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Village Nurseries Introduces Encore® Azalea for Landscape Professionals

ORANGE, Calif.--(BUSINESS WIRE)--As part of its ongoing commitment of providing new, superior plants to landscape architects and designers, Village Nurseries, a specialty [wholesale grower](#) for landscape professionals, today announced they will be carrying Encore® Azalea this spring as part of its licensing agreement with Loxley, Ala.-based Plant Development Services, Inc. Plant Development Services works with the nation's top [growers and breeders to bring high impact plants](#) to the marketplace.

Encore Azalea, introduced in 1996, is the world's best-selling reblooming azalea. The 25 varieties of Encore Azalea bloom in spring, summer and fall and offer a growth habit and bloom color for every landscape. Encore Azalea is the result of a 15-year hybridization and selection process by Encore Azalea inventor Robert E. "Buddy" Lee. The evergreen shrubs enjoy more sun than traditional azaleas, but offer the same easy care. Encore Azaleas are also valued for their cold-hardiness, heat tolerance and resistance to lace bugs.

“Encore Azalea is truly unique – blooming in spring, summer and fall - with a wide range of colors and sizes to choose from”

“We’re establishing Village Nurseries as the ‘go-to’ wholesale nursery for landscape professionals looking for new and superior plants,” said CEO David House. “Increasingly, landscape architects and designers are looking for dramatic ways to differentiate their work from the ‘same old, same old,’ and Encore® Azaleas are an excellent example of how they can use new and improved azaleas to add vivid multi-seasonal color to the landscape. Currently we’re one of Plant Development Services’ largest licensees in the western United States and our ever-expanding relationship will include the forthcoming release of the [Sunset Western Garden Collection](#).”

“Encore Azalea is truly unique – blooming in spring, summer and fall - with a wide range of colors and sizes to choose from,” said Kip McConnell, director, Plant Development Services. “We are excited about the addition of Village Nurseries to the Encore Azalea licensed grower group. With the reputation of superior quality and distribution, Village Nurseries will expand availability of Encore Azalea throughout the southwestern United States.”

Encore Azaleas begin blooming each spring like a traditional azalea. Once this initial blooming concludes, new shoots begin to grow and set buds. Then blooms emerge again in mid-summer and continue in many areas until first frost. No other azalea performs like that.

About Plant Development Services, Inc

Plant Development Services Inc. works with the world's top growers and breeders to bring new plant varieties to market that impact landscapes with recognizable, marketable improvements. Plant Development Services boast top ranking brands including Encore Azalea, the Southern Living® Plant Collection, and the Sunset Western Garden Collection. For more information, visit <http://www.plantdevelopment.com>.

About Village Nurseries

Founded in 1976, Village Nurseries currently has major wholesale sales offices in Orange and Sacramento, California, and more than 700 acres under cultivation in growing facilities located strategically throughout Northern and Southern California. It serves markets throughout the western United States while maintaining four specialty [Landscape Center](#) locations to serve landscape professionals. For more information, visit <http://www.villagenurseries.com>.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=50233987&lang=en>

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Smart Multimedia Gallery



Encore Azalea is the world's best-selling reblooming azalea (Photo: Business Wire)

