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Deep purple
Echinacea purpurea PowWow
Wild Berry features vivid rose-purple, 3- to 4-in. flowers that retain color longer than other coneflowers. Hardy to Zone 3, Ball’s first-year-flowering perennial has a basal branching habit, resulting in more flowers per plant. Reaching a height of 20 to 24 in. in the full-sun garden, it blooms continually without deadheading. It’s an intermediate day-length flowering variety, with most rapid and uniform flowering at 14 hours. BallLandscape.com

Sweet potato cutie
Ipomoea Bright Ideas is bred by Floranova, and its plants are heat-tolerant and very compact. Distributed in the US by Oro Farms, the series’ colors include black, lime and Rusty Red (pictured). Growing 6 in. tall to a spread of 12 in., it works well in combination planters and flowerbeds. OroFarms.com

Performance diva
In early spring, the leaves of Abelia Kaleidoscope emerge on bright-red stems with lime-green centers and bright-yellow edges. When summer arrives, the yellow matures to golden and the variegation does not burn or scorch, according to the company. In fall and winter, the foliage color deepens to shades of orange and fiery red. This mounded, tightly branched shrub stays under 3 ft. tall and about as wide. Reported by PlantHaven to be the longest-blooming of all the Abelias, by late spring Kaleidoscope is covered with soft pink buds that open to white blooms that keep coming well into autumn. AbeliaKaleidoscope.com

King of the mountain
Initially released with the Novalis “Plants that Work” group in 2010, Carex oshimensis Everest is available in 2011 nationwide from Tesselaar. With its bright-white margins and architectural, linear foliage, the Japanese sedge can work as a container and patio plant or as a filler with bedding and specimen plants. It loves shade, and its low-growing, easily controlled, mounding shape softly edges any border or bed. Its ability to fill in an area while still behaving itself, also makes it useful as a groundcover. Tesselaar.com