

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



New Danish plants lead the way

Did you know that Denmark is the unofficial European champion in the production of new plants? You will when you have read the article. Industry people tell about the enormous importance of the new plants on sales that led to the establishment of the "Floradania Innovation Award", among other things. Read also about why new plants improve quality and why it is necessary to protect new plants.

floradania.dk

Trend: *pureLiving*
SUMMER TIME
SHOP & Style
ARTICLES FOR THE PRESS
ADDED VALUE



Give your patio a face-lift

Instead of doing what you use to do, try something new. That is the message of the article. Let the colours seduce, creating exactly the summer atmosphere you dream of this year. No matter which style you prefer, there are numerous possibilities of accentuating it using plants on your patio.



The plant trend of this summer is pure sensuousness: Pure Living

The article is a guide to this summer's trend for women readers. It includes sound advice on which plants to choose as well as inspiration for harmonious staging of homes with colours and materials exuding nature's beauty, romance and textural effects.



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



The trend of this summer is like a light breeze. The air is clean, the atmosphere bright and somewhat romantic. You still sense the grey colour as the basis for a range of delicate, dusty pastel colours that add a feminine expression to the trend. Unsaturated shades of delicate rose, natural white and the soft, intermediate tones of lilac, green and grey known from the walk on the beach – from stones, shells and mother of pearl. The materials of the trend are also light and delicate – glass, marble, ceramic stoneware and porcelain in organic shapes.

It's the female living in the house who has tidied up the house in order to create simple surroundings. Things with personality and a story. The result is unmistakable, timeless scenography based on tradition and no sudden change of style.

The Provençal and Mediterranean influence of the past inspired by romance has been replaced by Scandinavian sense of purity, nature and textural effects.

Underplayed elegance and sophisticated simplicity.



Muehlenbeckia



Bouvardia



Ceropegia sandersonii

pureLiving

What does Pure Living mean to you as a plant seller?

- Choose sculptural plants in organic shapes and delicate colours
- Furthermore, choose bases in circular and organic shapes – discreet and refined
- The bases are made of light porcelain and ceramic stoneware with simple, circular perforations and decorative grooves as effects – preferably in a combination of dull and glossy surfaces
- Use repetition to create harmony, either in plants or bases
- Arrange groups of plants in mixed bases in different sizes and shades where the colours match each other
- Style the plants as sculptures forming a harmonious whole with the rest of the interior decoration – no “noise”
- The styling materials are feminine and refined



Phalaenopsis



Begonia



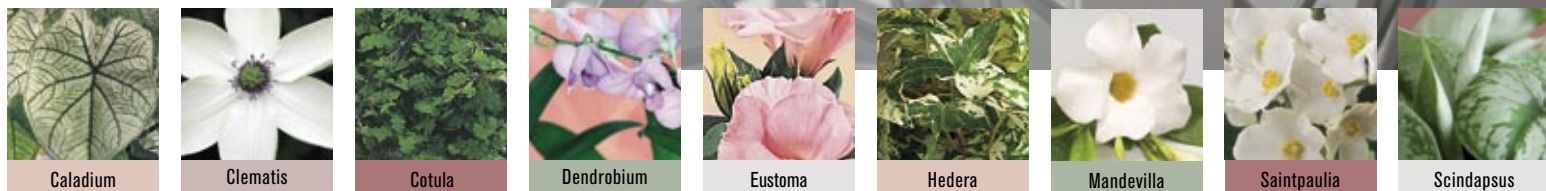
Where do your customers meet the Pure Living trend?

