New varieties from Denmark
2011

www.floradania.dk
NEW VARIETY:

Aloe capitata

DESCRIPTION: A very striking Aloe with deep blue-green leaves and yellow flowers that the plant produces in winter. Aloe capitata is very drought-tolerant, and is well suited to consumers who want a hardy plant.

SEASON: All year

GROWER: Munk anno 09 – www.50052.dk

NEW VARIETY:

Aloe somaliensis

DESCRIPTION: A beautiful and distinctive plant. In the shade the leaves are almost black-green, with bright elongated spots and red serrations at the edges. It is a very hardy plant and suitable for those who want a plant that is durable and unique.

SEASON: All year

GROWER: Munk anno 09 – www.50052.dk

NEW VARIETY:

Aloe variegata X Gasteria

DESCRIPTION: A beautiful plant with compact, speckled leaves. The leaves do not have the typical aloe serrations. Very compact and slow growing, and is well suited to consumers who want a hardy plant.

SEASON: All year

GROWER: Munk anno 09 – www.50052.dk
NEW VARIETY:

Aster novi-belgii
Mystery Lady® ’Brigitte’\(^{(N)}\)

DESCRIPTION: ’Brigitte’\(^{(N)}\) is one of five new varieties in the ‘Mystery Lady’® series, all of which have improved colours, greater durability and fuller plants. ’Brigitte’\(^{(N)}\) is characterised by a pink, full-bodied flower, and is a compact plant.

SEASON: June - October

GROWER: Nursery Råhøj - www.rahoj.dk

NEW VARIETY:

Aster novi-belgii
Mystery Lady® ’Grace’\(^{(N)}\)

DESCRIPTION: ’Grace’\(^{(N)}\) is one of five new varieties within the ‘Mystery Lady’® series, all of which have improved colours, greater durability and fuller plants. ’Grace’\(^{(N)}\) is characterised by full-bodied dark purple flowers and a compact plant.

SEASON: June - October

GROWER: Nursery Råhøj - www.rahoj.dk

NEW VARIETY:

Aster novi-belgii
Mystery Lady® ’Julie’\(^{(N)}\)

DESCRIPTION: ’Julie’\(^{(N)}\) is one of five new varieties in the ‘Mystery Lady’® series, all of which have improved colours, greater durability and fuller plants. ’Julie’\(^{(N)}\) is characterised by a full-bodied purple flower, and is a compact plant.

SEASON: June - October

GROWER: Nursery Råhøj - www.rahoj.dk
NEW VARIETY:
Aster novi-belgii
Mystery Lady® ‘Maggie’(N)

DESCRIPTION: ‘Maggie’(N) is one of five new varieties in the ‘Mystery Lady’® series, all of which have improved colours, greater durability and fuller plants. ‘Maggie’(N) is characterised by a full-bodied dark pink flower, and is a compact plant.

SEASON: June - October

GROWER: Nursery Råhøj - www.rahoj.dk

NEW VARIETY:
Aster novi-belgii
Mystery Lady® ‘Scarlett’(N)

DESCRIPTION: ‘Scarlett’(N) is one of five new varieties in the ‘Mystery Lady’® series, all of which have improved colours, greater durability and fuller plants. ‘Scarlett’(N) is characterised by a full-bodied red flower, and is a compact plant.

SEASON: June - October

GROWER: Nursery Råhøj - www.rahoj.dk

NEW VARIETY:
Aster novi-belgii
Mystery Lady® TRIO

DESCRIPTION: TRIO is a new plant concept in Asters, with varieties of different colours that bloom simultaneously, so they can be mixed in the same pot. The varieties are produced in 10.5 cm, but can also be produced in large pots. The concept has been launched under the name ‘Mystery Lady’® TRIO, in which there are several different combination possibilities.

SEASON: June - October

GROWER: Nursery Råhøj - www.rahoj.dk
NEW VARIETY:
Campanula formanekiana
THE CROWN PRINCESS’ BELLFLOWER® White

DESCRIPTION: THE CROWN PRINCESS’ BELLFLOWER® White is a new compact Campanula of the bell flower family, Campanula formanekiana. The plant has large white flowers and a mild floral scent, and is compact and uniform in growth. The plant is aimed at the trendy and modern consumer.

