Stauffers OF KISSEL HILL HOME & GARDEN

EnduraScape™ Purple Verbena - New For 2026!

Verbena 'Balendurp'

Height: 12 inches

Spread: 24 inches

Spacing: 18 inches

Sunlight:

Hardiness Zone: 7

Other Names: Vervain

Group/Class: EnduraScape Series

Description:

An exceptionally hardy variety, able to withstand temperatures to the low teens, and re-bloom in spring; superior branching habit and excellent powery mildew resistance

Ornamental Features

EnduraScape Purple Verbena features showy clusters of purple star-shaped flowers with sky blue overtones and white eyes at the ends of the stems from late spring to mid fall. The flowers are excellent for cutting. Its tiny tomentose narrow leaves remain green in color throughout the season.

Landscape Attributes

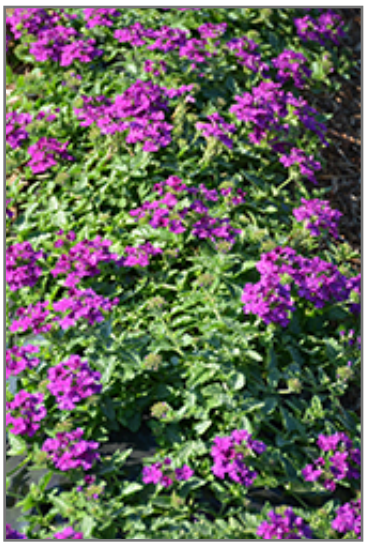
EnduraScape Purple Verbena is an herbaceous perennial with a trailing habit of growth, eventually spilling over the edges of hanging baskets and containers. It brings an extremely fine and delicate texture to the garden composition and should be used to full effect.

This plant will require occasional maintenance and upkeep. Trim off the flower heads after they fade and die to encourage more blooms late into the season. Deer don't particularly care for this plant and will usually leave it alone in favor of tastier treats. It has no significant negative characteristics.

EnduraScape Purple Verbena is recommended for the following landscape applications;



EnduraScape Purple Verbena flowers
Photo courtesy of NetPS Plant Finder



EnduraScape Purple Verbena in bloom
Photo courtesy of NetPS Plant Finder

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

Planting & Growing

EnduraScape Purple 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. Its foliage tends to remain dense right to the ground, not requiring facer plants in front. It grows at a fast rate, and under ideal conditions can be expected to live for approximately 3 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 does best in average to evenly moist conditions, but will not tolerate standing water. It is not particular as to soil type or pH, and is able to handle environmental salt. It is highly tolerant of urban pollution and will even thrive in inner city environments. This particular variety is an interspecific hybrid. It can be propagated by cuttings; however, as a cultivated variety, be aware that it may be subject to certain restrictions or prohibitions on propagation.

EnduraScape Purple Verbena is a fine choice for the garden, but it is also a good selection for planting in outdoor containers and hanging baskets. 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.