

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



Danish miniature plants – a maximum success

Denmark is world champion. From 2005 to 2007, the demand for Danish miniature plants doubled. This article explains why the small plants are so popular all over Europe. Read about environmental considerations, easy transport home from the shop and plants as educational tools for children.

The pot plant as a safeguard against the world

Globalisation makes us embrace things in our near environment, including the simple, nostalgic elements of our interior decoration. This article describes the trend of this winter where the grey and white shades of the Danish winter find their way into our rooms decorated with soft lines in everything from sweeping furniture to particularly poetic pot plants.



Let the herbs of Christmas decorate the living-room as plants

Christmas is an experience for all senses, not least the sense of smell. But the scents of Christmas can also be visually delightful. Spice plants are stylish and popular and this article introduces the readers to cardamom, vanilla, clove and coffee as decorative, untraditional pot plants.



At www.floradania.dk, you will find trends, a free picture database, new plants, a plant database and a sign module for making plant signs with pictures and care instructions. Floradania Marketing is the Danish plant industry's marketing company which is owned by Danish nurserymen and sales companies.

TREND:
NordicHeritage
MERRY CHRISTMAS
SHOP AND STYLE
ARTICLES FOR THE PRESS



Nordic Heritage



Spathiphyllum wallisii

Cyclamen persicum

Euphorbia milii

Cyclamen persicum



Phlebodium aureum

Where do your customers meet the Nordic Heritage trend?

- Nordic art of the Golden Age is exhibited at art museums all over the world
- The Belgian painter, Magritte, also works in the puritan universe and his surrealist art has been a source of inspiration for several fashion collections of this winter where wool and velour recur in the materials for robes and cloaks
- Melancholic, classical music is popular on the music scene while the Icelandic musician, Johann Johansson, among others, is making his modern contribution to the genre
- Copper is again popular within architecture
- Copper lamps are also in great demand and the English designer, Tom Dixon, has made some of the most popular models of this trend

Most people know the Scandinavian design tradition as a bright, easy-going and joyful tradition; however, it also has another side which is less known. This side is characterised by a colour range of deep dark blue, dark green and greyish brown tones with ice blue, black and white as accent colours. Warmth is added through copper and silver as effects.

Slightly melancholic, almost sinister but filled with a beautiful, aesthetic atmosphere as it is seen in the Danish painter of the Golden Age Vilhelm Hammershøi's paintings that are currently receiving much international attention. An atmosphere reflecting the dark seasons that fill so much in the Nordic calendar.

There is something puritan about the trend of this winter. The expression is lonely, slightly cool, but the cold is experienced from within - from a warm, cosy living-room where aesthetic furniture contrasts provocatively with modern design and metals. The interior design is staged and light and shadow are carefully planned parts of the interior scenography with sculptural plants casting spiritual, fabulous shadows in the room.



Kalanchoe

Ceropegia sandersonii

What does Nordic Heritage mean to you as a plant seller?

- The trend is ideal for creating a stylish, interior shop design full of atmosphere
- Use as little light as possible to create mysteriousness and let the plants form shadows in the light
- Use also bright and dark features in plants and bases
- Choose bases made in stylish materials – cut glass articles with feet or clear, black, smoke-coloured or frosted glass
- Or choose the rustic solution: wood with patina, concrete, bricks or structured or brushworked bases
- Styling creates atmosphere – create a stylish winter atmosphere with white, flowering plants, slightly covered with plant roots, a touch of copper and interior textiles in contrastive dark grey or dark blue colours
- Create melancholic peace with a single plant or several of the same type arranged in a group



Oxalis regnelli



Hoya linearis



Phyllitis scolopendrium



Hoya retusa



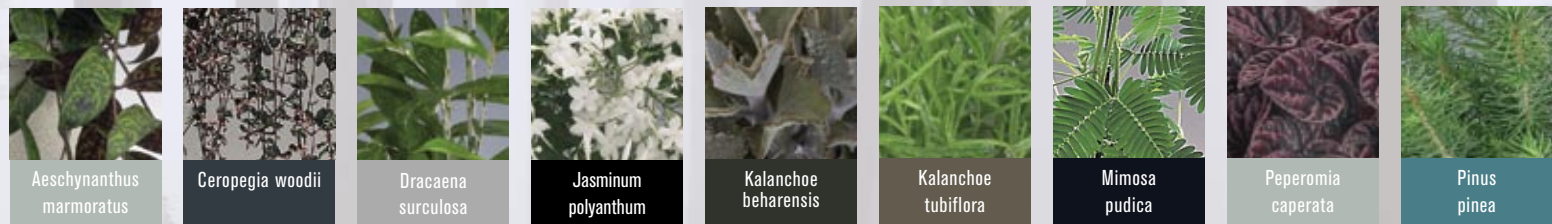
Rhododendron simsii



Cotula dioica

The plants are styled with products from:
www.bahne.dk
www.broste Copenhagen.com
www.ceannis.se
www.ilva.dk
www.villacollection.dk
 Rue Verte Plus, T: +45 33 12 55 55

