



**Butterfly™ Purple Emperor  
Coneflower**

*Echinacea purpurea 'Purple Emperor'*

Height: 18 inches

Spread: 18 inches

Sunlight: ☉

Hardiness Zone: 4a

Other Names: Purple Emperor Coneflower

Group/Class: Butterfly Series

**Description:**

This stunning echinacea produces large flowers that are bright hot pink with coppery centers; a perfect choice for planting in groups, along border edges, or in containers; great for flower arrangements, attracts pollinators

**Ornamental Features**

Butterfly Purple Emperor Coneflower has masses of beautiful lightly-scented hot pink daisy flowers with purple overtones and coppery-bronze eyes at the ends of the stems from mid summer to early 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. The fruit is not ornamentally significant.

**Landscape Attributes**

Butterfly Purple Emperor 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.

This plant will require occasional maintenance and upkeep, and is best cleaned up in early spring before it resumes active growth for the season. It is a good choice for attracting birds and 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.

Butterfly Purple Emperor Coneflower is recommended for the following landscape applications;

- Mass Planting
- General Garden Use
- Container Planting



*Butterfly Purple Emperor Coneflower in bloom  
Photo courtesy of NetPS Plant Finder*



### **Planting & Growing**

Butterfly Purple Emperor Coneflower will grow to be about 15 inches tall at maturity, with a spread of 18 inches. It grows at a medium rate, and under ideal conditions can be expected to live for approximately 10 years.

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 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.

Butterfly Purple Emperor Coneflower is a fine choice for the garden, but it is also a good selection for planting in outdoor pots and containers. It is often used as a 'filler' in the 'spiller-thriller-filler' container combination, providing a mass of flowers against which the larger thriller plants stand out. Note that when growing plants in outdoor containers and baskets, they may require more frequent waterings than they would in the yard or garden.

Sizes Available:

#1 Cont. \$19.99