

Wholesale catalog, Spring 2027

Zinnias 2027

Every series, every color | 20 varieties

HOOSIER BOY by Schlegel Greenhouse

Photo: Schlegel Greenhouse

Schlegel Greenhouse · 705 Sprague Street, Indianapolis, IN 46217

Zinnias 2027

Zinnias are warm-season annuals that bloom from late spring until frost and pull in butterflies and bees all summer. Three groups matter on the bench. Common zinnia, Zinnia elegans, gives the big, fully double, dahlia-like flowers most people picture, on taller plants (Elegant and Zesty here). Narrow-leaf zinnia, Z. angustifolia, has small single flowers but shrugs off heat and leaf disease. The interspecific hybrids cross the two: Sakata's Profusion and PanAmerican's Zahara (Z. marylandica) bring that toughness to compact, mounded plants that keep blooming without deadheading.

Match the type to the job. The hybrids are the choice for landscapes, borders and mixed planters that have to last into fall. Elegans types give bigger, showier flowers and strong pot color, but they want full sun and good air movement. Zinnias stall in cold soil, so central Indiana plantings do best after mid-May once nights stay warm. Humid July and August weather is when powdery mildew and leaf spot show up on elegans zinnias, while Profusion and Zahara carry on to frost with far less trouble. Water at the soil line, not over the leaves.

The book is organized by series, the way they are bred and sold: what sets each series apart, then every variety in it, with the pot sizes it is grown in.

Reading a card

☀ ⛅ ☁	Full sun, part sun or part shade, shade.	**Height**	Garden height, in inches.
Role	In a mixed planter: thriller (upright center), filler (mounding middle) or spiller (trailing edge).	**Baskets · Planters**	We also grow it into Hoosier Boy hanging baskets or combination planters this season.
Ready wk	Planned ready weeks, by week of the year.	NEW	New to the Schlegel Greenhouse program this year.
★	A verified award from a public trial or AAS. The card names the top one; ★ marks every color with an award of its own.	**Pot**	Sizes are listed on each card.

Availability and ordering

This catalog shows what is planned. What is ready now, and prices, are in the ordering portal (customer sign-in): **hoosierboy.com/wholesale/order**

Hear about crops as they come ready: **hoosierboy.com/wholesale/hot-list**

Customer service: (317) 784-6038 · customerservice@schlegelgreenhouse.com

Scan to order

Contents

20 varieties in 6 sections. Looking for a series by name? The index starts after the last section.

Profusion 4 7
Profusion Double 7 8
Zahara 2 9
Double Zahara 3 10
Elegant 3 11
Zesty 1 12

Compare the zinnias

Every series in this book, from the breeders' own published specifications. A dash means the figure could not be confirmed there. Ready weeks are this season's plan; the page number goes to the series.

SERIES	HEIGHT	HABIT	FLOWER	DISEASE	USE	READY	PAGE
Profusion Sakata Ornamentals	14–18 in.	Mounded, base-branched	–	Disease resistant	Beds, borders, planters	wk 15–19	7
Profusion Double Sakata Ornamentals	14–18 in.	Compact, mounded	–	Disease resistant	Containers, beds, combos	wk 15–21	8
Zahara PanAmerican Seed	12–18 in.	Mounded to upright	–	Disease tolerant	Beds, borders, containers	wk 16	9
Double Zahara PanAmerican Seed	16–20 in.	Mounded, upright	–	Disease resistant	Landscape, large containers	wk 16	10
Elegant PanAmerican Seed	16–22 in.	Mounded, compact	3–5 in. fully double	–	Containers, massed beds	wk 19	11
Zesty PanAmerican Seed	18–24 in.	Mounded, vigorous	3–5 in. fully double	–	Containers, borders	wk 19	12

HOOSIER BOY · SCHLEGEL GREENHOUSE

2027 Week Calendar

Week numbers in green at the left of each row, Monday to Sunday. **Ready wk 17 = April 26 – May 2.**

January

WK	M	T	W	T	F	S	S
53					1	2	3
1	4	5	6	7	8	9	10
2	11	12	13	14	15	16	17
3	18	19	20	21	22	23	24
4	25	26	27	28	29	30	31

February

WK	M	T	W	T	F	S	S
5	1	2	3	4	5	6	7
6	8	9	10	11	12	13	14
7	15	16	17	18	19	20	21
8	22	23	24	25	26	27	28

March

WK	M	T	W	T	F	S	S
9	1	2	3	4	5	6	7
10	8	9	10	11	12	13	(14)
11	15	16	17	18	19	(20)	21
12	22	23	24	25	26	27	28
13	29	30	31				

April

WK	M	T	W	T	F	S	S
13				1	2	3	4
14	5	6	7	8	9	10	11
15	12	13	14	(15)	16	17	18
16	19	20	21	22	23	24	25
17	26	27	28	29	30		

May

WK	M	T	W	T	F	S	S
17						1	(2)
18	3	4	5	6	7	8	9
19	10	11	12	13	14	15	16
20	17	18	19	20	21	22	23
21	24	25	26	27	28	29	30
22	31						

