

New **www.floradania.dk** is your new source of inspiration

Beautiful and exciting! Eye-catching plants and easy to use, so why not try out the newly developed Danish website created as a source of inspiration for professionals, consumers and the press.

Here, you will find lots of ideas for plants used in new ways in exciting environments. More than 3,000 photos for you to use free of charge. Styling tips. Updated knowledge about trends and your customers' wishes for the coming year. Facts on care, location and seasons for thousands of varieties. Exciting articles and funny stories about plants, nurseries and concepts. A sign system for you who want to make your own, professional signs with photos and plant information quickly and easily. Information that keeps you updated of the latest news in the plant industry.

Welcome to **www.floradania.dk**



Trend, inspiration and news about Danish pot plants

# floradania.dk

TREND:

happy home

See this year's **plant trends** as a fantastic **dance show**

Think of how much the signals from a hip hop dancer's dance, music and clothing differ in terms of lifestyle from those sent by a tango or an English waltz. This is also true of plants. Customers' choice of plants tells us a lot about them and their homes.

Both dancing and plants have something to do with lifestyle and our lifestyle develops according to the current trends. Don't miss it when Denmark presents this year's plant trends as a fantastic dance show arranged by the Danish dancer Marianne Eihilt, known from the popular Danish version of the "Strictly Come Dancing" TV show as well as top placings at international competitions.

Denmark invites you to see our exciting trend show with new plants in **Hall 5 at IPM 2009**. From mid-February, you will also be able to see the show at our website: **www.floradania.dk**.



## Floradania Innovation Award 2009

For the second time, IPM in Essen forms the backdrop of the prize-giving ceremony for this year's most creative and innovative Danish concept and plant innovation as well as the best new Danish variety. The award will be presented on 29 January, at 12 noon.

The first award show held in 2008 attracted much professional attention, and many nurseries have shown great interest in participating in the 2009 competition. 28 products have been evaluated by a panel of judges consisting of experts from the plant industry as well as the lifestyle area. 11 products contended for this year's concept and plant innovation prize while the winner of this year's new variety prize was to be found among the 17 plants sent in.

See this year's winners at **www.floradania.dk**

 floradania.dk

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## "DON'T WORRY... BE HAPPY!"

...is the motto of this spring trend. It's an escape from the current crisis. It's small, affordable bright spots in the hurly-burley of everyday life.

A combination of colours and humour for the modern home. The plants are optimistic and presented in funny, unpretentious ways in colourful plastic bases with funny messages and naive decorations. Plants combined in unstructured patterns without styling restrictions as long as the result is colourful, surprising and happy.

Clothing and accessories of this spring will also be inspired by the colourful 50s to supplement the old wardrobe, and utensils and pots for the kitchen will come in funny, colourful shapes. Young artists have also adopted the trend, painting crazy motifs directly on walls. Motifs such as stringent, naive, colourful circles, stars, triangles and flowers. Don't worry! Plants are an excellent remedy for curing the feeling of crisis.

happy home



Codiaeum

Kalanchoe

Present plants in funny ways. A funny shopping net is a fantastic solution for the blue Senecios and makes it easy for your customers.

**Senecio cruentus**  
Senecio should be placed in a bright position out of direct sunlight. Water often but sparingly. Available from January to April.

Senecio

Focus on colours and shapes by mixing different miniature plants in colourful pots.

Exacum

Argyranthemum

Kalanchoe



Ranunculus is available in many different colours. Be happy and mix the plants on a colourful tray as a flower motif.

**Ranunculus hybrid**  
Place them in a bright position at room temperature or cooler. Water and feed frequently. Available from January to April.

Ranunculus



Adding Gerbera and Bellis plants to two trunks, a water jug and a toaster become a funny combination in a display where the colours make everybody happy.

**Gerbera hybrid**  
Gerbera is available in many trend colours. It prefers a bright position, out of direct sunlight. Water sparingly but often and feed it when it flowers. Available from February to October.

Gerbera

**Bellis perennis**  
Bellis is best in a bright, cool position and should be kept moderately moist. Available from January to April.

