

Indoor Plants 2012 - nominees



Nursery	Graff Kristensen A/S – www.graff.dk
Botanical name	Hibiscus rosa-sinensis
Sales name	HibisQs® LongiFlora™ JUNO (pbr)
New features	Unique quantity of buds with slow development from bud to blossom; adorned by rose-like buds for up to 1½ weeks before it blooms. The flower lasts for 4-6 days.
Description	<p>HibisQs® LongiFlora™ JUNO (pbr) has been developed to create greater value for the consumer. It will adorn any bright location in the home for a very long time with its large, rose-like buds, followed by its flower in bloom. HibisQs® likes sunlight and should be placed in a bright spot.</p> <p>Graff Kristensen A/S has given it the name Juno, the name of the Roman goddess of married and pregnant women, as the large, beautiful and fertile buds are redolent of fertility and all the beautiful and wonderful things it brings.</p>
Marketing and sales	The plant is aimed at the modern consumer, with sales primarily through garden centres and specialist retailers.
Industry-specific advantages	The plant is extremely durable in its journey from the nursery to the consumer. This good durability means less wastage in the shops.
Sales season	May to September
Ready for sale	From 1 May 2012

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Nursery	Nursery Kærby – www.livingcolours.dk
Botanical name	Saintpaulia Ionantha "Bells"
Sales name	Saintpaulia Bells
New features	The plant has many bell-like flowers.
Description	After nine years, Kærby has succeeded in producing a Saint Paulia series with small bell flowers, which gives Saint Paulia a completely new look.
Marketing and sales	With the new Saintpaulia Bells, Kærby aims to appeal to a younger segment, as the traditional Saint Paulia is often associated with the older segment. Sales will primarily be via garden centres, florists and supermarkets.
Sales season	All year round
Ready for sale	During 2012

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Nursery	Roses Forever ApS – www.roses-forever.dk
Botanical name	Rosa hybrid
Sales name	Infinity Rose™
New features	With Infinity™, Roses Forever ApS presents something unique in potted roses. Infinity™ has large, well-shaped flowers (7 cm in diameter) and very powerful growth, as well as extremely long durability for each flower, which last for five weeks or more. The leaves are dark and extra thick, so they help to prevent evaporation and drying out. It has a light rose scent.
Description	<p>The Infinity™ series, the new standard for potted roses, was developed by cross-pollinating potted roses with long-lasting cut roses.</p> <p>Infinity™ has acquired the extra-long durability and thick foliage of the cut rose, plus the compact and dense growth of the potted rose.</p> <p>The first Infinity™ is creamy white, and is therefore suitable for any style of home, as well as for weddings and other festive occasions which require exclusive products.</p> <p>Infinity™ is especially suitable for interior decoration due to its extreme durability, but it is also suitable for planting out in pots and beds.</p> <p>The plant is winter-hardy.</p>
Marketing and sales	<p>Infinity™ is targeted at the discerning consumer who wants only the best.</p> <p>Infinity™ has its own logo, exclusive bag with info, and QR code.</p> <p>Infinity™ is produced in 10.5 cm pots, and as something quite special also in 8 cm and 6 cm sizes, where the extra large flowers attract attention.</p> <p>Sold via exclusive florists and garden centres.</p>
Industry-specific advantages	The long durability makes the plant ideal for transport.
Sales season	All year round
Ready for sale	Summer 2011, advance reservations only

