Echter's Nursery & Garden Center

5150 Garrison St.
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Marmalade Potentilla

Marmalade® Potentilla - New For 2026!

Potentilla fruticosa 'Jefmarm'

Height: 3 feet

Spread: 3 feet

Sunlight: ○ ◐

Hardiness Zone: 3a

Other Names: Bush Cinquefoil, Shrubby Cinquefoil

Description:

A compact mounded shrub with a very tight habit and dark green foliage; intense orange double flowers from early summer until frost; the ultimate flowering shrub for northern gardens, hardy, tough and adaptable to all conditions, but dislikes wet soils

Ornamental Features

Marmalade Potentilla features showy orange flowers at the ends of the branches from early summer to mid fall. It has dark green deciduous foliage. The small ferny compound leaves do not develop any appreciable fall color.

Landscape Attributes

Marmalade Potentilla is a dense multi-stemmed deciduous shrub with a more or less rounded form. Its relatively fine texture sets it apart from other landscape plants with less refined foliage.

This is a relatively low maintenance shrub, and is best pruned in late winter once the threat of extreme cold has passed. 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.

Marmalade Potentilla is recommended for the following landscape applications;

- Mass Planting
- General Garden Use



Marmalade Potentilla flowers
Photo courtesy of NetPS Plant Finder



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Planting & Growing

Marmalade Potentilla will grow to be about 3 feet tall at maturity, with a spread of 3 feet. It tends to fill out right to the ground and therefore doesn't necessarily require facer plants in front. It grows at a slow rate, and under ideal conditions can be expected to live for approximately 30 years.

This shrub 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 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.



Marmalade Potentilla in bloom
Photo courtesy of NetPS Plant Finder