

FREQUENTLY ASKED QUESTIONS

DO THEY LIKE A RICH FERTILE SOIL?

No. Plants need a lean well drained soil. Sandy or rocky soil is preferred. Death from "wet feet" is a common occurrence in heavy soils.

IS DEADHEADING BENEFICIAL?

Yes. Completely remove spent flowers by pinching. This deadheading of faded flowers stimulates new blooms. This also encourages the plant to produce new offsets. Toward the end of the season, you can stop deadheading.

DO I NEED TO DIVIDE THEM EVERY FEW YEARS?

Although not necessary, you can divide them carefully in early spring of the third year to reinvigorate them and to increase the stock.

MY PLANTS LOOK A LITTLE FLIMSY?

Powdery mildew and other fungal leaf spots develop if not in enough sun. Most fuzzy-leaved species prefer full sun, grow in any well-drained soil. They will also tend to flop in a too rich fertile soil.

CAN THEY GROW IN A ROCKY TYPE SOIL?

These are excellent plants for rock gardens. They will do very well.

ARE THEY DEER RESISTANT?

These new hybrids are irresistible to gaze at with their awesome attention-getting flowers, floriferous nature, and vigorous habit. And they are deer resistant and yet a favorite of butterflies!

WHAT ARE SOME NICE COMPANION PLANTS?

Coreopsis, Hardy Geranium, Yarrow, Hardy Yucca, Liatris, Salvia, Black-Eyed Susan, Day lilies make nice companions.

FIRST THINGS FIRST...

When your plant arrives from Roberta's, remove from the shipping box immediately. Remove plastic bag and/or sleeve from around potted plant(s). Discard any packing material clinging to the leaves or soil.

Pull away any yellow or brown leaves that may have occurred during transit. If you can not plant it into garden or larger pot within a few days, make sure it stays well watered.

When ready to plant, do the job as early in the day as possible to avoid extreme soil temperatures that prevent proper water uptake from the roots. Water them in well and whisper a few words of wisdom.



Our Warranty (Perennials)

We aren't happy if you aren't happy. If you have any questions regarding your order please call us at 1-800-428-9726 during the hours of 8:30am and 4:30pm EST.

You can email questions to us at:
plantquestions@robertasinc.com.

If your bulbs, cuttings etc. do not sprout, or your plant dies within one year from the date of shipment, we will send you a replacement free of charge. We cannot accept responsibility for losses due to extreme weather or neglect. Simply call us at the above toll free number or fill out the plant replacement form on our website at www.robertasinc.com.

Roberta's will replace it with a similar or comparable plant at no charge. If your replacement is not available or it is too late in the season to ship, it will ship the following year.

Neither the retailer nor any other company involved in the sale or promotion of this product is a co-warrantor of this plant warranty.

Plant Hardiness Zone Map



1-800-428-9726

Monday – Friday 8:30AM – 4:30PM EST

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for bringing us into your home

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ROBERTA'S GARDENS PLANTING AND GROWING GUIDE



Cheyenne Spirit Echinacea
(Echinacea hybrids)



QUICK REFERENCE PLANTING GUIDE

LIGHT/SUN EXPOSURE:	Full
USDA HARDINESS ZONES:	4 to 10
PLANT TYPE	Perennial
PLANTING DISTANCE:	14-20 inches
MATURE HEIGHT/SPREAD:	18-30 inches 14-20 inches
BLOOM TIME:	Early Summer to Mid Autumn by second season
PLANTING INSTRUCTIONS: (soil preparation, depth, which end is up, etc.)	Remove plastic bag and/or sleeve from around potted plant(s). Discard any packing material clinging to the leaves or soil. Transplant into the garden as soon as evening temperatures stay above 40F.

PLANTING GUIDE

1 STEP	Remove plastic bag and/or sleeve from around potted plant(s). Discard any packing material clinging to the leaves or soil. Pull away any yellow or brown leaves that may have occurred during transit. If you cannot plant it into garden or larger pot within a few days, make sure it stays well watered.
2 STEP	Transplant into the garden as soon as evening temperatures stay above 40F. Dig holes twice the width of the root ball and about 5 to 6 inches deep. Place them in their holes. Pack soil firmly around roots. Fill with soil and pack in firmly covering entire root zone. Water again. Plants prefer full sun.
3 STEP	Rather than in the garden you may re-pot into large containers. Re pot the plants into at least 10 inch pots separately or together inside one larger container.
4 STEP	Planted now they will produce flowers in early summer to early autumn by second season.

CONTINUING CARE

SHELF LIFE

Plant into garden or larger pots and place outside immediately after the night temperatures stay above 40 degrees.

PLANT PREPARATION

Remove plastic bag and sleeve from around potted plant(s). Discard any packing material clinging to the leaves or soil. Pull away any yellow or brown leaves that may have occurred during transit. If you cannot plant it into garden or larger pot within a few days, make sure it stays well watered.

SOIL

Plants need a lean well drained soil. Sandy or rocky soil is preferred. Death from "wet feet" is a common occurrence in heavy soils. You may amend clay type soils with compost or potting mix.

GARDEN PREPARATION

They prefer full sun.

POTTED PLANTS

Rather than in the garden you may re-pot into large containers. Re pot the plants into at least 10 inch pots separately or together inside one larger container.

PLANTING SPACING

If planting in garden space 14 to 20 inches apart.

PLANT HEIGHT AND WIDTH

These grow about 18 to 30 inches tall and 14 to 20 inches wide.

WATER

Water upon planting and once a week in the summer. They require less than average water needs and become drought tolerant after established.

FERTILIZER

They respond to feeding with a high bloom fertilizer like Flower Magic plant food (M7503). Once a month is sufficient.

TEMPERATURE ZONES 4 to 10

When nights stay above 40 degrees, place your plants outside and leave them there. They can withstand winter temperatures to minus 25F.

LIGHTING

In the summer growing season, full sun is the absolute best.

BLOOMING

Under correct conditions, blooming begins in early summer and lasts into early fall.

WINTER DORMANCY

In early spring, gradually remove any winter cover and withered foliage. These plants will re-bloom and spread every year. They can be subdivided in early spring every 2 to 3 years.

ADDITIONAL REFERENCE



Shipped as shown



In rock garden



As Border Plant



Late Summer Vitality



Non Fading Color



Cuts in Vase