June

WK	M	T	W	T	F	S	S
22		1	2	3	4	5	6
23	7	8	9	10	11	12	13
24	14	15	16	17	18	19	20
25	21	22	23	24	25	26	27
26	28	29	30				

July

WK	M	T	W	T	F	S	S
26				1	2	3	4
27	5	6	7	8	9	10	11
28	12	13	14	15	16	17	18
29	19	20	21	22	23	24	25
30	26	27	28	29	30	31	

August

WK	M	T	W	T	F	S	S
30							1
31	2	3	4	5	6	7	8
32	9	10	11	12	13	14	15
33	16	17	18	19	20	21	22
34	23	24	25	26	27	28	29
35	30	31					

September

WK	M	T	W	T	F	S	S
35			1	2	3	4	5
36	6	7	8	9	10	11	12
37	13	14	15	16	17	18	19
38	20	21	22	23	24	25	26
39	27	28	29	30			

October

WK	M	T	W	T	F	S	S
39					1	2	3
40	4	5	6	7	8	9	10
41	11	12	13	14	15	16	17
42	18	19	20	21	22	23	24
43	25	26	27	28	29	30	31

November

WK	M	T	W	T	F	S	S
44	1	2	3	4	5	6	7
45	8	9	10	11	12	13	14
46	15	16	17	18	19	20	21
47	22	23	24	25	26	27	28
48	29	30					

December

WK	M	T	W	T	F	S	S
48			1	2	3	4	5
49	6	7	8	9	10	11	12
50	13	14	15	16	17	18	19
51	20	21	22	23	24	25	26
52	27	28	29	30	31		

- ○ **Clocks spring forward**, Mar 14 · wk 10
- ● Easter, Mar 28 · wk 12
- ○ **Indy safer frost date**, May 2 · wk 17
- ● Memorial Day, May 31 · wk 22
- ○ **First day of spring**, Mar 20 · wk 11
- ○ **Indy avg. last frost**, Apr 15 · wk 15
- ● Mother's Day, May 9 · wk 18

Filled: selling occasions. Ringed: planning dates; the frost dates are long-term Indianapolis averages (NOAA 1991–2020), not a forecast.

PLANNING THE SEASON

Indiana spring weather

When the last frost usually comes, north to south. A median date means a frost after it happens one year in two; the later “safer” date is passed nine years in ten.

LOCATION	LAST SPRING FROST	SAFER DATE	FIRST FALL FROST	ZONE
South Bend	May 1	May 17	Oct 19	6a
Fort Wayne	Apr 24	May 10	Oct 21	6a
Lafayette	Apr 26	May 14	Oct 18	6a
Muncie	Apr 16	May 2	Oct 25	6a
Indianapolis	Apr 15	May 2	Oct 26	6b
Bloomington	Apr 15	May 3	Oct 26	6b
Columbus	Apr 11	Apr 30	Oct 25	6b
Evansville	Apr 4	Apr 19	Oct 29	7a

These are long-term averages for planning, not a forecast or a guarantee. A frost after the safer date still comes about one year in ten.

NOAA NCEI 1991–2020 U.S. Climate Normals, 32°F freeze dates by station (Muncie: 23 years of record). Zones: USDA 2023 Plant Hardiness Zone Map.

Indianapolis in spring

MONTH	AVG HIGH	AVG LOW	RAIN
Mar	52°F	33°F	3.7 in.
Apr	64°F	43°F	4.3 in.
May	73°F	54°F	4.8 in.
Jun	82°F	63°F	5 in.

Indianapolis International Airport, NOAA NCEI 1991–2020 normals.

When to plant out

- Purdue Extension's annual flower guide: set annuals out once frost danger is past, about May 1 in southern Indiana, May 15 in central and May 20 to 30 in northern Indiana.
- Wait for soil above 60°F before sowing annual flower seed outdoors (Purdue Extension).
- Tender plants want nights of about 50°F. Peppers, melons and squash want 60 to 65°F, at least two weeks after the average last frost (Purdue Extension).
- Mother's Day, May 9 in 2027, is the usual planting signal in central Indiana. It falls after the safer date from Indianapolis south, but before it in Fort Wayne, Lafayette and South Bend.

