

In the coming months, the European press will receive three articles about exciting, Danish pot plants. The articles are already available for you to read on www.floradania.dk

Say it with hearts

February 14th is the red-letter day of loving hearts. This article tells the story about Valentine's Day and about a range of different plants with heart-shaped leaves that are ideal for communicating the love message of the day. Read about Strings of Heart (*Ceropegia woodii*), Common Ivy (*Hedera helix*), Heart-leaf Philodendron (*Philodendron scandens*), Million Hearts (*Dischidia ruscifolia*), Heart Fern (*Hemionitis arifolia*) and Wax Heart (*Hoya kerrii*).

A healthier life with plants

People are much more at ease when there are plants in rooms where they spend time. This is one of the results of a Danish survey of the importance of plants for the indoor climate. Read the article for more information. Read also about the ability of plants to lower the room temperature and the importance of plants in connection with allergies.



The plant trend of this spring adds a wonderful quality to the interior

This article is an introduction into how plants can add small, cool drops of colours to the interior design, i.e. colours of this spring trend Colour Drops. It includes ideas for how to combine plants and cache-pots; and Gerbera, Kalanchoe, Ranunculus and Rosa are singled out as examples of plants that can add wonderful quality to the interior.



New catalogue of Danish pot plants
To you from the Danish pot plant industry

Floradania Marketing is the Danish plant trade's marketing company, owned by Danish nurseries and sales companies

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Trend, inspiration and news about Danish pot plants

floradania.dk

Trend:
COLOURDROPS
SHOP&STYLE
ARTICLES FOR THE PRESS
ADDED VALUE
MINIATURE PLANTS



Recent trends have been dominated by black, white and lots of beautiful grey shades. This spring, the wish for colours is re-emerging even though grey will still form the basis of the various 2008 trends. The colours in this spring serve as small, strong and distinctive drops in the grey universe. Yellow, lilac, orange, red, green and pink – a single or no more than a couple of colours in the same room. We meet them as well-arranged effects in a minimalist, city-like decor that is almost a personal, modern museum. Everything is arranged to make the quality of each individual object stand out, whether it is the quality of the upholstery on the expensive designer sofas or the quality of the perfect shape of the scarlet plastic lamp. The shapes are simple and cubistic, and concrete is popular, yet the expression is positive and inviting. A touch of spring colours enters the home through soft furnishing fabrics and cushions arranged with exciting lamps and sculptural, flowering plants placed in bases of the same colour, or in concrete, silver or steel.



Rosa

colourdrops

What does Colour Drops mean to you as a plant seller?

- Flowering plants are an easy and inexpensive way of adding a *colour drop* to the room
- Sculptural plants are Colour Drops when they stand alone in a base of the same colour or in cement, concrete, silver or steel as a neutral contrast to colourful plants
- Choose bases in simple, cubistic shapes with no frills
- Plant several smaller plants together to make the colour surface massive. Choose plastic, glass, Perspex, coated fibre glass or Corian in the same colour as the plant.



Ranunculus

Where do your customers meet the Colour Drops trend?

- The trend emerges from the big cities
- People who lived minimalistically in the 90s adopt this trend
- Furniture series in grey, white and black are supplemented with one or more strong colours
- Interior design and fashion go hand in hand, forming a lifestyle – it's all about staging
- Spring fashion is pure, but with shoes, bags, shirts and scarves in various colours
- Young people listen to new wave music inspired by the 90s, of which the Danish musician, Trentemøller, is exponent
- The older generation prefers soft, pure and modern music as it is expressed at the Dutch DJ Tiestos' concerts
- The Spanish film director, Pedro Almodovar, uses colourful effects in an otherwise grey universe



Kalanchoe

Primula malacoides

Primula obconica

Primula vulgaris



Shop STYLE



Idea, styling and text: Anette Eckmann/Eckmann Alive

Colours promote understanding, colours tempt – freshen up and, not least, trigger imagination. Finally, colours are re-appearing in the interior design and, of course, flower shops will not fall short of neither furniture shops nor stores. It's about daring to take a chance and doing something completely different. However, this should not be exaggerated as things should still be minimalistic and city-like. Imagine an art museum or a design exhibition where simple, yet effective elements are often used to accentuate the message. If inspiration is needed, it would be a good idea to take the time to seek inspiration elsewhere in the world. The prices of airline tickets have gradually rock-bottomed and there is no need to stay at the most expensive hotel as you are out in the streets all day long with your digital camera. Here, you can see the ideas that I spotted during my inspirational autumn travels; they all match the new Colour Drops plant trend perfectly.

