

Press Release July 2013

Product Innovation in Princess Lavender

Plants Management Australia Pty Ltd (PMA) is delighted to announce that 'The Princess Lavender' has been recognised in the prestigious Product Innovation category of The Australian Business Awards for 2013.



"This is fitting recognition for an outstanding product, developed by one of the countries most dedicated and respected breeders, Plant Growers Australia" said PMA's Managing Director Mr Chris Sargent. "PGA are well known for their commitment to excellence and this product has certainly won over Australian consumers and is generating a huge amount of interest all over the world."

Plant breeders Howard Bentley and Steve Eggleton from PGA say the award provides important recognition of the organisation's commitment to the development of innovative new garden plants. "At PGA we have invested over 15 years in our lavender breeding program with the specific aim of delivering new and improved varieties to the marketplace. 'The Princess Lavender' is the pinnacle of our lavender breeding program and has caused a real stir in the lavender world due to its vivid pink flower colour and superior propagation and production performance." Bentley explained.

Now in its eighth year, The Australian Business Awards is a highly regarded national program with an established set of business and product award categories assessing the core values of business excellence, product excellence, sustainability and responsibility. The program engages with leading corporate, government and non-government organisations across key industry segments, including financial, manufacturing, professional services, energy, telecommunications, construction, transport, healthcare, education, food services and retail. Winners of the program are publicly honoured for their industry-leading initiatives and products.

Since launching 'The Princess Lavender' in spring 2012 PMA have received overwhelming positive feedback on the new variety, recording a sell out of stock and significant increases in future production quantities. Famed for its vivid pink flower colour which has never been seen before in the lavender genus, 'The Princess Lavender' also offers superior disease resistance and significant increases in propagation and production efficiencies. In Sargent's own words it is best described as 'true lavender royalty.'

For further details visit www.pma.com.au

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Howard Bentley and Steve Eggleton from PGA