Bellis



Kalanchoe

Use the wide range of kitchen utensils in the colours of the trend to create funny plant arrangements.

**Kalanchoe blossfeldiana**  
Kalanchoe is available in many different shapes and colours. Tolerates both semi-shade and direct sunlight; prefers to dry out slightly before next watering. Available all year.



Think creatively when choosing cache-pots for the Happy Home trend. The crazier, the better. Show your customers funny gift ideas.

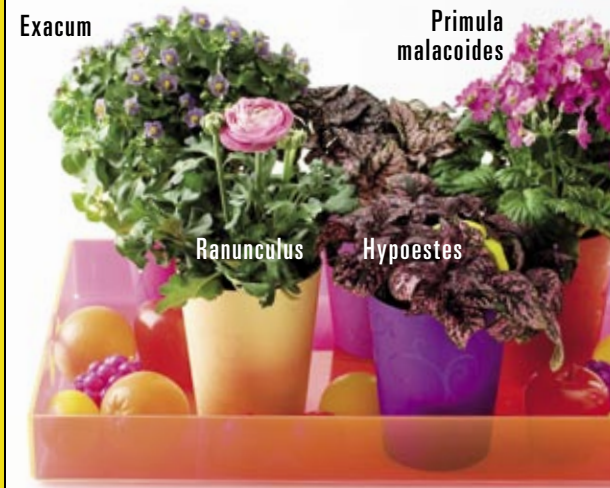
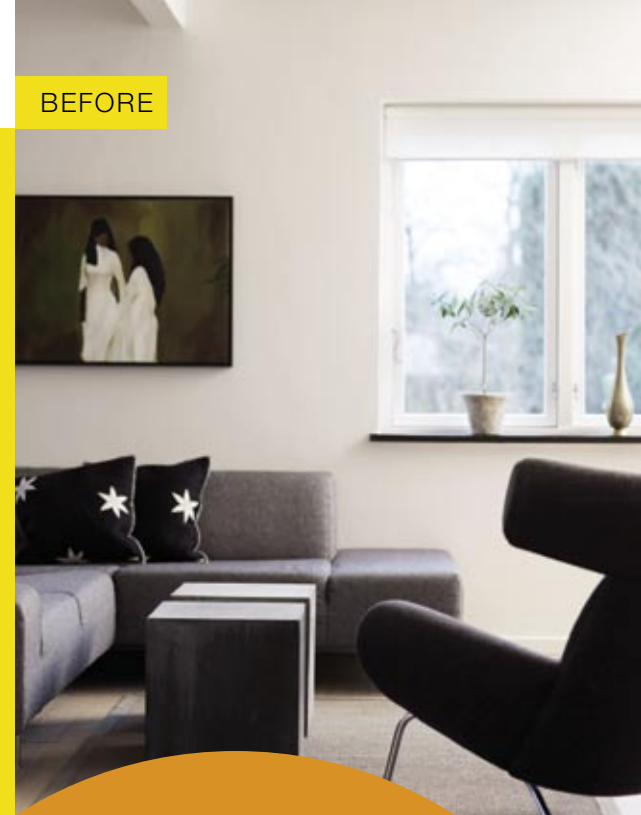
Kalanchoe





# happy home



BEFORE




An orange acrylic tray with several plants arranged in colourful cache-pots will soon create life in your home.

-  **Exacum affine**  
Place Exacum in semi-shade. Water and feed moderately.
-  **Hypoestes phyllostachya**  
Place Hypoestes in semi-shade. Water and feed regularly.

The trend of this spring adds a touch of optimism to the modern home's grey, white and black universe. Small colourful items that refresh your surroundings and create change for little money. This trend is ideal for increasing sales at a time when large investments for your home may be on standby. Show your customers the numerous possibilities of combining the wildness of green plants with the wide range of colourful plants of sprouting spring. Show that plants in happy colours together with new cushions in the sofa, carpets on the floor and new pieces of art on the wall create a happy home.




Create humour with bases wrapped in funny, colourful plastic chains. A crazy idea for the dining table, for example.


