



DÜMMEN
ORANGE®



POINSETTIA

2024





GROWING TOGETHER



Dümmen Orange's approach to sustainability is set out to deliver strong performance, sustainable growth and leading together with our industry partners towards a greener, more beautiful world.

We have strong ambitions and clear goals to minimize our environmental footprint, support the well-being of our people and the communities in which we operate, and invest in research and technology that supports sustainable floriculture across the value chain.

As an innovative breeder, we prioritize developing and commercializing disease resistant genetics, producing more resilient flowers and plants, enabling growers to reduce agrochemical use and become more sustainable.

Naturally, we monitor our own business operations and ensure that they are conducted in an eco-friendly and humane manner.

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100% peat-free youngplants

Best quality with our Targa rooting system

EN BACK TO THE ROOTS

Last season we introduced the new version of the Targa tray and can proudly say that we had a great season with the highest quality. In addition to many advantages in handling of trays and in logistics, the comeback of the Targa tray led to a significant quality improvement. Next to that, this Targa plug for poinsettia is 100% peat-free. This makes it possible to produce 100% peat-free poinsettias.

Our new varieties have already been tested and selected for peat-free production. Noblesse and Imperial are particularly recommended for peat-free production and deliver an excellent end product that meets the demands of retailers and consumers for 100% peat-free poinsettias.

DE ZURÜCK ZU DEN WURZELN

Letzte Saison haben wir die neue Version des Targa-Trays vorgestellt und können mit Stolz auf eine sehr gute Saison mit höchster Qualität zurückblicken. Neben vielen Vorteilen im Handling der Trays und in der Logistik, führte das Comeback des Targas zu einer deutlichen Qualitätsverbesserung. Darüber hinaus ist das Targa-Vermehrungssystem für Weihnachtssterne zu 100% torffrei. Dadurch ist es möglich, 100% torffreie Weihnachtssterne zu produzieren. Unsere neuen Sorten wurden bereits getestet und für die torffreie Produktion ausgewählt. Noblesse und Imperial empfehlen sich besonders für die torffreie Produktion und liefern ein hervorragendes Endprodukt, das den Ansprüchen von Handel und Verbrauchern an 100% torffreien Weihnachtssternen gerecht wird.

NL BACK TO THE ROOTS

Afgelopen seizoen hebben wij de vernieuwde Targa-tray geïntroduceerd. Met gepaste trots kunnen we nu zeggen dat we een geweldig seizoen met de hoogste kwaliteit hebben gedraaid. Behalve de vele voordelen in de handling van de trays en in de logistiek, heeft de comeback van de Targa-tray ook geleid tot een flinke kwaliteitsverbetering. Bovendien is de Targa poinsettia-plug 100% veenvrij. Hierdoor is het mogelijk om 100% veenvrije poinsettia's te telen.

Onze nieuwe rassen zijn reeds getest en geselecteerd voor veenvrije teelten. Noblesse en Imperial worden hiervoor in het bijzonder aanbevolen: deze leveren een uitstekend eindproduct dat voldoet aan de marktvraag naar 100% veenvrije poinsettia's.



FR RETOUR AUX SOURCES

La saison dernière nous vous avons présenté la nouvelle version du plateau Targa et nous pouvons dire avec fierté que nous avons eu une excellente saison d'une qualité optimale. Outre les nombreux avantages en termes de manutention des plaques et de logistique, le retour de la plaque Targa a aussi entraîné une amélioration significative de la qualité. En parallèle, la plaque Targa pour les poinsettias est à 100% sans tourbe. Cela permet de produire des poinsettias à 100% sans tourbe.

Nos nouvelles variétés ont déjà été testées et sélectionnées pour une production sans tourbe. Les variétés Noblesse et Imperial sont particulièrement recommandées dans ce sens, elles fournissent un excellent produit fini qui répond aux exigences des distributeurs et des consommateurs pour des poinsettias à 100% sans tourbe.

IT RITORNO ALLE RADICI

Nella scorsa stagione abbiamo presentato la nuova versione del vassoio Targa. Possiamo dire con orgoglio che è stata un'ottima stagione, con la qualità più alta. A parte i numerosi vantaggi nella movimentazione dei vassoi e nella logistica, il ritorno del vassoio Targa ha portato a un miglioramento significativo della qualità. Inoltre, gli alveoli Targa per le poinsettie sono al 100% senza torba. Questo rende possibile produrre poinsettie al 100% senza torba.

Le nostre nuove varietà sono già state testate e selezionate per la produzione senza torba. Per questa produzione, sono raccomandate in particolare Noblesse e Imperial: si ottiene un prodotto finale eccellente che soddisfa la domanda di rivenditori e consumatori per poinsettie al 100% senza torba.

ES VOLVER A LAS RAÍCES

La última temporada presentamos la nueva versión de la bandeja Targa, y podemos decir con orgullo que tuvimos una temporada fantástica y de máxima calidad. Además de las múltiples ventajas a la hora de manipular las bandejas y en la logística, el regreso de la bandeja Targa también supuso una mejora significativa de la calidad. Aparte, el taco de Targa para poinsettia no contiene turba, lo que nos permite producir poinsettias sin utilizar este sustrato.

Nuestras nuevas variedades ya han sido probadas y seleccionadas para una producción sin turba. En este sentido se recomiendan especialmente las variedades Noblesse e Imperial, que consiguen un producto final excelente que satisface la exigencia de los vendedores minoristas y los consumidores de una poinsettia 100 % libre de turba.

SHORT & SWEET

- Better roots & bigger plug for better root distribution
- More equal irrigation
- Irrigate just in time / irrigation for delivery
- Faster dry up of the plug
- More active rooted cutting
- Quicker start after potting

Early Season



6.5 - 7.5 WEEKS



Rapid Red | 11121
6.5 Weeks

Early Season | Rapid Red



Large Cyathia



V-Shape



Well branching



Ouverture Dark Red | 10831
6.5 Weeks

Early Season | Ouverture Dark Red



Large bracts



Large cyathia



Pot size
10,5 - 13 cm

Early Season | 6.5 weeks

| Status | Variety | Variety Code | Response Time (weeks) | Growth | Cold Tolerant | Foliage Colour | Flower Size | Very suitable for | | | | Final Season |
|------------|--------------------|--------------|-----------------------|--------|---------------|----------------|-------------|-------------------|------|----------|------|--------------|
| | | | | | | | | Mini | Midi | Standard | Maxi | |
| | Ouverture Dark Red | 10831 | 6.5 weeks | ●●●●○ | YES | DG | L | | x | x | | 2024 |
| NEW | Rapid Red | 11121 | 6.5 weeks | ●●●●○ | NO | DG | L | x | x | x | | |

URC 100 W 15-37 | RC Targa W 19-41



Uniform series



Less PGR



Pot size
6 - 13 cm



Top Pick

Premium Red | 10230
7 weeks



Premium Picasso | 10234
7.5 weeks



Premium Polar | 10243
7.5 weeks



Premium Ice Crystal | 10244
7.5 weeks



Premium Lipstick Pink | 10235
7 weeks



Premium Marble | 10249
7 weeks



Premium White | 10233
7 weeks

Early Season | 7-7.5 weeks Premium

| Status | Variety | Variety Code | Response Time (weeks) | Growth | Cold Tolerant | Foliage Colour | Flower Size | Very suitable for | | | | |
|------------|-----------------------|--------------|-----------------------|--------|---------------|----------------|-------------|-------------------|------|----------|------|-------|
| | | | | | | | | Mini | Midi | Standard | Maxi | Trees |
| | Premium Ice Crystal | 10244 | 7.5 | ●○○○○ | YES | DG | M | x | x | x | | |
| | Premium Lipstick Pink | 10235 | 7 | ●●○○○ | YES | DG | L | x | x | x | | |
| | Premium Marble | 10249 | 7 | ●●○○○ | YES | DG | L | x | x | x | | |
| | Premium Picasso | 10234 | 7.5 | ●○○○○ | YES | DG | L | x | x | x | | |
| | Premium Polar | 10243 | 7.5 | ●○○○○ | YES | DG | M | x | x | x | | |
| TOP | Premium Red | 10230 | 7 | ●●○○○ | YES | DG | L | x | x | x | | |
| | Premium White | 10233 | 7 | ●●○○○ | YES | DG | L | x | x | x | | |

