Echter's Nursery & Garden Center

5150 Garrison St.
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Blanket Flower

Blanket Flower - New For 2026!
Gaillardia aristata



Blanket Flower in bloom
Photo courtesy of NetPS Plant Finder

Plant Height: 12 inches

Flower Height: 24 inches

Spread: 12 inches

Spacing: 10 inches

Sunlight:

Hardiness Zone: 3a

Other Names: Common Gaillardia, Brown-eyed Susan

Description:

An erect, perennial native variety featuring bright red-orange flowers with golden yellow tips and dark red centers; blooms all summer with deadheading; attracts butterflies and is great for cutting; heat tolerant and deer resistant



Blanket Flower flowers
Photo courtesy of NetPS Plant Finder

Ornamental Features

Blanket Flower has masses of beautiful orange daisy flowers with red overtones, dark red eyes and yellow tips at the ends of the stems from late spring to early fall, which are most effective when planted in groupings. The flowers are excellent for cutting. Its tomentose narrow leaves remain green in color throughout the season.

Landscape Attributes

Blanket Flower is a dense herbaceous perennial with a mounded form. 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 bees 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.

Blanket Flower is recommended for the following landscape applications;

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Blanket Flower

- Mass Planting
- Rock/Alpine Gardens
- Border Edging
- General Garden Use
- Naturalizing And Woodland Gardens
- Container Planting

Planting & Growing

Blanket Flower will grow to be about 12 inches tall at maturity extending to 24 inches tall with the flowers, with a spread of 12 inches. When grown in masses or used as a bedding plant, individual plants should be spaced approximately 10 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 5 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 prefers dry to average moisture levels with very well-drained soil, and will often die in standing water. 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, and is able to handle environmental salt. It is highly tolerant of urban pollution and will even thrive in inner city environments. This species is native to parts of North America. It can be propagated by division.

Blanket Flower is a fine choice for the garden, but it is also a good selection for planting 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 growing plants in outdoor containers and baskets, they may require more frequent waterings than they would in the yard or garden.