



# Welcome: New Varieties & Product Concepts

2021





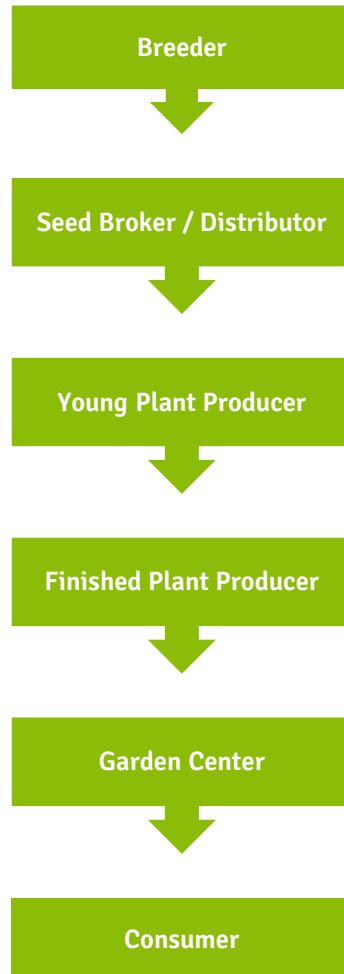
# Welcome: New Varieties & Product Concepts

2021





## Profit from Benary's Branding — Increase your Bottom Line



- Benary provides many worldwide renowned brands to you such as Nonstop® Begonias, BIG Begonias, Graffiti® Pentas — just to name a few
- Utilize those brands for your own competitive advantages
- Benary brands have built recognition, consistency, and loyalty over the years
- Strong brands help to communicate quality through the entire supply chain: from the breeder -> to the young plant producer -> to the grower -> to retail -> to the end consumer
- Profit from Benary's branding and advertising worldwide



# Profit from Benary's Branding — Increase your Bottom Line



- Benary does not accept renaming and cherry picking of the following brands:
- **BIG** Begonia x benariensis
- **BIG DeluXXe** Begonia x benariensis
- **Groovy** Begonia boliviensis
- **Funky®** Begonia x hybrid
- **Nonstop® & Nonstop® Mocca**  
Begonia tuberhybrida
- **Nonstop® Joy** Begonia tuberhybrida
- **Brainiac** Celosia cristata
- **Graffiti® 20/20** Pentas lanceolata
- **Pop Star** Platycodon grandiflorus
- **Cats®** Viola wittrockiana
- **Joey®** Ptilotus exaltatus

Begonia Groovy



# Rocking the Market – Groovy Begonia with 5 Colors

New  
Series





# Groovy – See the Difference to Competition



- Based on the same breeding concept as Funky® and Nonstop® Joy: multi-purpose Begonia, semi-trailing habit, easy cultivation and transport
- Very uniform series across colors
- Clear vivid colors; distinct nuances between colors
- Bigger flowers and petals
- Round mounded, semi-trailing habit which eases shipping/transport
- Shorter flower stems
- Beautiful flower presentation
- High germination rate and plug performance

Crop Time	Exposure	Height	Seed form
14-16 wks	Sun - Shade	12-16" / 30-40 cm	Pelleted

Begonia boliviensis F<sub>1</sub>



## Groovy – See the Difference



**Bossa Nova White**



**Groovy White –**  
Crystal clear white; bigger & plenty of flowers;  
compact plant habit

Begonia boliviensis F<sub>1</sub>



## Groovy – See the Difference



**Bossa Nova Rose**



**Groovy Rose –**  
Perfectly built/shaped plant;  
very intense rose color

Begonia boliviensis F<sub>1</sub>



## Groovy – See the Difference



**Bossa Nova Red**



**Groovy Red –**  
Vivid red tone; bigger flowers;  
best red in its class

Begonia boliviensis F<sub>1</sub>



## Groovy – See the Difference



**Bossa Nova Orange**



**Groovy Orange –**  
Vigorous, sturdy plant; intense orange;  
distinguished semi-trailing plant habit;  
bigger flowers

Begonia boliviensis F<sub>1</sub>



## Groovy – See the Difference



**Bossa Nova Yellow**

**Groovy Mellow Yellow –**

More volume; round plant habit; best yellow on the market; red back in higher light

Begonia boliviensis F<sub>1</sub>



# Groovy – All Colors at a Glance



Orange



Rose



Red



White



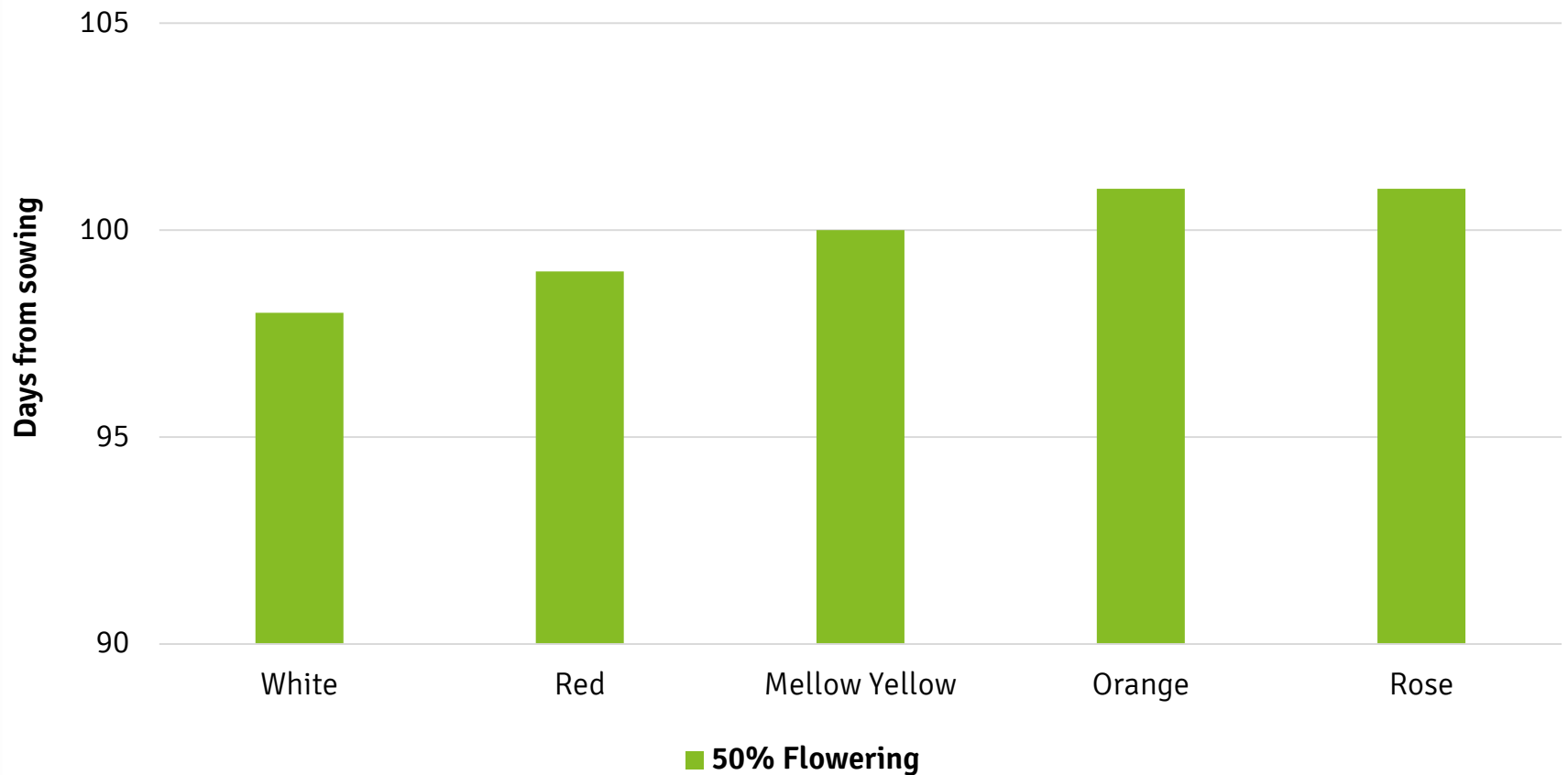
Mellow Yellow



# Groovy – Flowering Window



Timing Europe: Hann. Münden, Germany



Begonia Super Cool



# The New and Cool grown semperflorens Series

New  
Series



Begonia semperflorens F<sub>1</sub>

## Super Cool Series



New  
Series

- New series with 4 colors & 1 mix
- Super Cool – Your all-round Begonia
- Habit between Sprint Plus and Super Olympia®
- Earliness close to Sprint
- Well branched, extremely large flowers, very floriferous
- Creates sufficient vigor if grown cooler
- Works in pots, packs and the landscape

Crop Time	Height	Exposure	Seed form
10-12 wks	10-12" / 25-30 cm	Sun - Shade	Pelleted

