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NEW GROWTH BLOSSOMS AT ARCHITECTURAL DIGEST SHOW

GREENVILLE, N.C., March 20, 2019 – New Growth Designs, creator of the most botanically correct permanent florals in the world, debuts new indoor trees, flowers by the stem and Enduraleaf boxwoods at the Architectural Digest Design show March 21-24 in New York City.

“The AD show continues to be one of our favorite places to exhibit,” said New Growth Designs CEO Ed Glenn. “The combination of professional and consumer visitors, paired with an outstanding level of visual merchandising make it an exciting place to be.”

New products being introduced include:

- Five new trees:
 - 5-foot-tall Aralia Balfournia tree
 - Rounded faux fresh leaves with a curved shape; lifelike veining and slight red color on leaf edges. While only 5 foot in height, this tree shapes out to almost 4 feet in diameter, making a dramatic statement. Potted in a 13-inch diameter mache nursery pot and finished with Durt[®], an exclusive permanent potting mix created using softwood scraps from local sawmills.
 - 5- and 8-foot-tall Olive trees
 - Slender, silvery gray-green leaves on a realistic artificial trunk. This tall tree is an interesting addition to residential or commercial spaces. The 5-foot Olive tree is potted in a 10-inch-diameter mache nursery pot, while the 8-foot tree is potted in a 13-inch-diameter pot. Both are finished with Durt.
 - 8-foot-tall Camellia Leaf tree
 - Small, shiny green leaves on multiple branches atop a lifelike trunk. With a slender profile, use this tree where space is limited. The tree is planted in a 13-inch diameter mache nursery pot and finished with Durt.
 - 6.5-foot-tall Japanese Fukuji Rubber tree
 - This new tree features a special double layer fabric leaf that matches the rounded, thicker, fleshier density of the natural Fukuji leaf. This clean and simple tree makes a distinctive accent piece compared to the more familiar species of rubber trees. Potted and finished with Durt.

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- Four new flowers
 - Tulips – approximately 10 new stems including parrot, Dutch and French style tulips with hand-painted details.
 - Peonies – a large, deep pink blossom with excellent color variation within the petals.
 - Hydrangea – two new stems; one all white and the other with petals of deep blue, light blue, pale green and touches of violet. Stems are green, with a few bracts and brown bark color at the base.
 - Ranunculus –Each flower has a mass of tightly clustered petals, creating a large, totally white blossom on top with a few lifelike leaves and a velvety green stem.
- Enduraleaf – An exclusive new formulation extends the life of weather proof Enduraleaf greenery to 10 years in normal outdoor conditions. New to this market are boxwoods which feature lifelike color variations and growth patterns. Available in a variety of hedges and balls, as well as 12-inch-by-12-inch interlocking mats for custom installations.

“Great detail goes into the development of each new tree and flower from the shape of the leaf to realistic veining and botanically correct stamens and pistils,” said New Growth Designs Operations Director Sue Jackson. “Our goal is to make them look exactly like they do in nature.”

About New Growth Designs

New Growth Designs creates and sells the world’s most botanically correct permanent flowers, plants, trees and greenery. Since 1993, veteran florist Ed Glenn has been fashioning nature-driven designs for the Greenville, North Carolina-based company, which counts interior designers, architects, landscapers and luxury retailers among its devoted clientele. Connect with New Growth Designs on [Facebook](#) and [Instagram](#), or visit the website at NewGrowthDesigns.com.

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