ON RECORD AT INDIANAPOLIS

The latest spring freeze on record at Indianapolis came on May 27, 1961. (NWS Indianapolis)

The latest measurable snow at Indianapolis fell on May 9, 1923: the same date as Mother's Day 2027. (NWS Indianapolis)

Indianapolis records run from 106°F (July 14, 1936) to -27°F (January 19, 1994). (NWS Indianapolis)

Profusion 4 VARIETIES

Sakata Ornamentals

HEIGHT	SPREAD	LIGHT	DISEASE
14–18 in.	20–24 in.	Full sun	Disease resistant

Profusion is Sakata's interspecific zinnia, a cross of common and narrow-leaf zinnia. Dwarf, strongly base-branched plants bloom from late spring to frost, and new flowers open over the old ones, so no deadheading is needed. Heat and drought resistance are high, and the foliar diseases that strip common zinnias in late summer generally leave it alone. Colors are matched for timing, so the series runs as one crop. Orange, Cherry, White and Red are AAS winners; Red Yellow Bicolor won the 2021 AAS Gold Medal.



Cherry Bicolor

Sakata

Director's Select, Penn State 2025

Full Sun
14–18 in. tall
20–24 in. wide
Filler · Planters
Ready wk 15–19
Fiber pot, 13-inch planter, 4.5-inch



Mix

Sakata Ornamentals

Baskets **Ready wk 19**
9-inch hanging basket



Orange

Sakata

Planters
Ready wk 17
13-inch planter



Red Yellow Bicolor

Sakata Ornamentals

Baskets · Planters
Ready wk 15–19
13-inch planter, 4.5-inch, 9-inch hanging basket

Profusion Double 7 VARIETIES

Sakata Ornamentals

HEIGHT	SPREAD	LIGHT	DISEASE
14–18 in.	20–24 in.	Full sun	Disease resistant

Profusion Double keeps the Profusion plant, compact, base-branched, heat and drought tolerant and disease resistant, and gives it fully double flowers. More petals per bloom means a fuller pot and more color from across the garden center, which is why Sakata pitches it for large containers and planter boxes as well as beds. Colors finish together for bench-run sales, and singles and doubles can share a pot. Double Hot Cherry and Double Deep Salmon are AAS winners; Double White Improved is an AAS Gold Medal winner.



Deep Salmon

Sakata

Ready wk 15



Fire

Sakata

Director's Select, Penn State 2026

Full Sun
14–18 in. tall
20–24 in. wide
Filler **Planters**
Ready wk 15–18
4.5-inch, Fiber pot



Golden

Sakata

Ready wk 15



Hot Cherry

Sakata

AAS National Winner, 2013

Full Sun
14–18 in. tall
20–24 in. wide
Filler **Planters**
Ready wk 15–18
Fiber pot, 4.5-inch



White

Sakata

Planters
Ready wk 15



Red

Sakata

Full Sun
14–18 in. tall
20–24 in. wide
Filler **Planters**
Ready wk 18–21
Fiber pot, 4.5-inch

Profusion Double CONTINUED



Yellow
Sakata Ornamentals

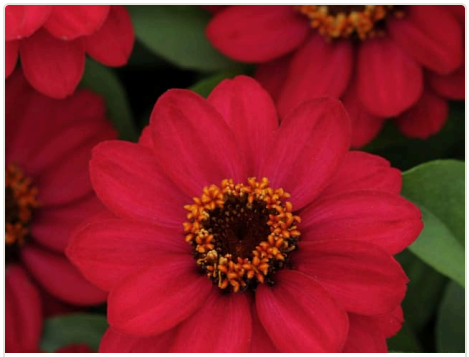
Ready wk 15–17

Zahara 2 VARIETIES

PanAmerican Seed

HEIGHT	SPREAD	LIGHT	DISEASE
12–18 in.	12–18 in.	Full sun	Disease tolerant

Zahara is PanAmerican Seed's Zinnia marylandica, the same hybrid type as Profusion, built around a larger single flower: PanAmerican rates the blooms about 20% bigger than competing varieties. The breeder positions it as a landscape zinnia for sites where common zinnias or vinca have failed, citing strong disease tolerance, low water needs and steady heat and drought performance. It needs less care on the retail bench, so fewer plants get dumped. Sunburst holds a Fleuroselect Gold Medal.