Begonia semperflorens F<sub>1</sub>



# Super Cool – All Colors at a Glance



Blush



Pink



Red



White



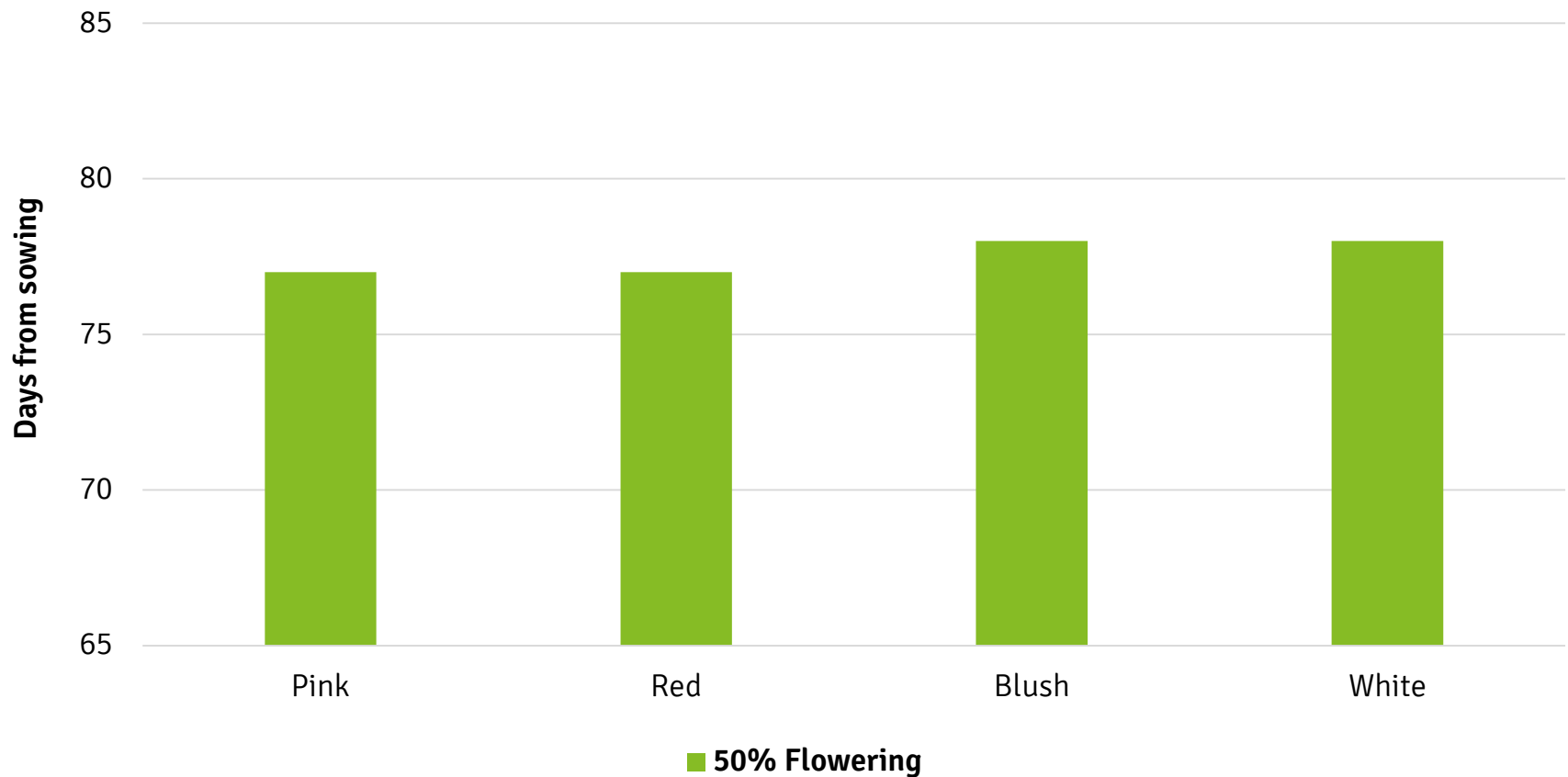
Mix



# Super Cool – Flowering Window



Timing Europe: Hann. Münden, Germany



Begonia semperflorens F<sub>1</sub>

# Super Cool – Closing the Gap



Super Olympia® White   Super Cool White   Sprint Plus White



Super Cool Pink, Red, White & Sprint Plus White



Super Cool Red & Pink

Begonia semperflorens F<sub>1</sub>



# Super Cool – Extremely large Flowers



## Flower Size

Super Cool Pink (left) vs.  
Super Olympia® Pink



## Flower Size

Super Cool White (left) vs.  
Super Olympia® White



## Plant Habit

Super Cool White

Begonia semperflorens F<sub>1</sub>



## Super Cool – Works excellent in Packs



White and Pink



Blush and Red

Begonia semperflorens F<sub>1</sub>



# Super Cool – Excellent Garden & Heat Performance



Super Olympia® White



Super Cool White

Begonia semperflorens F<sub>1</sub>



# Super Cool – Excellent Garden & Heat Performance



Super Olympia® Rose



Super Cool Pink

Begonia semperflorens F<sub>1</sub>



# Super Cool – Excellent Garden & Heat Performance



Super Olympia® Red



Super Cool Red

Begonia semperflorens F<sub>1</sub>



# Super Cool – Excellent Garden & Heat Performance



Super Olympia® Bicolor



Super Cool Blush

Begonia Funky®



# 1 New Color makes an even Greater Series



Begonia x hybrida F<sub>1</sub>



# Funky® Red – The new Addition



New



- Rich red color
- Lots of double flowers
- Leader of the series in flowering
- Integrates perfect into the series regarding habit and timing

Crop Time	Height	Exposure	Seed form
15-18 wks	8-12" (20-30 cm)	Partial shade – Shade	Pelleted

Funky® Red mid October

Begonia x hybrida F<sub>1</sub>



# Funky® Red – The new Addition



- Rich red color
- Lots of double flowers
- Leader of the series in flowering
- Integrates perfect into the series regarding habit and timing

Crop Time	Height	Exposure	Seed form
15-18 wks	8-12" (20-30 cm)	Partial shade – Shade	Pelleted

Funky® Red mid July

Begonia x hybrida F<sub>1</sub>

## Funky® Series



- 6 colors in the series
- Novel flower form
- Compact semi-trailing, well branched plants
- Easy to grow and ship
- Novelty basket item from seed
- Reliable high germination rates
- Large double flowers
- Outstanding show in baskets, containers and landscape settings
- Tight flowering window between all colors

Begonia x hybrida F<sub>1</sub>



# Funky<sup>®</sup> – All Colors at a Glance



Light Pink



Orange



Pink



Red



Scarlet



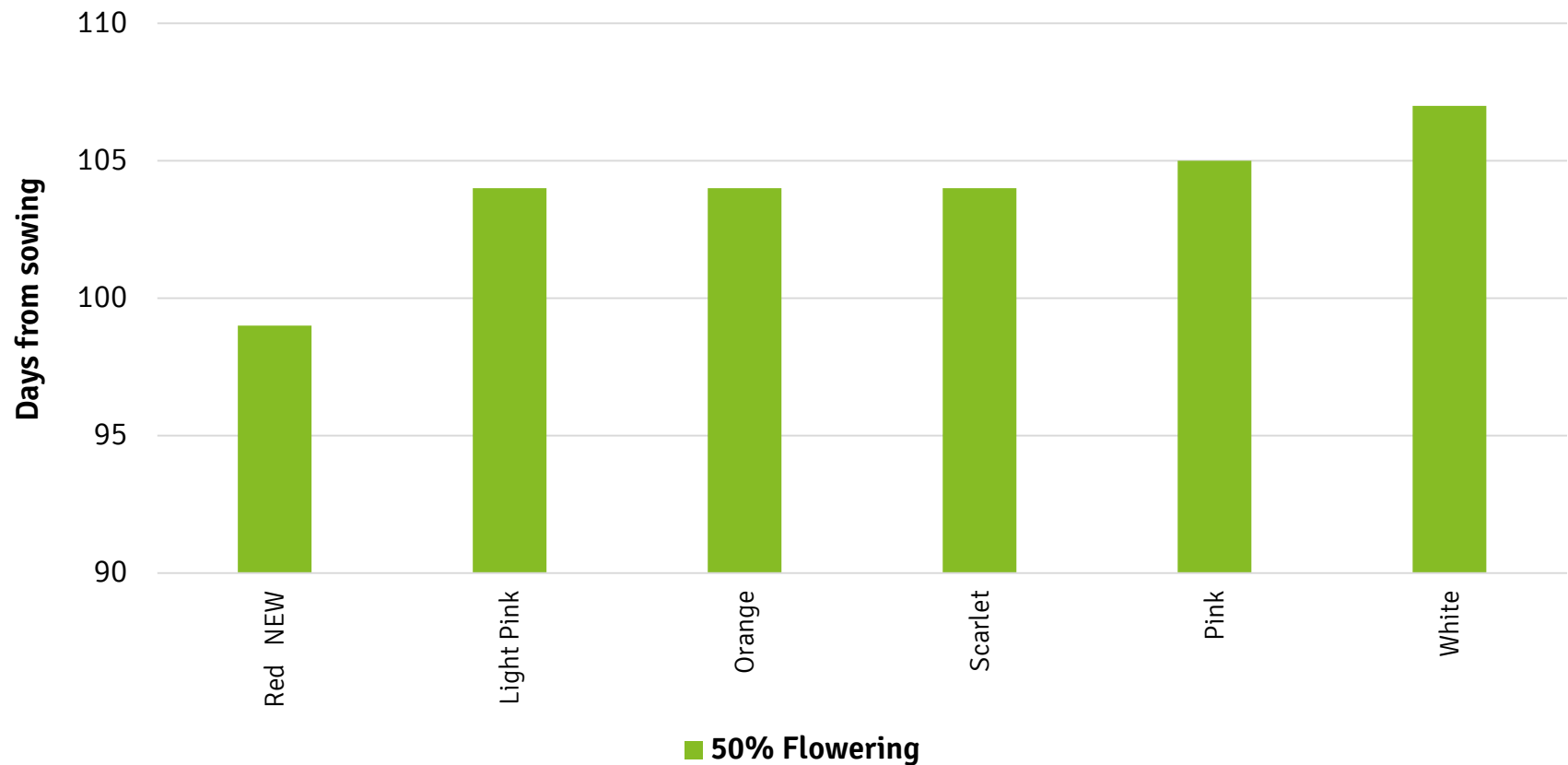
White

Begonia x hybrida F<sub>1</sub>

# Funky® – Flowering Window



## Timing Europe: Hann. Münden, Germany



Begonia Nonstop®



# Nonstop® — The Industry Leader in Tuberous Begonias



Begonia tuberhybrida F<sub>1</sub>

# Nonstop® Series



- A full color range in green foliage
- Nonstop® is best for premium quality production
- Ideally suited for 12-13 cm / 6" pots, baskets and the landscape
- Great alternative for shade
- Consumer recognized brand name
- Choice of 12 great Nonstop® colors and 1 mix!