- It's a trend without any masculine tendencies whatsoever
- Meet the trend in the summer fashion for career-conscious women
- The trend is for women interested in design looking for pure quality rather than experiments
- For the interior decoration, the white plastic chair designed by Charles & Ray Eames is an obvious choice
- In the world of music, the Irish singer Roisin Murphy, among others, sets the mood



Hydrangea

Other plants for the trend:



PAMPER YOUR CUSTOMERS

Spring and summer are in the air and light has returned after a grey, dreary winter. Nature is sprouting and flowering and it's time for spring cleaning. For the Pure Living flower trend, the interior of your shop should be bright, attractive, simple, elegant and feminine. Imagine a grand patrician home with stucco and high ceilings. That's the atmosphere you should create in the Pure Living trend. Roughly speaking, Pure Living is the final showdown with the white and worn-out second-hand dealer wave. Tidy up and clear out! It is absolutely necessary to show or rather teach your customers what to do at home by acting as a role model for them. Pamper your customers with decoration assistance and small arrangements. Everybody loves to be pampered and an invitation to an informal "treat" is sure to strengthen the bonds between you and your customers even further. Start with a reception on the day the redecorated shop opens and serve five o'clock tea. Cooperate with your local paint dealer and let him be part of the arrangement. Hand out colour cards with the numbers of the colours used for the walls in the redecorated shop. Then it is up to you to sell as many matching Pure Living pots and plants as possible.

SHOP Style

By stylist Anette Eckmann Eckmann Alive



Big families

Gather containers, vases and pots in "families". Arrange products together that match each other in shapes and colours. Pure Living does not mean that you are not allowed to own many things; they simply have to signal underplayed elegance. The aluminium vase, the tall bottle and the two white vases are from GM Collection www.gm-collection.dk. The sculptural glass vase and relief silver vase are from Villa Collection www.villacollection.dk

Gypsophila

Ceropegia sandersonii

Ficus pumila



www.villacollection.dk

Five o'clock tea

Give your customers a treat in the form of five o'clock tea with various cakes and sandwiches that you can easily arrange in your shop. Serve this classic afternoon tea with pomp and circumstance offering them cucumber sandwiches and warm scones with strawberry jam and, of course, clotted cream. If you think it's too much, simply offer them a warm cup of flower tea. This way, you establish a good relationship with your customers. The tea may for example be available from your shop to make every-thing hang together.

Phalaenopsis



Don't forget the facade

Remember to make your shop visible. A facade banner in an unusual size and shape is great as an Eye Catcher. Graphic elements, such as the curlicues shown here on the banner from the Anthropologie shop in New York, will stimulate the theme you are focusing on in your shop. www.anthropologie.com



Campanula



Not in plaster

Be inspired by the style of an old, elegant patrician house with a beautiful stucco ceiling in the hall. Stucco rosettes are available in moulded foam and are very easy to install. Also use stucco to decorate sales podiums. You can also scan stucco motifs into your computer, print out price tags, etc. that match the Pure Living theme. Flauen skjold refers to the nearest dealer on +45 96 31 47 00.



Kalanchoe

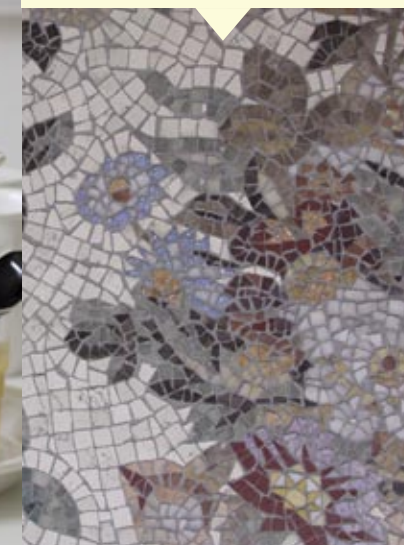


Still lifes

"Still life" is a photo and painting technique used to depict arrangements of different elements. Learn visual arts and arrange beautiful elements in groups. The Pure Living arrangement should have a personal expression which is simple, underplayed and artistic. Samples of decorative relief panels are placed up against the wall. Thälweg 30025 with a wave effect and Flower 50026. Both can be used to cover your counter or to hang on your wall. The Marotte Diffusion panels are from the MSK company www.wallpaper.com. The French Jielde desk lamp is from Rue Verte, tel. +45 33 12 55 55. The modern garden chair in metal inspired by branches in nature is from Juron www.istol.dk

Modern mosaic

Grey is the basic colour of the Pure Living style, combined with soft pastel colours. The style may be broken by using a mosaic "carpet" in the floor as in a real hall. Contact a professional floor installer or do the job yourself. Start by crushing a lot of porcelain and then make the motif, piece by piece! The inspiration for this was found in New York.