SEASON: From week 5 to week 40
GROWER: PKM A/S – www.pkm.dk

NEW VARIETY:
Campanula medium
Lady ’Deep Blue’

DESCRIPTION: The plant is characterised by an intense deep blue colour, and has a fine scent. It possesses good durability both indoors and outdoors. ‘Deep Blue’ continually produces new buds, and provides a colourful and decorative feature in the home and on the terrace.

SEASON: From week 8 to week 40
GROWER: Nursery Damsted – www.greengallery.dk

NEW VARIETY:
Campanula portenschlagiana
Dark Get Mee®

DESCRIPTION: Developed by the nursery PKM A/S, with the focus on producing a disease-resistant plant with dark flowers and long-lasting ornamental value, to the benefit of both the distribution sector and the consumer.

SEASON: All year
GROWER: PKM A/S – www.pkm.dk
**NEW VARIETY:**

**Crassula ovata Money Maker**

**DESCRIPTION:** Crassula ovate Money Maker has a compact growth and develops many side shoots. It is dark green in colour, with blue nuances, and thrives best in sunlight or light shade. Money Maker requires very little water, and so is easy for busy families to look after. According to an old African superstition, Crassula ovata Money Maker attracts wealth to the owner, hence the name Money Maker.

**SEASON:** All year

**GROWER:** LUNDAGER – www.75012.dk

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**NEW VARIETY:**

**Dahlia Dalina® Maxi Romero**

**DESCRIPTION:** Maxi Romero has yellow-orange flowers that are 9–10 cm in diameter. It has good branching qualities, with robust stems and 3-5 glossy split leaves. Maxi Romero has very good growing characteristics and is suitable for consumers to plant in the garden.

The production is aimed at gardeners interested in buying seedlings or young plants.

**SEASON:** Sales of seedlings: weeks 48 - 25

**GROWER:** Dalina® ApS – www.dalina.dk

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**NEW VARIETY:**

**Gardenia jasminoides 6 cm**

**DESCRIPTION:** Gardenia is now also available in a mini version: a beautiful little shrub with glossy leaves and creamy white flowers. Gardenia should be watered often, but does not tolerate over-watering. Place in a bright spot, but not in direct sunlight. Fertilise regularly.

**SEASON:** January - September

**GROWER:** Nursery Kærby ApS – www.livingcolours.dk
NEW VARIETY:
Hibiscus rosa sinensis
Hawaii® Luna™

DESCRIPTION: Luna™ produces a flower with yellow edges and a bright centre, giving it a “fresh look”. Luna® is a “Long Life” plant, with a flower that lasts 3-5 days. The plant blooms all summer, has dark leaves and could provide pleasure for many years. Luna™ is part of the Special™ Collection of multi-coloured hibiscus flowers from Hawaii.

SEASON: March - September
GROWER: Nursery Hawaii I/S – www.50298.dk

NEW VARIETY:
Hibiscus rosa sinensis
IPM 2011 Code 02

DESCRIPTION: A further refinement of the well-known, successful hibiscus variety, Adonicus (formerly Adonis Pink), with large, prominent buds. Specially bred for early spring sales. The plant is extremely durable in its journey from the nursery to the end-consumer. IPM 2011 Code 02 is a Long Life type – i.e. a newly-developed hibiscus variety, in which the individual flower lasts for 3-5 days.

SEASON: February - June
GROWER: Graff Kristensen A/S – www.group-unique.dk

NEW VARIETY:
Hibiscus rosa sinensis
IPM 2011 Code 03

DESCRIPTION: A further refinement of the well-known, successful summer hibiscus, Boreas. With its dark, glossy foliage – large, lime-green buds that explode into big yellow flowers – this plant creates a “living photogenic decoration” on the windowsill or the patio table. IPM 2011 Code 03 is a very special long-life type – a newly-developed hibiscus variety in which the individual flowers last for 4-6 days, complemented by large, beautiful and spectacular buds, which last for 8-10 days before blooming.

SEASON: June - September
GROWER: Graff Kristensen A/S – www.group-unique.dk
**NEW VARIETY:**

**Hibiscus rosa sinensis**  
**IPM 2011 Code 04**

**DESCRIPTION:** A double-flowering hibiscus with large, beautiful orange flowers. Specially bred to cope with late summer conditions in the Northern Europe. The plant foliage and flowers are not harmed by rain or wind, and any low temperatures only make the orange flowers even stronger and clearer in colour. Outlives the traditional bedding plants.