Begonia



Gerbera



An entire coloured wall in the shop creates a fantastic effect. Measure the wall, make a frame of wood and cover it with white fabric. Install lighting fixtures with coloured neon tubes on the wall and hang the fabric wall in front of them. Or illuminate a white wall using spotlights with coloured bulbs. A light dimmer may be connected to increase or dim the light according to weather conditions.



Everybody loves travelling and it is therefore a good idea to supplement your range of plants with travel guides. The guides are ideal for styling your shop and windows and can create additional sales. The small, handy, informative and colourful guides about big cities all over the world are published by the Wallpaper trend magazine which is available from Phaidon. www.phaidon.com & www.wallpaper.com

Replace the cords of your lights/pendants with coloured fabric cords. Such cords are available in countless colours and cost no more than approx. € 3 per metre. www.frinab.se



Welcome – in New York I saw this colourful mat on the sidewalk outside a furniture shop. The mat drew me into the shop. Buy a small piece of carpet from your local carpet dealer or order a mat to suit your idea at www.imexpo.com



Packaging material is an important element. Ordinary white paper is fine for wrapping up Colour Drops plants. Close the paper with canvas tape in strong colours. Tear a piece off and place it casually on the packaging. Canvas tape can also be used for decoration purposes. Apply it on your podia, carrier bags, in the window or on the floor. A cool, non-expensive effect. www.stokvistapes.dk



Stop effect. A large coloured plant pot at the entrance door creates a fantastic stop effect. The pot can be repainted according to the style of the shop – all year. This photo was taken in Amsterdam, a city where shop owners have really understood the value of using facades as a marketing feature.



Plastic tubs in strong colours are perfect for plants in front of the shop. The tubs are easy to carry outside the shop and create a good stop effect. Tubs are available from Walther & Co. Tel. +45 45806907 or from www.newgarden.dk



Cytisus



A funny, bold colour effect can be achieved by hanging lamp holders with coloured bulbs. Hang several lamp holders above the counter or in the display window. You could also gather 10 - 20 - 30 lamp holders as a large bouquet and let them hang from the ceiling like a large chandelier. Adjust the length of the electrical cord to the ceiling height. Coloured bulbs are available from your local electrician.

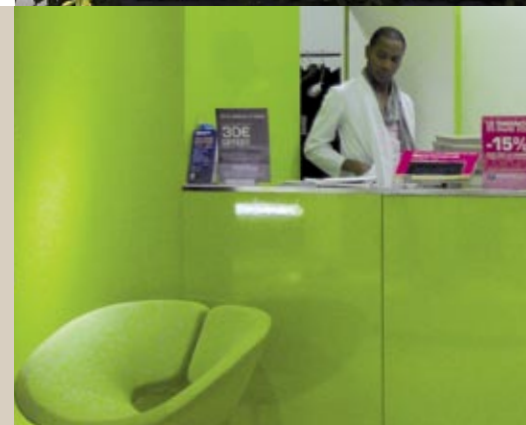
Use coloured neon tubes in the interior design of your shop. This creates a fantastic city expression. Use neon tubes in windows or inside the shop. The colour affects the colours of the plants, ensuring a completely unexpected experience. The tubes can be installed in lighting fixtures in the ceiling or be placed at the bottom of the window. This idea was spotted in Paris. Coloured neon tubes www.lyskilde.dk



The facade is the customer's first impression of the shop; it is therefore important that it constantly follows the current trend. A colour expression is easily achieved by attaching transparent foil on the entrance door. Shop OK with a scarlet door was spotted in Paris. Foil in countless colours is available from www.vink.dk



Paint your counter in a bold colour. Green is ideal for all plants. You could also go a step further using a strong colour such as pink; this will really make wonders. The counter shown was spotted in a department store in Paris.