Other plants for the trend:



Aeschynanthus marmoratus

Ceropogia woodii

Dracaena surculosa

Jasminum polyanthum

Kalanchoe beharensis

Kalanchoe tubiflora

Mimosa pudica

Peperomia caperata

Pinus pinea



By: Anette Eckmann/Eckmann Alive
www.eckmannalive.dk

SHOP AND STYLE

LONDON'S CALLING

I have said it before; go abroad and be inspired. The prices of airline tickets are extremely low if booked in good time. Before the summer holidays, I decided to invite my staff for lunch in London! We boarded our plane in Copenhagen at 7:10 a.m. Having landed, with clippings from an Italian home magazine in our luggage, we immediately took a taxi to the first stop on our trip – the Few and Far shop on Brompton Road.

A visit to this shop is simply a unique experience. We were greeted by the smiling staff that immediately offered us a cup of tea. The pleasant sound in the form of gulls' cries, lapping waves created a good mood. The articles, things for the home, and a small department with flowers and plants were combined in a surprising way. New and old, design and handicraft, unique and mass-produced products, candy and clothes for children and adults. The owner of the shop, Priscilla Carluccio, appeared to be the sister of the world famous designer, restaurant owner and businessman Sir Terence Conran. She is also the woman behind The Conran Shop and Habitat. At the age of 70, she has now opened her own shop called Few and Far.

She was present in the shop herself and I really have to take my hat off to her talent for spotting current trends and not least presenting and selling her products in such a way that we immediately loosened the purse strings. The interior decoration of the shop is fantastic, like a small fairy-tale, with efficient use of story-telling, sounds, light, and scents.

Her concept is to turn her shop completely upside down, restyling it four times a year. The product range is replaced and the shop styled to match the season. At the moment, the shop is painted in golden colours, focusing on a mushroom theme in line with the rustic style of this autumn.

All of us bought something in the shop which was wrapped up in blue, hand-made paper kept together by string and decorated with stamps. Respect – it was so perfect that we are ready to visit her shop again just to see what she has come up with THIS TIME. Learn from Priscilla, see what she does – be inspired by her ideas. **Make your shop all your customers' favourite shop – the shop they simply MUST visit, the "candy shop" in flowers and plants.** A place for pampering oneself, power shopping. Try to think the way she does. Prepare a plan for each of the four quarters. Make mood boards with colour codes, lists of plants and stage descriptions. Search for music, scents and think of small refreshments to match.

Need I say that the rest of the day was also spent shopping and having a delicious lunch at Villandry, www.villandry.com. We returned close to midnight, full of good ideas, lots of photos in our cameras and renewed energy and drive.

TRY IT – IT WORKS EVERY TIME.

Few and Far
 242 Brompton Road
 London SW3 2BB
www.fewandfar.net



Same shop photographed in September. New theme, new styling, new atmosphere – new temptations.

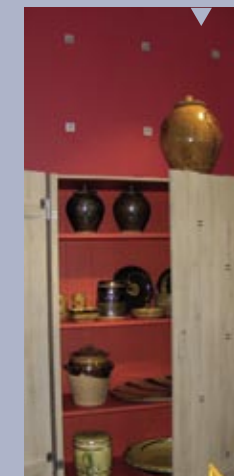
Priscilla Carluccio, a sister of Sir Terence Conran and married to the world famous chef Antonio Carluccio. She is a woman in her 70s but still full of ideas and drive.



Summer atmosphere in July. Product range, colours and staging – all of it adapted to the season.



Same shop, new styling. Burned September colours and articles to match the season. This type of styling creates new needs among customers. Needs that create sales and happy customers.



Fantastic styling; the facade of Few and Far, shot in July. The lady's own Fiat moved into the shop, providing an efficient STOP effect.