Raspberry
PanAmerican Seed

Full Sun
12–18 in. tall
↔ 12–18 in. wide
Filler **Ready wk 16**



Sunburst
PanAmerican Seed

Full Sun
12–18 in. tall
↔ 12–18 in. wide
Filler **Ready wk 16**

Double Zahara 3 VARIETIES

PanAmerican Seed

HEIGHT	SPREAD	LIGHT	DISEASE
16–20 in.	16–20 in.	Full sun	Disease resistant

Double Zahara takes the Zahara plant and makes the flowers fully double, so each bloom reads more like a small dahlia than a daisy. Plants run a little larger than the singles, suiting mid-height landscape plantings and larger containers. PanAmerican calls the series disease resistant and at its best in sunny, hot, dry sites. Fire was a 2010 AAS winner and also took a Fleuroselect Gold Medal. Salmon is noted for holding its color in heat, and Raspberry Ripple shows more rose in cool weather, more white in heat.



Fire

PanAmerican Seed

AAS National Winner, 2010

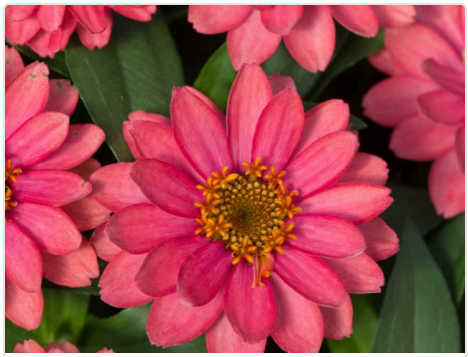
Full Sun
16–20 in. tall
16–20 in. wide
Filler **Ready wk 16**



Raspberry Ripple

PanAmerican Seed

Full Sun
16–20 in. tall
16–20 in. wide
Filler **Ready wk 16**



Salmon

PanAmerican Seed

Full Sun
16–20 in. tall
16–20 in. wide
Filler **Ready wk 16**

DID YOU KNOW?

In January 2016, astronaut Scott Kelly shared photos of a zinnia blooming in the Veggie plant growth system on the International Space Station. The seeds were started in November 2015.

Source: NASA

Elegant 3 VARIETIES

PanAmerican Seed

HEIGHT	SPREAD	FLOWER	LIGHT
16–22 in.	16–22 in.	3–5 in. fully double	Full sun

Elegant is PanAmerican's new compact Zinnia elegans line, sold as three premade mixes: Hot (pink, orange, scarlet and rose), Full (eight colors, white through rose) and Soft (white, pink and rose). It gives the classic fully double common-zinnia flower on a mounded plant that sits between the low hybrids and the tall cutting zinnias. Colors in each mix are matched for size and timing, so mixed pots fill evenly. Sell it for showy summer color. Full and Soft are 2027 introductions.



Full Mix

PanAmerican Seed

Baskets Ready wk 19

9-inch hanging basket



Hot Mixture

PanAmerican Seed

Baskets Ready wk 19

8-inch hanging basket, 9-inch hanging basket



Soft Mix

PanAmerican Seed

Baskets Ready wk 19

9-inch hanging basket

DID YOU KNOW?

From 1931 to 1957 the zinnia was Indiana's state flower. The General Assembly replaced it with the peony in 1957.

Source: IN.gov

Zesty 1 VARIETY

PanAmerican Seed

HEIGHT	SPREAD	FLOWER	LIGHT
18–24 in.	18–24 in.	3–5 in. fully double	Full sun

Zesty is PanAmerican's garden-performance Zinnia elegans series, a step taller and more vigorous than Elegant, with large, saturated color all season. The Mixture includes every color in the series: fuchsia, orange, pink, purple, scarlet, white and yellow. PanAmerican notes that its Pink carries more purple and rose than competing pinks. It draws pollinators, and like any elegans zinnia it wants good air movement and water at the soil line. It is the pick for customers who want big, classic zinnia flowers.



Mix

PanAmerican Seed

Baskets Ready wk 19

9-inch hanging basket

DID YOU KNOW?

Linnaeus named the zinnia for Johann Gottfried Zinn, a German anatomist and botanist who first described several parts of the human eye, including the "zonule of Zinn." Zinn died in 1759, aged 31.

Source: ESCRS EuroTimes

Index

Every series and variety, A to Z, with its page

C

Cherry Bicolor Zinnia 7

D

Deep Salmon Zinnia 8

F

Fire Zinnia 8, 10
Full Mix Zinnia 11

G

Golden Zinnia 8

H

Hot Cherry Zinnia 8
Hot Mixture Zinnia 11

M

Mix Zinnia 7, 12

O

Orange Zinnia 7

R

Raspberry Zinnia 9
Raspberry Ripple Zinnia 10
Red Zinnia 8
Red Yellow Bicolor Zinnia 7

S

Salmon Zinnia 10
Soft Mix Zinnia 11
Sunburst Zinnia 9

W

White Zinnia 8

Y

Yellow Zinnia 9

HOW TO ORDER

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Sign in to see what is ready now, current pricing, and to place an order. Scan the code with a phone camera to open it.

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