Crop Time	Height	Exposure	Seed form
14-15 wks	10" / 25 cm	Partial shade – Shade	Raw & Pelleted

Nonstop®s in the breeding stage

Begonia tuberhybrida F<sub>1</sub>



# Nonstop® Fire – The Extravagant Color



New



- Unique flamy flower color with playful shades
- Well branched plant habit
- Perfect flower presentation
- Early flowering; integrates perfectly into the Nonstop® series



Begonia tuberhybrida F<sub>1</sub>



# Nonstop® Sunset – As beautiful and unique as can be



New



- Glowing Sunset color
- Bright Orange with yellow center
- Well branched plant habit
- Charming flower presentation
- Early flowering;  
integrates perfectly into the  
Nonstop® series



Begonia tuberhybrida F<sub>1</sub>



# Nonstop® – All Colors at a Glance



Appleblossom



Deep Rose



Deep Salmon



Fire



Orange



Pink



Red



Rose Petticoat



Sunset



White



Yellow



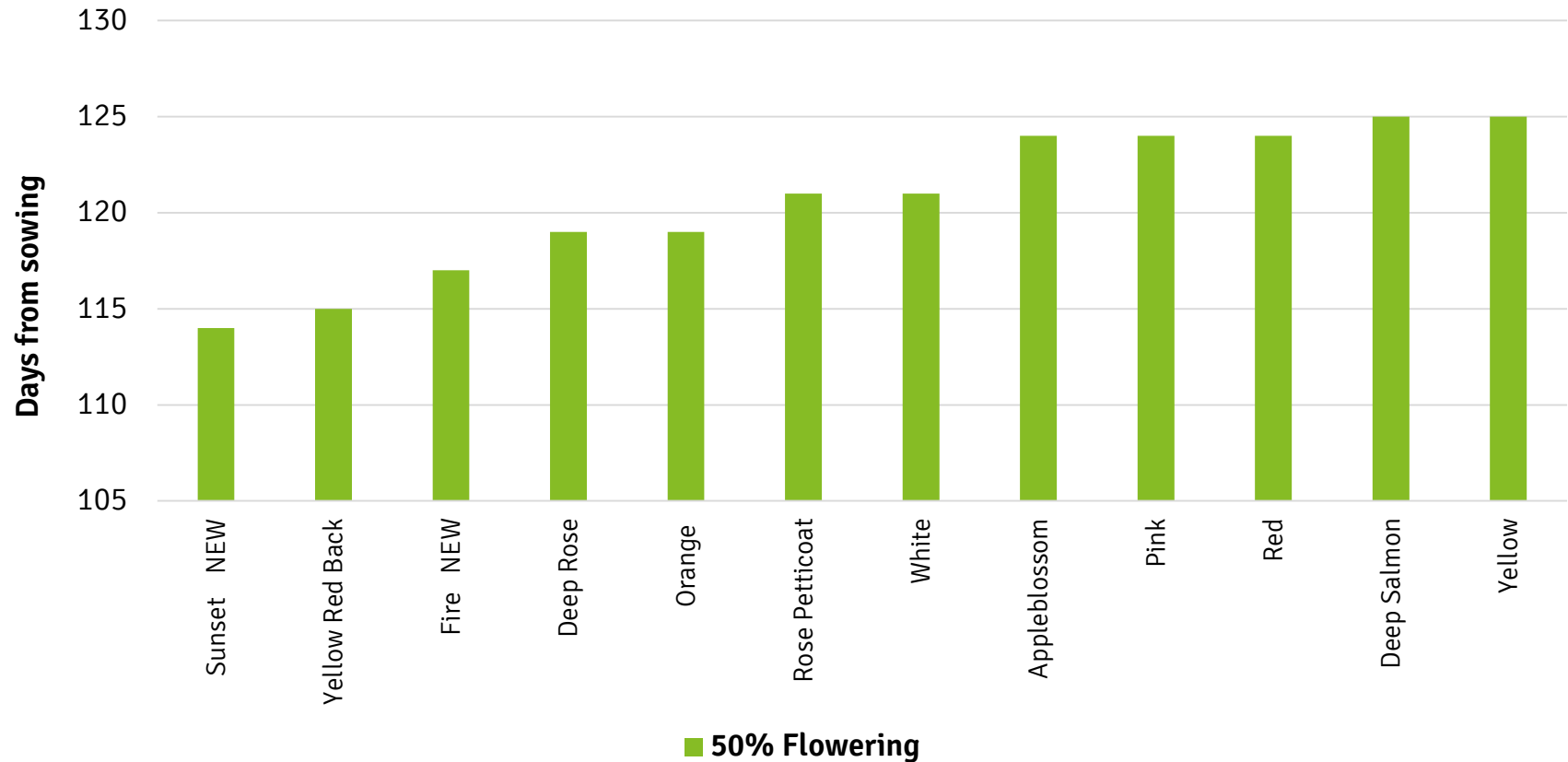
Yellow Red Back



# Nonstop® – Flowering Window



## Timing Europe: Hann. Münden, Germany



Begonia Nonstop® Mocca



## Unique Color Contrast & Outdoor Performance



Begonia tuberhybrida F<sub>1</sub>

## Nonstop® Mocca Series



- Nonstop® Mocca assures excellent outdoor performance
- Highest transplantable seedlings in the industry
- Free flowering
- Strong branching plants
- Series provides 10 colors and 1 mix

Crop Time	Height	Exposure	Seed form
14-15 wks	10" (25 cm)	Partial shade – Shade	Raw & Pelleted

Begonia tuberhybrida F<sub>1</sub>

# Nonstop<sup>®</sup> Mocca Deep Red



New



- Classy color combination
- Large double deep red flowers above chocolate colored leaf
- Early flowering – Leader of the series regarding flowering window
- Short time from first flower to full flowering plant



Begonia tuberhybrida F<sub>1</sub>



# Nonstop<sup>®</sup> Mocca Rose Shades



New



- Bright rosy flower color
- Distinguished appearance with big double flowers above chocolate leaves
- Fits perfect into the series regarding flowering window and habit



Begonia tuberhybrida F<sub>1</sub>



# Nonstop<sup>®</sup> Mocca – All Colors at a Glance



Bright Orange



Cherry



Deep Orange



Deep Red



Pink Shades



Red



Scarlet



White



Yellow



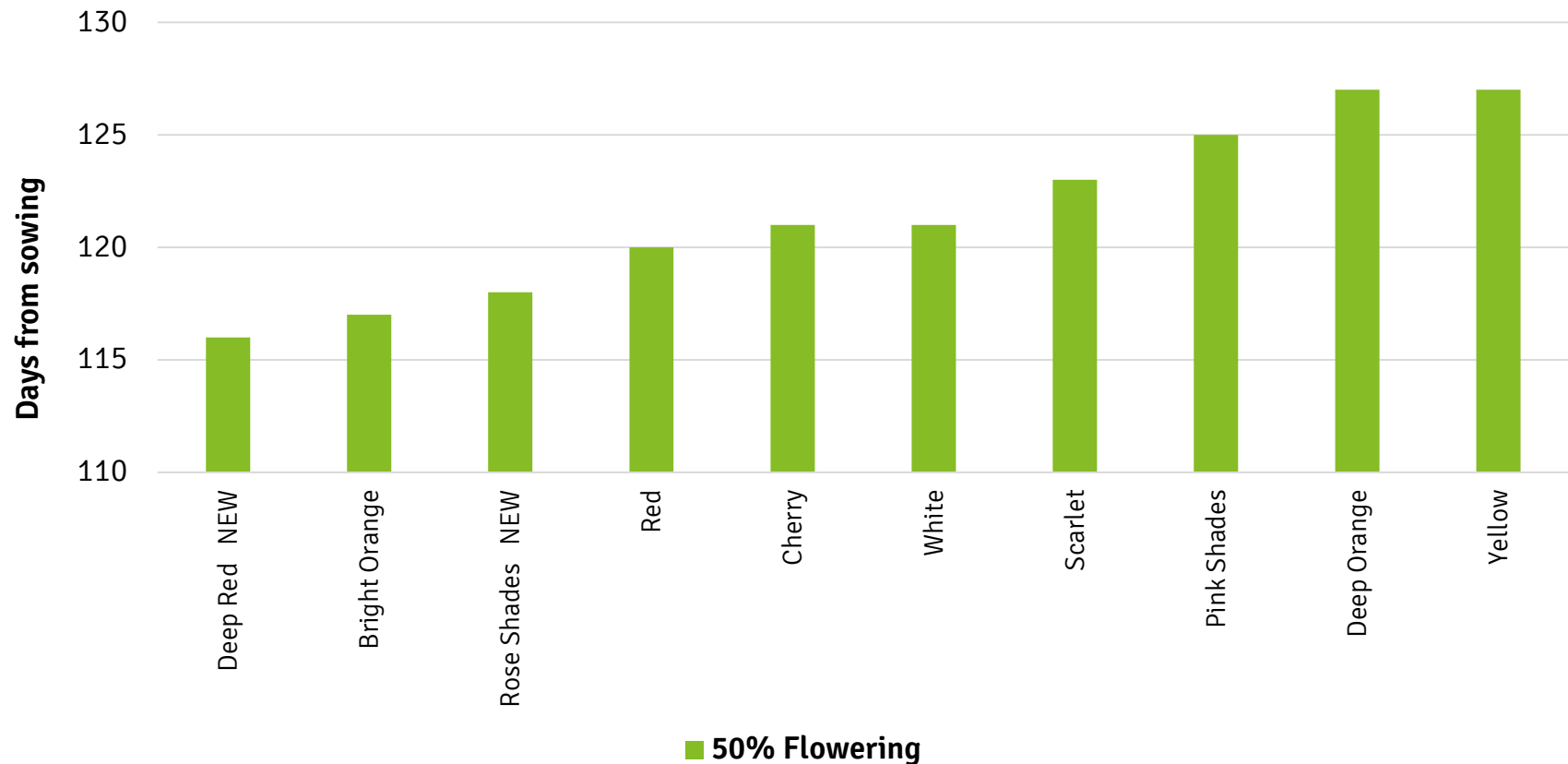
Rose Shades



# Nonstop<sup>®</sup> Mocca – Flowering Window



## Timing Europe: Hann. Münden, Germany



Begonia Nonstop® Joy



# The Compact Semi-Trailing Nonstop® Begonia



Begonia tuberhybrida F<sub>1</sub>

## Nonstop<sup>®</sup> Joy Series



- Joy — The unique trailing tuberous begonia from seed
- Growers enjoy easy production and shipping!
- Retailers enjoy the appealing presentation in the stores!
- Consumers enjoy all summer long beauty with abundance of big double flowers!

Crop Time	Height	Exposure	Seed form
16-18 wks	8-10" (20-25 cm)	Partial shade – Shade	Pelleted

Begonia tuberhybrida F<sub>1</sub>

## Nonstop® Joy Series



- Ideally suited for premium baskets — forms nice globes
- Well branched and healthy plants
- Great show in pots, containers and garden beddings
- Perfect mounded habit
- Allrounder for versatile uses
- Easy to ship due to half trailing branches
- Presents perfect upright flowers in sales stage/pots and baskets

Nonstop® Joy Mocca White

Begonia tuberhybrida F<sub>1</sub>



# Nonstop<sup>®</sup> Joy Orange & Red Exp.



Orange Exp.



Red Exp.

Begonia tuberhybrida F<sub>1</sub>



# Nonstop<sup>®</sup> Joy – All Colors at a Glance



Orange Exp.



Red Exp.



Yellow



Mocca White

I'M  
KIND OF  
A BIG  
DEAL.



# Begonia BIG & BIG DeluXXe

The most trusted Begonia in its Class. Period.

Begonia x benariensis F<sub>1</sub>



# BIG — The Most Trusted Begonia in its Class. Period



I'M  
KIND OF  
A BIG  
DEAL.