Hypoestes





Summer by the sea illustrated by a trap made of a base of steel wire and various grasses. The trap is placed on a bottom of **Muehlenbeckias** and **Echeverias** which together create interplay between vivid and calm elements.



Delicate **Myosotis** is planted in a bag of grass forming the centre in the contours of a marguerite-like summer flower made of braided grasses.

A tussock made of dry, scorched grass adds contrast to the living grass varieties, **Acorus** and **Carex**, planted in the tussock together with the **Echeveria**. The entire summer reflected in a single decoration.

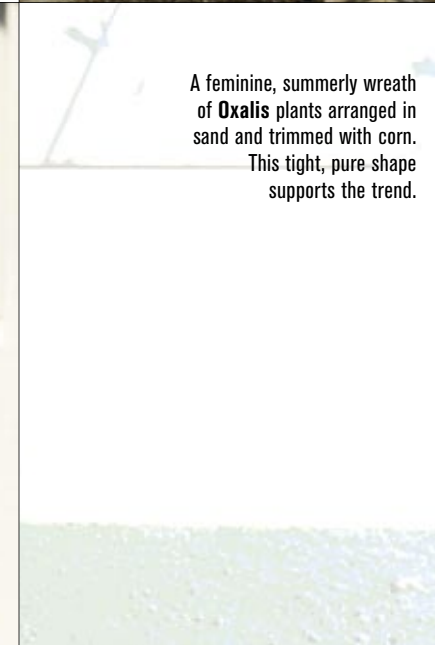
Different summer flowers such as **Pelagonium** and **Myosotis** create a fine summer atmosphere when arranged in a group.



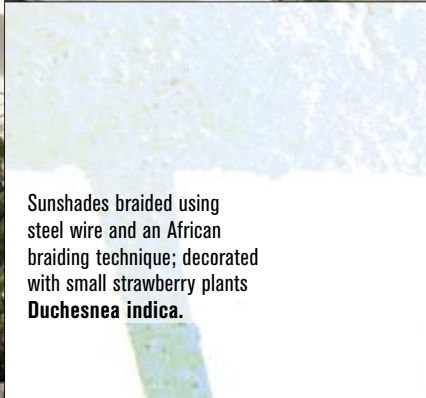
The style is Danish and summery. Play with colours. **Argyranthemum** and **Helichrysum** plants arranged in a white window-box and styled with grass the ends of which are also used.



Araucaria branches wound around a basis of oasis and trimmed with steel grass. Together with shells, they form the basis of the summer atmosphere and the white **Phalaenopsis**.



A feminine, summery wreath of **Oxalis** plants arranged in sand and trimmed with corn. This tight, pure shape supports the trend.



Sunshades braided using steel wire and an African braiding technique; decorated with small strawberry plants **Duchesnea indica**.



Bring the beach back to your patio. Playing with the surface in the tray where the dull **Helichrysums** create a contrast to the glossy pebbles which are grouped and wrapped in white all-purpose string.



Feminine **Rosa** planted in pots with glued-on shells that create a summery atmosphere.

Summer time IS TIME FOR INNOVATION

PLANTS ON THE PATIO DO NOT HAVE TO BE PLANTS IN CONTAINERS. LOOK AROUND YOU AND BE INSPIRED BY THE PICTURES FOR DIFFERENT DECORATIONS THAT ARE BASED ON THIS SUMMER'S TREND AND DANISH QUALITY.

Campanula and **Gypsophila** plants add weight to the long grasses; contrast is created between glossy and dull features by means of natural grass and dyed, white grasses retained using strips. Dream of summer and sailing as the grasses wave in the wind.



