Beats™ Purple Verbena

Verbena 'KLEVP20037'



Beats Purple Verbena flowers
Photo courtesy of NetPS Plant Finder

Height: 8 inches

Spread: 12 inches

Spacing: 10 inches

Sunlight: ○

Hardiness Zone: 8

Other Names: Vervain

Group/Class: Beats Series

Description:

Early to flower and resistant to powdery mildew, this series features mounded habits with trailing tendencies; long lasting colorful blooms stand out against green foliage; excellent performance in containers, hanging baskets and landscapes



Beats Purple Verbena flowers
Photo courtesy of NetPS Plant Finder

Ornamental Features

Beats Purple Verbena features showy clusters of purple star-shaped flowers with white eyes at the ends of the stems from late spring to mid fall. The flowers are excellent for cutting. Its tiny tomentose narrow leaves remain green in color throughout the season.

Landscape Attributes

Beats Purple Verbena is an herbaceous perennial with a mounded form. It brings an extremely fine and delicate texture to the garden composition and should be used to full effect.

This plant will require occasional maintenance and upkeep. Trim off the flower heads after they fade and die to encourage more blooms late into the season. It is a good choice for attracting bees to your yard, but is not particularly attractive to deer who tend to leave it alone in favor of tastier treats. It has no significant negative characteristics.

Beats Purple Verbena is recommended for the following landscape applications;

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

Planting & Growing

Beats Purple Verbena will grow to be about 8 inches tall at maturity, with a spread of 12 inches. When grown in masses or used as a bedding plant, individual plants should be spaced approximately 10 inches apart. Its foliage tends to remain low and dense right to the ground. It grows at a fast rate, and under ideal conditions can be expected to live for approximately 3 years. As an herbaceous perennial, this plant will usually die back to the crown each winter, and will regrow from the base each spring. Be careful not to disturb the crown in late winter when it may not be readily seen!

This plant should only be grown in full sunlight. It does best in average to evenly moist conditions, but will not tolerate standing water. It may require supplemental watering during periods of drought or extended heat. This plant should not require much in the way of fertilizing once established, although it may appreciate a shot of general-purpose fertilizer from time to time early in the growing season. It is not particular as to soil type or pH, and is able to handle environmental salt. It is highly tolerant of urban pollution and will even thrive in inner city environments. This particular variety is an interspecific hybrid. It can be propagated by cuttings; however, as a cultivated variety, be aware that it may be subject to certain restrictions or prohibitions on propagation.

Beats Purple Verbena is a fine choice for the garden, but it is also a good selection for planting in outdoor containers and hanging baskets. It is often used as a 'filler' in the 'spiller-thriller-filler' container combination, providing a mass of flowers against which the thriller plants stand out. Note that when growing plants in outdoor containers and baskets, they may require more frequent waterings than they would in the yard or garden.