

## Front Lines

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## Purple Haze

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Prince fans rejoice—Pantone's 2018 Color of the Year is Ultra Violet, a tone reminiscent of the singer's legacy and a perfect color for our industry. Retailers can find matches for this color in everything from petunias, torenia, verbena, nemesia and osteospermums in annuals to lavender, pulmonaria, and salvia (plus lots more) in perennials and clematis, buddleia and hydrangeas in flowering shrubs. Don't forget to include your heirloom veggies, too, like purple cauliflower, eggplants and purple carrots.

Here's what Pantone Executive Director Leatrice Eiseman says about Ultra Violet: "We are living in a time that requires inventiveness and imagination. It is this kind of creative inspiration that is indigenous to PANTONE 18-3838 Ultra Violet, a blue-based purple that takes our awareness and potential to a higher level. From exploring new technologies and the greater galaxy, to artistic expression and spiritual reflection, intuitive Ultra Violet lights the way to what is yet to come." **GP**

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**Headliner Night Sky Petunia** from *Selecta One* and **Superbena Violet Ice Verbena** from *Proven Winners* are just two examples of plants that pair up with Pantone's Ultra Violet Color of the Year.