

# Perfect your production in 2010 with novelties from Poulsen Roser A/S

**At IPM 2010 in Essen Poulsen Roser introduces 25 stunning rose- and clematis novelties.**

After more than four decades of intense breeding, the third generation of Poulsen pot roses can be grown with significantly lower energy input than just a few years ago. And for the first time we succeeded to grow clematis pot plants with no energy. Here is why growers should choose products from Poulsen Roser:

1. The superior quality products are easy to grow
2. Very low energy input required - 30-40% lower than just three years ago
3. Profit attained within 6-12 weeks
4. Compact, rich flowering plants. Green from top to bottom - i.e. no yellow foliage
5. Young plants offered by high-end propagators
6. The plants are distributed by recognized brokers
7. All pot roses developed by Poulsen Roser A/S have Long Decorative Value™. This means that the roses have an exceptionally high keeping quality, which lasts from production, during transport, in the store and until they arrive at the end-user. Poulsen Roser guarantees that roses with Long Decorative Value™ have been selected for their ability to withstand 11 days of transport, cooling and shop shelf-life. The roses then maintain their high quality for at least two weeks after purchase.



**Gigi™ Poultry019<sup>N</sup>**

**Pot size:** 5-6 cm. **Height:** 12-14 cm  
**Flowers:** Double 2-3 cm red and white blend  
**Growth:** Compact and well branched  
**Foliage:** Dark, healthy and shining  
 Well suited for windowsill and for table decorations.



**Marika™ Poulpar081<sup>N</sup>**

**Pot size:** 8-11 cm. **Height:** 20-40 cm  
**Flowers:** Double 8 cm light pink  
**Growth:** Compact and well branched  
**Foliage:** Dark, healthy and shining  
 Place the roses in a basket indoor, or see them thrive in the winter garden, on the terrace, or planted out in the beds.



**Petaya™ Hit® Poulpah065<sup>N</sup>**

**Pot size:** 12-15 cm. **Height:** 40-60 cm  
**Flowers:** Double 8-10 cm bronze  
**Growth:** Compact and well branched  
**Foliage:** Dark, healthy and shining  
 Place on the patio in tubs or in beds. Can also be used in the house.



**Wilanov™ Poulpal050<sup>N</sup>**

**Pot size:** 15-17 cm. **Height:** 40-60 cm  
**Flowers:** Double 8-10 cm medium red  
**Growth:** Compact and well branched  
**Foliage:** Dark, healthy and shining  
 This rose can be placed in pots and tubs indoor as well as outdoor.



**Tai Yang™ Evipo045<sup>N</sup>**

**Pot size:** 15-17 cm. **Height:** 40-60 cm  
**Flowers:** Small single white  
**Growth:** Compact and well branched  
**Foliage:** Dark, healthy, shining and evergreen  
 Place the clematis indoor in a light place. After flowering it can be placed outside in tubs or in flower beds. Then it will reach a height of 100-120 cm.



Kongelig Hofleverandør · By Appointment to The Royal Danish Court  
 Fournisseur Royal de la Cour de Danemark · Königlich Dänischer Hoflieferant

## Poulsen Roser A/S

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**See the novelties at IPM 2010 at stand 200 in hall 5**

*Poulsen Roser A/S is a world-leader in the breeding of new pot roses and clematis for indoor and outdoor use. Every year, 60 million Poulsen roses and 2 million Poulsen clematis are produced under licence at nurseries in over 50 countries worldwide. More than 50% of all pot roses sold worldwide are Poulsen roses.*