

CANNOVA

Color Botanica

Cannova® wins the FleuroStar Award 2014-2015!

We are pleased and proud to inform you that Takii has won the prestigious FleurStar Award 2014-2015, with its entry *Canna generalis Cannova® Bronze Scarlet*. This was announced on July 23rd during the Fleuroselect convention at Norwich, U.K. In name of Takii, Harm Custers had the privilege to receive this award from the President of Fleuroselect, Niels Klemm.

The FleuroStar Contest is held annually during the FlowerTrials week in June in the Netherlands and Germany. An independent panel of more than 30 expert judges from the industry, including breeders, young plant producers, growers, distributors and trade journalists visit the nine competition locations to choose the **winner with the "wow" effect** at point of sale. Due to its strong visual impact, the FleuroStar winner stands out in retail. The FleuroStar winner is **promoted in the press, at trade fairs and in display gardens** all over the world.

This year there were six entries, from six different breeders. More information on these entries can be found on <http://www.fleuroselect.com/fleurostar/entries-2014/>.

This achievement is the result of the work that has been done by many of our Takii colleagues in the departments of breeding, seed production, seed supply, warehouse, product management, customer service, sales. Thank you all for your valuable input, a special thanks to the breeder behind Cannova®, Diony de Bont, who started breeding F1 Canna about 15 years ago.

We are happy that the quality, uniqueness and wow effect of Cannova® has been recognized by the various players in the distribution chain. This will strengthen our marketing and efforts in this crop to make Cannova® known to the market and to bring the Cannova® story to the end consumer. In order to reach consumers, we cooperate with strong partners in the distribution chain. For the distribution and service to the growers we work closely together with our partners Beekenkamp and Flori Pro Services in Europe, and with the Ball Horticultural Company for the North American market. A special thanks to the growers behind the product, for their trust and for producing high quality finished plants for the market.

This story has just begun. We will continue to develop the Cannova® series by adding more colours and types.

We would appreciate if you would support us in bringing this message and story further to the market. Thank you very much for being our Cannova®-ambassador!

Cannova®, what a beauty!

www.cannova.info
www.takii.eu