BIG in front of the German Reichstag/Bundestag, Berlin

Begonia x benariensis F<sub>1</sub>

# BIG Series



I'M  
KIND OF  
A BIG  
DEAL.



- Well branched, full bodied plant
- Fills pots easily and fast
- Easy to grow and ship
- Outstanding performer across the world
- Finishes two weeks earlier than competing varieties
- Thrives in every region
- Versatile – plant in sun or shade
- Most vigorous and well-branched begonia
- 8 unbeatable colors in the series now!

Crop Time	Height	Exposure	Seed form
12-14 wks	24-30" / 60-80 cm	Sun - Shade	Pelleted

**BIG at Eiffel Tower, Paris**

Begonia x benariensis F<sub>1</sub>



# BIG Deep Rose Bronze Leaf



I'M  
KIND OF  
A BIG  
DEAL.

New

- New Deep Rose Bronze Leaf makes # 7 in the BIG series
- Deep Rose Bronze Leaf – Popular & high impact color
- Great contrast of deep rose flower and chocolate colored leaf
- Well branched – matches all colors in the BIG series
- Perfect plant habit that fits series



Begonia x benariensis F<sub>1</sub>

# BIG White Green Leaf



I'M  
KIND OF  
A BIG  
DEAL.



Begonia x benariensis F<sub>1</sub>

# BIG White Green Leaf



I'M  
KIND OF  
A BIG  
DEAL.



Utility Patent Pending

- BIG White Green Leaf is # 8 in the BIG series – your lucky number 😊
- Extremely well branching plant with short internodes
- Little “lazy” flowering at early stage
- Perfectly round mounded habit later in the season
- Earlier flower set than other BIG colors
- Slightly different growing habit: at the early stage a bit flatter and more branching than other BIGs
- Full bloom later in the season
- Extremely heat tolerant



Begonia x benariensis F<sub>1</sub>



# BIG White Green Leaf — WOW!



Utility Patent Pending

Begonia x benariensis F<sub>1</sub>

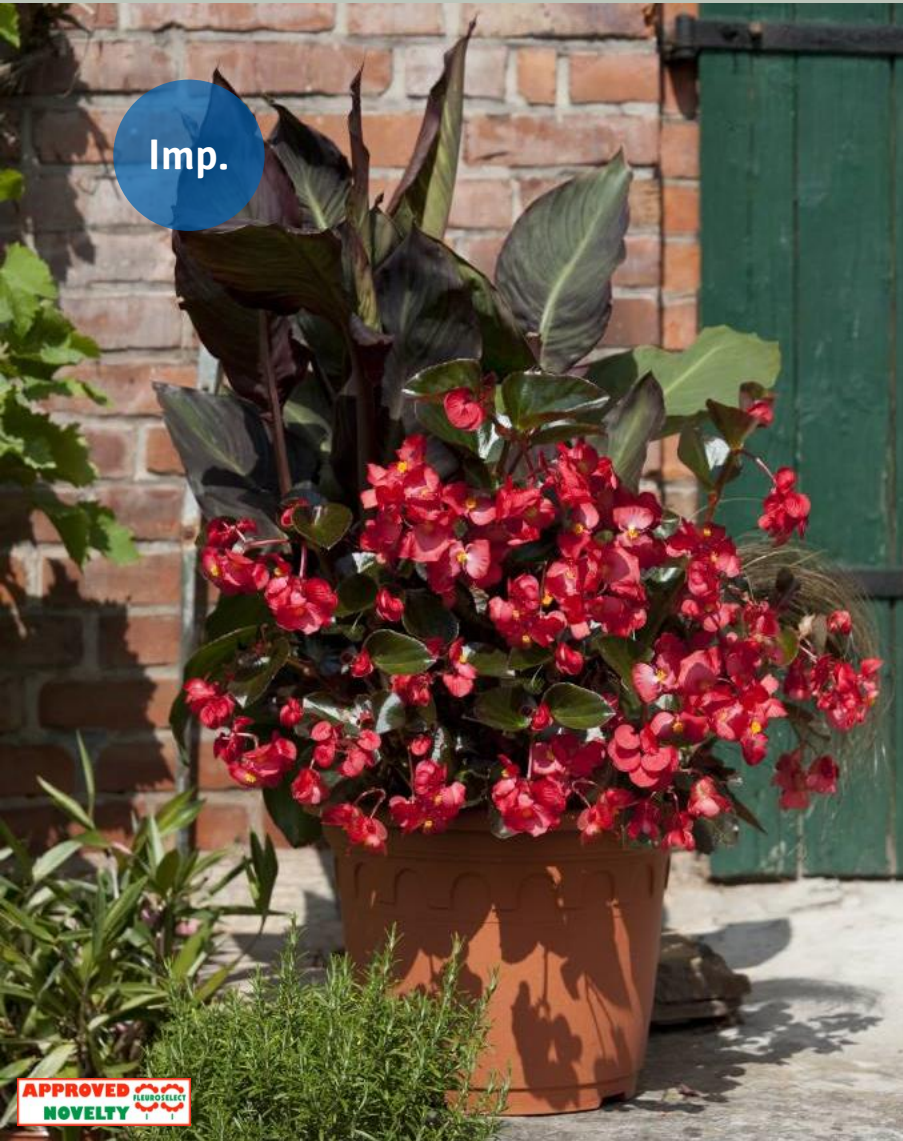
# BIG Red Bronze Leaf



I'M  
KIND OF  
A BIG  
DEAL.

Imp.

- Improvements:
  - Better and more branching; beefier plant habit
  - Fits better into the series
- Very popular color combination of red flowers and bronze leaved foliage



Begonia x benariensis F<sub>1</sub>



# BIG – All Colors at a Glance



Deep Rose Bronze Leaf



Pink Bronze Leaf



Pink Green Leaf



Red Bronze Leaf



Red Green Leaf



Rose Bronze Leaf



Rose Green Leaf



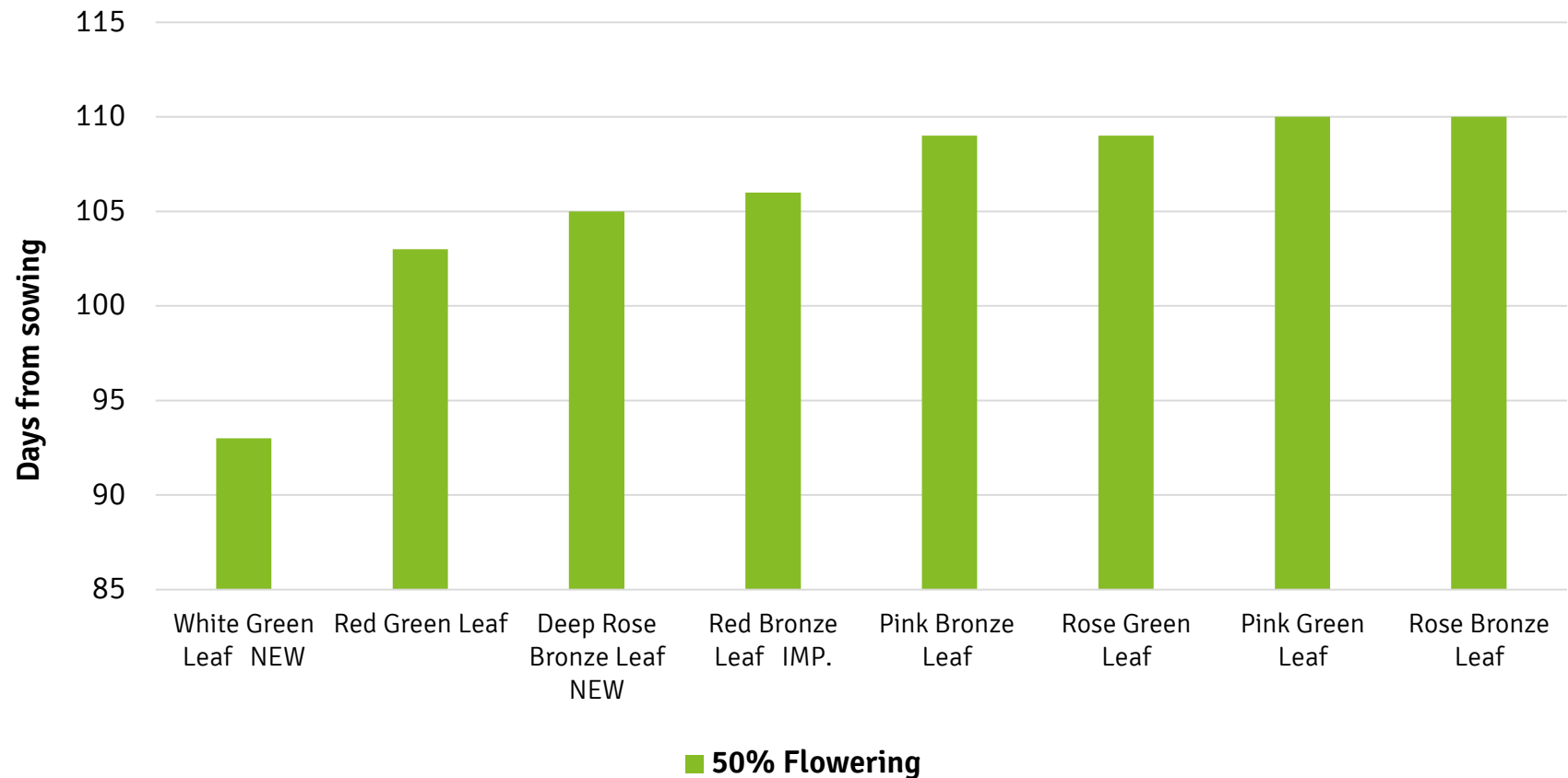
White Green Leaf



# BIG – Flowering Window



## Timing Europe: Hann. Münden, Germany



Celosia cristata Brainiac



## New and Exciting Look — Brainiac

New  
Series



Celosia cristata

## Brainiac Series



New  
Series

- Easy control of sowing
- Early flowering with a compact and uniform habit
- Attractive large flower heads in a bright color
- Coral shaped flower heads attract consumers
- Heat tolerant
- Good for sunny locations in moderate climates

Crop Time	Height	Exposure	Seed form
10-11 wks	6" / 15 cm	Sun	Raw

Brainiac Maxi Mix

Celosia cristata

## Brainiac Series



New  
Series



- Dense crested heads in vibrant hot colors
- Early flowering with a compact and uniform habit
- Recommended for commercial bench run in pots or packs
- Heat lover
- Also very well suited for use in landscape settings
- Loves full sun and hot summer conditions in moderate climates