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Nursery	Nursery PKM A/S – www.pkm.dk
Botanical name	Campanula portenschlagiana
Sales name	GET MEE® Dark
New features	Darker flowers than other products on the market, and the ability not to fade in colour under indoor lighting conditions, which is also unique. Consequently, the plant provides the consumer with ornamental value that lasts 14 days longer than competing products.
Description	<p>It was selected from a group of more than 50,000 plants for its unique long ornamental durability and very dark flower. A refinement of the familiar Blue GET MEE® from Fairytale Flowers®.</p> <p>GET MEE® Dark is an all-round plant that is perfect in the living-room in a pot or flower arrangement, or planted out in pots or beds in the garden. The up to 1,000 bell-shaped flowers that form on the plant give the consumer an experience of nature's amazing development from bud to full bloom within a month.</p>
Sales channels	The product has a broad aim, but is primarily intended to be sold via garden centres and specialist retailers.
Marketing and sales	Aimed at all segments. More information at www.pkm.dk
Industry-specific advantages	Unlike competing products, this plant can retain darker, more attractive buds after transport simulation. Campanula generally has problems keeping its bud colour under warm and dark conditions.
Sales season	Weeks 1-20, and in smaller quantities in weeks 21-35.
Ready for sale	February 2012

Indoor Plants 2012 – nominees



Nursery	Lundager – www.75012.dk
Botanical name	Haworthia Limifolia Twistet
Sales name	Haworthia Green Sun
New features	Haworthia Green Sun differs from other familiar Haworthia Limifolia types in its compact growth and spiral-shaped leaves, which resemble an image of the sun.
Description	The plant originates in the Caribbean. It can withstand drying out, and can be placed anywhere in the home. Green Sun has high ornamental value, is decorative alone or together with other plants, and is suitable for plant arrangements. It is designed to fit into today's world and the current trends in interior design.
Marketing and sales	The plant is targeted at fashionable and trend-conscious consumers who want plants that are easy to look after, but its special appearance is also intended to be a product that every consumer can enjoy. It will be shown at exhibitions in 2012, and will be promoted at www.75012.dk . It is sold via garden centres and florists, but is also intended to be sold at supermarkets, where it can be marketed under themes of durable and trendy plants.
Industry-specific advantages	Highly durable – "Hard to kill".
Sales season	All year round
Ready for sale	Summer 2011

Indoor Plants 2012 – nominees



Nursery	Lundager – www.75012.dk
Botanical name	Gasteria hybrid Hibri
Sales name	Gasteria Dragon Skin
New features	The leaves of Dragon Skin are flatter than those of the familiar Gasteria types. It has fine lines/markings in various greens and dusty shades – hence the name Dragon Skin.
Description	<p>The plant comes from the Caribbean. It is easy to look after as it does not require much watering, but should be kept mainly on the dry side. It should be placed in a sunny spot.</p> <p>Dragon Skin has high ornamental value, is decorative alone or together with other plants, and is suitable for plant arrangements. It is designed to fit into today's world and the current trends in interior design. With its high durability, the consumer will be able to enjoy it for many years.</p>
Marketing and sales	<p>The plant is targeted at fashionable and trend-conscious consumers who want plants that are easy to look after, but its special appearance is also intended to be a product that every consumer can enjoy.</p> <p>It will be shown at exhibitions in 2012, and will be promoted at www.75012.dk.</p> <p>It is sold via garden centres and florists, but is also intended to be sold at supermarkets, where it can be marketed under themes of durable and trendy plants.</p>
Industry-specific advantages	Highly durable – "Hard to kill".
Sales season	All year round
Ready for sale	Summer 2011

Indoor Plants 2012 – nominees



Nursery	Munk anno 09 ApS – www.50052.dk
Botanical name	Gasteria Pulchel
Sales name	Gasteria Pulchel
New features	A plant with a fine appearance, with slender, white-speckled leaves.
Description	Gasteria Pulchel requires only moderate watering and fertiliser. Available in 7 and 9 cm sizes.
Sales season	All year round
Ready for sale	Summer 2011

Indoor Plants 2012 – nominees



Nursery	Munk anno 09 ApS – www.50052.dk
Botanical name	Gasteria Smokey
Sales name	Gasteria Smokey
New features	A highly compact and robust plant.
Description	Gasteria Smokey is easy to look after, and can withstand both drying-out and over-watering without this affecting the plant. It is available in 7 and 9 cm.
Sales season	All year round
Ready for sale	Summer 2011