**SEASON:** July - September

**GROWER:** Graff Kristensen A/S – www.group-unique.dk

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**NEW VARIETY:**

**Kalanchoe Queen® More-Flowers® ’Pink Paris’ 10 cm**

**DESCRIPTION:** Queen® MoreFlowers® – Living Design. The newest series in our range lives up to its name. Queen® MoreFlowers® are quite simply designed to give you more of everything – more class, more style, more passion and more indulgence. Extravagant, eye-catching blooms adorn these unique and innovative plants for week after week. A special gift for that special someone in your life. The large blooms of ‘Pink Paris’ stand out for their unique twin shades of rose and lime, an eye-catching contrast to the dark foliage. Slow-developing buds open out into long-lasting flowers with cone-shaped centres. A decorative herald of spring from beginning to end.

**SEASON:** All year

**GROWER:** Knud Jepsen a/s - www.queen.dk

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**NEW VARIETY:**

**Kalanchoe Queen® RoseFlowers® ’Autumn’ 13 cm**

**DESCRIPTION:** Create a new romantic universe with Queen® RoseFlowers®, one of our series and distinctive for the luxuriant fullness of the flowers. From delicate, rose-like buds come rich blooms in many glorious shades. Appreciated for their colour, form and enduring high quality, they set the mood for lasting romance. Queen® RoseFlowers® - New Romance! ‘Autumn’ catches the eye with its many small, orange flowers against a backdrop of dense, dark foliage. Like stars on a tropical night sky.

**SEASON:** All year

**GROWER:** Knud Jepsen a/s - www.queen.dk
NEW VARIETY:
Kalanchoe Queen®
RoseFlowers® 'Delight' 13 cm

DESCRIPTION: Create a new romantic universe with Queen® RoseFlowers®, one of our series and distinctive for the luxuriant fullness of the flowers. From delicate, rose-like buds come rich blooms in many glorious shades. Appreciated for their colour, form and enduring high quality, they set the mood for lasting romance. Queen® RoseFlowers® - New Romance!
A charming new addition to the Queen® collection, ‘Delight’ stands out for its cool, pale pink blooms, each with a delicate centre of glowing pink. The flowers make a striking contrast to the dark green leaves. New Romance.
SEASON: All year
GROWER: Knud Jepsen a/s - www.queen.dk

NEW VARIETY:
Kalanchoe Queen®
RoseFlowers® 'Lindsay' 10 cm

DESCRIPTION: Create a new romantic universe with Queen® RoseFlowers®, one of our series and distinctive for the luxuriant fullness of the flowers. From delicate, rose-like buds come rich blooms in many glorious shades. Appreciated for their colour, form and enduring high quality, they set the mood for lasting romance. Queen® RoseFlowers® - New Romance!
Generous sun-yellow flowers and crisp green buds make Lindsay a breath of fresh air for spring and Easter. A harmonious plant with dark, green foliage. New romance.
SEASON: All year
GROWER: Knud Jepsen a/s - www.queen.dk

NEW VARIETY:
Kalanchoe Queen®
RoseFlowers® 'Sally' 10 cm

DESCRIPTION: Create a new romantic universe with Queen® RoseFlowers®, one of our series and distinctive for the luxuriant fullness of the flowers. From delicate, rose-like buds come rich blooms in many glorious shades. Appreciated for their colour, form and enduring high quality, they set the mood for lasting romance. Queen® RoseFlowers® - New Romance!
Dense clusters of bright, lemon-yellow flowers, delicate as the finest silk paper, create a fresh, vibrant look. With crisp, dark foliage, ‘Sally’ is perfect for spring and Easter. New romance.
SEASON: All year
GROWER: Knud Jepsen a/s - www.queen.dk
NEW VARIETY:
Kalanchoe Queen®
WildFlowers® 'Charming Purple Bouquet' 10 cm

DESCRIPTION: These wild-looking sculptures have the air of a bouquet plucked from a summer meadow. Cultivated with respect for nature and a passion for making life easy, Queen® WildFlowers® can be enjoyed both outdoors and in. Give them plenty of light, and they will reward you with their long-lasting beauty. WildFlowers® - A Living Bouquet!

