



**Rose (Floribunda), Europeana**  
*Rosa 'Europeana'*

Height: 3 feet

Spread: 3 feet

Sunlight: ○

Hardiness Zone: 5b

Group/Class: Floribunda Rose

**Description:**

An international favorite that bears extraordinary clusters of rich red double blossoms, the abundance of blooms will overshadow the deep green glossy foliage; will require a higher level of cultivation and care but is well worth it; fertilize regularly.

**Ornamental Features**

The Rose (Floribunda), Europeana is clothed in stunning red flowers at the ends of the branches from late spring to mid fall. The flowers are excellent for cutting. It has dark green deciduous foliage. The glossy oval compound leaves do not develop any appreciable fall color. The fruits are showy red hips displayed in late fall.

**Landscape Attributes**

The Rose (Floribunda), Europeana is a multi-stemmed deciduous shrub with an upright spreading habit of growth. Its average texture blends into the landscape, but can be balanced by one or two finer or coarser trees or shrubs for an effective composition.

This shrub 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.

Gardeners should be aware of the following characteristic(s) that may warrant special consideration;

- Spiny

The Rose (Floribunda), Europeana is recommended for the following landscape applications;



*Rose (Floribunda), Europeana flowers*

*Photo courtesy of NetPS Plant Finder*



*Rose (Floribunda), Europeana in bloom*

*Photo courtesy of NetPS Plant Finder*



- Accent
- Mass Planting
- Hedges/Screening
- General Garden Use

### **Planting & Growing**

The Rose (Floribunda), Europeana will grow to be about 3 feet tall at maturity, with a spread of 3 feet. It tends to fill out right to the ground and therefore doesn't necessarily require facer plants in front. It grows at a medium rate, and under ideal conditions can be expected to live for approximately 20 years.

This shrub should only be grown in full sunlight. It does best in average to evenly moist conditions, but will not tolerate standing water. This plant should be periodically fertilized throughout the active growing season with a specially-formulated acidic fertilizer. It is not particular as to soil type, but has a definite preference for acidic soils. It is somewhat tolerant of urban pollution. This particular variety is an interspecific hybrid.

### **Special Attributes**

Pre-spring Cleanup Late January into February cut back to about 24 inches tall. Remove criss-crossing canes, thin out a fifth of the older canes, remove dead or weak canes, clean up any damage, open up the center of Floribunda Roses. Deadhead after blooming.