-  **Calceolaria hybrid**  
Calceolaria is available in several red and yellowish shades. Place it in a bright position out of direct sunlight and water it regularly. Available from December to March.

Ranunculus  
Primula malacoides  
Campanula  
Calceolaria

Cytisus

Chlorophytum

-  **Chlorophytum comosum**  
Chlorophytum is available in many different and funny shapes. Prefers a position in semi-shade or shade; water regularly. Feed once a month. Available all year.

-  **Cytisus maderensis**  
Cytisus can be used indoors as well as outdoors down to 2° C. Prefers a bright, cool position and should be watered often since it does not tolerate drying out. Feed only a little. Available from January to March.

happy home

# happy kidz

## DO YOU HAVE A BARGAIN FOR KIDS IN YOUR SHOP?

It pays off for children have a say on 60% of the family's purchases! And plants are good for children!

Plants clean the air. Plants speak to the fantasy. Plants are sweet, others exciting. Plants smell sweet while others are spiky. Plants are fun to play with, but plants are also living creatures that children can learn a lot from. Plants come in different colours – and children love colours.

Cacti and carnivorous plants are cool and can be used for the Indian camp, in the jungle, etc. Imagination is the only limit.



Pachira aquatica

Campanula

Kalanchoe

Rosa

Campanula

Selaginella apoda

It's more fun when the train is passing through woods of plants from the window-sill or bought for the purpose. Let children's fantasy flower.



**Pachira aquatica**  
Pachira tolerates both a bright position and semi-shade. Water moderately and let the plant dry out between waterings. Available all year.



**Ixora hybrid**  
A sun-loving plant; available in many beautiful trend colours. Water and feed regularly. Available all year.



**Hibiscus rosa-sinensis**  
Hibiscus is available in all the Happy Home trend colours. Place it in a bright position, preferably in direct sunlight. Water and feed regularly. Available from January to November.



**Hydrangea macrophylla**  
A fun plant for children because it must not dry out and therefore has to be watered often. Place it in a bright position, preferably in direct sunlight. Feed only in the growing season. Available from January to September.



Ixora

Hibiscus

Hydrangea

Give the children a happy experience. Present plants in toys. Use for example the beach set.



**Campanula hybrid**  
Campanula prefers a bright position out of direct sunlight. Water often to keep the plant moderately moist. Available all year.



**Selaginella apoda**  
Selaginella prefers a shady position and must be watered often. Available all year.

## MAKE YOUR CUSTOMERS HAPPY!

When your customers enter your shop, they look for bright spots. They wish to make themselves or others happy by creating a good atmosphere. Some people focus on beauty and aesthetics whereas many, at the moment, dream of escaping from the gloomy reality into a world of happy colours and humour.

Both the plant on the table and the plant for the hostess should indicate that there is room to see everything from a happy, crazy angle. Not just plants and pots in colours but the crazier and funnier, the better.

Think differently and use surprising items in your styling to give it a twist and bring smile to your customers' lips. Think of music and coloured lights as effects in your shop. Think of young artists who have already captured the trend – a piece of art on the wall can make wonders.



**Primula malacoides**  
Available in many colours. It should be given a bright position out of direct sunlight. Feed and water frequently since it does not tolerate drying out. Available from December to March.



**Sagina**



**Sagina**

**Kalanchoe**

With Sagina Puzzle Pots from the nursery Gartneriet Lundegaard, it's up to you and your customers to decide how crazy you wish things to be. Available in 11 different colours. [www.50488.dk](http://www.50488.dk)



**Sagina procumbens**  
Sagina is a winter-hardy perennial. Place it indoors in a bright, preferably cool position and water it regularly. Feed frequently. Available all year.



**Jacobinia pauciflora**  
Jacobinia prefers a bright, cool position. Feed and water regularly since it does not tolerate drying out. Available from January to March.