URC 100 W 15-37 | RC Targa W 19-41

J'Adore



HIGHLIGHT

*I
life g
be m*



J'Adore White Pearl | 10155

7 weeks



Well branching



Easy culture



V-shape



J'Adore Pink | 10381

7 weeks



Well branching



Easy culture



V-shape



J'Adore Dark Pink | 10154

7 weeks



Well branching



Easy culture



V-shape



J'Adore Soft Pink | 10156

7 weeks



Well branching



Easy culture



V-shape

Hybrid Poinsettia | 7 weeks J'Adore

| Status | Variety | Variety Code | Response Time | Growth | Cold Tolerant | Foliage Colour | Flower Size | Very suitable for | | | |
|------------|---------------------|--------------|---------------|--------|---------------|----------------|-------------|-------------------|------|----------|------|
| | | | | | | | | Mini | Midi | Standard | Maxi |
| | J'Adore Dark Pink | 10154 | 7 weeks | ●●●○○ | YES | DG | S | x | x | x | |
| | J'Adore Pink | 10381 | 7 weeks | ●●●○○ | YES | DG | S | x | x | x | |
| | J'Adore Soft Pink | 10156 | 7 weeks | ●●●○○ | YES | DG | S | x | x | x | |
| TOP | J'Adore White Pearl | 10155 | 7 weeks | ●●●○○ | YES | DG | S | x | x | x | |

URC 100 W 15-37 | RC Targa W 19-41



Great quality



Bastian Den Drijver
Den Drijver Gartenbau, Germany
Ferrara

„Den Drijver in Germany opts for Ferrara for their Poinsettia production — perfect vigor, shape, and resilience throughout the whole value chain.“



De Roose
Belgium
Imperial

De Roose in Belgium blooms with Imperial Poinsettia—perfect for our climate and production on concrete floors. Its reliability and desired plant structure make it our top choice.



Ansari
Finland
Ferrara

Ansari in Finland flourishes with Ferrara Poinsettia—perfect color for big pots, striking and of outstanding quality. This variety is a true eye catcher!



Agricola Vivaio di Luzzi Cosenza
Italy
Grande Italia

Agricola Vivaio di Luzzi Cosenza in Italy flourishes with Grande Italia, their favorite variety. Grown on concrete floors, it boasts the perfect bract, precisely meeting our Italian customer's preferences and growing conditions.



ty for you



Marcel van de Helm
Freek van der Velden,
The Netherlands
Imperial Red

Grower Marcel van de Helm celebrates success with Imperial – sturdy, reliable, good branching, outstanding shelflife and suitable for bench production.



Bridgefarm
United Kingdom
Freya

Bridgefarm in the United Kingdom excels with Freya Poinsettia—ideal for the UK market, easy to pack, transport, outstanding shelflife and featuring the desired color.



Island Plants
The Netherlands
Freya

Island Plants in the Netherlands achieves high-density Freya production with effective machine topping. These features are unique and suit perfectly the objectives of this valued grower.



Rosaplant
Spain
Euroglory

In Spain, Rosaplant thrives with Euroglory Poinsettia. Its reliability, perfect timing, suitability for larger pots, and heat tolerance make it our choice for many years.



Michel Ammerlaan
The Netherlands
Freya

Michel Ammerlaan in the Netherlands favors Freya Poinsettia for its uniformity, ease of production, and yellow-leaf-free growth. These product features allow him to produce on a higher density, without any challenges.

Mid Season



7.5 - 8 WEEKS

nano BRACT



EN nanoBract varieties feature a large number of medium sized, closed bracts displayed on the top of the plants; they are easier to transport, stand up well to retail conditions, and offer strong colour even under artificial lighting.

DE nanoBract Sorten verfügen über eine große Anzahl an mittelgroßen, geschlossenen Brakteen, die sich oben auf der Pflanze zeigen. Sie sind einfacher zu transportieren, halten sich gut unter Verkaufsbedingungen und zeigen ihre starken, satten Farben sogar unter künstlichem Licht.

NL nanoBract rassen hebben een groot aantal middelgrote, gesloten bracteen aan de bovenkant van de plant. Ze zijn gemakkelijker te transporteren, houden goed stand tijdens de verkoop en tonen hun sterke, rijke kleuren, zelfs bij kunstlicht.

FR Les variétés nanoBract se caractérisent par un grand nombre de bractées de taille moyenne couvrant densément le dessus de la plante, une résistance supérieure dans le transport et sur les étalages de vente, ainsi qu'une couleur très intense, même sous un éclairage artificiel.

IT Le varietà nanobracts presentano un gran numero di bractee compatte disposte in cima alle piante, sono più facili da trasportare e si mantengono ben erette nelle condizioni del punto vendita, e offrono un notevole effetto di colore anche sotto la luce artificiale.

ES Las variedades NanoBract se caracterizan por un gran número de bracteas agrupadas de tamaño medio dispuestas en la parte superior de las plantas. Son fáciles de transportar, se mantienen firmes en los puntos de venta y ofrecen un color intenso incluso bajo iluminación artificial.



Many, compact, closed bracts / Viele, kompakte, geschlossene Brakteen / Veel compacte, gesloten bracteen / Nombreuses bractées compactes / Molte bractee compatte e serrate / Muy compacta, bracteas proximas



Einfach zu transportieren und gute Haltbarkeit / Easy to transport and good shelf life / Goed te transporteren en goede houdbaarheid / Facile a transporter et bonne tenue sur le lieu de vente / Facili da trasportare e una grande durata dopo la maturazione / Fácil de transportar y buena post-venta



Alle Brakteen zeigen sich auf einer Höhe / All bracts display on Top / Alle bracteen op één hoogte / Toutes les bractées sont à même hauteur / Tutte le bractee sono disposte in cima alla pianta / Las bracteas se situan encima



Gute Farbwirkung unter künstlichem Licht / Good colour effect under artificial light / Sprekende kleuren, deze komen zeer sprekend over onder kunstlicht / Excellente couleur sous lumière artificielle / Anche sotto la luce artificiale ottengono un buon effetto / Buena coloración bajo luz artificial



Traditional bract



nanoBract



Mid Season | Scandic® Early 2.0



High Density



Shelf life



6 - 13 cm
Pot size

nano
BRACT

Scandic® Early 2.0 | 10304
8 weeks



Mid Season | Prima Red 2.0



V-shape



Heat resistant



Strong roots

nano
BRACT

Prima Red 2.0 | 10524
7.5 weeks



Mid Season | Prima Vera



V-shape



High density



Strong roots

nano
BRACT

Prima Vera | 10881
8 weeks



Dorothea Rump, Germany
Prima Vera

In Germany, Rump achieves success with Prima Vera Poinsettia. The V-shape habit and nano bracts are important elements for their decision making. The variety is produced on benches.



