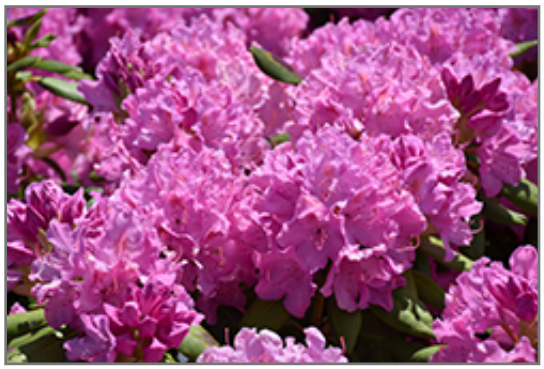
Roseum Elegans Rhododendron

Rhododendron catawbiense 'Roseum Elegans'



Roseum Elegans Rhododendron flowers
Photo courtesy of NetPS Plant Finder

Height: 7 feet

Spread: 6 feet

Sunlight: ○ ◐

Hardiness Zone: 4b

Other Names: Catawba Rhododendron

Description:

An outstanding broadleaf evergreen shrub with purple-pink flowers in spring and an upright rounded habit, quite hardy, good in partial shade; absolutely must have well-drained, highly acidic and organic soil, use plenty of peat moss when planting

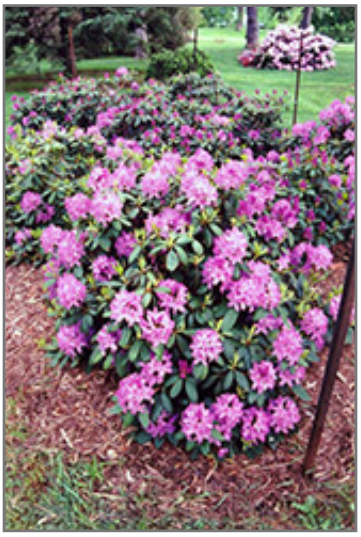
Ornamental Features

Roseum Elegans Rhododendron is smothered in stunning clusters of lilac purple trumpet-shaped flowers with shell pink overtones at the ends of the branches in mid spring, which emerge from distinctive purple flower buds. It has green evergreen foliage. The large narrow leaves remain green throughout the winter.

Landscape Attributes

Roseum Elegans Rhododendron is a multi-stemmed evergreen shrub with an upright spreading habit of growth. Its relatively coarse texture can be used to stand it apart from other landscape plants with finer foliage.

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.



Roseum Elegans Rhododendron in bloom
Photo courtesy of NetPS Plant Finder

Roseum Elegans Rhododendron is recommended for the following landscape applications;

- Accent
- Mass Planting
- General Garden Use

Retail Locations

Hopkinton
93 East Main Street
Hopkinton, MA 01748
(508) 435-3414

Chelmsford
160 Pine Hill Road
Chelmsford, MA 01824
(978) 349-0055

Hingham
1099 Main Street
Hingham, MA 02043
(781) 749-3773

Wholesale Locations

Hopkinton
40 Frankland Road
Hopkinton, MA 01748
Phone: (508) 293-8028

Middleborough
3 River Street
Middleborough, MA 02346
Phone: (508) 946-1505

Chelmsford
160 Pine Hill Road
Chelmsford, MA 01824
Phone: (978) 349-0055

Hingham
1099 Main Street
Hingham, MA 02043
(781) 749-3773

Planting & Growing

Roseum Elegans Rhododendron will grow to be about 7 feet tall at maturity, with a spread of 6 feet. It tends to be a little leggy, with a typical clearance of 1 foot from the ground, and is suitable for planting under power lines. 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 full sun to partial shade. You may want to 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 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 is a selection of a native North American species.