MAXIMUM

with

POSSIBILITIES

with miniature plants

Nicolai Bergmann

Bjarne Aarhus



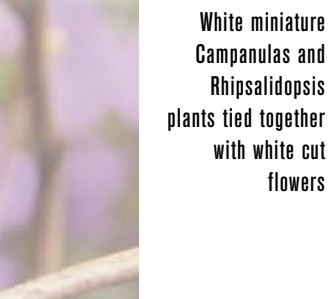
Miniature Campanulas used in a bouquet together with cut flowers



Miniature Campanulas used in the oasis of this decoration together with cut flowers



Miniature Campanulas and Hyacinthus used in the oasis of this decoration on a tray



White miniature Campanulas and Rhipsalidopsis plants tied together with white cut flowers



Miniature Campanulas decorated above a tray with Hyacinthus plants

Miniature plants are attractive products in the shop. Applications are many – solo, as a table cover decoration, several similar plants arranged together and in decorations.

Try also to experiment with miniature plants together with cut flowers in bouquets. Run a plant stick through the plastic pot which then becomes a decoration element when the pot is covered with green leaves.

Let yourself be inspired by the photos where two Danish flower stylists have played with possibilities. On the left-hand page, it is *Nicolai Bergmann* who has great international success as a flower artist, with several shops in Japan. On the right-hand page, it is *Bjarne Aarhus* who has been a great source of inspiration for many years in modern plant styling in Denmark as well as abroad.



Miniature Primulas in a nest interlaced using birch branches, decorated with yellow eggs



Chrysanthemums, Jasminums and eggs are gathered by the branches from the Smooth-leaved elm that accentuate the shape of the base



Ball-shaped birch basket with yellow miniature Rosa and birch branches add movement and coherence to the decoration



Coloured sticks create links between the Kalanchoe plants in different colours

Calceolarias "floating" on birch branches and red sticks with quail eggs



Now the wellness wave also includes plants as added value. Roses and scents go hand in hand and a new concept combines exquisite bath soaps with roses in ceramic cache-pots in different sizes and shapes. A declaration of love, a gift for the hostess, a good idea. www.rosanova.dk

Rosa



Kalanchoe

Ready packed and easy to carry. Now, Queen® Kalanchoe RoseFlowers® is available in a handy 6-pack with a carrying handle and protective wrapping. www.queen.dk



Sedum

Pilea

Plants in tubes mixed in a box, such as Pilea and Sedum. But a good deal of humour has been added to the concept through a range of highly untraditional, eye-catching labels with texts and pictures focusing on the air-cleaning properties of the plants. www.timmermann.dk

Zamiculcas originates from tropical Africa. Zamiculcas Za-micro is a new plant from Denmark. A miniature version in 6 and 9 cm pots. Bushy, close-set leaves. A small sculpture. A bright position with a little shade. Tolerates drying out slightly between waterings. Easy to care for. Matches the trend. www.olsenplant.dk

Zamiculcas



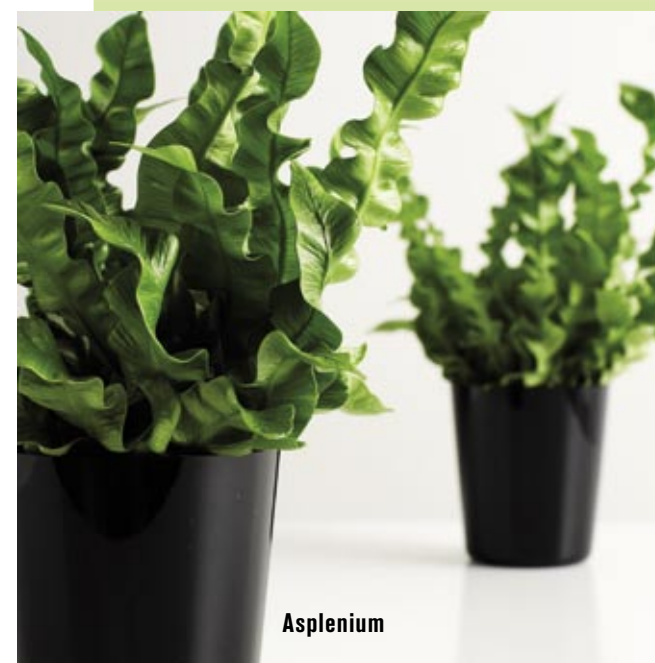
NEW PLANTS & ADDED VALUE



Campanula

In H.C. Andersen's fairy-tale, Thumbelina (Tommelise in Danish) becomes the queen of all flowers. Now, Tommelises Klokkeblomst® is introduced; it is a Campanula in the Fairytale Flowers® series in a clear, intense colour in contrast to the green foliage. www.pkm.dk