Atla | 11423
8 weeks

Mid Season | Atla



Well branching



Strong roots



Pot size
9 -14 cm



Bonfire | 11017
8 weeks

Mid Season | Bonfire



V-shape



Sturdy stems



Special colour:
orange

Mid Season | 7,5 - 8 weeks

| Status | Variety | Variety Code | Response Time | Growth | Cold Tolerant | Foliage Colour | Flower Size | Very suitable for | | | | |
|--------|--------------------|--------------|---------------|--------|---------------|----------------|-------------|-------------------|------|----------|------|-------|
| | | | | | | | | Mini | Midi | Standard | Maxi | Trees |
| TOP | Atla | 11423 | 8 weeks | ●●●○○ | NO | DG | M | x | x | x | x | |
| | Bonfire | 11017 | 8 weeks | ●●●○○ | YES | DG | M | x | x | x | | |
| | Prima Red 2.0 | 10524 | 7,5 weeks | ●●●●○ | YES | DG | M | x | x | x | x | |
| TOP | Prima Vera | 10881 | 8 weeks | ●●○○○ | YES | DG | M | x | x | x | | x |
| TOP | Scandic® Early 2.0 | 10304 | 8 weeks | ●●●●○ | YES | DG | S | x | x | x | | |

URC 100 W 15-37 | RC Targa W 19-41

Noblesse



NOVELTY



Noblesse | 11068
8 weeks



Sturdy stems



V-Shape



Strong roots



Nordic Star | 11087
7.5 - 8 weeks



Well branching



High density
production



V-shape

Mid Season | 7.5 - 8 weeks

| Status | Variety | Variety Code | Response Time (weeks) | Growth | Cold Tolerant | Foliage Colour | Flower Size | Very suitable for | | | | Alternative for | |
|--------|-------------|--------------|-----------------------|--------|---------------|----------------|-------------|-------------------|------|----------|------|-----------------|-------------------------|
| | | | | | | | | Mini | Midi | Standard | Maxi | | Trees |
| NEW | Noblesse | 11068 | 8 | ●●●●○ | YES | DG | L | x | x | x | x | | Viking Red / Viking Pro |
| NEW | Nordic Star | 11087 | 7.5-8 | ●●●●○ | YES | DG | M | x | x | x | x | | Scandic Early 2.0 |

URC 100 W 15-37 | RC Targa W 19-41

Poinsettias Past and Future:

A Cross-Generational Collaboration

EN In Germany, where the Poinsettia market is vast and diverse, the collaborative efforts of Tim Körfer and Jürgen Zwiehoff bring together a wealth of experience and fresh perspectives. Cultivation expertise is paramount, and Jürgen's seasoned knowledge is instrumental in providing tailored advice for the unique needs of German growers. Jürgen's historical success stories and forward-thinking ideas lay the foundation for future triumphs. Together,

they've carefully selected new genetics like Nordic Star and Noblesse, set to debut in 2024, meeting the specific demands of the German market. Notably, Jürgen's selections from four years ago, such as Imperial, continue to thrive, showcasing the enduring quality of Dümmen Orange's Poinsettia breeding. These varieties, marked by sturdiness, prolonged shelf life, reliability in production, and abundant flowering, stand as a testament to Dümmen Orange's commitment to excellence in

Poinsettia breeding and meeting the diverse needs of German growers.

DE In Deutschland, wo der Weihnachtssternmarkt riesig und vielfältig ist, bringt die Zusammenarbeit von Tim Körfer und Jürgen Zwiehoff einen großen Erfahrungsschatz und neue Perspektiven zusammen. Anbaukompetenz ist von größter Bedeutung, und Jürgens langjähriges Wissen trägt entscheidend dazu bei, maßgeschneiderte Kulturempfehlungen für

EN In Italy, the Poinsettia legacy runs deep as Peter Maile, the founder of Dümmen Orange's Italian chapter, passes the baton to his daughter, Vanessa Maile. As a grower and pioneer, Peter's success story is interwoven with the prominence of Poinsettias in Italy. Known for exceptional genetics and product knowledge, Dümmen Orange, or Red Fox Italy in the past, has thrived under Peter's watchful eye. Vanessa, inheriting her father's customer-

centric approach, is poised to lead the next chapter. Peter's favorite, Grande Italy, with its perfect dark red hue, remains a top choice, while Vanessa explores new frontiers with Noblesse, a 2024 debutant excelling in Italian conditions. Additionally, Moni, introduced in 2023, emerges as a white variety with unparalleled uniformity and robust roots. Peter and Vanessa's collaboration



EN In the Netherlands, the dynamic collaboration between the esteemed Piet Burgers, renowned as "Mister Poinsettia" and Ties Klapwijk, our Head of Product Management in EMEA, epitomizes the fusion of tradition and innovation. Having dedicated his career to Dümmen Orange, Piet, now retired, remains an active force, assisting growers and team member with exploring new products. Ties, as the vital link between

growers and breeding, ensures a connection between history and future developments. Piet's role in successful introductions like Freya and Imperial highlights his commitment to quality. The recent additions, Noblesse and Nordic Star, further enrich the Poinsettia portfolio, embodying the quality and reliability Piet has always sought. Additionally, the incorporation of the "Targa system" signifies a renewed focus on Dümmen Orange quality.

die besonderen Bedürfnisse deutscher Produzenten zu geben. Jürgens historische Erfolgsgeschichten und zukunftsweisende Ideen legen den Grundstein für zukünftige Erfolge. Gemeinsam haben Jürgen und Tim sorgfältig neue Genetiken wie Nordic Star und Noblesse ausgewählt, die 2024 auf den Markt kommen sollen und den spezifischen Anforderungen des deutschen Marktes gerecht werden. Bemerkenswert ist, dass Jürgens Selektionen von vor vier



Jahren, wie zum Beispiel die Sorte Imperial, weiterhin gedeihen und die dauerhafte Qualität der Weihnachtssternzüchtung

von Dümme Orange unter Beweis stellen. Diese Sorten, die sich durch Robustheit, längere Haltbarkeit, Produktionszuverlässigkeit und üppige Blüte auszeichnen, sind ein Beweis für das Engagement von Dümme Orange für Spitzenleistungen in der Weihnachtssternzüchtung und die Erfüllung der vielfältigen Bedürfnisse deutscher Züchter.

underscores a commitment to quality and innovation, ensuring Dümme Orange's continued prominence in the Italian Poinsettia market.

IT In Italia, Vanessa Maile sta seguendo delle orme importanti. Sta ripercorrendo le tracce del padre, il fondatore del capitolo italiano di Dümme Orange. La storia di successo di Peter, coltivatore e pioniere, si intreccia indissolubilmente con l'enorme

importanza delle poinsettie in Italia. Dümme Orange, in passato nota come Red Fox Italia, ha una solidissima reputazione per le genetiche eccezionali e la competenza sul prodotto: tutto è andato per il meglio sotto lo sguardo vigile di Peter. Vanessa, che ha ereditato dal padre l'approccio incentrato sul cliente, è pronta a guidare il prossimo capitolo. La favorita di Peter, Grande Italia, poinsettia dalla perfetta tonalità rosso scuro, rimane una scelta al

top, mentre Vanessa esplora nuove frontiere con Noblesse, debuttante per il 2024, eccellente per le condizioni italiane. Inoltre, Moni, presentata nel 2023, emerge come varietà bianca con un'uniformità senza pari e apparato radicale robusto. La collaborazione tra Peter e Vanessa sottolinea un impegno verso la qualità e l'innovazione, garantendo a Dümme Orange la continuità nel ruolo di primissimo piano nel mercato italiano della poinsettia.

This quality reminds Piet of the Dümme quality he was used to. Cause a good quality cutting, ensures a strong start for a successful Poinsettia season.

