

Nominees for Floradania Innovation Award 2014

INDOOR PLANTS 2014



New variety	Clematis hybrida x Tekla™ Garland® Evipo069(N)
Producer	Poulsen Roser A/S
Description	<p>As pioneers Poulsen Roser A/S has bred this clematis with the new feature that it can be used as an indoor pot plant and can be produced and sold as a scented climber. The flowers have a durability of up to 6 weeks even under bad lighting conditions.</p> <p>Never before has clematis been produced as an indoor pot plant so that is in itself unique for this novelty.</p> <p>It endures frost, so it can be set out in the garden, where it will continue to bloom until frost sets in. It is easy to take care of and will therefore be a great success for the end user.</p> <p>It endures long transportation without flowers or buds falling off or being damaged.</p>
Season	March-October
Available from	Spring 2014



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New variety	Capsicum annuum 'Bomba Black'
Producer	Gartneriet Pedersen A/S
Description	<p>'Bomba Black' is a chili peber, which has been cultivated in Denmark. It has a very darkcoloured foliage with large, shining and all black fruits and is a very exciting plant for indoor use. It can also be planted in pots outside.</p> <p>'Bomba Black' tolerates direct sun, and is allowed to dry out between waterings.</p>
Season	July-October
Available from	Medio August 2013



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New variety	Hibiscus sabdariffa 'Tea Plant™'
Producer	Hawaii Gartneriet I/S
Description	<p>'Tea Plant™' is only sold as a green plant because of its exciting beautiful foliage, but it also gets red flower shells, which are very decorative.</p> <p>Hibiscus sabdariffa is a new plant, which the nursery has named 'Tea Plant™' as it is used for tea with great wellness effects. The tea is also used for ceremonies in parts of the world.</p> <p>Hibiscus sabdariffa is a new plant, which has been named 'Tea Plant™' as it is used for tea with great wellness effects. The tea is also used for ceremonies in parts of the world.</p> <p>'Tea Plant' must be watered regularly and placed in a bright position, however not in direct sun.</p> <p>'Tea Plant™' is sold with a stick label as well as a folder.</p> <p>Available in pot sizes 6 cm and 12 cm.</p>
Season	All year
Available from	July 2013



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New variety	Hydrangea macrophylla 'Black'
Producer	Gartneriet 4Kløver
Description	<p>Hortensia 'Black' is a new improvement from 4Kløver and is characterised by its black stems in deep contrast to the delicate colours of the flowers. The flower is delicate pink with a darker edge on the the bracts and if coloured blue it will turn light blue with a similar darker edge on the bracts.</p> <p>Given the right care the end user will have flowers with very long durability where the colours also will develop nicely in the late antique periods. Hortensia 'Black' is aimed at end users who wants quality in exclusive, colourful and sustainable plants.</p> <p>It can be used as a cut flower with a longer durability than other varieties of Hydrangea.</p> <p>Hortensia 'Black' has a short production time from winter stage and forward to the flowering period, which benefits in a cut in energy production costs of approx 20 % compared to other traditional varieties.</p>
Season	February – August
Available from	February 2014



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OUTDOOR PLANTS 2014



New variety	Trifolium repens "Estelle"
Producer	Gartneriet Råhøj
Description	<p>New improved Trifolium named after the swedish princess Estelle. It has been improved with new colours and patterns on the leaves which gives it shelf life performance. It is winter hardy and gets scented flowers.</p> <p>The plant is dedicated all types of end users and is indeed suited for pots but also for the different beds in the garden.</p>
Season	Weeks 10-40 (March – September)
Available from	Week 10 - 2014



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New variety	Clematis hybrida x Nubia™ Boulevard® Evipo079(N)
Producer	Poulsen Roser A/S
Description	<p>This clematis unlike other varieties have been remounted and blooms continuously throughout the summer period.</p> <p>The colour is a new supplement to the colour scale of clematis. It is very easy to take care of and Poulsen Roser guarantees that the end user will have lots of success in taking care of it.</p> <p>It is easier to handle in the production than other varieties of clematis as it can be regulated with light and heat like all Boulevard®-varieties. The half-finished clematis that are used as end products can be stored in cool surroundings and thereby be scheduled to bloom at a certain time of sales.</p> <p>As it is more dense than other varieties of clematis it requires less staking which - again - saves time in the production. This reduces waste in each production.</p>
Season	March - October
Available from	Spring 2014



