration for better germination



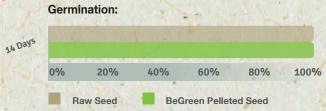
**BeGreen Pelleted Seed** 

**Raw Seed** 

Visibility of BeGreen Pelleted Seed vs. Raw Seed on soil



# BeGreen Pelleted Seed



benary.com

Scabiosa caucasica

## Fama®

#### Your Advantages:

- Coated seeds are easier to sow than raw seeds and have a higher visibility on soil
- In contrast to our former coating, BeGreen coating mixture is completely eco-friendly and FibL\*-certified

\* European certification for organic products of the Research Institute of Organic Agriculture (www.fibl.org)



**BeGreen Coated Seed** 

Raw Seed

Visibility of BeGreen Coated Seed vs. Raw Seed on soil



# BeGreen Coated Seed

21 Days							
	0%	20%	40%	60%	80%	100%	
	Raw Seed BeGreen Coated Seed						

#### Sedum

## **All Sedum Varieties**

(Lizard, Oracle, Spirit, Voodoo)

#### Your Advantages:

- BeGreen Pellet with new formula eco-friendly
- Pellets are easy to sow and offer better visibility on soil
- Precision sowing



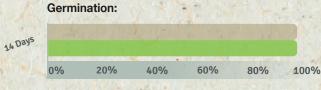
**BeGreen Pelleted Seed** 

**Raw Seed** 

Visibility of BeGreen Pelleted Seed vs. Raw Seed on soil



# BeGreen Pelleted Seed



Raw Seed

BeGreen Pelleted Seed

Sempervivum

## **Hippie Chicks**

#### Your Advantages:

- Completely BeGreen Combi product: BeGreen ApeX Pelleted
- ApeX highly increased germination efficiency
- Seedlings are more uniform
- Precision sowing



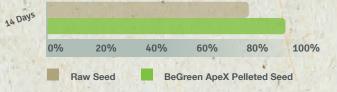
BeGreen ApeX Pelleted Seed

Raw Seed

Visibility of BeGreen ApeX Pelleted Seed vs. Raw Seed on soil



# BeGreen ApeX Pelleted Seed

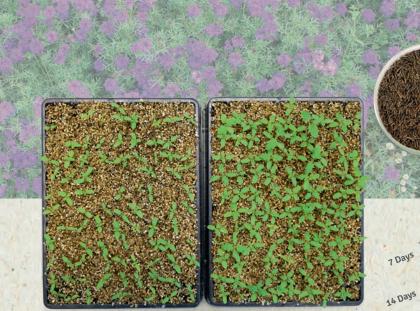


Verbena speciosa

## Imagination<sup>®</sup>

#### Your Advantages:

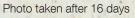
- Faster germination of primed seed, amount of useable plants is higher than raw seed
- Better uniformity of primed seed
- Primed seed offers germination at lower temperature (20 °C) much faster



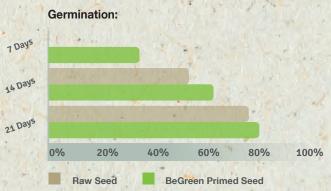
Untreated

2

**BeGreen Primed Seed** 







#### Viola cornuta F.

## Admire<sup>®</sup>

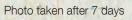
#### Your Advantages:

- Primed seed germinates faster compared to raw seed.
- Seedlings are more uniform
- Better performance under suboptimal conditions (i.e. at higher temperature above 25 °C)
- Increased number of useable plants



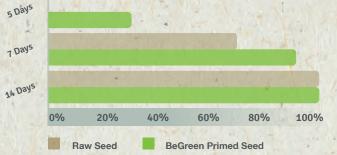


**BeGreen Primed Seed** 









Viola wittrockiana F,

## **All Pansy Series**

(Cats<sup>®</sup> Plus, Highflyer, Inspire<sup>®</sup>, Inspire<sup>®</sup> Plus, Inspire<sup>®</sup> DeluXXe)

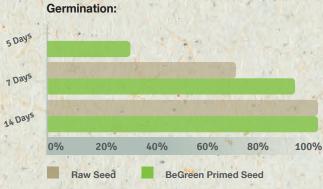
#### Your Advantages:

- Primed seed germinates faster compared to raw seed
- Seedlings are more uniform
- Better performance under suboptimal conditions (i.e. at higher temperature above 25 °C)
- Increased number of useable plants



**BeGreen Primed Seed** 

BeGreen Primed Seed



Untreated Photo taken after 7 days Need Seed? Please contact our Customer Service!

#### **Kathrin Schulz**

Manager Customer Service +49 5541 7009 95 kathrin.schulz@benary.com

#### **Stefanie Günther**

Customer Service +49 5541 7009 50 stefanie.guenther@benary.com

#### Ilona Strunz

Customer Service +49 5541 7009 15 ilona.strunz@benary.com

#### Laura Gude

Customer Service +49 5541 7009 37 laura.gude@benary.com

#### Ernst Benary Samenzucht GmbH

 Friedrich-Benary-Weg 1

 34346 Hann. Münden, Germany

 Tel.:
 +49 (0) 5541 7009-0

 Fax:
 +49 (0) 5541 7009-20

 E-Mail:
 info@benary.com

benary.com

