The Flower Bin
Garden Center & Nursery & Gift House

1805 Nelson Road
Longmont, CO 80501
Phone: 303-772-3454
www.theflowerbin.net

Imagination Verbena - New For 2026!

Verbena 'Imagination'



Imagination Verbena flowers
Photo courtesy of NetPS Plant Finder

Height: 14 inches

Spread: 24 inches

Spacing: 18 inches

Sunlight: ○ ◐

Hardiness Zone: (annual)

Other Names: Moss Verbena

Description:

This beautiful selection produces large clusters of violet-blue flowers; heat and drought tolerant; great for ground cover, patio containers and garden landscapes; blooms last all summer; great for cut flower arrangements

Ornamental Features

Imagination Verbena features showy clusters of violet flowers with blue overtones at the ends of the stems from late spring to mid fall. The flowers are excellent for cutting. Its narrow leaves remain green in color throughout the season.

Landscape Attributes

Imagination Verbena is an herbaceous annual with a trailing habit of growth, eventually spilling over the edges of hanging baskets and containers. Its medium texture blends into the garden, but can always be balanced by a couple of finer or coarser plants for an effective composition.

This is a relatively low maintenance plant, and should not require much pruning, except when necessary, such as to remove dieback. It is a good choice for attracting butterflies to your yard. Gardeners should be aware of the following characteristic(s) that may warrant special consideration;

- Disease

Imagination Verbena is recommended for the following landscape applications;

- Mass Planting
- General Garden Use
- Groundcover
- Container Planting

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Planting & Growing

Imagination Verbena will grow to be about 12 inches tall at maturity, with a spread of 24 inches. When grown in masses or used as a bedding plant, individual plants should be spaced approximately 18 inches apart. It has a low canopy with a typical clearance of 1 foot from the ground. Although it's not a true annual, this fast-growing plant can be expected to behave as an annual in our climate if left outdoors over the winter, usually needing replacement the following year. As such, gardeners should take into consideration that it will perform differently than it would in its native habitat.

This plant does best in full sun to partial shade. It is very adaptable to both dry and moist locations, and should do just fine under typical garden conditions. It is not particular as to soil type or pH. It is somewhat tolerant of urban pollution. Consider applying a thick mulch around the root zone in winter to protect it in exposed locations or colder microclimates. This particular variety is an interspecific hybrid.

Imagination Verbena is a fine choice for the garden, but it is also a good selection for planting in outdoor pots and containers. Because of its trailing habit of growth, it is ideally suited for use as a 'spiller' in the 'spiller-thriller-filler' container combination; plant it near the edges where it can spill gracefully over the pot. Note that when growing plants in outdoor containers and baskets, they may require more frequent waterings than they would in the yard or garden.