NL In Nederland symboliseert de dynamische samenwerking tussen de hooggevaardeerde 'Mister Poinsettia' Piet Burgers en ons EMEA-hoofd Product Management Ties Klapwijk de combinatie van traditie en innovatie. Piet heeft zijn carrière ge-

wijd aan Dümme Orange en blijft, ook nu hij met pensioen is, een actieve kracht die telers en teamleden helpt bij het ontwikkelen van nieuwe producten. Ties zorgt als schakel tussen telers en veredelaars voor een verbinding tussen het verleden en toekomstige ontwikkelingen. Piets aandeel in succesvolle poinsettia-introducties zoals Freya en Imperial onderstreept zijn toewijding aan kwaliteit. Recente aanwinsten zoals Noblesse en Nordic Star

zijn een verdere verrijking van het poinsettia-portfolio en staan voor de kwaliteit en betrouwbaarheid waar Piet altijd naar gestreefd heeft. Bovendien betekent de integratie van het 'Targa-systeem' een vernieuwde focus op de kwaliteit van Dümme Orange. Die kwaliteit doet Piet denken aan de hoge Dümme-standaard die hij altijd gewend was. Want een superieure stek zorgt voor een sterke start van een succesvol poinsettia-seizoen.

Freya Family

HIGHLIGHT





Freya | 11421
7.5 weeks



V-shape



High density



Uniform series



Freya White | 11058
7.5 weeks



V-shape



High density



Uniform series



Freya Marble | 11126
7.5 weeks



V-shape



High density



Uniform series



Freya Pink | 11057
7.5 weeks



V-shape



High density



Uniform series

Mid Season | 7.5 weeks Freya Family

nano[®]
BRACT

| Status | Variety | Variety Code | Response Time (weeks) | Growth | Cold Tolerant | Foliage Colour | Flower Size | Very suitable for | | | | |
|--------|--------------|--------------|-----------------------|--------|---------------|----------------|-------------|-------------------|------|----------|------|-------|
| | | | | | | | | Mini | Midi | Standard | Maxi | Trees |
| TOP | Freya | 11421 | 7.5 | ●●●○○ | YES | DG | M | x | x | x | | |
| NEW | Freya Marble | 11126 | 7.5 | ●●●○○ | YES | DG | M | x | x | x | | |
| | Freya Pink | 11057 | 7.5 | ●●●○○ | YES | DG | M | x | x | x | | |
| | Freya White | 11058 | 7.5 | ●●●○○ | YES | DG | M | x | x | x | | |

URC 100 W 15-37 | RC Targa W 19-41

Imperial Red

HIGHLIGHT





Imperial Red | 10143

8 weeks



Shelf life



Sturdy stems



V-shape



Bella Italia Red | 10610

8 weeks



Large bracts



Large cyathia



Pot size
12 - 17 cm

Mid Season | 8 weeks

| Status | Variety | Variety Code | Response Time | Growth | Cold Tolerant | Foliage Colour | Flower Size | Very suitable for | | | | |
|------------|------------------|--------------|---------------|--------|---------------|----------------|-------------|-------------------|------|----------|------|-------|
| | | | | | | | | Mini | Midi | Standard | Maxi | Trees |
| | Bella Italia Red | 10610 | 8 weeks | ●●●●○ | YES | DG | XL | | | x | x | x |
| TOP | Imperial Red | 10143 | 8 weeks | ●●●●○ | NO | DG | M | x | x | x | x | |

URC 100 W 15-37 | RC Targa W 19-41



Grande Italia | 10330
8 weeks

Mid Season | Grande Italia



Well branching



V-shape



Heat resistant



Ferrara | 10897
8 weeks

Mid Season | Ferrara



V-shape



Large bracts



Pot size
12 - 17 cm



Thor | 11014
7.5 weeks

Mid Season | Thor



Shelf life



V-shape



12 - 17 cm





Bravo Bright Red | 10360
7.5 weeks



Strong roots



Sturdy stems



Large bracts

Mid Season | Bravo Bright Red

Raska, Poland Bravo Bright Red

Raska in Poland grows Bravo Bright Red and Embla Poinsettias on benches, fitting our specific needs and ensuring successful production in the Polish market. Embla has a slightly later reaction time, but has still a nice vigor without to much PGRs.



Viking Red | 10650
8 weeks

Mid Season | Viking Red



Cold resistant



Heat resistant



V-shape

Mid Season | 7,5 - 8 weeks

| Status | Variety | Variety Code | Response Time (weeks) | Growth | Cold Tolerant | Foliage Colour | Flower Size | Very suitable for | | | | | Final Season | Alternative variety |
|--------|------------------|--------------|-----------------------|--------|---------------|----------------|-------------|-------------------|------|----------|------|-------|--------------|---------------------|
| | | | | | | | | Mini | Midi | Standard | Maxi | Trees | | |
| TOP | Grande Italia | 10330 | 8 weeks | ●●●●○ | YES | DG | XL | | | x | x | | | |
| TOP | Ferrara | 10897 | 8 weeks | ●●●●○ | YES | DG | XL | x | x | x | x | x | | |
| NEW | Thor | 11014 | 7.5 weeks | ●●●●○ | NO | DG | M | x | x | x | | | | |
| | Bravo Bright Red | 10360 | 7.5 weeks | ●●●●○ | YES | DG | XL | | x | x | | | | |
| | Viking Red | 10650 | 8 weeks | ●●●●○ | YES | DG | L | | | | | | Noblesse | |
| | Viking Pro* | 10144 | 8 | ●●●●○ | YES | DG | L | | x | x | x | 2024 | Noblesse | |

URC 100 W 15-37 | RC Targa W 19-41

*without picture / ohne Abbildung / zonder afbeelding / pas de photos / senza fotografia / sin imagen

Moni

HIGHLIGHT





Top Pick

Moni | 11094
7.5 - 8 weeks



V-shape



Easy culture



Strong roots



Polar Star | 11051
8.5 weeks



Special colour
paper white



Large bracts



V-shape

Mid Season | 7.5 - 8.5 weeks

| Status | Variety | Variety Code | Response Time | Growth | Cold Tolerant | Foliage Colour | Flower Size | Very suitable for | | | | |
|------------|------------|--------------|---------------|--------|---------------|----------------|-------------|-------------------|------|----------|------|-------|
| | | | | | | | | Mini | Midi | Standard | Maxi | Trees |
| TOP | Moni | 11094 | 7.5 - 8 | ●●●○○ | YES | DG | M | x | x | x | | |
| | Polar Star | 11051 | 8.5 | ●●●●○ | YES | DG | M | x | x | x | x | |

URC 100 W 15-37 | RC Targa W 19-41



Mid Season | Frozen



Well branching



Large bracts



Pot size
12 - 17 cm

Frozen | 11056
7.5 weeks



Mid Season | Infinity Polar



Well branching



V-shape



Pot size
12 - 17 cm

Infinity Polar | 10293
8 weeks

Mid Season | 7.5 - 8 weeks

| Status | Variety | Variety Code | Response Time | Growth | Cold Tolerant | Foliage Colour | Flower Size | Very suitable for | | | | |
|--------|----------------|--------------|---------------|--------|---------------|----------------|-------------|-------------------|------|----------|------|-------|
| | | | | | | | | Mini | Midi | Standard | Maxi | Trees |
| | Frozen | 11056 | 7.5 | ●●●○○ | NO | DG | M | | x | x | x | |
| | Infinity Polar | 10293 | 8 | ●●●○○ | NO | DG | XL | | | x | x | x |

URC 100 W 15-37 | RC Targa W 19-41



Mid Season | Early Polly's Pink



Special colour
strong pink



Cold resistant



High density
production

Early Polly's Pink | 11055
8 weeks



Mid Season | Ice Punch



Heat resistant



Large bracts

10,5 - 14 cm



Pot size

Ice Punch | 11216
8 weeks

Mid Season | 8 weeks

| Status | Variety | Variety Code | Response Time | Growth | Cold Tolerant | Foliage Colour | Flower Size | Very suitable for | | | | |
|--------|--------------------|--------------|---------------|--------|---------------|----------------|-------------|-------------------|------|----------|------|-------|
| | | | | | | | | Mini | Midi | Standard | Maxi | Trees |
| | Early Polly's Pink | 11055 | 8 weeks | ●●●○○ | YES | DG | M | x | x | x | | |
| | Ice Punch | 11216 | 8 weeks | ●●●○○ | NO | DG | L | x | x | x | | |

URC 100 W 15-37 | RC Targa W 19-41



Autumn Leaves | 11326
7.5 - 8 weeks



Solgarden, Sweden
Autumn Leaves

Solgarden in Sweden cherishes Autumn Leaves — one-of-a-kind color, and therefore their favorite among poinsettias.