Outdoor Plants 2012 - nominees



Nursery	Graff Kristensen A/S – www.graff.dk
Botanical name	Hibiscus rosa-sinensis
Sales name	HibisQs® GardiFlora™ Zefyr(pbr)
New features	HibisQs® GardiFlora™ Zefyr(pbr) is the result of a targeted breeding and development programme for tropical hibiscus, with the aim of creating new and unique types suitable for planting in northern Europe.
Description	HibisQs® GardiFlora™ Zefyr(pbr) should be placed in a bright spot, but tolerates both sun, rain and wind, and provides ornamental value with its orange flowers. It is designed for modern consumers who wish to have a tropical and exotic element outdoors. HibisQs® GardiFlora™ Zefyr(pbr) is an alternative to late planting-out after 1 June. The name Zefyr comes from the Greek god Zephyr, "the western wind that ripens the grain"; the plant's orange flowers are reminiscent of ripe cornfields.
Marketing and sales	The plant is designed for the modern consumer, and is intended to be sold primarily through garden centres and specialist retailers.
Sales season	June to September
Ready for sale	June 2012

Outdoor Plants 2012 - nominees



Nursery	Nursery Råhøj – www.rahoj.dk
Botanical name	Sedum ochroleucum
Sales name	'Green Ball'
New features	A new supplement to the autumn range.
Description	'Green Ball' is ideal both for the crocks of late summer/autumn, and as ground cover in beds. It flowers in its second year with yellow flowers that attract butterflies and bumblebees. It tolerates both sun and shade, and can withstand drying out, but not over-watering.
Marketing and sales	The plant has a broad aim towards the consumer, and is sold via flower shops and garden centres. Inspiration and information available from www.rahoj.dk .
Sales season	Weeks 29 – 40
Ready for sale	Week 29 2011

Outdoor Plants 2012 - nominees



Nursery	Nursery Råhøj – www.rahoj.dk
Botanical name	Sedum hakonense
Sales name	'Chocolate ball'
New features	A new supplement to the autumn range
Description	'Chocolate Ball' comes from the mountains of southern Honshu in Japan, and has a chocolate-brown colour. The plant can be used in the crocks of late summer/autumn, or as ground cover. It flowers every second year, and tolerates both sun and shade as well as drying out, but not over-watering.
Marketing and sales	The plant has a broad aim towards the consumer, and is sold via flower shops and garden centres. Inspiration and information available from www.rahoj.dk .
Sales season	Weeks 29 – 40
Ready for sale	Week 29 2011

Outdoor Plants 2012 - nominees



Nursery	Nursery Råhøj – www.rahoj.dk
Botanical name	Trifolium repens
Sales name	Trifolium 'Josephine'
New features	New variety with new markings on the leaves, with the lines going from side to side, as opposed to lengthwise, as in the existing varieties.
Description	Trifolium 'Josephine' has been bred by Råhøj, and is named after Princess Josephine of Denmark. It has ornamental value from early spring right up to late autumn, and can be used both in crocks and directly in beds. It can be placed in sunlight or in the shade. It is an air-freshening plant.
Marketing and sales	The plant has a broad aim towards the consumer, and is sold via flower shops and garden centres. Inspiration and information available from www.rahoj.dk .
Sales season	From week 9 to week 40
Ready for sale	Week 9 2012

Concept 2012 – nominees



Nursery	Knud Jepsen a/s – www.queen.dk
The concept's sales name	Queen Outdoor®
The object of the concept	To give the consumer a new and successful experience with an already familiar product. To spread awareness of Queen® Outdoor as a highly useful outdoor product, as it consists of specially-selected varieties that have been thoroughly tested for more than two years. The aim is to provide consumers with an easy-care convenience product, as the plants in the concept require only minimal care, are hardy outdoors, have a long flowering season, and do not require replanting.
Marketing and sales	<p>Packaged with all the necessary information, as well as additional information in the form of videos via the QR code. Sold in 4 x 10.5 cm in boxes with handles, or 21 cm.</p> <p>The concept is targeted at consumers all over Europe who want easy solutions for the garden, balcony or terrace. Will be mainly available via specialist retailers and supermarkets.</p>
When is the concept expected to be available to private consumers?	Spring/summer 2012