Merry Christmas

Living Christmas decorations

Traditional Christmas plants are beautiful in themselves but with simple, decorative means, the old acquaintances can turn into exciting, eye-catching Christmas sculptures - a transition which is really good for business.

*Red **Begonia elatior** in a black glass bowl - an exciting, easy-made Christmas decoration.*



*Black glass cache-pots with **Muehlenbeckia**, small black glass globes and black block candles form a simple, stylish Christmas decoration.*



*An entire tray full of **Begonia lorraine**, styled with glass globes in silver.*



*A large container planted with **Euphorbia pulcherrima** and styled with dogwood branches is beautiful on the floor.*

*Beech bark is glued into the shape of small rooms where **Euphorbia pulcherrima** and red glass globes create a Christmas atmosphere.*

*A black network of branches with ornaments and candles form the setting of **Euphorbia pulcherrima** planted in rubber pots.*

*A wreath tied from red dogwood branches styled with cones, moss and **Euphorbia pulcherrima** in small pots.*

Let ideas for the Advent flourish

Increase your sales by combining the atmosphere of candles with living plants. Use the wide range of possibilities to create beautiful, different decorations that increase your sales and make your customers happy all Christmas.

*A glass tray with **Helleborus** and 4 candles for Advent.*



Welcome to Kalanchoe

land

Kalanchoe Classic®
Laila®



Decades of improvement and development work have given Danish nurserymen a long lead in the production of the very popular, long-lived and hardy plant. No less than 22 new products have recently been presented to the public.

You can meet it as a plant growing wild in the tropical and sub-tropical parts of Africa and in Madagascar. But you meet millions of them all year and all over Europe as trendy plants for indoor as well as outdoor use. The development of particularly hardy types has in recent years also made the Kalanchoe a very popular outdoor plant in Northern Europe for containers and beds as it tolerates both rain and wind, but no frost.

And that it requires only little care is also an important part of Kalanchoe's popularity among consumers, irrespective of life styles and age groups. Combined with targeted efforts to improve plants where both colours and shapes match the most recent trends.

Ages ago, the plant was grown as a cut plant but in the 1930s Kalanchoe was marketed as a pot plant for the first time. It is more than 40 years ago that Danish nurserymen saw the possibilities of the plant and, today, approx. 42 million are produced in Denmark making Kalanchoe the largest culture on a level with roses. In the last 25 years, the most innovative development work in the world has probably been carried out in Denmark. This type of work requires experience, a sense of trends and patience. Out of 1,000 hybrids, there will be approx. 40,000 seedlings, typically resulting in three new varieties after 3-4 years of testing.

You can then try to figure out what and how much have been involved in the production of these 22 new varieties recently presented to the public by three of the largest Danish Kalanchoe producers. A range of completely new colours as well as a new series of plants are involved, departing from the known, characteristic expression.

Both the new and the known varieties are produced all year.

Read more about the new plants at the websites of the producers:
www.queen.dk www.skovlunden.dk www.eurostar.dk

See the wide selection of Kalanchoe photos in the picture database at:
www.floradania.dk

Kalanchoe Latin Lover®

Tango

Pink Cadillac®

Casablanca

Queen® Kalanchoe

RoseFlowers®
Shirley®

RoseFlowers®
Evita®

RoseFlowers®
Megan®

African®
Elegance®

Originals
Patrice®

RoseFlowers®
Henrietta®

RoseFlowers®
Purple Jodie®

RoseFlowers®
Emily®

Kalanchoe Classic®

Milli®

Liva®

Kalanchoe Calandiva®

Pippi®

Vanilli®

Kylle®

Whitney®

Sandy®

Queen® Kalanchoe WildFlowers®

Frozen White®

Sophisticated Pink®

Funky Red®








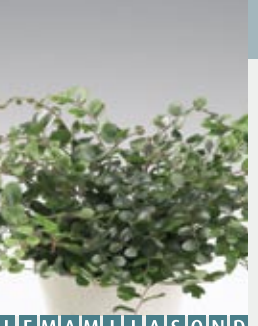




DANISH POT PLANTS OF THE SEASON

Season

Peak season

For your notice board: remove and hang!