Mid Season | Autumn Leaves



Well branching



Less PGR



Pot size
6 - 13 cm



Golden Glo | 11431
7.5 - 8 weeks

Mid Season | Golden Glo



Special colour
yellow



Heat resistant



Pot size
6 - 13 cm

Mid Season | 7.5 - 8 weeks

| Status | Variety | Variety Code | Response Time | Growth | Cold Tolerant | Foliage Colour | Flower Size | Very suitable for | | | | |
|--------|---------------|--------------|---------------|--------|---------------|----------------|-------------|-------------------|------|----------|------|-------|
| | | | | | | | | Mini | Midi | Standard | Maxi | Trees |
| | Autumn Leaves | 11326 | 7.5-8 wks | ●●○○○ | NO | DG | M | x | x | x | | |
| | Golden Glo | 11431 | 7.5-8 wks | ●○○○○ | NO | DG | S | x | x | x | | |

URC 100 W 15-37 | RC Targa W 19-41



Mid Season | Matinee Glitter



Strong roots



Sturdy stems



Large cyathia

Top Pick

Matinee Glitter | 10153
8 weeks



Mid Season | Viking Cinnamon



Easy culture



Cold resistant



High density production

Viking Cinnamon | 10657
8 weeks

Mid Season | 8 weeks

| Status | Variety | Variety Code | Response Time | Growth | Cold Tolerant | Foliage Colour | Flower Size | Very suitable for | | | | |
|------------|-----------------|--------------|---------------|--------|---------------|----------------|-------------|-------------------|------|----------|------|-------|
| | | | | | | | | Mini | Midi | Standard | Maxi | Trees |
| TOP | Matinee Glitter | 10153 | 8 weeks | ●●●○○ | YES | DG | M | x | x | x | x | |
| | Viking Cinnamon | 10657 | 8 weeks | ●●●○○ | YES | DG | L | | x | x | x | |

URC 100 W 15-37 | RC Targa W 19-41



Mid Season | Winter Rose® Early Red



High density production



Shelf life



Pot size
6 - 13 cm

Winter Rose® Early Red | 10993
7.5 - 8 weeks



Mid Season | Jester Red



Well branching



Easy culture



V-shape



Björn Niklasson, Sweden
Jester

In Sweden, Mariestadsblommor AB, led by Björn Niklasson, cultivates the unique Jester and sturdy Imperial Poinsettias. Jester, a one-of-a-kind special variety with a beautiful bracts presentation. Our production is complemented with Imperial's performance in our Swedish conditions.

Jester Red | 10994
7.5 weeks

Mid Season | 7.5 - 8 weeks

| Status | Variety | Variety Code | Response Time | Growth | Cold Tolerant | Foliage Colour | Flower Size | Very suitable for | | | | |
|--------|------------------------|--------------|---------------|--------|---------------|----------------|-------------|-------------------|------|----------|------|-------|
| | | | | | | | | Mini | Midi | Standard | Maxi | Trees |
| | Jester Red | 10994 | 7.5 weeks | ●○○○○ | YES | DG | M | x | x | x | | |
| | Winter Rose® Early Red | 10993 | 7.5-8 wks | ●○○○○ | NO | DG | M | x | x | x | | |

URC 100 W 15-37 | RC Targa W 19-41

Late Season



8.5 WEEKS

Embla Family



HIGHLIGHT



Embla Pink | 11101
8.5 weeks



V-shape



Shelf life



Sturdy stems



Embla Marble | 11120
8.5 weeks



V-shape



Shelf life



Sturdy stems



Embla | 11420
8.5 weeks



V-shape



Shelf life



Sturdy stems



Embla White | 10378
8.5 weeks



V-shape



Shelf life



Sturdy stems

Late Season | 8.5 weeks Embla Family

| Status | Variety | Variety Code | Response Time | Growth | Cold Tolerant | Foliage Colour | Flower Size | Very suitable for | | | | Alternative for |
|--------|--------------|--------------|---------------|--------|---------------|----------------|-------------|-------------------|------|----------|------|-----------------|
| | | | | | | | | Mini | Midi | Standard | Maxi | |
| NEW | Embla Pink | 11101 | 8.5 weeks | ●●●○○ | NO | DG | M | x | x | x | | |
| NEW | Embla Marble | 11120 | 8.5 weeks | ●●●○○ | NO | DG | M | x | x | x | | |
| NEW | Embla White | 10378 | 8.5 weeks | ●●●○○ | NO | DG | M | x | x | x | | |
| TOP | Embla | 11420 | 8.5 weeks | ●●●○○ | NO | DG | M | x | x | x | | Odin |

URC 100 W 15-37 | RC Targa W 19-41



Antares | 10874
8,5 weeks

Late Season | Antares



Heat resistant



Sturdy stems



Medium bracts



Dalianis, Greece Antares

Dalianis in Greece thrives with Antares, the best for our strong Greek summers. Years of collaboration with Dümnen Orange, since they ensure perfect cutting quality.

Late Season | Prestige Sunrise



V-shape



Shelf life



pot size
6 - 14 cm



Prestige Sunrise | 11150
8,5 weeks



Euroglory Red | 10220
8,5 weeks

Late Season | Euroglory Red



Easy culture



Medium bracts



Shelf life



Rosa Plant, Spain Euroglory

Viveros Noe in Spain celebrates success with Euroglory and Imperial Poinsettias. Euroglory's perfect reaction time, adaptability to larger pots, and heat tolerance suit our Spanish needs. Imperial, a promising newcomer, shows potential for our region.

Late Season | 8,5 weeks

| Status | Variety | Variety Code | Response Time | Growth | Cold Tolerant | Foliage Colour | Flower Size | Very suitable for | | | | |
|------------|------------------|--------------|---------------|--------|---------------|----------------|-------------|-------------------|------|----------|------|-------|
| | | | | | | | | Mini | Midi | Standard | Maxi | Trees |
| | Antares | 10874 | 8.5 weeks | ●●●●○ | NO | DG | L | | x | x | x | x |
| TOP | Euroglory Red | 10220 | 8.5 weeks | ●●●●○ | NO | DG | L | | | x | x | |
| | Prestige Sunrise | 11150 | 8.5 weeks | ●●●●○ | NO | DG | XL | x | x | x | x | x |

URC 100 W 15-37 | RC Targa W 19-41

Late Season | Primero



Heat resistant



Shelf life



Collection



Primero Red | 11310
8,5 weeks



Primero White | 11313
8,5 weeks



Primero Red Glitter | 11317
8,5 weeks

Late Season | 8,5 weeks Primero

| Status | Variety | Variety Code | Response Time | Growth | Cold Tolerant | Foliage Colour | Flower Size | Very suitable for | | | | |
|--------|---------------------|--------------|---------------|--------|---------------|----------------|-------------|-------------------|------|----------|------|-------|
| | | | | | | | | Mini | Midi | Standard | Maxi | Trees |
| | Primero Red | 11310 | 8.5 weeks | ●●●○○ | NO | DG | L | | x | x | x | x |
| | Primero Red Glitter | 11317 | 8.5 weeks | ●●●○○ | NO | DG | L | x | x | x | x | |
| | Primero White | 11313 | 8.5 weeks | ●●●○○ | NO | DG | L | | x | x | x | x |