Raven Red, Mad Magenta, Lightning Yellow

Celosia cristata



## Brainiac – All Colors at a Glance



Mad Magenta



Raven Red



Think Pink



Lightning Yellow



Robo Red:  
additional color  
**only for mix**

Petunia SUCCESS! HD



# The Compact grandiflora Petunia



Petunia x hybrida grandiflora F<sub>1</sub>

## SUCCESS! HD series



- Genetically compact series for “high density” production
- Very uniform flowering
- Large flowers
- Full packs, pots and baskets
- 8 appealing colors and 1 mix
- Extremely vivid colors

Crop Time	Height	Exposure	Seed form
9-13 wks	12-14" / 30-35 cm	Sun	Pelleted

Rose Star in combination with Burgundy

Petunia x hybrida grandiflora F<sub>1</sub>

# SUCCESS! HD Light Pink



New



- Fashionable new color
- Light color brightens up the series
- Perfect color for stylish designer mixes



Petunia x hybrida grandiflora F<sub>1</sub>



# SUCCESS! HD – All Colors at a Glance



Blue



Burgundy



Light Pink



Pink



Red



Rose Star



Salmon Morn



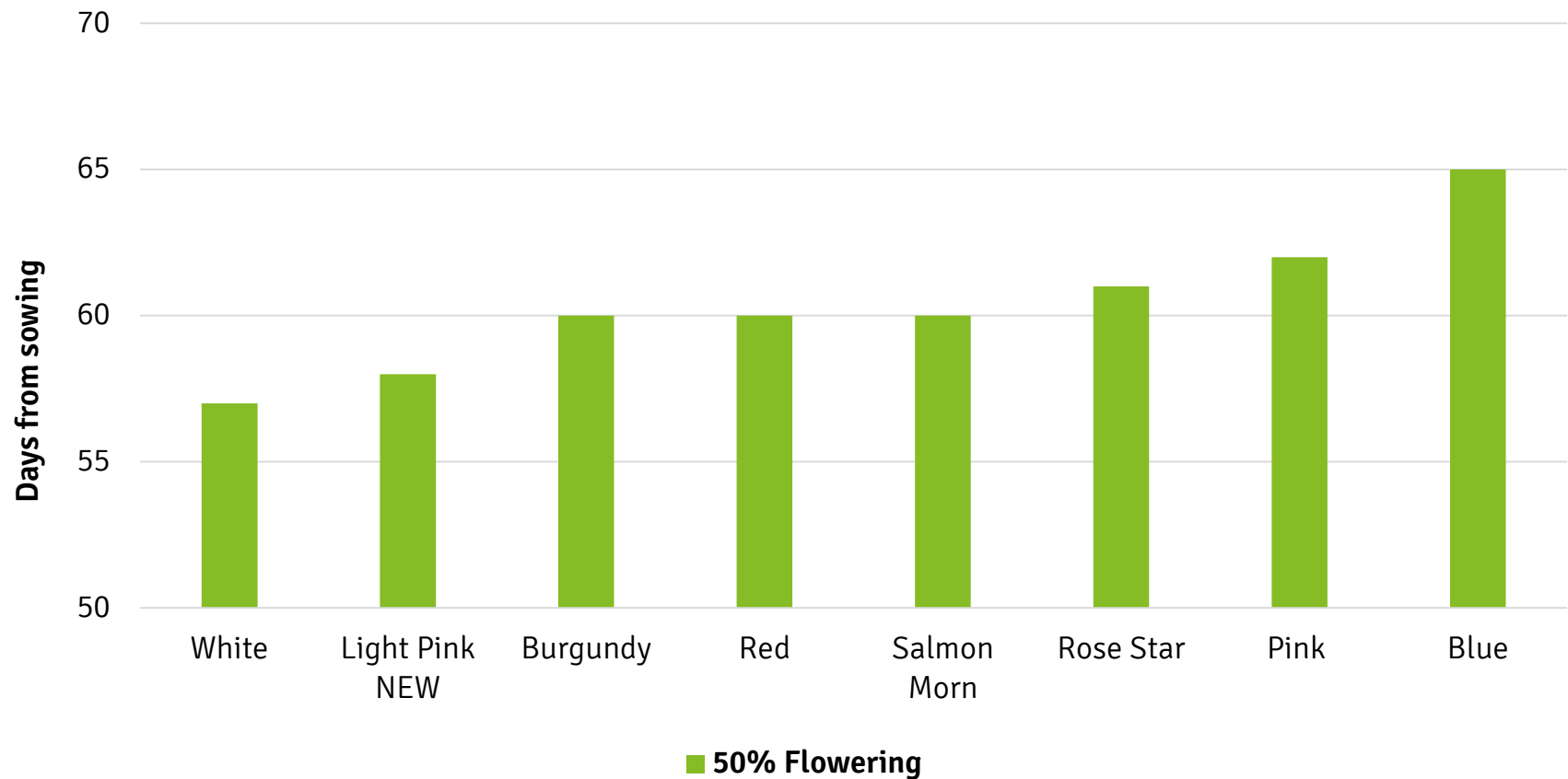
White



# SUCCESS! HD – Flowering Window



## Timing Europe: Venhuizen, Netherlands

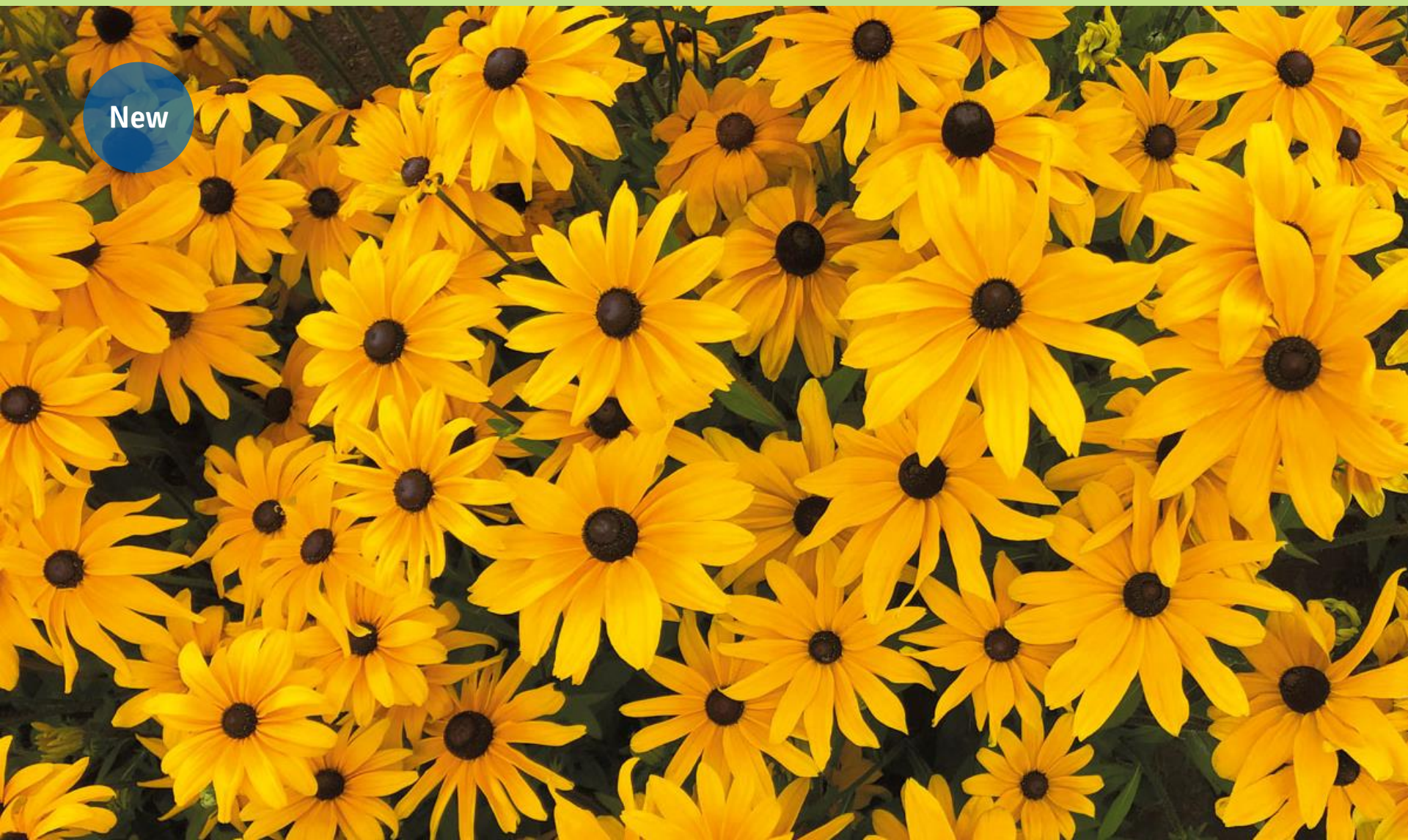


Rudbeckia Cheyenne Gold



# Cheyenne Gold —Summer couldn't be better

New



Rudbeckia hirta

# Cheyenne Gold



- Sun lover
- Adding bold, stunning color to the garden
- Huge golden yellow flowers up to 15 cm (6") diameter
- Rain tolerant flowers
- Perfect cut flower item with long vase life
- Attracts bees and butterflies
- Flowering from June to frost

Crop Time	Height	Exposure	Seed form
12-14 wks	35-47" / 90-120 cm	Sun	Raw

Rudbeckia Gold Exp.



## Rudbeckia –Symbol of the Summer



Rudbeckia hirta

## Gold Exp.



Exp.



