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Press Release

Plantipp introduces Hot Plantipp Varieties

During the international trade fair Plantarium Plantipp, specialist in royalty management, introduces Hot Plantipp Varieties. The company has sent in a total of 17 novelties for the novelties inspection which is carried out by the Boskoop Royal Horticultural Society. From these novelties, a selection will be made to stand in the spotlight in the stand at Plantarium under the name Hot Plantipp Varieties. This selection includes the new garden plant series Mystic Dahlias and Delosperma 'Jewel of Desert'. Both varieties are 'attractive hot' and radiate this out with their bright colours and summer qualities. Delosperma 'Jewel of Desert' represents literally a jewel in the desert; a long flowering and hardy ice flower that needs little water. The Mystic Dahlias reveal themselves best in a sunny spot and provide a mystical atmosphere in the garden. During Plantarium, the plants give the stand a tropical look. The gift that lies ready at our stand for the visitors provides them the necessary cooling during the exhibition days.

Plantipp; Bringing People, Plants and Ideas together

With this slogan, Reinier van Rijssen founded Plantipp seventeen years ago with the aim to represent and support breeders in royalty management, license management and label management at the introduction of new varieties. In the meantime, his son Peter is also involved with the company and together they represent worldwide 100 breeders which account for more than 250 species of ornamental plants. Father and son travel around the world and are thus in direct contact with their agents abroad. This also enables them to follow the more than 400 species that are tested all over the world and to keep an eye on developments.

Royaltymanagement

Protecting new varieties with plant breeders' rights has certainly taken off in garden plants in recent years. More and more breeders and producers invest in new varieties with which they want to be distinctive in the market. To manage, protect and market these new species one needs a lot of knowledge and a large network. Plantipp is specialized in royalty management and has an extensive knowledge in this field. Plantipp puts this knowledge up for the introduction of new varieties. Plantipp tests, promotes, protects, manages, monitors and introduces new varieties in close consultation with partners around the world.

Concept Plants

"The treatment of each market is different," said Van Rijssen, "markets like Europe or America ask for a different strategy. This has resulted in setting up a new company under the name of Concept Plants. With Concept Plants we focus specifically on the US market. The purpose of Concept Plants is to reverse the chain at the introduction of a novelty and to create demand from retail and end user. We do this in good consultation with our breeders ".

If you would like to know more about the Hot Plantipp Varieties and Plantipp and Concept Plants, then you are welcome at our stand, number 2. The trade show Plantarium will be held from 21-24 August in Plantariumgebouw, Italiëlaan 4, Hazerswoude. www.plantarium.nl
We are waiting for you with an appropriate gift.

Not for publication:

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www.plantipp.eu

www.conceptplants.com

More information on Mystic Dahlia's: www.mysticdahlia.eu

More information on Jewel of Desert: www.delosperma.com