'Charming Purple Bouquet' brings sculptured beauty to the garden and patio this summer. Crowning dark, serrated leaves, the dark purple, funnel-shaped flowers provide lasting pleasure that only becomes more intense as the flowering stems gradually turn a glowing dark red in the sun. A living bouquet born of a passion for easy-care, outdoor innovation.

SEASON: All year

GROWER: Knud Jepsen a/s - www.queen.dk

NEW VARIETY:
Kalanchoe Queen®
WildFlowers® 'Charming Purple Bouquet' 21 cm

DESCRIPTION: These wild-looking sculptures have the air of a bouquet plucked from a summer meadow. Cultivated with respect for nature and a passion for making life easy, Queen® WildFlowers® can be enjoyed both outdoors and in. Give them plenty of light, and they will reward you with their long-lasting beauty. WildFlowers® - A Living Bouquet!

'Charming Purple Bouquet' brings sculptured beauty to the garden and patio this summer. Crowning dark, serrated leaves, the dark purple, funnel-shaped flowers provide lasting pleasure that only becomes more intense as the flowering stems gradually turn a glowing dark red in the sun. A living bouquet born of a passion for easy-care, outdoor innovation.

SEASON: All year

GROWER: Knud Jepsen a/s - www.queen.dk
NEW VARIETY:
Kalanchoe Queen®
WildFlowers® ’Delicate White Bouquet’ 10 cm

DESCRIPTION: These wild-looking sculptures have the air of a bouquet plucked from a summer meadow. Cultivated with respect for nature and a passion for making life easy, Queen® WildFlowers® can be enjoyed both outdoors and in. Give them plenty of light, and they will reward you with their long-lasting beauty. WildFlowers® - A Living Bouquet!

White as the finest winter snow or a bride’s summer veil, ‘Delicate White Bouquet’ is beautiful all year round. Masses of feminine, star-shaped flowers form dense clusters, highlighted by the glossy foliage. A living bouquet.

SEASON: All year

GROWER: Knud Jepsen a/s - www.queen.dk

NEW VARIETY:
Kalanchoe Queen®
WildFlowers®
’Jazzy White Bouquet’ 6 cm

DESCRIPTION: These wild-looking sculptures have the air of a bouquet plucked from a summer meadow. Cultivated with respect for nature and a passion for making life easy, Queen® WildFlowers® can be enjoyed both outdoors and in. Give them plenty of light, and they will reward you with their long-lasting beauty. WildFlowers® - A Living Bouquet!

Large, soft and round, the flowers of ’Jazzy White Bouquet’ turn a small plant into an ornamental masterpiece. This sophisticated addition to the Queen® range is one you’ll remember. A living bouquet.

SEASON: All year

GROWER: Knud Jepsen a/s - www.queen.dk
NEW VARIETY:
Kalanchoe Queen®
WildFlowers®
‘Shiny Coral Bouquet’ 10 cm

DESCRIPTION: These wild-looking sculptures have the air of a bouquet plucked from a summer meadow. Cultivated with respect for nature and a passion for making life easy, Queen® WildFlowers® can be enjoyed both outdoors and in. Give them plenty of light, and they will reward you with their long-lasting beauty. WildFlowers® - A Living Bouquet!

Large, coral blooms with a ruffled edge give this unusual plant the air of a colourful butterfly on a warm summer’s day. The glossy, succulent foliage adds to the random, wild flower look. A living bouquet.

SEASON: All year

GROWER: Knud Jepsen a/s - www.queen.dk

NEW VARIETY:
Kalanchoe Queen®
WildFlowers®
‘Sugar Red Bouquet’ 10 cm

DESCRIPTION: These wild-looking sculptures have the air of a bouquet plucked from a summer meadow. Cultivated with respect for nature and a passion for making life easy, Queen® WildFlowers® can be enjoyed both outdoors and in. Give them plenty of light, and they will reward you with their long-lasting beauty. WildFlowers® - A Living Bouquet!

Love the cheeky combination of red, pink and yellow in sweet and stripy ‘Sugar Red Bouquet’. Succulent, crisp leaves complement the flowering clusters, bringing a splash of fun colour into your home. A living bouquet.