- Large flowers
- Similar look to Prairie Sun but more compact and shorter stems
- Very well suited for pots, beddings and summer bouquets
- Watch out:  
2020 is The Year of the Rudbeckia

Crop Time	Height	Exposure	Seed form
13-15 wks	12-14" / 30-35 cm	Sun	Coated

Rudbeckia hirta

**Gold Exp.**



Primula Crescendo®



# Crescendo® — Primed Seed for better Germination



Primula elatior F<sub>1</sub>



## Crescendo® Series with Primed Seed



New  
Seed  
Form

- From April 1<sup>st</sup> only as primed seed available, speeds up germination and increases uniformity
- Extremely winter hardy: Crescendo®s can be used much like a pansy in northern climates
- Sow in July for late January flowering
- Crescendo®s can be grown under cooler temperatures, cutting production costs for the grower
- Uniform series across the whole color range

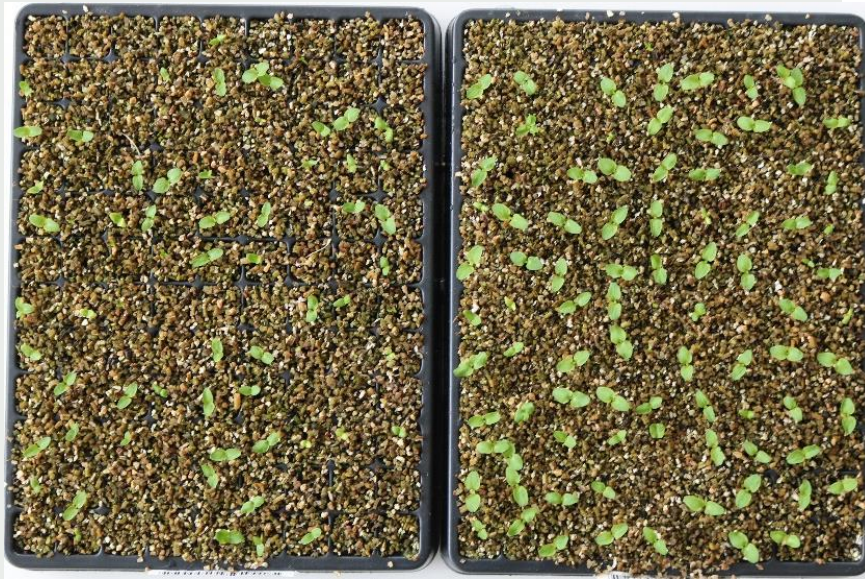
Crop Time	Height	Exposure	Seed form
26-28 wks	8-12" / 20-30 cm	Sun-Partial Shade	Primed

Crescendo® White

Primula elatior F<sub>1</sub>



# Crescendo<sup>®</sup> Series with Primed Seed



Raw

Primed

14 days



Raw

Primed

25 days

Trial at 20° C in climate chamber

Straight forward ecological solutions with sustainability



# Benary's BeGreen Initiative





# BeGreen Initiative — The sustainable Concept by Benary



- **“Being green”** —  
This task requests many facets of entrepreneurial responsibility such as:
  - Sustainable production
  - Preserving our resources
  - Acting socially minded
- **BeGreen** is a sustainable concept by Benary
- **BeGreen** regarding our seed means:  
Chemical free seed treatments
  - for healthier plants
  - for happier customers
  - for being a true green thinking and acting company in our industry
- We from Benary care about you, your customers and the environment

Pelleted Begonia Seed

Viola Admire®



**Most Professional Viola cornuta Series on the Market — BeGreen treated**



Viola cornuta F<sub>1</sub>

## Admire® Series — BeGreen treated



- Chemical free primed, speeds up germination and increases uniformity
- Uniform flower timing across the series
- More uniform plant habit
- Early, consistent pack performance
- Better branching for more flowers
- Superior performance in both fall and spring
- Outstanding outdoor performance
- Choice of 22 vibrant colors and 9 mixes

Crop Time	Height	Exposure	Seed form
Spring: 22-24 wks	8" / 20 cm	Sun – Partial Shade	Raw, BeGreen Priming
Fall: 8-10 wks	8" / 20 cm	Sun – Partial Shade	Raw, BeGreen Priming

Viola cornuta F<sub>1</sub>



## Admire<sup>®</sup> Orchid — BeGreen treated



- New intense color
- Very well suited for creative mixes in fall and spring
- For all seasons and all locations
- Integrates very well into the series regarding habit and flowering window



Good pack performance

Viola cornuta F<sub>1</sub>



## Admire<sup>®</sup> Mixes — BeGreen treated



Blackberry Mix



California Mix



Spring Fling Mix

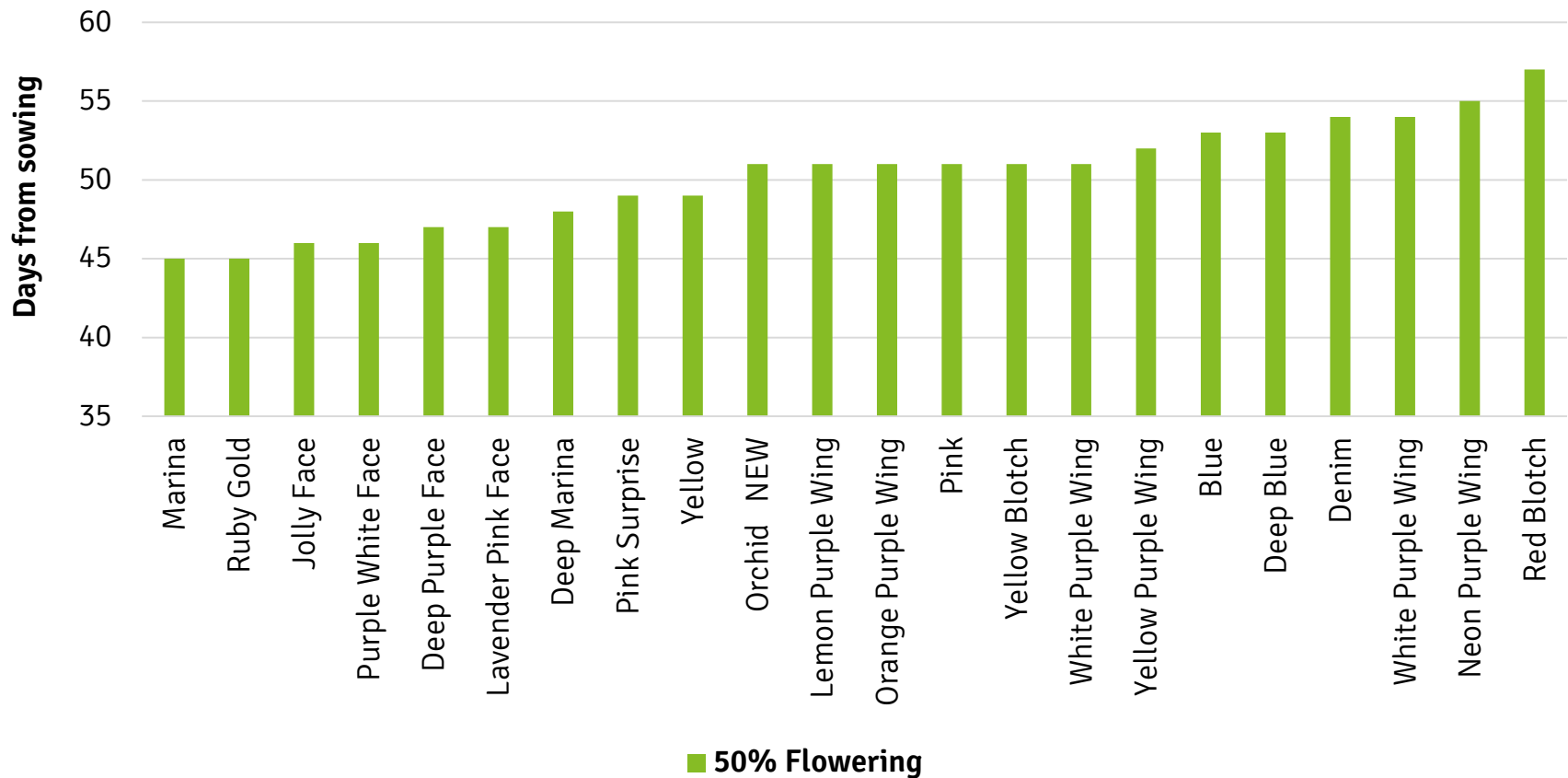
- Our best selling mixes!
- Bright and colorful
- Balanced blend of colors
- Plant alone or with other components
- Maxi Mix of all colors also available



