

The logo for Calandiva, featuring the word "CALANDIVA" in a white, serif, all-caps font on a black rectangular background.

Calandiva® No. 1 campaign

Calandiva® has the longest life!

“The longest life, the most beautiful flowers” is where Calandiva® like no other stands for. This fourth aspect of the No.1 campaign is by no means Diva’s least important quality. From the very first start of the breeding process, shelf life and long lasting flowering do take central stage. To emphasize, this aspect will be central during the upcoming FloraHolland Trade Fair in Aalsmeer (Netherlands) and a special action is organized to surprise several chain partners.

In week 39, growers and traders were able to see for themselves that Calandiva is the ultimate choice when it comes to the longest life, compared to other competition varieties. The shelf life is precisely for the chain links and – more importantly – the consumer an essential property to enjoy the plant for a long time!

The message like no other fits the number one - Calandiva has the longest life – can shared be perfectly with other chain partners in the form of packages and trays. The customer’s client can see how the plant will keep beauty and quality over a long period. Besides, there is a very exclusive gift box available including a selection of the Calandiva assortment. This gift will represent the Calandiva assortment in a surprising way. Are you interested in this gift box? Please send an e-mail to info@calandiva.com and experience the longest life of this beautiful Diva yourself!

Previous no. 1 aspects

Previously, we already praised its nice full umbels, with their maximum number of flowers and petals. Next, we highlighted its broad range of colours, the broadest in the market, with special and unique shades and its genetic background. Apart from being the source of all decorative Kalanchoes, Calandiva is subjected to the most extensive breeding and test programme before a variety is actually introduced.

Additional information:

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