It did not look like an ordinary Asplenium. It had curled, sturdy leaves. It was in 1961 that a Japanese nurseryman discovered the plant on the Island Yaku. He brought it back home, improved and produced it. Seven years ago, a Danish nurseryman saw the plant in a Japanese newspaper. Now, Asplenium nidus 'Crispy Wave' is also produced in Denmark and delivered to all parts of Europe. See more at www.greengallery.dk



Asplenium

Roses are not for decorative purposes only - roses are also for children. A symbol of love, warmth of heart, joy and imagination. A new 2008 concept serves miniature roses as added value, appealing to children - the roses are presented in children's lunch boxes, in company with pirates, princesses and other good people. Follow developments at www.rosanova.dk



Rosa

Roses For Kids

DANISH POT PLANTS OF THE SEASON

Season
Peak season

For your notice board: remove and hang!

 <p>AESCHYNANTHUS HYBRID</p> <p>The range is wide but changes with the seasons. All of the plants should be placed in a bright to shady position out of direct sunlight. The temperature should be room temperature. Water and feed only sparingly.</p> <p>J F M A M J J A S O N D</p>	 <p>ASPARAGUS DENSIFLORUS</p> <p>Place it in a bright position out of direct sunlight in the summer. Tolerates temperatures down to 10-12° C. Should be watered regularly in the summer season, but only sparingly in the winter. Feed frequently in the growing season.</p> <p>J F M A M J J A S O N D</p>	 <p>AUBRIETA HYBRID</p> <p>One of the most popular rock plants. Winter-hardy perennial that flowers very early in the year. Thrives best in a bright position or in semi-shade. Feed only sparingly. Water regularly in a short period after it has been planted out.</p> <p>J F M A M J J A S O N D</p>	 <p>BEGONIA COCCINEA</p> <p>Leaf begonia with decorative foliage. Sometimes it is possible to find small, pink flowers between the impressive leaves. Should be placed in a bright position or in semi-shade. Keep moderately moist. Feed regularly in the growing season.</p> <p>J F M A M J J A S O N D</p>	 <p>BELLIS PERENNIS</p> <p>Produced in different colours from white to rose and dark red. Thrives best in a cool, bright position. Well suited, for example for containers together with bulbous plants of the spring. Should be kept moderately moist. Feeding is not required.</p> <p>J F M A M J J A S O N D</p>	 <p>BROWALLIA SPECIOSA</p> <p>Thrives best in a bright position out of direct sunlight. Best as a houseplant but it can also be placed in a sheltered spot on the patio or balcony in the summer. Water regularly. Feed frequently in the growing season. Available in several blue shades and in white.</p> <p>J F M A M J J A S O N D</p>
 <p>BRYOPHYLLUM SCANDENS</p> <p>Marketed under the name of Kalahari® Survivor. This plant does not require much care. It loves bright conditions, but tolerates shade too. It tolerates drying out thoroughly and temperatures down to 5° C. Feed only sparingly.</p> <p>J F M A M J J A S O N D</p>	 <p>CALCEOLARIA HYBRID</p> <p>Produced as miniature plants as well as plants in 10 cm pots. The colour range is red, yellow, orange and several multicoloured shades. The plants should be placed at room temperature in a bright position out of direct sunlight. Feed frequently. Water regularly, does not tolerate drying out.</p> <p>J F M A M J J A S O N D</p>	 <p>CALLISIA REPENS</p> <p>Loves a bright position, however, out of direct sunlight. The temperature should be room temperature but a cooler temperature is also acceptable. Feed frequently in the growing season. Water regularly in the growing season and only sparingly in the winter.</p> <p>J F M A M J J A S O N D</p>	 <p>CAMPANULA</p> <p>New, longer-lasting varieties are developed on an ongoing basis. Place them in a bright position out of hot, direct sunlight. Remove flowers as they fade. Keep moderately moist. Feed using half-strength fertiliser in the growing season. Many varieties are winter-hardy and can be planted outdoors when they have served their purpose indoors.</p> <p>J F M A M J J A S O N D</p>	 <p>CHLOROPHYTUM COMOSUM</p> <p>This sturdy genus comprises several interesting varieties. They all thrive best in shade or semi-shade. Should be kept moderately moist. Feed once a month in the summer, but only every other month in the winter.</p> <p>J F M A M J J A S O N D</p>	 <p>COTULA DIOICA</p> <p>Suited for indoor as well as outdoor use. Thrives best in a bright position out of direct sunlight. Well suited as ground cover, for example in connection with stones. Should be fed frequently in the growing season. Prefers to be kept moderately moist, but also tolerates drying out.</p> <p>J F M A M J J A S O N D</p>