# Admire® – Flowering Window



## Timing Fall Europe: Venhuizen, Netherlands

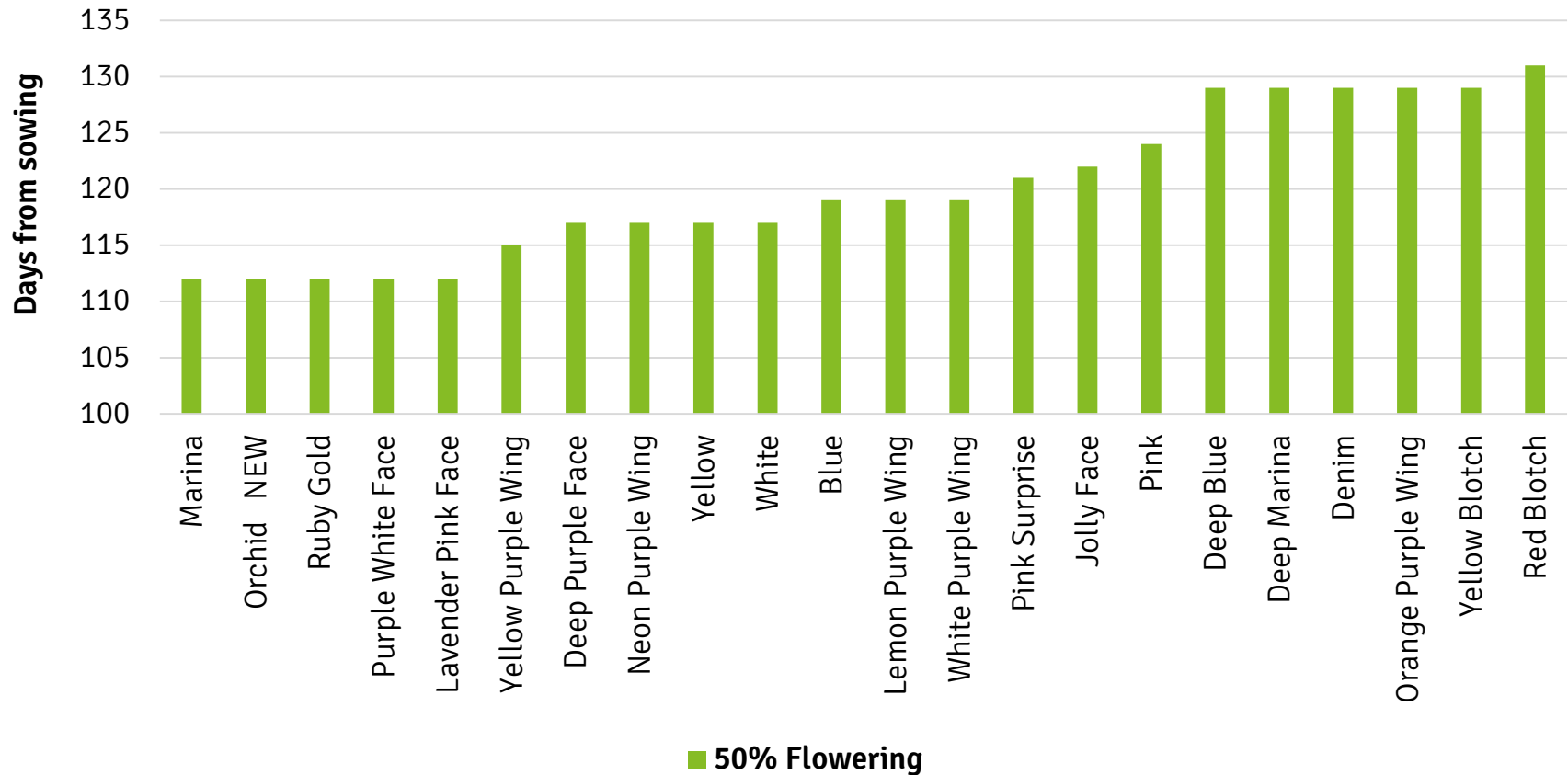




# Admire® – Flowering Window



## Timing Spring Europe: Venhuizen, Netherlands



Viola Inspire® DeluXXe



# Indulge your Customers in Luxury – BeGreen treated



Viola wittrockiana F<sub>1</sub>



# Inspire<sup>®</sup> DeluXXe Series — BeGreen treated



- Chemical free primed, speeds up germination and increases uniformity — for greener production
- Best XL-Series on the market
- Unmatched uniformity for habit & timing
- Fills the pot easily
- Perfect for late summer and early fall production
- Superior outdoor performance
- Choice of 15 vibrant colors and 8 mixes!

Crop Time	Height	Exposure	Seed form
Spring: 13-14 wks	6-8" / 15-20 cm	Sun	Raw, BeGreen Priming
Fall: 10-11 wks	6-8" / 15-20 cm	Sun	Raw, BeGreen Priming

Viola wittrockiana F<sub>1</sub>



# Inspire® DeluXXe Orange — BeGreen treated



New

- New soft orange color
- Makes a great choice for mixes
- “Beefy” foliage covers the pot
- Integrates very well into the series regarding habit and flowering window



Viola wittrockiana F<sub>1</sub>



# Inspire® DeluXXe Mixes — BeGreen treated



Blueberry Mix



Mulberry Mix



Maxi Mix

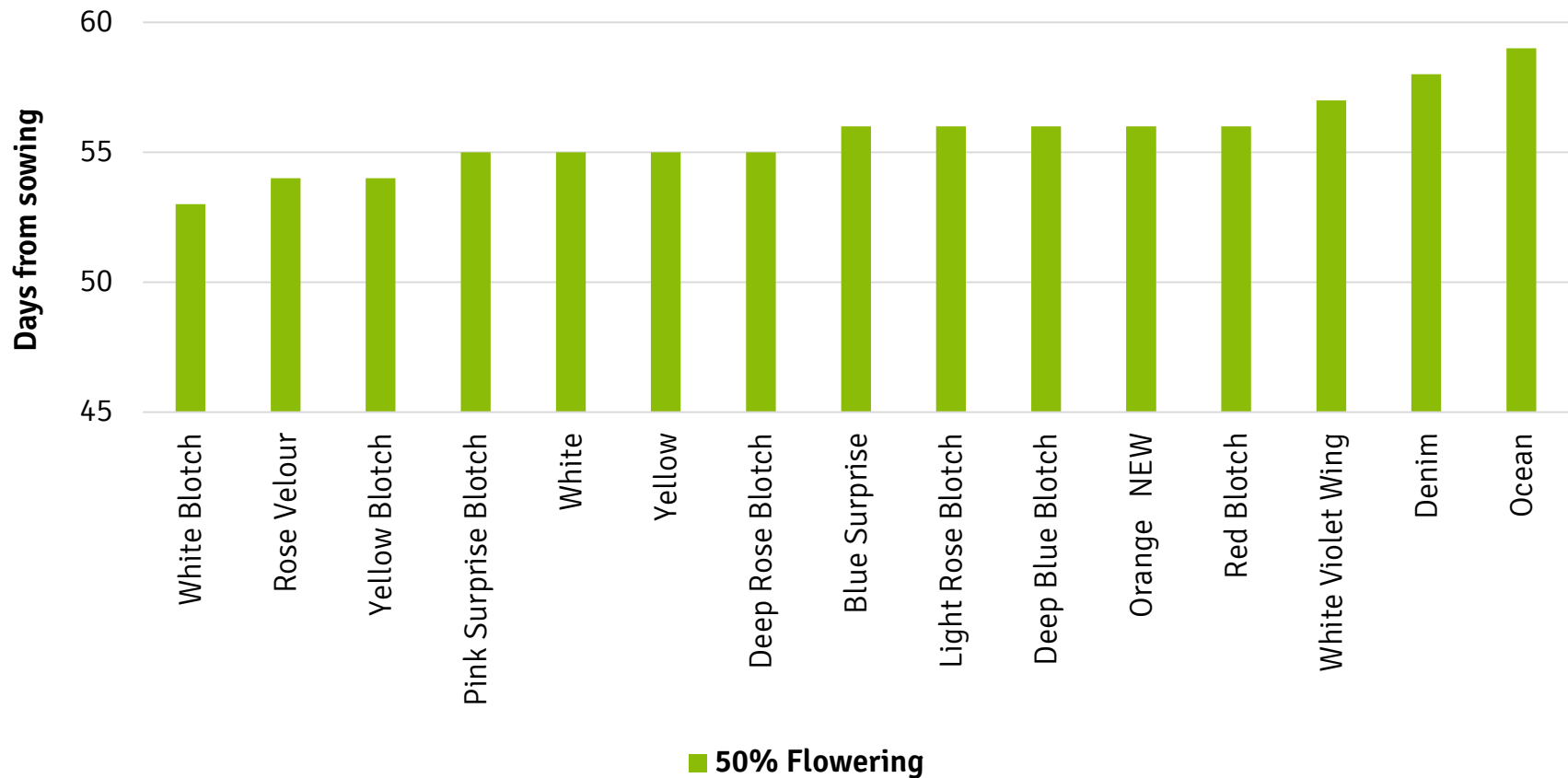
- Our best selling mixes!
- Bright and colorful
- Balanced blend of colors
- Plant alone or with other components
- Maxi Mix of all colors also available



# Inspire® DeluXXe – Flowering Window



## Timing Fall Europe: Venhuizen, Netherlands



Viola Inspire® Plus



## Milestone in large-flowered Pansies — BeGreen treated



Viola wittrockiana F<sub>1</sub>



## Inspire<sup>®</sup> Plus Series — BeGreen treated



- Chemical free primed, speeds up germination and increases uniformity —for eco-friendly production
- Most advanced breeding in large-flowered pansies
- Ideal for spring and late fall production
- Uniform flower timing across the series
- Uniform habit, pot filling and compact
- Short flower stems – no stretching!
- 20 enchanting colors and 11 mixes

Crop Time	Height	Exposure	Seed form
Spring: 25-26 wks	6-8" / 15-20 cm	Sun	Raw, BeGreen Priming
Fall: 10-12 wks	6-8" / 15-20 cm	Sun	Raw, BeGreen Priming

Orange

Viola wittrockiana F<sub>1</sub>



## Inspire® Plus Mixes — BeGreen treated



Mardi Gras Mix



Sun 'n Surf Mix



Sunny Day Mix

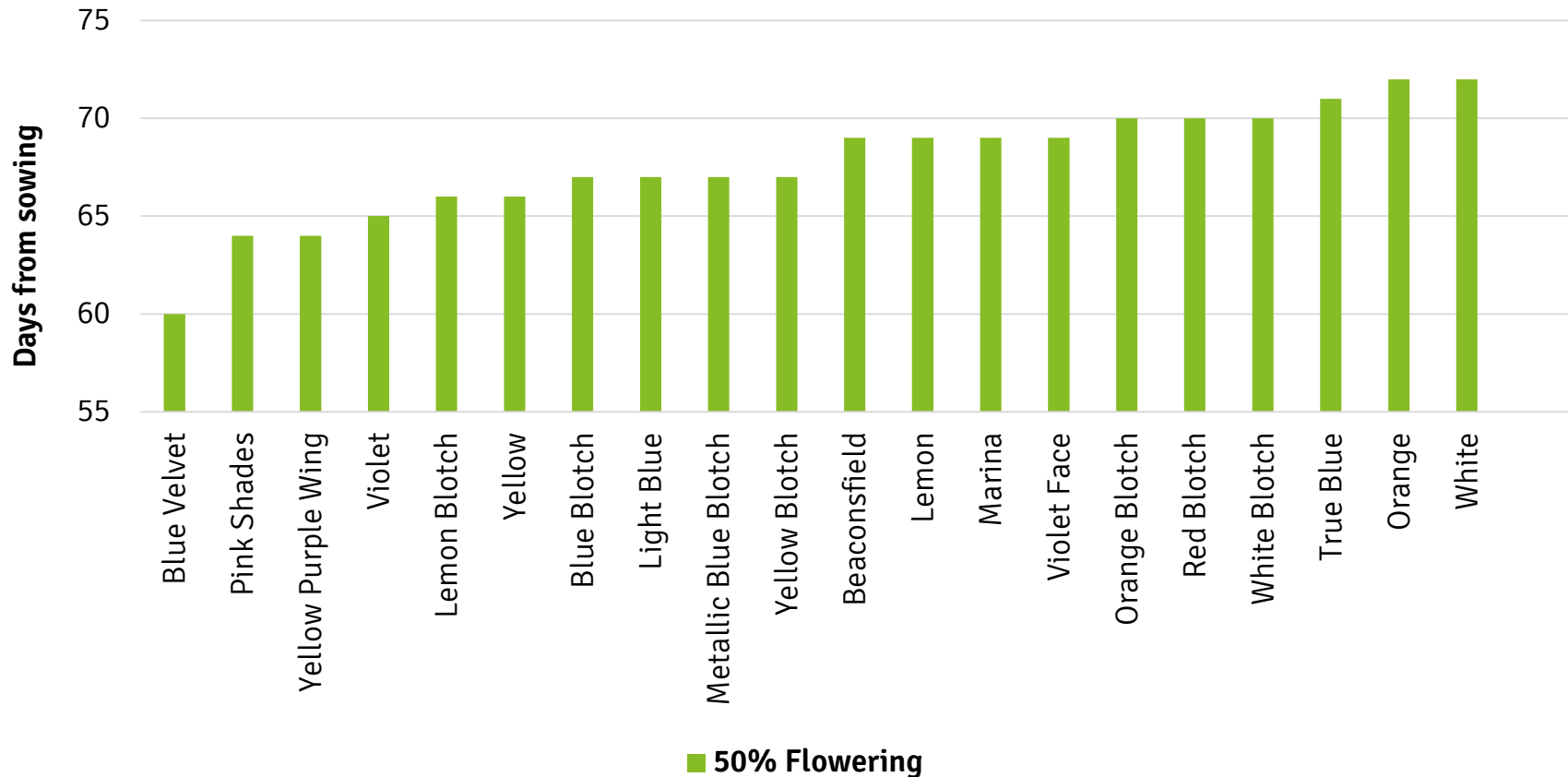
- Our best selling mixes!
- Bright and colorful
- Balanced blend of colors
- Plant alone or with other components
- Maxi Mix of all colors also available



