



PRESS RELEASE

We show you Breeders' Finest at the IPM!

Are you curious about new pot plants and distinctive pot plant concepts? At the IPM in Essen (Germany) the cooperating breeders Anthura, Van den Bos Flowerbulbs, Corn. Bak and Fides will present you the novelties of their joint product range. We invite you to have a look and experience how breeders can be of importance to you!

Under the name Breeders' Finest we will present you e.g. the following unique pot plants.

Viva Calandiva®

With her beautiful flowering umbel and availability in lots of colours she ensures that consumers can enjoy the plant for a long time. She keeps on growing imperturbable. That makes her the perfect plant for retailers selling hundreds of millions Calandiva's through the years. In 2012, you simply cannot get around Calandiva either. She remains the only and absolute true number 1, since no less than 10 years!

At the IPM, we present you also a special flower trial showing the Calandiva performance on the market, compared with other decorative Kalanchoes.

Roselily – a unique double-flowering lily

Roselily is a collective term for a unique series of double-flowering lilies with exceptionally positive characters. Roselily's do not have the heavily spice scent of most other lilies. Also, their flowers produce no pollen. Roselily's are exceptionally attractive! Opening up, the flower resembles a rose. No wonder this series was named after two flowers: the rose and the lily. The natural beauty of two flowers combined into one.

Amaretti® - A brand new Anthurium Scherzerianum with a festive appearance and a curly twist

Amaretti® is part of the Anthura flourish line as it has a distinguishable twisted spadix. The flowers of this variety have a sweet orange colour. The flowers not only dance above the bright green foliage but also seem to be sprinkled with red confetti. Amaretti® is most suitable for the 9 cm pot. However its small size, the possibilities with this plant are numerous.

'Bromelia Botanica'

Bromeliads are a group of diverse organisms adapted to a number of climates. The leaves usually grow in a rosette. Many Bromeliads store water in the middle of their rosette. But there are also Bromeliads, such as the perennial and grey-leaved Tillandsia, that only absorbs water through the leaf and the succulent species in the desert.

'Bromelia Botanica' is a collection of the most beautiful and original non-crossed (botanical) Bromeliads. Various colours and appearances are available. With 'Bromelia Botanica' you get an ancient and natural look for your house, that fits within any interior!

Visit us at the IPM

We invite you to visit us at the IPM. You can find us in hall 1, booth 1B15 (Breeders' Finest). The IPM takes place in the Messe Essen in Essen (Germany) and is open daily from 24 up to and including 27 January from 9.00 a.m. to 6.00 p.m.

We are looking forward to meet you!