 <p>AESCHYNANTHUS MARMORATUS</p> <p>Produces small, yellow flowers, but is best known for its decorative leaves. Should be placed in as bright a position as possible but tolerates shade, too. Feed only sparingly and only in the growing season. Water moderately; however, it must dry out between waterings.</p> <p>J F M A M J J J A S O N D</p>	 <p>BEGONIA ELATIOR</p> <p>Available in numerous colours. Flowers for long also in the winter months, simply place it in a bright position at room temperature or slightly cooler. Feed only sparingly, but keep it frequently moist since it does not tolerate drying out. Remove flowers as they fade.</p> <p>J F M A M J J J A S O N D</p>	 <p>BEGONIA LORRAINE</p> <p>Produced in a range of different colours. Thrives best in a bright position. The flowers will live longest at 14-16° C but tolerate up to 20° C. Feed only sparingly. Water moderately, preferably from below. Does not tolerate drying out.</p> <p>J F M A M J J J A S O N D</p>	 <p>BEGONIA VENOSA</p> <p>An extremely decorative plant that should be placed in a bright position out of direct sunlight. Feed frequently in the growing season. Water regularly during the same period and significantly less the rest of the year. Likes to dry out slightly between waterings.</p> <p>J F M A M J J J A S O N D</p>	 <p>BRASSICA OLERACEA</p> <p>Available in a wide range of colours. For indoor decoration, cover the surface of the plant with, for example, conservation spray and then decorate it. Water regularly, but feed only a little. Tolerates slight frost but cannot overwinter.</p> <p>J F M A M J J J A S O N D</p>	 <p>CEROPEGIA SANDERSONII</p> <p>A decorative, spectacular pot plant which should be placed at room temperature. Furthermore, it prefers a bright position out of direct sunlight. Water regularly; however, it doesn't mind drying out between waterings. Feed only sparingly.</p> <p>J F M A M J 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 J A S O N D</p>	 <p>CYCLAMEN PERSICUM</p> <p>Thrives at room temperature but even better in a cooler position. Place it in a bright position out of direct sunlight. Water regularly from below. Does not tolerate drying out. Feed regularly after flowering. Remove flowers as they fade.</p> <p>J F M A M J J J A S O N D</p>	 <p>DRACAENA SURCULOSA</p> <p>Decorative houseplant produced in several different sizes. Temperature should be between 20° and 25° C. Thrives both in a dark and bright position; however, direct sunlight should be avoided. Water regularly. Feed frequently in the growing season.</p> <p>J F M A M J J J A S O N D</p>	 <p>EUPHORBIA MILII</p> <p>Produced in different colours and sizes. Thanks to product development, new, exciting varieties are often introduced. Prefers a bright position at room temperature, preferably in direct sunlight. Water only sparingly and feed only in the growing season.</p> <p>J F M A M J J J A S O N D</p>	 <p>EUPHORBIA PULCHERRIMA</p> <p>Available in wide colour and size ranges. Prefers a bright position at room temperature or perhaps slightly cooler. Keep it moderately moist but don't feed it. Overwatering or cold shock may cause it to drop its leaves.</p> <p>J F M A M J J J A S O N D</p>	 <p>EUPHORBIA PULCHERRIMA 'WINTERROSE'</p> <p>A very decorative, long-lasting variant of the popular poinsettia. Produced in different colours and sizes. Prefers a bright position at room temperature or perhaps slightly cooler. Keep it moderately moist but don't feed it.</p> <p>J F M A M J J J A S O N D</p>
 <p>HATTIORA BAMBUSOIDES</p> <p>Spectacular but decorative and long-lasting green plant. Place it in a bright position, preferably in direct sunlight. The temperature should be room temperature. Feed only very little. Water regularly, tolerates drying out between waterings.</p> <p>J F M A M J J J A S O N D</p>	 <p>HELLEBORUS HYBRID</p> <p>Thanks to product development, new, exciting varieties are constantly introduced. Lives longest if placed in a cool position (5-10° C). Fertilizer is not required but the plant should be kept moderately moist. A perennial which you can subsequently plant out in your garden.</p> <p>J F M A M J J J A S O N D</p>	 <p>HOYA</p> <p>New species and varieties are continuously added to this very wide range. There are many colours, training types and sizes to choose from. Place the plant in a bright position out of direct sunlight. Feed and water only sparingly, prefers to be kept semi-dry.</p> <p>J F M A M J J J A S O N D</p>	 <p>ILEX AQUIFOLIUM</p> <p>Available with bluish green as well as variegated leaves. Ilex is a winter-hardy shrub and, therefore, prefers a bright, cool position. Suited for indoor as well as outdoor use, however, it does not tolerate drying out completely. Should be fed regularly.</p> <p>J F M A M J 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 J A S O N D</p>	 <p>JUNCUS SPIRALLIS</p> <p>Produced in different colours and shapes, all of which prefer a bright position, preferably in direct sunlight. Also well suited for planting outdoors. Winter-hardy under sheltered conditions. Feed only sparingly but water regularly since it does not tolerate drying out.</p> <p>J F M A M J J J A S O N D</p>