 <p>CYTISUS MADERENSIS</p> <p>A cool bright position, such as in the sun lounge, is the best position. Tolerates temperatures down to 2° C. If placed outdoors when the risk of night frost has passed, it will reflower in late summer. Feed only a little but keep it constantly moist; does not tolerate drying out.</p> <p>J F M A M J J A S O N D</p>	 <p>DIONAEA MUSCIPULA</p> <p>Exotic plant with the descriptive popular name, Venus flytrap. It is able to fold up very quickly when its sensitive hairs on the leaf surfaces are touched. A houseplant that should be placed in a bright position. Tolerates temperatures down to 5° C. Do not feed.</p> <p>J F M A M J J A S O N D</p>	 <p>DRACAENA GODSEFFIANA</p> <p>Decorative species that has returned to the range after having been away for a couple of years. Place the plant in a bright position at room temperature or cooler, but out of direct sunlight. Feed regularly in the growing season. Should be kept moderately moist, does not tolerate drying out.</p> <p>J F M A M J J A S O N D</p>	 <p>GARDENIA JASMINOIDES</p> <p>Produced in different sizes. Place it in as bright a position as possible out of direct sunlight. Water regularly in the flowering season with water with a low calcium content. Feed in the growing season. Room temperature in the summer, cooler in the winter.</p> <p>J F M A M J J A S O N D</p>	 <p>GERBERA HYBRID</p> <p>Thrives best at room temperature in a bright position out of direct sunlight. Water sparingly but frequently; does not tolerate drying out completely. Feed moderately when it flowers. Well suited for sun lounges and outdoor use in the summer season under sheltered conditions.</p> <p>J F M A M J J A S O N D</p>	 <p>HEDERA HELIX</p> <p>Produced in about 50 varieties. Small, big, erect, hanging, trained – a hedera for every occasion. The plants prefer a bright position out of direct sunlight. Should be kept slightly moist. Feed frequently in the growing season.</p> <p>J F M A M J J A S O N D</p>
 <p>HIBISCUS ROSA-SINENSIS</p> <p>Produced in different colours, sizes and shapes. Prefers a good, bright position; tolerates direct sunlight, too. Water and feed regularly in the growing season. Can be placed outdoors in sheltered locations from June until the first night frost sets in.</p> <p>J F M A M J J A S O N D</p>	 <p>HYDRANGEA MACROPHYLLA</p> <p>Produced in several different sizes and shapes. Loves a bright position and also tolerates direct sunlight. Water regularly, must never dry out completely. Feed only in the growing season. A cool position will prolong the life of the flowers.</p> <p>J F M A M J J A S O N D</p>	 <p>JACOBINIA PAUCIFLORA</p> <p>Lasts longest if placed in a cool, bright position; a temperature of 6-10° C is sufficient. Water and feed regularly, does not tolerate drying out. Can be placed outdoors in a sheltered spot in the summer, however, it should still be watered and fed regularly.</p> <p>J F M A M J J A S O N D</p>	 <p>JASMINUM MESNYI</p> <p>Should be placed in as bright a position as possible. Its life will be prolonged if placed in a cool position at night. Does not tolerate drying out but, in return, you don't have to feed it during flowering. With a little luck, you can make it reflower after a cool, prolonged period of time. However, it does not tolerate frost.</p> <p>J F M A M J J A S O N D</p>	 <p>JASMINUM POLYANTHUM</p> <p>Produced in different colours, sizes and types. Place it in as bright a position as possible in the flowering season. Lasts longest in a cool position. Water and feed regularly, does not tolerate drying out. Can be placed outdoors in the frost-free period.</p> <p>J F M A M J J A S O N D</p>	 <p>KALANCHOE BLOSSFELDIANA</p> <p>Characterised by its decorative flowers in many colours, shapes and sizes. Applications are many. Place it in semi-shade or in a bright position; tolerates even direct sunlight. Prefers to dry out slightly between waterings. Feeding is not required.</p> <p>J F M A M J J A S O N D</p>