URC 100 W 15-37 | RC Targa W 19-41

Poinsettia | Total Assortment

| Status | Variety | Variety Code | Response Time (weeks) | Growth | Cold Tolerant | Foliage Colour | Flower Size | Very suitable for | | | | | Final Season | Alternative variety |
|-------------------------------------|------------------------|--------------|-----------------------|--------|---------------|----------------|-------------|-------------------|------|----------|------|-------|--------------|---------------------|
| | | | | | | | | Mini | Midi | Standard | Maxi | Trees | | |
| EARLY SEASON 6 - 7.5 WEEKS | | | | | | | | | | | | | | |
| NEW | Rapid Red | 11121 | 6.5 | ●●●●○ | NO | DG | L | | x | x | | | | |
| | Overture Dark Red | 10831 | 6 | ●●●●○ | YES | DG | L | | x | x | | 2024 | Rapid Red | |
| | Premium Ice Crystal | 10244 | 7.5 | ●○○○○ | YES | DG | M | x | x | x | | | | |
| | Premium Lipstick Pink | 10235 | 7 | ●●○○○ | YES | DG | L | x | x | x | | | | |
| | Premium Marble | 10249 | 7 | ●●○○○ | YES | DG | L | x | x | x | | | | |
| | Premium Picasso | 10234 | 7.5 | ●○○○○ | YES | DG | L | x | x | x | | | | |
| | Premium Polar | 10243 | 7.5 | ●○○○○ | YES | DG | M | x | x | x | x | | | |
| TOP | Premium Red | 10230 | 7 | ●●○○○ | YES | DG | L | x | x | x | | | | |
| | Premium White | 10233 | 7 | ●●○○○ | YES | DG | L | x | x | x | | | | |
| | J'Adore Pink | 10381 | 7 | ●●○○○ | YES | DG | S | x | x | x | | | | |
| | J'Adore Soft Pink | 10156 | 7 | ●●○○○ | YES | DG | S | x | x | x | | | | |
| TOP | J'Adore White Pearl | 10155 | 7 | ●●○○○ | YES | DG | S | x | x | x | | | | |
| MID SEASON 7.5 - 8 WEEKS | | | | | | | | | | | | | | |
| TOP | Freya | 11421 | 7.5 | ●●○○○ | YES | DG | M | x | x | x | | | | |
| NEW | Freya Marble | 11126 | 7.5 | ●●○○○ | YES | DG | M | x | x | x | | | | |
| TOP | Freya Pink | 11057 | 7.5 | ●●○○○ | YES | DG | M | x | x | x | | | | |
| | Freya White | 11058 | 7.5 | ●●○○○ | YES | DG | M | x | x | x | | | | |
| | Prima Red 2.0 | 10524 | 7.5 | ●●○○○ | YES | DG | M | x | x | x | x | | | |
| TOP | Prima Vera | 10881 | 8 | ●●○○○ | YES | DG | M | x | x | x | x | | | |
| TOP | Scandic® Early 2.0 | 10304 | 8 | ●●○○○ | YES | DG | S | x | x | x | | | | |
| TOP | Grande Italia | 10330 | 8 | ●●○○○ | YES | DG | XL | | | x | x | | | |
| | Bravo Bright Red | 10360 | 7.5 | ●●○○○ | YES | DG | XL | | x | x | | | | |
| | Viking Red | 10650 | 8 | ●●○○○ | YES | DG | L | | x | x | x | | Noblesse | |
| | Viking Pro | 10144 | 8 | ●●○○○ | YES | DG | L | | x | x | x | 2024 | Noblesse | |
| TOP | Imperial Red | 10143 | 8 | ●●○○○ | NO | DG | M | | x | x | x | | | |
| TOP | Atla | 11423 | 8 | ●●○○○ | NO | DG | M | | x | x | x | | | |
| NEW | Noblesse | 11068 | 8 | ●●○○○ | | DG | | | x | x | x | | | |
| NEW | Nordic Star | 11087 | 7.5-8 | ●●○○○ | | DG | | x | x | x | x | | | |
| | Bella Italia Red | 10610 | 8 | ●●○○○ | YES | DG | XL | | | x | x | x | | |
| TOP | Ferrara | 10897 | 8 | ●●○○○ | YES | DG | XL | x | x | x | x | x | | |
| NEW | Thor | 11014 | 7.5 | ●●○○○ | NO | DG | M | x | x | x | | | | |
| | Bonfire | 11017 | 8 | ●●○○○ | YES | DG | M | x | x | x | | | | |
| TOP | Moni | 11094 | 7.5 | ●●○○○ | YES | DG | M | x | x | x | x | | | |
| | Polar Star | 11051 | 8.5 | ●●○○○ | YES | DG | M | | x | x | x | x | | |
| | Frozen | 11056 | 7.5 | ●●○○○ | NO | DG | M | x | x | x | | | | |
| | Infinity Polar | 10293 | 8 | ●●○○○ | NO | DG | XL | | | x | x | x | | |
| | Golden Glo | 11431 | 7.5-8 | ●○○○○ | NO | DG | S | x | x | x | | | | |
| | Autumn Leaves | 11326 | 7.5-8 | ●○○○○ | NO | DG | M | | x | x | | | | |
| | Matinee Glitter | 10153 | 8 | ●●○○○ | | DG | | | x | x | x | | | |
| | Early Polly's Pink | 11055 | 8 | ●●○○○ | YES | DG | M | | x | x | | | | |
| | Viking Cinnamon | 10657 | 8 | ●●○○○ | YES | DG | L | | x | x | x | | | |
| | Ice Punch | 11216 | 8 | ●●○○○ | NO | DG | L | | x | x | x | | | |
| | Jester Red | 10994 | 7.5 | ●○○○○ | YES | DG | M | x | x | x | | | | |
| | Winter Rose® Early Red | 10993 | 7.5-8 | ●○○○○ | NO | DG | M | x | x | x | | | | |
| | Redlight Bright Red | 10182 | 8 | ●●●●● | YES | DG | S | x | | | | | | |
| LATE SEASON 8,5 WEEKS | | | | | | | | | | | | | | |
| | Antares | 10874 | 8.5 | ●●○○○ | NO | DG | L | | x | x | x | x | | |
| NEW | Embla Pink | 11101 | 8.5 | ●●○○○ | NO | DG | M | | x | x | | | | |
| NEW | Embla Marble | 11120 | 8.5 | ●●○○○ | NO | DG | M | | x | x | | | | |
| NEW | Embla White | 10378 | 8.5 | ●●○○○ | NO | DG | M | | x | x | | | | |
| TOP | Embla | 11420 | 8.5 | ●●○○○ | NO | DG | M | | x | x | | | | |
| | EuroGlory Red | 10220 | 8.5 | ●●○○○ | NO | DG | L | | | x | x | | | |
| | Prestige Sunrise | 11150 | 8.5 | ●●○○○ | NO | DG | XL | x | x | x | x | x | | |
| | Primero Red | 11310 | 8.5 | ●●○○○ | NO | DG | L | | x | x | x | x | | |
| | Primero Red Glitter | 11317 | 8.5 | ●●○○○ | NO | DG | L | x | x | x | x | | | |
| | Primero White | 11313 | 8.5 | ●●○○○ | NO | DG | L | | x | x | x | x | | |

URC 100 W 15-37 | RC Targa W 19-41

Poinsettia | Out of Assortment

| Status | Variety | Variety Code | Response Time (weeks) | Growth | Cold Tolerant | Foliage Colour | Flower Size | Very suitable for | | | | | Alternative variety |
|--------|--------------------|--------------|-----------------------|--------|---------------|----------------|-------------|-------------------|------|----------|------|-------|---------------------|
| | | | | | | | | Mini | Midi | Standard | Maxi | Trees | |
| | Matinee Bright Red | 10522 | 8 | ●●○○○ | NO | DG | XL | | | x | x | x | Imperial / Noblesse |
| | Odin | 10149 | 8.5 | ●●○○○ | NO | DG | S | | x | x | x | | Embla Pink |
| | Pink Cadillac | 10115 | 8 | ●●○○○ | YES | DG | SL | | | x | x | | Embla |