Concept 2012 - nominees



Nursery	The Danish Hibiscus Society - www.hibiscusklubben.dk Hawaii Nursery I/S – www.50298.dk and Graff Kristensen A/S – www.graff.dk
The concept's sales name	Hibiscus "Colourful Inspiration"
The object of the concept	The object is to combine a hibiscus plant with a popular handy book, and thereby create inspiration in a new and different way. The aim of the Hibiscus Society is to change the common consumer perception of hibiscus as a traditional potted plant 'for grannies' to that of a modern lifestyle product with many facets. The book is designed to raise consumer awareness of the hibiscus plant, with its many uses and amazing family, and to tell the many anecdotes about the plant and provide inspiration with beautiful pictures.
Marketing and sales	<p>The book will be presented as an added-value product to accompany the plant.</p> <p>Via its presentation, the book is intended to act as a showcase to promote increased sales of hibiscus. At holidays and during theme events the book will be sold together with the plant, as an added experience (Book and hibiscus plant EUR 19.99!), e.g. for Mother's Day, Valentine's Day, etc.</p> <p>It is aimed at the modern and inquisitive European woman who loves flowers and small, attractive coffee-table books.</p> <p>The concept is particularly aimed at sales in garden centres, flower shops and other sales outlets with a suitable environment and inspiration for flower sales.</p>
When is the concept expected to be available to private consumers?	The project will be presented to specialist retailers at IPM. The book is expected to reach the consumers in the spring.

Concept 2012 - nominees



Nursery	Roses Forever ApS – www.roses-forever.dk
The concept's sales name	Edible Roses™
The object of the concept	<p>Edible Roses™ is a brand new range of roses for use in cooking. The plants are non-sprayed and can be grown organically.</p> <p>With this concept, Roses Forever aims to show that, besides possessing beauty, scent and symbolic value, roses are also edible.</p> <p>The consumer can use the petals, whole flowers and buds as edible decorations, or as ingredients in cooking. Roses can be used for cake decoration, in teas, or to add a colourful touch with rose petals in salads. A recipe booklet is included in which consumers can find ideas for ways to use roses.</p> <p>Edible Roses™ will add summer atmosphere, colour and exclusivity to cooking.</p>
Marketing and sales	<p>Edible Roses™ can be sold in decorative promotional bags together with other herbs (e.g. a collection of rosemary, roses and thyme) or alone.</p> <p>Edible Roses™ are ready for use. A recipe booklet is included with each plant.</p> <p>The heads and petals of edible roses are also sold in small plastic trays, ready to eat, with recipe tips on the lid.</p> <p>Edible Roses™ are targeted at retail outlets, hotels, restaurants and individuals who would like to grow their own edible flowers.</p> <p>Edible Roses™ will be offered in supermarkets together with herbs and convenience salads, in garden centres together with herbs, and at greengrocers, along with other herbs.</p>
When is the concept expected to be available to private consumers?	Late summer 2012

Concept 2012 - nominees



Nursery	Nursery Offer Madsen A/S
The concept's sales name	Tillandsia
The object of the concept	The concept is a relaunch of an '80s product with new stylish added value. Tillandsia is an exotic air plant which absorbs nutrients through its leaves, thereby offering new possibilities for plant location.
Marketing and sales	<p>The concept consists of several products with specially-designed packaging containing a description of the product story. A folder has also been produced with more detailed information about Tillandsia.</p> <p>With its simple, stylish look, the concept is targeted at the home of the modern young consumer.</p> <p>Sales are aimed at the European market, particularly via florists and garden centres.</p>
When is the concept expected to be available to private consumers?	From summer 2011