SEASON: All year

GROWER: Knud Jepsen a/s - www.queen.dk
NEW VARIETY:
Osteospermum ecklonis
Dalina® Aida

DESCRIPTION: Osteospermum with light violet flowers. Aida has large flowers with upright petals and glossy foliage. The production is aimed at gardeners interested in buying seedlings or young plants.

SEASON: Sales of seedlings: weeks 38 - 13

GROWER: Dalina® ApS - www.dalina.dk

NEW VARIETY:
Osteospermum ecklonis
Dalina® Rozia

DESCRIPTION: Osteospermum with bright, red-purple flowers. Rozia has firm growth and attractive glossy foliage. The production is aimed at gardeners interested in buying seedlings or young plants.

SEASON: Sales of seedlings: weeks 38 - 13

GROWER: Dalina® ApS - www.dalina.dk

NEW VARIETY:
Primula auricula
‘Bavarian Gaudi’

DESCRIPTION: A series of the old-fashioned winter-hardy garden primrose in exciting colour combinations.

SEASON: April - June

GROWER: Nursery Pedersen A/S – www.80171.dk
NEW VARIETY:
Rosa hybrid
‘Jacqueline Madigan’

DESCRIPTION: A new rose that appeals to the senses with a faint rose scent and a lovely, warm, cream-yellow colour with dark leaves.

SEASON: All year

GROWER: Nursery Broløkke – www.brolykke.dk

NEW VARIETY:
Rosa hybrid
Cayenne KORDANA®

DESCRIPTION: With Cayenne Kordana®, the potted rose assortment acquires a highly fashionable colour. With its noble flower shape and warm orange colour, this is a remarkable rose. The plant’s uniform growth and very long durability will undoubtedly excite both growers, retailers and consumers.

SEASON: All year

GROWER: Rosadanica A/S – www.rosadanica.dk

NEW VARIETY:
Rosa hybrid
Esprit KORDANA®

DESCRIPTION: Esprit Kordana® has delicate pink flowers, and belongs to a group of five new Kordana® varieties that brings a breath of fresh air to the range of 6 cm pot roses. All of these varieties are characterised by highly compact growth, dark green foliage and long durability.

SEASON: All year

GROWER: Rosadanica A/S – www.rosadanica.dk
NEW VARIETY:
Rosa hybrid
Honey KORDANA®

DESCRIPTION: Honey Kordana® has pastel pink flowers, and belongs to a group of five new Kordana® varieties that brings a breath of fresh air to the range of 6 cm pot roses. All of these varieties are characterised by highly compact growth, dark green foliage and long durability.

SEASON: All year

GROWER: Rosadanica A/S – www.rosadanica.dk

NEW VARIETY:
Rosa hybrid
Impala KORDANA®

DESCRIPTION: Impala Kordana® enriches the large-flowered Kordana® Grande assortment with the coveted fashion colour of Apricot. The flower is full-bodied and well-formed, and possesses good durability and transportability. The plant is also uniformly structured and has beautiful foliage.

SEASON: All year

GROWER: Rosadanica A/S – www.rosadanica.dk

NEW VARIETY:
Rosa hybrid
Julie KORDANA®

DESCRIPTION: Julie Kordana® has shown itself to be a completely problem-free variety to produce. Its delicate pink flower, extremely long durability and stable and consistent growth earn it a potential place in the standard range.

SEASON: All year

GROWER: Rosadanica A/S – www.rosadanica.dk
NEW VARIETY:
Rosa hybrid
Limo KORDANA®

DESCRIPTION: Limo Kordana® has bright orange flowers, and belongs to a group of five new Kordana® varieties that brings a breath of fresh air to the range of 6 cm pot roses. All of these varieties are characterised by highly compact growth, dark green foliage and long durability.

SEASON: All year

GROWER: Rosadanica A/S – www.rosadanica.dk

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NEW VARIETY:
Rosa hybrid
Lulu KORDANA®

DESCRIPTION: Despite its similarity to other roses in the Kordana® group, Lulu has its own special charm. The elegant, well-formed, creamy white flower with pink edges provides a lively contrast to the dark green foliage.

SEASON: All year

GROWER: Rosadanica A/S – www.rosadanica.dk

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NEW VARIETY:
Rosa hybrid
Medeo KORDANA®

DESCRIPTION: Medeo Kordana® has creamy white flowers, and belongs to a group of five new Kordana® varieties that brings a breath of fresh air to the range of 6 cm pot roses. All of these varieties are characterised by highly compact growth, dark green foliage and long durability.

