

Danish plant novelty tradition

In keeping with tradition, Danish growers will be transforming hall 5 at IPM 2016 into the exhibition's most beautiful flower garden. This is also where the Danish growers will be introducing a large number of new plants and concepts. This year, the tradition is being kept up with 43 exciting novelties.

Offer Madsen A/S

Plant Puzzle™ is one of several charming new concepts in the Cool Collections™ series from Offer Madsen A/S. It consists of three flowerpot covers of various heights and shades, which can be combined in small arrays according to the consumer's own taste. The flowerpot covers can not only be used with plants, but also for all sorts of other things, from toothbrushes to pencils. Plant Puzzle™ is right in tune with the current DIY trend. Flower Candle™, which is both a flowerpot cover and a candlestick, is another new concept in the same vein from Offer Madsen A/S.

LUNDAGER

Small Beauty by LUNDAGER™ is a new concept from LUNDAGER™ combining flowering mini-plants with the nursery's own 6 cm designer covers. The first plant in the new concept is an exciting novelty in itself; it is the first anthurium in the world that can be produced as a mini-plant. Anthurium Million Flowers Red® has perfect proportions, with small leaves and flowers, and boasts impressive durability, in line with Phalaenopsis.

Hawaii Gartneriet I/S

Sculpture Plant™ is a new concept from Hawaii Gartneriet I/S that hits the mark in relation to the very latest green interior design trends. The plants in the concept have been carefully selected so that they are both incredibly easy to care for and also provide a green and vibrant sculptural element in the home's interior.

PKM

The latest addition to the Fairytale Flowers series is Wonder MEE®, a remarkable novelty from PKM A/S. It has been developed in the nursery on the basis of the existing double-flowered Wonder varieties, and is characterised by very large double white flowers. Wonder MEE™ is filled with buds and presents its flowers beautifully. Plant health and stable quality is, as always, a matter of course.

Staudegarden

The anemone japonica hybrid Tiki Sensation® is an unusual novelty in the range of perennials from Staudegarden. Tiki Sensation® has quite full flowers, varying in shade from the salmon pink tones of the budding stage to the fully open white flowers that lie on several levels and give the entire plant a romantic expression.

Gartneriet Råhøj

Gartneriet Råhøj, who have enjoyed great success with their own breeds of Trifolium repens with beautiful colour patterns on the leaves, are now introducing the Trifolium repens 'Sweet Mike'. The new variety has almost artistic colourful designs that range from near-black to wine-red and

delicate green. The variety is named after one of the nursery's customers, who felt it was discriminatory that all the previous varieties had been named after girls.

Gartneriet Råhøj is also introducing a new variety in its aster series, *Symphotrichum novi-belgii* 'Debra', with two-tone flowers.

Knud Jepsen A/S

Among this year's many Danish novelties at IPM 2016 are no less than eight exciting new additions to the Kalanchoë range from Knud Jepsen A/S. One of the most striking of these is Kalanchoë interspecific hybrid Queen® MoreFlowers® 'Ellen' LimitEd. The new variety is in a class of its own, with huge flowers in white and lime-green hues. Each flower has a diameter of up to 45 mm, while the petals have a surface that shines like mother of pearl. A very special novelty.

Also among the novelties from Knud Jepsen A/S are two new cut varieties in strong pink and soft orange shades, respectively, in the Kalanchoë laciniata hybrid Queen® CutFlowers series, which on its introduction last year set the durability standard for cut flowers.

Rosa Danica A/S

A new generation of *Campanula portenschlagiana* is on the way from Rosa Danica A/S. Tendenza® whiteOne is the result of years of intensive breeding work, aimed at producing extraordinary durability.

RosaDanica is also introducing two new varieties of potted roses from Kordana®. Rosa hybrid Antique Kordana® has natural, compact growth and produces very dense, full flowers in a beautiful carpet. The variety is characterised by unique durability, which is further extended when Antique Kordana® is planted outside, in a pot.

Rosa ApS

Among the four exciting novelties from ROSA ApS, Rosa Jinfinity™ Infinity® Gold is one of the most striking. The new variety joins the series of Infinity™ roses bred by Roses Forever ApS, which are characterised by their impressive durability. Jinfinity™ Infinity® Gold has large, full double flowers in a colour reminiscent of gold. The rose acquired its name because *Jin* means gold in Chinese, and the Chinese market is of growing importance for the breeding company Roses Forever ApS.

Roses Forever ApS

Danish-bred cut roses are the latest new arrivals from the breeding company Roses Forever ApS, who will be introducing no less than four new varieties at IPM 2016. Among them is the new spray rose Rosa hybrid Loves Me® Two Times®, with romantic, antique-looking flowers in delicate old rose and cream shades in its folded, tight-sitting petals. A single stalk is enough to fill a whole vase.

Poulsen Roser A/S

Long Decorative Value™ is a trademark associated with no less than seven new varieties of potted roses in various colours from the breeding company Poulsen Roser ApS. The roses can be grown both indoors and outdoors, where they bloom continuously. The varieties, such as Rosa hybrida x Tijana™ Parade®, bloom fourteen days earlier™ than traditional potted roses. The many good qualities of the varieties give retailers a longer sales period, while consumers can enjoy a longer and better experience of the roses.

Poulsen Roser ApS is also introducing Clematis hybrida x Acropolis™ Boulevard®, which blooms lavishly and continuously, and can also be grown both indoors and outdoors.

Gartneriet Broløkke

Seven new varieties of potted roses from Gartneriet Broløkke under the trademark Q-iRose® await visitors to IPM 2016. The varieties are characterised by high durability and prolonged flowering periods. The rose hybrid Caroline Q-iRose® has its own history, as it was launched in connection with Baroness Caroline Fleming's 40th birthday, at which it was named by the baroness. The variety is characterised by firm, harmonious growth, diligent flowering and an intense, romantic pink shade.

See all of this year's plant novelties in the enclosed new product summary or at floradania.dk

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