



## PRESS RELEASE

For Immediate Release

Contact: Maria Zampini  
Lake County New Plants  
Rt. 84, P.O. Box 122  
Perry, Ohio 44081  
(440)259-5571  
(440)259-3114 fax  
[mariaz@lakecountynursery.com](mailto:mariaz@lakecountynursery.com)  
[www.lakecountynursery.com](http://www.lakecountynursery.com)

### Lake County New Plants, Perry, OH

#### **Crimson Pointe™ – Prunus x cerasifera ‘Cripoizam’ P.A.F.** **A PERFECT FIT FOR TIGHT SPACES**

Speaking at the Northern Plant Symposium, Sally Benson, Editor, American Nurseryman magazine, stated that one of the industry and consumer trends continues to be larger homes on smaller lots. Crimson Pointe™ upright flowering plum is the perfect tree for tight spaces.

The recent introduction by Lake County New Plants is an upright flowering plum reaching 20 feet in height and approximately 5 to 6 foot in spread at maturity. Branches grow almost parallel to the main trunk. Its extremely columnar form enables it to fit perfectly in today's limited space landscapes.

In addition, Crimson Pointe™ is a vigorous grower which is cold and heat tolerant making it a very durable tree while maintaining a well-groomed, polished form. Its growth habit is accentuated by rich merlot-burgundy foliage which combined with orange-bronze new growth creates a unique and colorful display.

Currently available through Lake County Nursery (in B&B and container sizes), Crimson Pointe™ is can also be obtained through select licensed growers and it is slated to be readily attainable to garden centers and landscapers in fall 2007/spring 2008.

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