Proven varieties for
Mini Production



J'Adore Dark Pink | 10154
7 weeks



J'Adore Pink | 10381
7 weeks



J'Adore Soft Pink | 10156
7 weeks



J'Adore White Pearl | 10155
7 weeks



Premium Red | 10230
7 weeks



Premium
Ice Crystal | 10244
7.5 weeks



Premium Picasso | 10234
7.5 weeks



Premium Polar | 10243
7.5 weeks



Premium Lipstick Pink | 11423
7 weeks



Jester Red | 10994
7.5 weeks



Freya Marble | 11126
7.5 weeks



Freya Pink | 11057
7.5 weeks



Freya White | 11058
7.5 weeks



Freya | 11421
7.5 weeks



Autumn Leaves | 11326
7.5-8 weeks



Golden Glo | 11431
7.5-8 weeks



Winter Rose®
Early Red | 10993
7.5-8 weeks



Imperial Red | 10143
8 weeks



Matinee Glitter | 10153
8 weeks



Scandic Early 2.0 | 10304
8 weeks



Redlight
Bright Red | 10182
8 weeks



Prima Vera | 10881
8 weeks



Atla | 11423
8 weeks



Noblesse | 11068
8 weeks



Ferrara | 10897
8 weeks



Embla | 11420
8.5 weeks



Embla Pink | 11101
8.5 weeks



Embla White | 10378
8.5 weeks



Embla Marble | 11120
8.5 weeks

Mini Collection

| VARIETY | CODE | RESPONSE (WEEKS) | VIGOR | PAGE |
|------------------------|-------|------------------|-------|------|
| Atla | 11423 | 8 | ●●●●○ | 17 |
| Autumn Leaves | 11326 | 7.5-8 | ●●○○○ | 32 |
| Embla | 11420 | 8.5 | ●●●●○ | 37 |
| Embla Pink | 11101 | 8.5 | ●●●●○ | 37 |
| Embla White | 10378 | 8.5 | ●●●●○ | 37 |
| Embla Marble | 11120 | 8.5 | ●●●●○ | 37 |
| Ferrara | 10897 | 8 | ●●●●○ | 26 |
| Freya | 11421 | 7.5 | ●●●●○ | 23 |
| Freya Pink | 11057 | 7.5 | ●●●●○ | 23 |
| Freya White | 11058 | 7.5 | ●●●●○ | 23 |
| Freya Marble | 11126 | 7.5 | ●●●●○ | 23 |
| Golden Glo | 11431 | 7.5-8 | ●○○○○ | 32 |
| Imperial Red | 10143 | 8 | ●●●●○ | 25 |
| J'Adore Dark Pink | 10154 | 7 | ●●●●○ | 11 |
| J'Adore Pink | 10381 | 7 | ●●●●○ | 11 |
| J'Adore Soft Pink | 10156 | 7 | ●●●●○ | 11 |
| J'Adore White Pearl | 10155 | 7 | ●●●●○ | 11 |
| Jester Red | 10994 | 7.5 | ●○○○○ | 34 |
| Matinee Glitter | 10153 | 8 | ●●●●○ | 33 |
| Noblesse | 11068 | 8 | ●●●●○ | 19 |
| Premium Red | 10230 | 7 | ●●○○○ | 8 |
| Premium Ice Crystal | 10244 | 7.5 | ●○○○○ | 9 |
| Premium Picasso | 10234 | 7.5 | ●○○○○ | 8 |
| Premium Lipstick Pink | 10235 | 7 | ●●○○○ | 9 |
| Premium Polar | 10243 | 7.5 | ●○○○○ | 8 |
| Prima Vera | 10881 | 8 | ●●○○○ | 16 |
| Redlight Bright Red | 10182 | 8 | ●●●●○ | 41 |
| Scandic® Early 2.0 | 10304 | 8 | ●●●●○ | 16 |
| Winter Rose® Early Red | 10993 | 7.5-8 | ●○○○○ | 34 |



Order plants online!



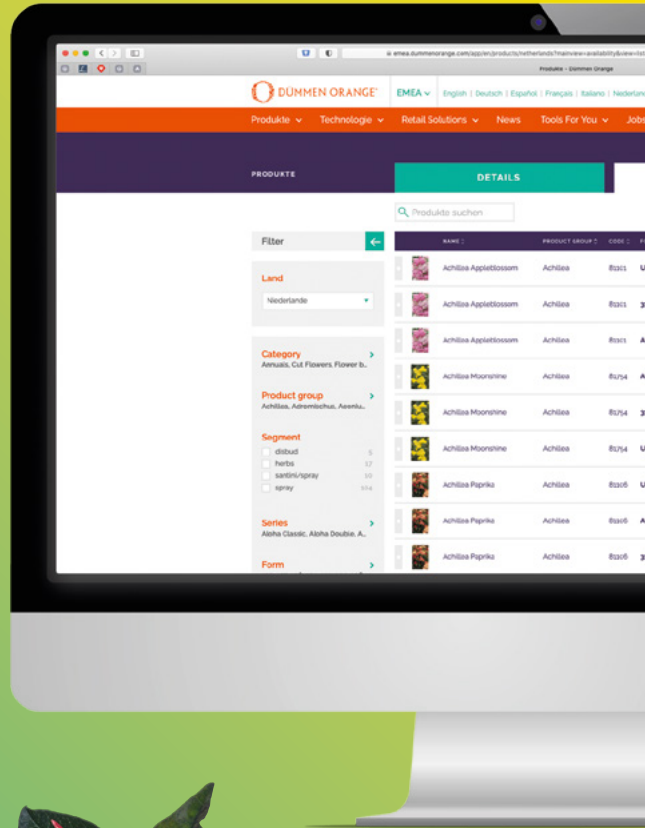
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- Order confirmation in minutes
- Update your orders

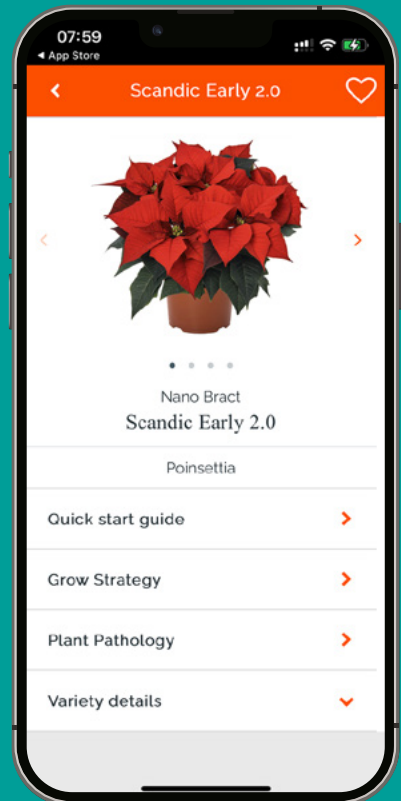


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2024 JANUARY

| | 1 | 2 | 3 | 4 | 5 |
|----------|---|----|----|----|----|
| <i>M</i> | 1 | 8 | 15 | 22 | 29 |
| <i>T</i> | 2 | 9 | 16 | 23 | 30 |
| <i>W</i> | 3 | 10 | 17 | 24 | 31 |
| <i>T</i> | 4 | 11 | 18 | 25 | |
| <i>F</i> | 5 | 12 | 19 | 26 | |
| <i>S</i> | 6 | 13 | 20 | 27 | |
| <i>S</i> | 7 | 14 | 21 | 28 | |

