Elviira Rhododendron

Rhododendron 'Elviira'



Elviira Rhododendron in bloom
Photo courtesy of Anu Vainola

Height: 24 inches

Spread: 24 inches

Sunlight: ◐

Hardiness Zone: 4

Other Names: Finnish Rhododendron

Group/Class: Marjatta Hybrids

Description:

A relatively new broadleaf evergreen shrub featuring showy bright red flowers in spring, coarse dark foliage and a compact mounded habit, quite hardy; absolutely must have well-drained, highly acidic and organic soil, use plenty of peat moss when planting

Ornamental Features

Elviira Rhododendron is draped in stunning clusters of lightly-scented cherry red trumpet-shaped flowers at the ends of the branches in mid spring. It has green evergreen foliage. The narrow leaves remain green throughout the winter.

Landscape Attributes

Elviira Rhododendron is an open multi-stemmed evergreen shrub with a more or less rounded form. Its average texture blends into the landscape, but can be balanced by one or two finer or coarser trees or shrubs for an effective composition.

This is a relatively low maintenance shrub, and should only be pruned after flowering to avoid removing any of the current season's flowers. It has no significant negative characteristics.

Elviira Rhododendron is recommended for the following landscape applications;

- Mass Planting
- Border Edging
- General Garden Use
- Container Planting

Planting & Growing

Elviira Rhododendron will grow to be about 24 inches tall at maturity, with a spread of 24 inches. It has a low canopy. It grows at a slow rate, and under ideal conditions can be expected to live for 40 years or more.

This shrub does best in a location that gets morning sunlight but is shaded from the hot afternoon sun, although it will also grow in partial shade. Keep it away from hot, dry locations that receive direct afternoon sun or which get reflected sunlight, such as against the south side of a white wall. It requires an evenly moist well-drained soil for optimal growth, but will die in standing water. It may require supplemental watering during periods of drought or extended heat. It is very fussy about its soil conditions and must have rich, acidic soils to ensure success, and is subject to chlorosis (yellowing) of the foliage in alkaline soils. It is somewhat tolerant of urban pollution, and will benefit from being planted in a relatively sheltered location. Consider applying a thick mulch around the root zone in winter to protect it in exposed locations or colder microclimates. This particular variety is an interspecific hybrid.

Elviira Rhododendron makes a fine choice for the outdoor landscape, but it is also well-suited for use in outdoor pots and containers. It can be used either as 'filler' or as a 'thriller' in the 'spiller-thriller-filler' container combination, depending on the height and form of the other plants used in the container planting. It is even sizeable enough that it can be grown alone in a suitable container. Note that when grown in a container, it may not perform exactly as indicated on the tag - this is to be expected. Also note that when growing plants in outdoor containers and baskets, they may require more frequent waterings than they would in the yard or garden.