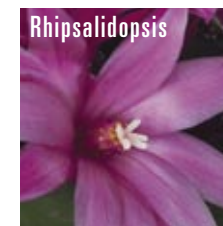


**Jacobinia**

### OTHER SEASONAL PLANTS



**Browallia**



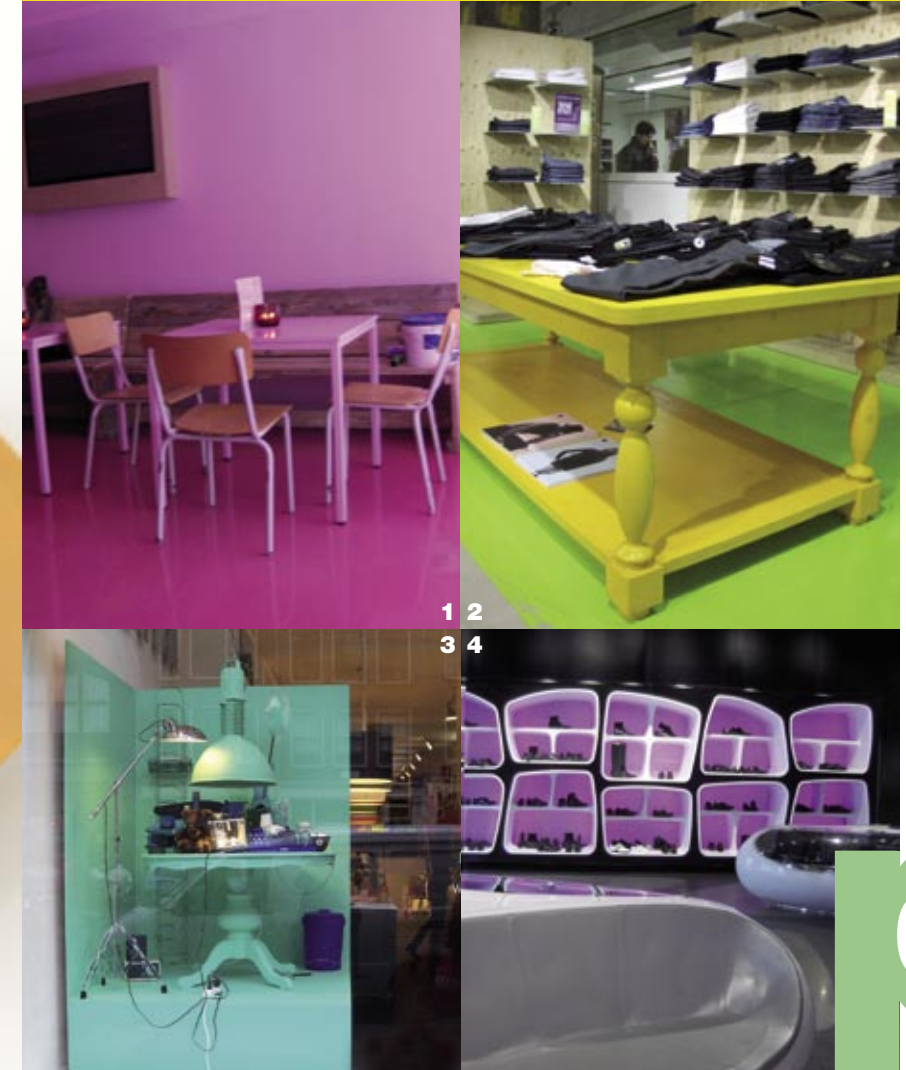
**Rhipsalidopsis**



**Viola**

## BE HAPPY IF YOU DARE

– give your shop a new look – IF YOU DARE? The HAPPY HOME trend cries out for happy colours and funny surroundings. Below you will find some colourful ideas which you can easily implement in your shop. Spend a closing day or two with lots of paints and then reopen your shop, filled with new products, new ideas and new wrapping ways. Use the crisis to think positively and innovatively – turn everything upside down. Enjoy your HAPPY customers.



**1** Exaggeration promotes understanding. Paint your floor and walls pink, for example. Install pink neon tubes in ceiling light fixtures. Buy old school desks, paint them white and use them as podia.

**2** Place a glaring green length of carpet under your sales counter. Paint an old dining table signal yellow and use it as a sales counter/work table.