# Inspire<sup>®</sup> Plus – Flowering Window – BeGreen treated



## Timing Fall Europe: Venhuizen, Netherlands

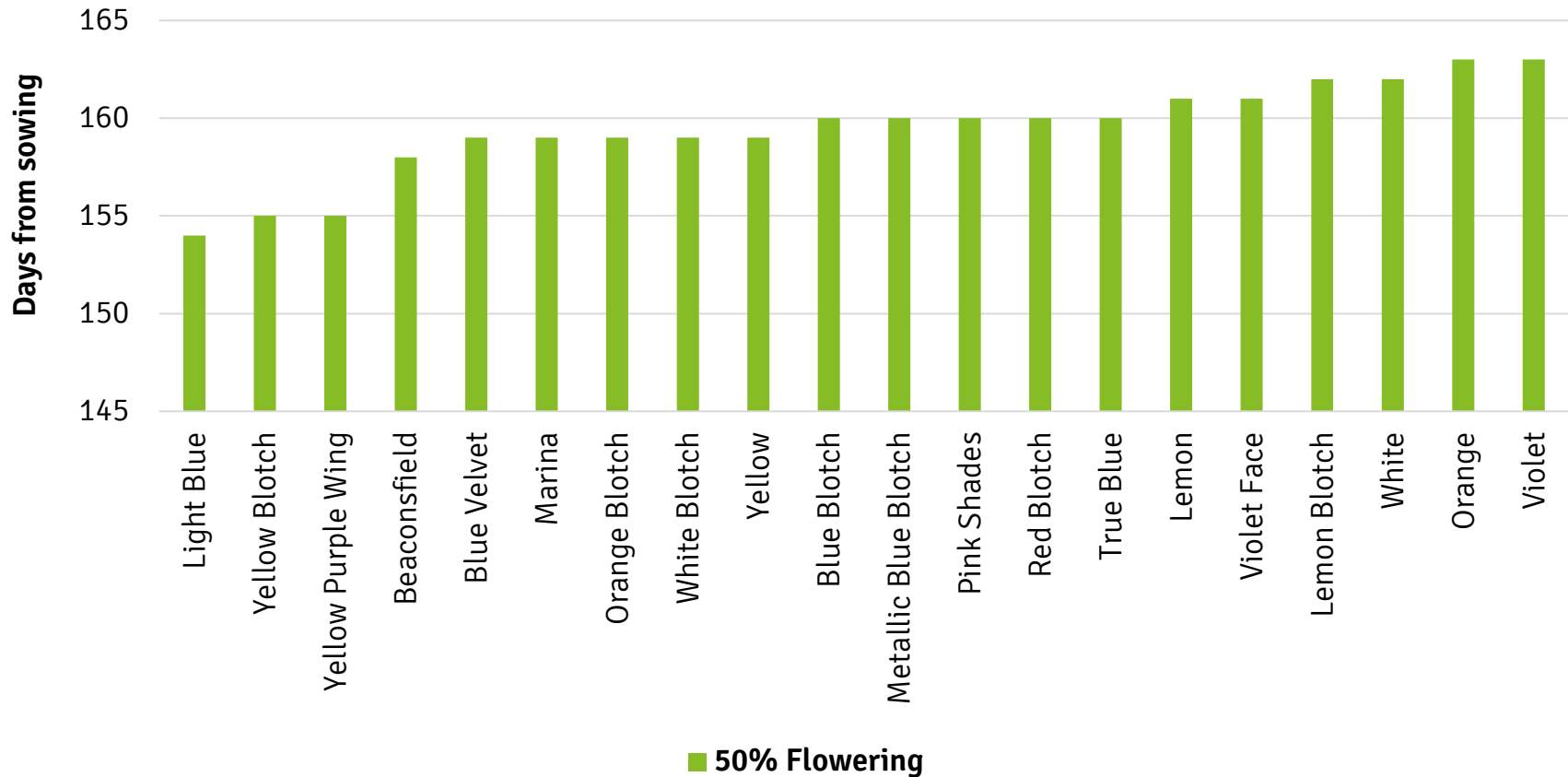




# Inspire® Plus – Flowering Window – BeGreen treated



## Timing Spring Europe: Venhuizen, Netherlands



Verbena Imagination®

# Imagination® — BeGreen treated



Verbena speciosa



# Imagination® – The All-round Talent – BeGreen treated



- Now chemical free primed for eco-friendly production, speeding up germination and increased uniformity
- AAS and Fleuroselect Winner
- Suitable for pots, mixed containers, window boxes, hanging baskets, beddings, and ground covers
- Profusely branching stems
- Heat tolerant
- Clusters of deep violet-blue flowers

Crop Time	Height	Exposure	Seed form
12-14 wks	12" / 30 cm	Sun - Shade	BeGreen Primed

Verbena speciosa



## Imagination<sup>®</sup> — The All-round Talent — BeGreen treated



- Faster germination
- Larger seedlings
- Higher uniformity
- More useable plants

Untreated Seed vs. BeGreen Priming after 16 days at 24 °C / 75 °F

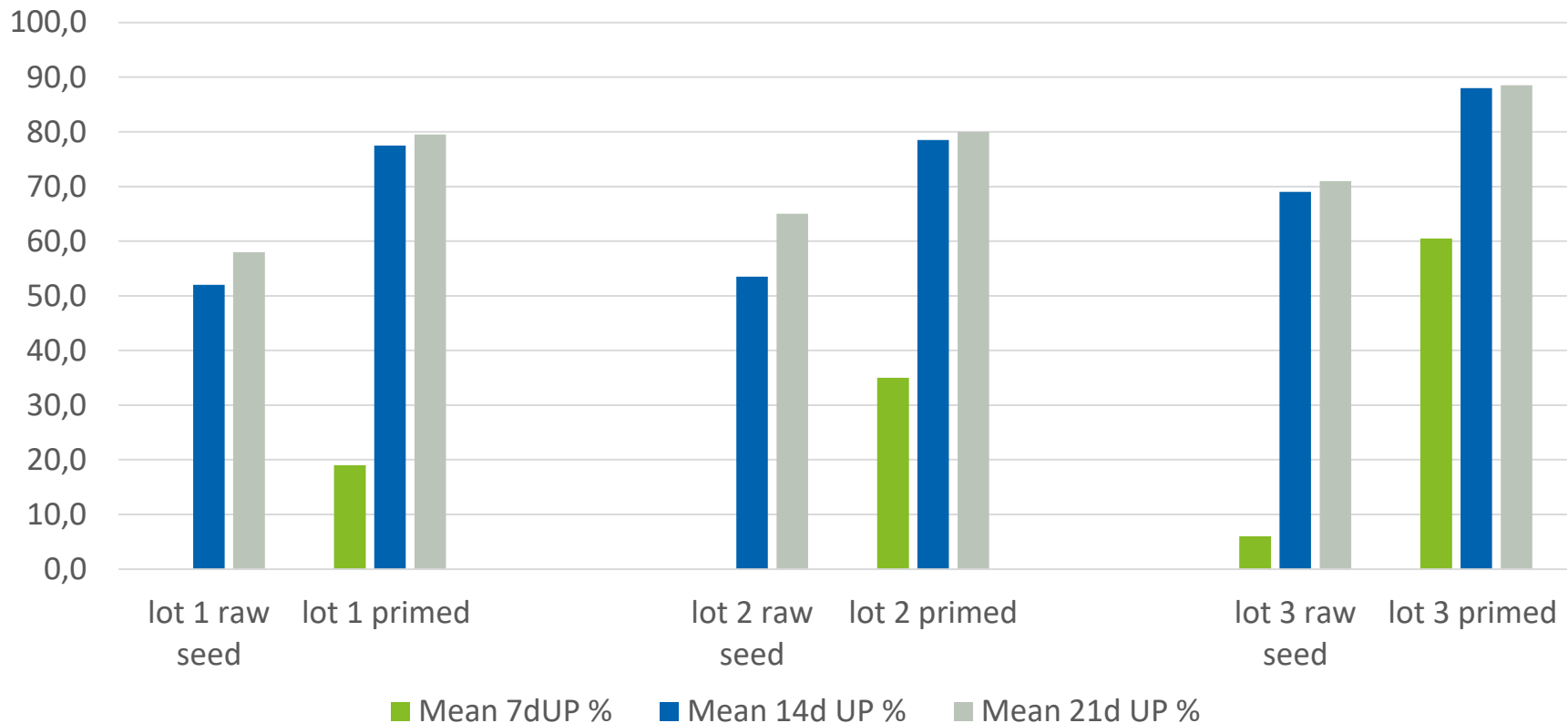


# Imagination<sup>®</sup> – Germination with BeGreen Treatment



Greenhouse data. **Useable plants** in soil, counted after 7,14, and 21 days.

**Temperature: Day:** 24-34°C/75-92 °F. **Night:** 18 °C/64 °F



Sempervivum Hippie Chicks



## Hippie Chicks — Very cool! — BeGreen treated



# Hippie Chicks — Very cool! — BeGreen treated

2



- **BeGreen ApeX Pellet:**  
Easy sowing, increased young plant yield, chemical free treated
- Mixture of a variety of colors
- Succulent leaf rosettes
- Non-branching flower spikes
- Evergreen, winter-hardy
- Attractive structural plant for rock gardens, mixed containers, green roofs
- Use also as indoor plant
- Very popular succulent; not only for millennials 😊

Crop Time	Height	Exposure	Seed form
8 -10 months	2-3" / 5-8 cm	Sun	BeGreen ApeX Pellet

Sempervivum



# Hippie Chicks — Excellent with BeGreen ApeX Pellet

2



Untreated Seed (left: 3 wks / right: 10 wks)

ApeX Pellet (left: 3 wks / right: 10 wks)



# Thank you very much for your Attention!

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