Many consumers choose to place two similar plants side by side. Now a new **Peperomia** concept makes both choosing and transporting the plants easy. Two 11 cm plants packed in a stylish, matted **bag with a handle**. A decorative piece of **printed matter** functions both as decoration and protection. The printed matter provides information about the plant in **six languages**; inspirational pictures and an overview of the range show the numerous possibilities. www.tingdal.dk



ADDED

The beneficial properties of the **Ginkgo biloba** plant for the body and mind have been known for millenniums. But the plant has many other qualities. In New York, it is widely used as a roadside tree and in a new Danish **gift concept**, it is the indoor climate and pure wellness which are in focus. The portable gift package contains the **air-cleaning** plant and a piece of **Ginkgo soap** that stimulates and has a sedative effect on skin. www.thoruplund.dk



Six **Campanulas**, 11 cm, gathered in a solid, elegant plastic tray with tall sides and **user-friendly carrying handles** in the sides. A **packaging solution** that makes it possible to increase sales of whole boxes. The plants are securely located in the box even though there is air around the pots. This air prevents humidity between the pots and the tray. www.hojagergaard.dk



A new marketing concept **Kalanchoe Queen Garden** for the shops focuses on **Kalanchoe** for planting out. Six packs for 9 and 10 cm Originals and RoseFlowers have a beautiful **wrapping** and are provided with an **inspirational folder** for the consumers; in addition, shops can order **banners** for campaign purposes. www.queen.dk



Sculptural plants now dominate homes all over Europe. One of the most popular plants is Sansevieria which is available in several different shapes from Denmark, for example, in a braided version of **Sansevieria Cylindrica**, "Braided Beauty".



Take a short-cut to the taste of summer. Large, luxuriant strawberry plants with green or bright berries ready to be planted out in containers or window-boxes. The new plant from "The Old Fruit Garden" is available in a 3.5 litre **bucket** with a protective **cap** and **growing instructions**. Choose between the well-known, tasty Senga-Sengana and Ostara. www.dan-elite.dk



The orchid is a miniature Phalaenopsis called **Little Lady**, with a strong personality in an exclusive, eye-catching **gift package**. With reflections resembling the light from a diamond, this new **packaging** attracts attention at the same time as its protective effect, the practical **handle** and the beautiful cache-pot make this concept an ideal gift for the hostess. www.helios-orchids.dk






Danish pot plants of the season

For your notice board: remove and hang!