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OUTDOOR PLANTS 2014



New variety	Aster novi-belgii "Sasha"
Producer	Gartneriet Råhøj
Description	<p>Aster novi-belgii 'Sasha' has big red fluffy flowers and is a robust plant with a long durability. The plant is suited for all types of end users and is suited for pots, too.</p> <p>Like all Mystery Lady varieties it is named after a famous actor, here the american actress Sasha Alexander.</p> <p>Packaging is being developed as well as banners for tables and ceilings in the shops</p> <p>It can be produced with only one cutting from 9 to 11 cm pots, which will keep the costs low to the producer but still maintain a quality product for the end user.</p>
Season	June-October
Available from	Summer 2014



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OUTDOOR PLANTS 2014



New concept	Hibiscus rosa-sinensis HibisQs® Selene
Producer	Graff Kristensen A/S
Description	<p>HibisQs® Selene has been bred with the intention to create an intense yellow colour. Hibiscus which will bring an exotic atmosphere in the garden or on the terrace. It is named after the moon goddess in the greek mythology. Selene should be placed in the sun and must be watered when the soil is dry.</p> <p>It is primarily for outdoor use but can also thrive as an indoor plant.</p>
Season	May– September
Available from	2014



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CONCEPT 2014



New concept	Aeschynanthus Green Collection
Producer	Fashion Flowers ApS
Description	<p>Green Collection is a mixture of Aeschynanthus which demands a minimum of care is well-suited for modern living. Aeschynanthus will be presented as a decorative plant both in its flowering period and out of this period. Outside of the flowering period it will be beautiful to watch. It is sold in ceramics.</p> <p>It is an easy plant for the specialist shop to have in the stores as it will be fresh for a long time and with the pots it will be an eye catcher. Aeschynanthus Green Collection is delivered with a stick label, care instruction and a little story.</p>
Season	All year
Available from	September 2013



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CONCEPT 2014



New concept	Campanula Mix 17 cm
Producer	Gartneriet PKM A/S
Description	<p>This mixed box of three strong and winterhardy bell flowers has <i>C. glomerata</i> from Asia, <i>C. takesimana</i> from Europe and a bridgebuilding species <i>C. portenschlagiana</i> from both Europe and Asia. The three campanulas has each their own colour and are sold in mixed boxes in purple pots.</p> <p>The mixed boxes gives the specialist trade the opportunity to buy a range without the need to buy whole boxes of each variety and to the private end user it will be easier to be inspired for planting the pots in the garden in only a few minutes. The plants are subsequently easy to take care of and blooms naturally from May to July</p>
Season	May-July (Weeks 15-26)
Available from	Week 15, 2014



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CONCEPT 2014



New concept	Clematis-kollektion FLORA®
Producer	Poulsen Roser A/S
Description	<p>The clematis collection FLORA® presents a new improved clematis collection with whole new possibilities for use. The collection can be used as soil cover, in pots and as hanging baskets, which is completely new for clematis.</p> <p>The collection has different varieties so the end user gets lots of possibilities for use and have a clematis on the balcony, on the terrace or in the garden. Landscape gardeners gets a clematis that are used in parks and plants. Each plant gets its own label. Informative material will be sent to the press.</p>
Available from	Spring 2014



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CONCEPT 2014



New concept	HibisQs® Qte™
Producer	Graff Kristensen A/S
Description	<p>HibisQs® Qte™ is a concept aimed at the end users who wants a product for their modern homes in an apartment in the city - as a part of Urban City Living. It is smaller than the usual 13 cm Hibiscus and therefore better suited as a pot plant for different kinds of window sills.</p> <p>HibisQs® Qte™ is obtainable in more colours and new packaging is being developed in autumn and is supported by other HibisQs® products. The sales channels are expected to be garden centers, flower shops and supermarket chains.</p>
Available from	Medio January 2014

