



**Visit any of our store locations to discuss your plant selections with one of our lawn & garden experts!**

**Brookfield**

14845 W Capitol Drive  
(262) 783-2323

**Milwaukee**

5400 S. 27th Street  
(414) 761-5400

**Wauwatosa**

12217 Watertown Plank  
(414) 763-6599

**Greenfield**

3725 S. 108th Street  
(414) 328-5600

**Waukesha**

2220 E Moreland Blvd  
(262) 797-7070

**Racine**

6626 Washington Ave  
(262) 886-7900

**Mequon**

10850 N Port Washington  
(262) 241-2121

**West Bend**

601 Wildwood Road  
(262) 338-5252

**Appleton**

4860 W Wisconsin Ave  
(920) 735-7777

**Oshkosh**

300 S. Koeller Street  
(920) 426-6300

**Green Bay**

980 Waube Lane  
(920) 339-2200

**Big Bend**

571 W23445 National  
(262) 662-5800

**Kenosha**

6300 Green Bay Road  
(262) 605-0280

**Germantown**

W184 N9676 Appleton  
(262) 253-1147

**Oconomowoc**

1570 Unity Drive  
(262) 560-4191

**Bellevue**

2727 Eaton Road  
(920) 884-2255

**Kimberly**

710 Cobblestone Lane  
(920) 687-5013



**White Swan Coneflower**  
*Echinacea purpurea 'White Swan'*

Plant Height: 24 inches

Flower Height: 32 inches

Spread: 24 inches

Sunlight: ☉

Hardiness Zone: 3

Other Names: Purple Coneflower

**Description:**

Heat and drought tolerant, this easy to care for selection features elegant pure white petals, surrounding a large coppery-brown central cone; vigorous growth, great for borders, beds or wildflower and cutting gardens

**Ornamental Features**

White Swan Coneflower has masses of beautiful lightly-scented white daisy flowers with brown eyes at the ends of the stems from mid summer to mid fall, which are most effective when planted in groupings. The flowers are excellent for cutting. Its pointy leaves remain green in color throughout the season.

**Landscape Attributes**

White Swan Coneflower is an herbaceous perennial with an upright spreading habit of growth. Its medium texture blends into the garden, but can always be balanced by a couple of finer or coarser plants for an effective composition.



*White Swan Coneflower flowers  
Photo courtesy of NetPS Plant Finder*



*White Swan Coneflower in bloom  
Photo courtesy of NetPS Plant Finder*

***We are so proud of the nursery stock that we have carefully selected for superior quality and performance, WE GUARANTEE ALL TREES, SHRUBS, EVERGREENS FOR 2 YEARS, AND ROSES FOR 1 YEAR!***



**Visit any of our store locations to discuss your plant selections with one of our lawn & garden experts!**

**Brookfield**

14845 W Capitol Drive  
(262) 783-2323

**Milwaukee**

5400 S. 27th Street  
(414) 761-5400

**Wauwatosa**

12217 Watertown Plank  
(414) 763-6599

**Greenfield**

3725 S. 108th Street  
(414) 328-5600

**Waukesha**

2220 E Moreland Blvd  
(262) 797-7070

**Racine**

6626 Washington Ave  
(262) 886-7900

**Mequon**

10850 N Port Washington  
(262) 241-2121

**West Bend**

601 Wildwood Road  
(262) 338-5252

**Appleton**

4860 W Wisconsin Ave  
(920) 735-7777

**Oshkosh**

300 S. Koeller Street  
(920) 426-6300

**Green Bay**

980 Waube Lane  
(920) 339-2200

**Big Bend**

571 W23445 National  
(262) 662-5800

**Kenosha**

6300 Green Bay Road  
(262) 605-0280

**Germantown**

W184 N9676 Appleton  
(262) 253-1147

**Oconomowoc**

1570 Unity Drive  
(262) 560-4191

**Bellevue**

2727 Eaton Road  
(920) 884-2255

**Kimberly**

710 Cobblestone Lane  
(920) 687-5013

This is a relatively low maintenance plant, and is best cleaned up in early spring before it resumes active growth for the season. It is a good choice for attracting butterflies to your yard, but is not particularly attractive to deer who tend to leave it alone in favor of tastier treats. It has no significant negative characteristics.

White Swan Coneflower is recommended for the following landscape applications;

- Mass Planting
- Border Edging
- General Garden Use
- Container Planting

**Planting & Growing**

White Swan Coneflower will grow to be about 24 inches tall at maturity extending to 32 inches tall with the flowers, with a spread of 24 inches. It grows at a medium rate, and under ideal conditions can be expected to live for approximately 10 years. As an herbaceous perennial, this plant will usually die back to the crown each winter, and will regrow from the base each spring. Be careful not to disturb the crown in late winter when it may not be readily seen!

This plant should only be grown in full sunlight. It is very adaptable to both dry and moist locations, and should do just fine under typical garden conditions. It is considered to be drought-tolerant, and thus makes an ideal choice for a low-water garden or xeriscape application. It is not particular as to soil type or pH. It is highly tolerant of urban pollution and will even thrive in inner city environments. This is a selection of a native North American species. It can be propagated by division; however, as a cultivated variety, be aware that it may be subject to certain restrictions or prohibitions on propagation.

White Swan Coneflower is a fine choice for the garden, but it is also a good selection for planting in outdoor pots and containers. With its upright habit of growth, it is best suited for use as a 'thriller' in the 'spiller-thriller-filler' container combination; plant it near the center of the pot, surrounded by smaller plants and those that spill over the edges. It is even sizeable enough that it can be grown alone in a suitable container. Note that when growing plants in outdoor containers and baskets, they may require more frequent waterings than they would in the yard or garden. Be aware that in our climate, most plants cannot be expected to survive the winter if left in containers outdoors, and this plant is no exception. Contact our experts for more information on how to protect it over the winter months.

***We are so proud of the nursery stock that we have carefully selected for superior quality and performance, WE GUARANTEE ALL TREES, SHRUBS, EVERGREENS FOR 2 YEARS, AND ROSES FOR 1 YEAR!***