Season

Peak season

 <p>ALSTROEMERIA</p> <p>Available in numerous colours. Produced in 19 cm pots. Perennial that can be planted out in the garden and is well suited for containers. Tolerates down to -10° C. Keep the plant moderately moist and feed regularly.</p> <p>J F M A M J J A S O N D</p>	 <p>ANGELONIA HYBRID</p> <p>Sturdy outdoor plant which is well suited for planting out in garden containers and beds where it can flower throughout summer. Place it in a bright position, preferably in direct sunlight. Water regularly. Feed frequently in the growing season.</p> <p>J F M A M J J A S O N D</p>	 <p>ARGYRANTHEMUM FRUTESCENS</p> <p>New, exciting types are continually appearing on the market. In the summer, the plants are extremely well suited for outdoor use where they will flower until the frost sets in if placed in a sunny position. The soil should be kept moderately moist. Feed frequently.</p> <p>J F M A M J J A S O N D</p>	 <p>BACOPA CAROLINIANA</p> <p>A hanging outdoor plant that thrives best in a bright, sunny position. Can be used in containers and window-boxes, or as a hanging plant. The plant is partially self-shedding. If kept moderately moist and fed at regular intervals, it can grow impressively tall.</p> <p>J F M A M J J A S O N D</p>	 <p>BOUGAINVILLEA</p> <p>Place it in as bright a position as possible, preferably in direct sunlight. Well suited for sun lounges. Thrives best at room temperature, but slightly cooler during the winter. Water the plant regularly in the summer but only very little in the winter. Feed only sparingly and only in the summer months.</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>CLERODENDRUM UGANDENSE</p> <p>Place it in a bright position out of direct sunlight. Tolerates temperatures down to 10° C. A cool position intensifies the blue colour. Can be pruned after flowering to make it flower again. Feed only sparingly. Water regularly, must not dry out.</p> <p>J F M A M J J A S O N D</p>	 <p>CUPHEA HYSSOPIFOLIA</p> <p>You can choose between 3-4 colours. Should be placed in a bright position, preferably in direct sunlight. Tolerates room temperature or cooler. Also well suited for planting outdoors. Keep it slightly moist all the time since it does not tolerate drying out. Requires only moderate feeding.</p> <p>J F M A M J J A S O N D</p>	 <p>DAHLIA HYBRID</p> <p>Available in many different colours. Well suited for planting out in beds or containers. Prefers a sunny, sheltered position. Should be watered regularly, immediately after it has been planted out. Faded flowers should be removed now and then.</p> <p>J F M A M J J A S O N D</p>	 <p>DIANTHUS</p> <p>This genus comprises several species, all of which prefer a bright position, preferably in direct sunlight. Well suited to be planted out in window-boxes, containers and beds in sunny locations. Some can overwinter under protected conditions. Should be watered and fed regularly.</p> <p>J F M A M J J A S O N D</p>	 <p>EUPHORBIA 'DIAMOND FROST'</p> <p>Light, stylish annual outdoor plant; extremely hardy and tolerates planting out under all normal conditions. Extremely well suited for planting together with other plants in containers. Water and feed regularly; tolerates drying out too.</p> <p>J F M A M J J A S O N D</p>	 <p>EUSTOMA GRANDIFLORUM</p> <p>Produced in different colours and sizes. Should be placed in a bright position, preferably in direct sunlight. Keep moderately moist. Tolerates drying out slightly, but do not overwater. Feeding is not required. Consider the plant "a bouquet on a root" that lives for four weeks.</p> <p>J F M A M J J A S O N D</p>
 <p>EXACUM AFFINE</p> <p>Available in different colours. Some have single flowers, others have double flowers. Thrive best in a bright position out of direct sunlight. Letting them dry out slightly between waterings will prolong their life. Feed only a little.</p> <p>J F M A M J J A S O N D</p>	 <p>FICUS PUMILA</p> <p>Available as green or variegated plants in various sizes. Place them in a bright position or in shade at room temperature or cooler. Well suited as ground cover in winter gardens, etc. Feed and water regularly, do not tolerate drying out.</p> <p>J F M A M J J A S O N D</p>	 <p>GAURA LINDHEIMERI</p> <p>A decorative annual outdoor plant. Available in white and different pink shades. Thrives best in sunlight or in semi-shade. Well suited for planting out in containers as well as beds. Should be watered and fed regularly but tolerates drying out to some extent.</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>GRAPTOPETALUM BELLUM</p> <p>A spectacular plant that is easy to care for. Should be placed in a bright position at room temperature out of direct sunlight, especially in the flowering season. Water slightly in the summer when the plant is dry and extremely sparingly in the winter. Feed a little in the spring.</p> <p>J F M A M J J A S O N D</p>	 <p>GYPSOPHILA PANICULATA</p> <p>Winter-hardy perennial with a characteristic scent. Best used as an outdoor plant but can also be used as a house plant in a bright position. Available in the colours white and rose. Keep slightly moist and feed regularly.</p> <p>J F M A M J J A S O N D</p>