SEASON: All year

GROWER: Rosadanica A/S – www.rosadanica.dk
NEW VARIETY:
Rosa hybrid Norwegian Snowball™ Forever®

DESCRIPTION: The new variety from Roses Forever® with flowers as big as snowballs! Norwegian Snowball™ Forever® is the name of the brand new creamy white pot rose from Roses Forever®. Besides from the characteristically large flowers, it is a uniform and firm plant that has extremely long durability. Decorates beautifully in your home but is also suitable for outdoor planting from May to September. Purchase of Norwegian Snowball™ Forever® starts from April 1st 2011, and will be sold as semi finished and finished plants.

SEASON: All year


NEW VARIETY:
Rosa hybrid Rodeo KORDANA®

DESCRIPTION: Rodeo Kordana® has velvet-red flowers, and belongs to a group of five new Kordana® varieties that brings a breath of fresh air to the range of 6 cm pot roses. All of these varieties are characterised by highly compact growth, dark green foliage and long durability.

SEASON: All year

GROWER: Rosadanica A/S – www.rosadanica.dk

NEW VARIETY:
Rosa hybrid Sylvia KORDANA®

DESCRIPTION: With its large, delicate pink flowers, Sylvia Kordana® has now been added to the well-known Kordana® Grande assortment. In the flowering process its colour grows even brighter, and finally acquires a tinge of silver. With its many side buds, the variety is very rich in flowers, which, combined with its remarkably long durability, could make Sylvia Kordana® a favourite.

SEASON: All year

GROWER: Rosadanica A/S – www.rosadanica.dk
NEW VARIETY:
Rosa hybrid
Texas KORDANA®

DESCRIPTION: Texas Kordana® combines a healthy yellow flower with high durability at a level not shown by any earlier variety. The large flower has a nostalgic form which matches current trends. Another remarkable addition to the large-flowered Kordana® Grande assortment.

SEASON: All year

GROWER: Rosadanica A/S – www.rosadanica.dk

NEW VARIETY:
Rosa hybrid
Toulouse™ Forever®

DESCRIPTION: The new pink rose from Roses Forever®, Toulouse™ Forever®, named after the Pink City, Toulouse, will be known for its long durability and large flowers, along with its bright pink color and many buds. Toulouse™ Forever® has a sweet scent, which perfectly matches its pink color. Toulouse™ Forever® decorates beautifully in your home but is also suitable for outdoor planting from May to September. Purchase of Toulouse™ Forever® starts from April 1st 2011, and will be sold as semi finished and finished plants.

SEASON: All year


NEW VARIETY:
Saintpaulia ionantha
‘Ballarinas’ 9 cm

DESCRIPTION: The classic small, dense 9 cm Gesneriaceae with almost heart-shaped leaves and fine flowers on stalks has now been modernised. The colours of this new Gesneriaceae’s flowers vary between rose-pink, red, white and a twin-toned light blue. The name of this new double-flowering Gesneriaceae in the 9 cm series is ‘Ballarinas’.

SEASON: All year

NEW VARIETY:  
Stephanotis floribunda 'Madagascar Jasmine'

DESCRIPTION: Natural hanger in 12 cm pot, which matches the nursery’s Natural Pyramid. The Natural Pyramid was first produced in 2010, and both products accord with the new trend to bring nature into the home.

SEASON: Week 9 - 21 and week 35 - 41

GROWER: Nursery Kjeld Hansen ApS

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NEW VARIETY:  
Trifolium repens 'Debbie'

DESCRIPTION: ‘Debbie’ has hanging, Bordeaux-coloured foliage, and is a compact and full-bodied plant. It displays an exciting play of colours, is winter hardy, and is suitable for planting out from spring to late autumn.

SEASON: March - October

GROWER: Nursery Råhøj - www.rahoj.dk

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NEW VARIETY:  
Trifolium repens 'Jessica'

DESCRIPTION: 'Jessica' has a dark green foliage with leaf markings. It has hanging foliage and an exciting play of colours, is winter hardy, and is suitable for planting out from spring to late autumn.

SEASON: March - October

GROWER: Nursery Råhøj - www.rahoj.dk
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