



FOR IMMEDIATE RELEASE

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Conquest™ – Acer platanoides ‘Conzam’

THE NEW KING OF MAPLES

MADISON, OH – June 26, 2012 – Conquest™ is a new, very narrow sport of ‘Crimson King’ Norway maple. Perfect for smaller spaces, it has an extremely tight, upright canopy. In addition, Conquest™ calipers quickly and has a better and deeper root system than other burgundy Norway’s such as ‘Crimson Sentry’.

New foliage emerges a rich, burgundy-red with a deep wine-red underside. The interior foliage on the body of the tree will mature to hunter green as the season progresses while the new growth on the branch ends remain a bright maroon red through the summer. Leaves mature to bright red and orange colors in fall. Conquest™ is a cool weather tree and will not change leaf color if grown in a warmer climate.

This tree is a great choice for streets and in landscapes with limited space area. It is best suited to USDA Zone 4. Best of all, it needs no trimming or pruning to maintain its columnar habit.

About LCN Selections

LCN Selections is the patent and trademark division of Lake County Nursery. This collection of plants was originally started by Jim Zampini in 1977 with his first patent on Weeping Candied Apple™ crabapple. He grew the portfolio to its present state of over 200 new plant introductions. A network of licensed growers across the United States, Canada, Australia and Europe offer LCN Selections as finished product and in liner sizes.

About UpShoot

UpShoot LLC is a ‘total plant breeder communication provider’ offering expert sales, licensing and marketing of new plant introductions to North America and Canada. UpShoot provides a wide range of services including new plant research and development, writing plant patents and licensing agreements for growers and breeders, and marketing services to promote new plants to licensed growers, retailers and consumers. For further information, please contact Maria Zampini at 440-812-4059 or 4064.

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