 <p>HEDERA HELIX</p> <p>Hedera is extremely well suited as ground cover for window-boxes, containers and beds. Should be kept moderately moist and fed frequently in the growing season. Most species can overwinter outdoors under protected conditions.</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>IMPATIENS NEW GUINEA</p> <p>Should be placed in a bright position at room temperature or cooler. Well suited for sun lounges and patios. Can be planted outdoors in sheltered locations. If the plant is fed frequently and kept moderately moist, it can grow very tall and flower until the frost sets in.</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 different colours and sizes and has many applications indoors as well as outdoors. 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>MANDEVILLA</p> <p>Available in several colours, most often trained on a hoop or the like. Place it in a bright position, preferably in direct sunlight. Well suited for sun lounges. Can also be placed outdoors in a warm, sheltered location. Should be watered regularly, but feed only moderately.</p> <p>J F M A M J J A S O N D</p>	 <p>NEMESIA HYBRID</p> <p>The range comprises 5-6 colours. Perfect for hanging plants and planting out in window-boxes, containers and beds. Place it in a bright position; should not lack water and fertiliser. Flowers constantly until well into the autumn. Tolerates being cut back until 10-20 cm above the ground.</p> <p>J F M A M J J A S O N D</p>
 <p>NERIUM OLEANDER</p> <p>Loves a warm, bright position, preferably in full sunlight. Well suited for sun lounges and patios. Water regularly, must not dry out. Feed regularly in the growing season. Place it in a somewhat cooler location when it is to overwinter.</p> <p>J F M A M J J A S O N D</p>	 <p>OSTEOSPERMUM ECKLONIS</p> <p>Produced in many different colours; and every year new colours are introduced. Should be planted out in the summer months and placed in a bright position, preferably in direct sunlight. Water and feed regularly, in particular immediately after it has been planted outdoors.</p> <p>J F M A M J J A S O N D</p>	 <p>OXALIS REGNELLI</p> <p>Place it in a bright, cool position out of direct sunlight. Also well suited for an outdoor position in the summer months. Fades in the winter but can overwinter frost-free. Should be kept moderately moist, does not tolerate drying out. Feed frequently in the growing season.</p> <p>J F M A M J J A S O N D</p>	 <p>PASSIFLORA</p> <p>There are many exciting variants to choose from throughout the season. Prefers a bright position, preferably in direct sunlight. Well suited for sun lounges and patios. Feed frequently in the growing season. Keep moderately moist, does not tolerate drying out. Can overwinter frost-free.</p> <p>J F M A M J J A S O N D</p>	 <p>PELARGONIUM GRANDIFLORUM</p> <p>Should be placed in a bright position, preferably in direct sunlight. Can be used indoors as well as outdoors. Tolerates being planted outdoors early but does not tolerate frost. Extremely well suited for planting out in containers. Feed and water well in the flowering season, however, it does not tolerate being left in standing water.</p> <p>J F M A M J J A S O N D</p>	 <p>PELARGONIUM ZONALE</p> <p>Several varieties from the time when grandmother was young are now popular again. Geraniums should be placed in a bright position, preferably in direct sunlight. Can be used indoors as well as outdoors. Extremely well suited for planting out in window-boxes, containers and beds. Feed and water frequently in the summer season.</p> <p>J F M A M J J A S O N D</p>
 <p>PENTAS LANCEOLATA</p> <p>Produced in the flower colours white, rose, red and lilac. Should be placed in a bright position. Well suited for planting out in a sheltered location in the summer season. Attracts butterflies. Must be watered and fed regularly.</p> <p>J F M A M J J A S O N D</p>	 <p>ROSA HYBRID</p> <p>A wide range of pot roses is available in different colours and sizes. Roses can be planted out in a bright location in garden containers and beds. The plant can overwinter outdoors. Should be watered and fed regularly.</p> <p>J F M A M J J A S O N D</p>	 <p>SAINTPAULIA IONANTHA</p> <p>Produced in a very wide range of colours. Usually, it has single flowers, however, it also comes with double flowers. Prefers a bright position at room temperature out of direct sunlight. Water and feed only sparingly, tolerates drying out slightly between waterings. Prefers to be watered from below.</p> <p>J F M A M J J A S O N D</p>	 <p>PETUNIA HYBRID</p> <p>The range is very wide. Well suited for outdoor use under sheltered conditions in slight shade or direct sunlight. This applies both for patios as well as beds, containers and tubs. Feed and water moderately throughout the season.</p> <p>J F M A M J J A S O N D</p>	 <p>STEPHANOTIS FLORIBUNDA</p> <p>Thrives best in a bright position out of direct sunlight. Prefers room temperature, but in the winter cooler temperatures (14-16° C) to produce new buds. Water regularly in the flowering season and only sparingly in the winter. Feed moderately in the summer months.</p> <p>J F M A M J J A S O N D</p>	 <p>STREPTOCARPUS HYBRID</p> <p>Produced in many different colours. Prefers a bright position out of direct sunlight. Thrives best at room temperature. Water only moderately; prefers drying out slightly between waterings. Feed only sparingly.</p> <p>J F M A M J J A S O N D</p>