 <p>LEWISIA COTYLEDON</p> <p>Available in many different colours. The plants should be placed in as bright a position as possible, preferably in direct sunlight. Also well suited for planting outdoors. Can overwinter in a sheltered location. Water and feed only sparingly. Tolerates drying out slightly.</p> <p>J F M A M J J A S O N D</p>	 <p>MYRTUS COMMUNIS</p> <p>Place it in a bright position, preferably in direct sunlight. Water frequently, does not tolerate drying out. Feed regularly, but only in the growing season. Can be used both indoors and outdoors in the summer season. Should overwinter in a bright, cool but frost-free location. Can be pruned and shaped as you wish.</p> <p>J F M A M J J A S O N D</p>	 <p>PHLEBODIUM AUREUM</p> <p>Exciting, bluish green fern with wide, slightly curled leaves. Thrives best in a bright position out of direct sunlight. Water regularly, however, it doesn't mind drying out slightly between waterings. Feed frequently in the growing season.</p> <p>J F M A M J J A S O N D</p>	 <p>PRIMULA MALACOIDES</p> <p>Produced in 4-5 different shades. Should be placed in a bright position out of direct sunlight at room temperature, however, it also tolerates a cooler but frost-free position. Water and feed frequently, does not tolerate drying out. The plant should therefore be considered a bouquet on a root.</p> <p>J F M A M J J A S O N D</p>	 <p>PRIMULA OBCONICA</p> <p>Available in a wide range of colours. Loves a bright position or semi-shade. Thrives at room temperature but lasts longest in a cooler position. Well suited to be planted outdoors in the summer season. Feed only sparingly. Water moderately, however, it does not tolerate drying out in the flowering season.</p> <p>J F M A M J J A S O N D</p>	 <p>PRIMULA VULGARIS</p> <p>Place it in a bright position, sheltered from direct sunlight. Lasts longest in a cool position. Should be kept moderately moist, likes to be watered from below; drought and overwatering will affect flowering adversely. Feeding it now and then will do it good. Can be planted out after flowering.</p> <p>J F M A M J J A S O N D</p>
 <p>RANUNCULUS HYBRID</p> <p>Produced in a wide range of colours. Thrives best in a bright position at room temperature or, even better, in a slightly cooler position. Should be fed frequently. Water frequently since it does not tolerate drying out. Can be planted out in the frost-free period.</p> <p>J F M A M J J A S O N D</p>	 <p>RHIPSALIDOPSIS HYBRID</p> <p>Product development continually results in new, exciting varieties. Place the plant out of direct sunlight at room temperature, preferably in a cooler position in the winter. Keep moderately moist, but water only sparingly from November to January; does not tolerate drying out completely. Feed frequently in the summer months.</p> <p>J F M A M J J A S O N D</p>	 <p>ROSA HYBRID</p> <p>New varieties in exciting, trendy colours are continually introduced. Small-flowered, large-flowered varieties, some with a scent, some without. Thrive best in a bright position. Water and feed regularly. Do not tolerate drying out.</p> <p>J F M A M J J A S O N D</p>	 <p>SENECIO CRUENTUS</p> <p>Place it in a bright position but not directly above a radiator or in strong sunlight. Lasts longest in a cool position (min. 10° C). Keep the plant moderately moist since it does not like drying out or too much water. Feeding is not required. Should be considered a bouquet on a root.</p> <p>J F M A M J J A S O N D</p>	 <p>SPATHIPHYLLUM WALLISII</p> <p>There are several varieties with different flower and leaf sizes to choose from, and they are produced in 6-13 cm pots. They thrive best in semi-shade at room temperature. Avoid direct sunlight. Keep moderately moist. They love high air humidity.</p> <p>J F M A M J J A S O N D</p>	 <p>VIOLA CORNUTA</p> <p>Plants that flower for very long. Well suited for planting out in a bright position, however, avoid full sunlight. Winter-hardy perennial that can be pruned after flowering. Feed only sparingly. Water regularly, does not tolerate drying out completely.</p> <p>J F M A M J J A S O N D</p>