

Front Lines

3/1/2025

Sunfinity's New Website

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The popular Sunfinity Sunflower brand from Syngenta Flowers now has a new consumer website: mysunfinity.com. The new site includes planting tips, inspiration, FAQs and a retailer locator (make sure you're on that if you sell Sunfinity sunflowers!).

"We look forward to home gardeners exploring this refreshed webpage to help them succeed even more with Sunfinity," said Alicain Carlson, head of marketing for Syngenta Flowers Americas. "We've added more videos and straightforward growing tips to help gardeners feel confident and supported. We know the new generation of gardeners wants information from trusted sources and we've built this site with that in mind."

Consumers can also sign up for a newsletter on the site. Sunfinity now has three varieties: the original Sunfinity Yellow Dark Center (pictured), Sunfinity Double Yellow and new for this year Sunfinity Yellow-Red bicolor. They all provide blooms all summer long. **GP**