 <p>KALANCHOE BLOSSFELDIANA</p> <p>Types with double flowers resembling small rose flowers are now also available. All the types should be placed in semi-shade or in bright positions; they even tolerate a position in direct sunlight. They prefer to dry out slightly between waterings. Feeding is not required.</p> <p>J F M A M J J J A S O N D</p>	 <p>MIMOSA PUDICA</p> <p>A plant with spectacular qualities. Prefers a bright position, however, out of direct sunlight. The temperature should be room temperature or slightly cooler, if possible. Water regularly, does not tolerate drying out completely. Feed only very little and only in the growing season.</p> <p>J F M A M J J J A S O N D</p>	 <p>MUEHLENBECKIA COMPLEXA</p> <p>Different sizes with variegated or green leaves. Prefers a bright position and should be placed in as bright a position as possible, especially in the winter. Can be placed outdoors in the summer. Feed moderately in the growing season. Does not tolerate drying out.</p> <p>J F M A M J 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 J A S O N D</p>	 <p>OXALIS REGNELLII</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 J A S O N D</p>	 <p>PELLAEA ROTUNDIFOLIA</p> <p>Thrives best in slight shade and at room temperature. Avoid direct sunlight, particularly in the summer. Feed frequently in the summer months and only moderately in the winter months. Should be kept moderately moist, does not tolerate drying out.</p> <p>J F M A M J 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 J A S O N D</p>	 <p>PICEA GLAUCA 'CONICA'</p> <p>'Pink Paula' can be used both indoors and outdoors. After Christmas, it should be planted out either in a container or directly in the garden. Can grow up to 2 m tall. Tolerates careful pruning and trimming. If dried out seriously, the plant may shed its needles.</p> <p>J F M A M J J J A S O N D</p>	 <p>PINUS PINEA</p> <p>Most often seen with various types of ornaments on the occasion of the approaching feast. The plant thrives best at room temperature or cooler. Can be planted out in a frost-free climate afterwards. Water regularly. Feed frequently in the growing season.</p> <p>J F M A M J J J A S O N D</p>	 <p>PLATYNERIUM BIFURCATUM</p> <p>Today, production comprises two types of this spectacular, decorative plant. Both prefer a bright position at room temperature or slightly cooler. Should be kept moderately moist. Feed regularly in the growing season.</p> <p>J F M A M J J J A S O N D</p>	 <p>PTERIS ENSIFORMIS</p> <p>Produced in different sizes. Thrives both in shade and at room temperature, but also tolerates cooler temperatures. Feed regularly in the summer, sparingly in the winter. Water regularly, does not tolerate drying out. Well suited as a contrast plant.</p> <p>J F M A M J J J A S O N D</p>	 <p>RHODODENDRON SIMSII</p> <p>Available in many models, from miniature plants to shrubs, standards, pyramids and on hoops. A bright position, which is not too hot, is the best position. Feed only sparingly in the summer months but not at all in the winter. Should be kept moderately moist as they do not tolerate drying out.</p> <p>J F M A M J 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 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 full 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 J A S O N D</p>	 <p>SCHLUMBERGERA HYBRID</p> <p>Produced in many colours and sizes. All of them prefer a bright position at room temperature or cooler. Feed frequently in the growing season. Water moderately in the growing season but sparingly in the flowering season. After the flowering season, they tolerate drying out.</p> <p>J F M A M J J J A S O N D</p>	 <p>SCIRPUS CERNUUS</p> <p>A bright position or semi-shade is the best position. Tolerates also direct sunlight. Prefers room temperature. Feed only sparingly. Water frequently, preferably from below; does not tolerate drying out.</p> <p>J F M A M J J J A S O N D</p>	 <p>SELAGINELLA MARTENSII</p> <p>All Selaginella species thrive best in shade or semi-shade at room temperature or cooler. Well suited as ground cover in indoor plant tubs. Feed only sparingly. Keep constantly moist, loves high air humidity.</p> <p>J F M A M J 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 J A S O N D</p>