



### Elviira Rhododendron

*Rhododendron 'Elviira'*

Height: 24 inches

Spread: 24 inches

Sunlight: ○ ●

Hardiness Zone: 4

Other Names: Finnish Rhododendron

Group/Class: Marjatta Hybrids



*Elviira Rhododendron in bloom*  
Photo courtesy of Anu Vainola

#### Description:

A relatively new broadleaf evergreen shrub featuring showy bright red flowers in spring, coarse dark foliage and a compact mounded habit, quite hardy; absolutely must have well-drained, highly acidic and organic soil, use plenty of peat moss when planting

#### Ornamental Features

Elviira Rhododendron is draped in stunning clusters of lightly-scented cherry red trumpet-shaped flowers at the ends of the branches in mid spring. It has green foliage throughout the season. The narrow leaves do not develop any appreciable fall color. The fruit is not ornamentally significant.

#### Landscape Attributes

Elviira Rhododendron is an open multi-stemmed deciduous shrub with a more or less rounded form. 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, and should only be pruned after flowering to avoid removing any of the current season's flowers. It has no significant negative characteristics.

Elviira Rhododendron is recommended for the following landscape applications;

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



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### Planting & Growing

Elvira Rhododendron will grow to be about 24 inches tall at maturity, with a spread of 24 inches. It has a low canopy. 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. 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 leaves 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 particular variety is an interspecific hybrid.

Elvira Rhododendron makes a fine choice for the outdoor landscape, but it is also well-suited for use in outdoor pots and containers. It can be used either as 'filler' or as a 'thriller' in the 'spiller-thriller-filler' container combination, depending on the height and form of the other plants used in the container planting. Note that when grown in a container, it may not perform exactly as indicated on the tag - this is to be expected. Also 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 store for more information on how to protect it over the winter months.