**3** Coloured podium. Have a handyman build a small stage in your shop window. Paint it in your favourite colour. Then style the window using products in the same cool colour. Eye-catching effect – in a small space. Can be painted over and over again.

**4** Shelves in new funny, happy shapes. Start by placing coloured acrylic sheets behind the shelves which you already have in your shop. Place, for example, neon tubes behind the shelf to create a unique eye-catching effect.

Happy shop ideas spotted by Anette Eckmann/Eckmann Alive [www.eckmannalive.dk](http://www.eckmannalive.dk)





**NEW PRODUCT: Campanula Ocean® - White & Blue**

A new trademark for two new Campanula varieties from the nursery Gartneriet Thoruplund – a deep blue and a new white type supported by a trendy packaging material. 11 cm pot with a broad base and much Sphagnum moss and water to prepare the plant for the transport and make it easy to care for. The new varieties have many buds, larger flowers, a more compact appearance and improved longevity. Winter-hardy for planting outdoors. Well suited for indoor use in a bright position. [www.livingcolours.dk/thoruplund](http://www.livingcolours.dk/thoruplund)



**NEW PRODUCT: Campanula takesimana**

This variety has rose/white flowers and is the first in a new series, which is based on a Campanula group growing in the regions around Japan and Korea. It is a winter-hardy perennial bred by the nursery Gartneriet PKM into a beautiful, long-lived 10½ cm pot plant. After flowering, it can be planted out in the garden where it will reflower throughout summer, year after year. This new plant, the variety name of which is currently in the process of being protected, is expected to be followed by several other colours in the years to come. The plant will be available from 2010; minor test production will be carried out in 2009. [www.pkm.dk](http://www.pkm.dk)



**NEW PRODUCT: Campanula medium**

This plant was bred by the nursery Gartneriet PKM, based on Campanula Canterbury Bells which is known as a good, long-lasting cut flower. It originates from the Mediterranean region and flowers all summer; however, it is not a perennial. The plant which is so new that it has not yet been given a variety name has a beautiful pink colour. It is a long-lasting plant, produced in 10½ cm pots. Available from 2010; minor test production will be carried out in 2009. [www.pkm.dk](http://www.pkm.dk)



**CONCEPT: Pack to Nature**

An environmentally friendly packaging concept made of 100% compostable recycled cardboard has been developed for outdoor plants. The plants are grown in a biological degradable paper material without any use of plastic pots. Pack to Nature is environmentally friendly and easy to handle. A trial delivery in 2009 can be arranged with Living Colours. [www.livingcolours.dk](http://www.livingcolours.dk)



**NEW PRODUCT: Roses Forever on hoops**

Large-flowered roses twining on a hoop is a new product from the nursery Gartneriet Rosa. Several different varieties, some with a scent. Available from February 2009. [www.rosa.dk](http://www.rosa.dk)



**NEW PRODUCT: Hibiscus Boreas®**

A new XXL Hibiscus variety with significantly improved longevity from the breeder Graff Breeding. Large, lime buds can be seen for up to a week before they unfold as large, white flowers with a purple centre. The flowers turn more and more white during the 4-6 days it flowers. A plant with an excellent ornamental value in the shop, appealing to new types of customers. Available from mid-June 2009. [www.graff.dk](http://www.graff.dk)



**NEW PRODUCT: Trifolium repens**

Three new, exciting products are available from the Danish nursery Gartneriet Råhøj for containers and window-boxes. 'Ebony' is Bordeaux with a narrow green stripe round the leaf. 'Siverspur' is green with a dark centre. 'Tricolori' comes with several colours playing in its leaves. They thrive from early spring to late autumn. The colours of the leaves are more intense in cold weather and the plant tolerates frost down to 5° C. The leaves lie down during periods of frost and will rise again when thaw arrives. Available from April 2009. [www.rahoj.dk](http://www.rahoj.dk)



**CONCEPT: Roses Forever in a table display**

This new, exclusive display has 20 6 cm pot roses stylishly and distinctly presented in individual sleeves with care instructions. [www.rosa.dk](http://www.rosa.dk)

happy news

Primula obconica



Jasminum polyanthum



**OTHER SEASONAL PLANTS**