FEBRUARY

| | 5 | 6 | 7 | 8 | 9 |
|----------|---|----|----|----|----|
| <i>M</i> | 5 | 12 | 19 | 26 | |
| <i>T</i> | 6 | 13 | 20 | 27 | |
| <i>W</i> | 7 | 14 | 21 | 28 | |
| <i>T</i> | 1 | 8 | 15 | 22 | 29 |
| <i>F</i> | 2 | 9 | 16 | 23 | |
| <i>S</i> | 3 | 10 | 17 | 24 | |
| <i>S</i> | 4 | 11 | 18 | 25 | |

MARCH

| | 9 | 10 | 11 | 12 | 13 |
|----------|---|----|----|----|----|
| <i>M</i> | 4 | 11 | 18 | 25 | |
| <i>T</i> | 5 | 12 | 19 | 26 | |
| <i>W</i> | 6 | 13 | 20 | 27 | |
| <i>T</i> | 7 | 14 | 21 | 28 | |
| <i>F</i> | 1 | 8 | 15 | 22 | 29 |
| <i>S</i> | 2 | 9 | 16 | 23 | 30 |
| <i>S</i> | 3 | 10 | 17 | 24 | 31 |

APRIL

| | 14 | 15 | 16 | 17 | 18 |
|----------|----|----|----|----|----|
| <i>M</i> | 1 | 8 | 15 | 22 | 29 |
| <i>T</i> | 2 | 9 | 16 | 23 | 30 |
| <i>W</i> | 3 | 10 | 17 | 24 | |
| <i>T</i> | 4 | 11 | 18 | 25 | |
| <i>F</i> | 5 | 12 | 19 | 26 | |
| <i>S</i> | 6 | 13 | 20 | 27 | |
| <i>S</i> | 7 | 14 | 21 | 28 | |

MAY

| | 18 | 19 | 20 | 21 | 22 |
|----------|----|----|----|----|----|
| <i>M</i> | 6 | 13 | 20 | 27 | |
| <i>T</i> | 7 | 14 | 21 | 28 | |
| <i>W</i> | 1 | 8 | 15 | 22 | 29 |
| <i>T</i> | 2 | 9 | 16 | 23 | 30 |
| <i>F</i> | 3 | 10 | 17 | 24 | 31 |
| <i>S</i> | 4 | 11 | 18 | 25 | |
| <i>S</i> | 5 | 12 | 19 | 26 | |

JUNE

| | 22 | 23 | 24 | 25 | 26 |
|----------|----|----|----|----|----|
| <i>M</i> | 3 | 10 | 17 | 24 | |
| <i>T</i> | 4 | 11 | 18 | 25 | |
| <i>W</i> | 5 | 12 | 19 | 26 | |
| <i>T</i> | 6 | 13 | 20 | 27 | |
| <i>F</i> | 7 | 14 | 21 | 28 | |
| <i>S</i> | 1 | 8 | 15 | 22 | 29 |
| <i>S</i> | 2 | 9 | 16 | 23 | 30 |

JULY

| | 27 | 28 | 29 | 30 | 31 |
|----------|----|----|----|----|----|
| <i>M</i> | 1 | 8 | 15 | 22 | 29 |
| <i>T</i> | 2 | 9 | 16 | 23 | 30 |
| <i>W</i> | 3 | 10 | 17 | 24 | 31 |
| <i>T</i> | 4 | 11 | 18 | 25 | |
| <i>F</i> | 5 | 12 | 19 | 26 | |
| <i>S</i> | 6 | 13 | 20 | 27 | |
| <i>S</i> | 7 | 14 | 21 | 28 | |

AUGUST

| | 31 | 32 | 33 | 34 | 35 |
|----------|----|----|----|----|----|
| <i>M</i> | 5 | 12 | 19 | 26 | |
| <i>T</i> | 6 | 13 | 20 | 27 | |
| <i>W</i> | 7 | 14 | 21 | 28 | |
| <i>T</i> | 1 | 8 | 15 | 22 | 29 |
| <i>F</i> | 2 | 9 | 16 | 23 | 30 |
| <i>S</i> | 3 | 10 | 17 | 24 | 31 |
| <i>S</i> | 4 | 11 | 18 | 25 | |

SEPTEMBER

| | 35 | 36 | 37 | 38 | 39 | 40 |
|----------|----|----|----|----|----|----|
| <i>M</i> | 2 | 9 | 16 | 23 | 30 | |
| <i>T</i> | 3 | 10 | 17 | 24 | | |
| <i>W</i> | 4 | 11 | 18 | 25 | | |
| <i>T</i> | 5 | 12 | 19 | 26 | | |
| <i>F</i> | 6 | 13 | 20 | 27 | | |
| <i>S</i> | 7 | 14 | 21 | 28 | | |
| <i>S</i> | 1 | 8 | 15 | 22 | 29 | |

OCTOBER

| | 40 | 41 | 42 | 43 | 44 |
|----------|----|----|----|----|----|
| <i>M</i> | 7 | 14 | 21 | 28 | |
| <i>T</i> | 1 | 8 | 15 | 22 | 29 |
| <i>W</i> | 2 | 9 | 16 | 23 | 30 |
| <i>T</i> | 3 | 10 | 17 | 24 | 31 |
| <i>F</i> | 4 | 11 | 18 | 25 | |
| <i>S</i> | 5 | 12 | 19 | 26 | |
| <i>S</i> | 6 | 13 | 20 | 27 | |

NOVEMBER

| | 44 | 45 | 46 | 47 | 48 |
|----------|----|----|----|----|----|
| <i>M</i> | 4 | 11 | 18 | 25 | |
| <i>T</i> | 5 | 12 | 19 | 26 | |
| <i>W</i> | 6 | 13 | 20 | 27 | |
| <i>T</i> | 7 | 14 | 21 | 28 | |
| <i>F</i> | 1 | 8 | 15 | 22 | 29 |
| <i>S</i> | 2 | 9 | 16 | 23 | 30 |
| <i>S</i> | 3 | 10 | 17 | 24 | |

DECEMBER

| | 48 | 49 | 50 | 51 | 52 | 1 |
|----------|----|----|----|----|----|---|
| <i>M</i> | 2 | 9 | 16 | 23 | 30 | |
| <i>T</i> | 3 | 10 | 17 | 24 | 31 | |
| <i>W</i> | 4 | 11 | 18 | 25 | | |
| <i>T</i> | 5 | 12 | 19 | 26 | | |
| <i>F</i> | 6 | 13 | 20 | 27 | | |
| <i>S</i> | 7 | 14 | 21 | 28 | | |
| <i>S</i> | 1 | 8 | 15 | 22 | 29 | |

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Dümmen Orange



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Legend



Strong roots
Starke Wurzeln
Sterke wortels
Fortes racines
Radici forti
Raíces fuertes



V-shape
V-förmiger Wuchs
V-vormig
Port en V
Crescita a V
Crecimiento en forma de V



Medium bracts
Mittelgroße Brakteen
Middelgrote bladvorm
Bractées moyennes
Brattee medie
Bráctees medianas



Large cyathia
Große Cyathien
Grote cyathia
Grosses cyathes
Ciazii grandi
Ciato grande



High density production
Für flächenintensive Kultur geeignet
Hoge productiedichtheid
Production de masse
Densità di produzione alta
Producción de alta densidad



Large bracts
Große Brakteen
Grote bladvorm
Grosses bractées
Brattee grandi
Bráctees grandes



Sturdy stems
Stabile Triebe
Stevige stengels
Tiges solides
Steli robusti
Tallos robustos



Pot
Topf
Pot
Pot
Vaso
Maceta



Less PGR
Wenig PGR nötig
Groeï regulator
Régulateur de croissance
Regolatore di crescita
Poco uso de reguladores de crecimiento



Uniform series
Einheitliche Serie
Uniforme series
Gamme homogène
Serie uniforme
Serie uniforme



Shelf life
Haltbarkeit
Houdbaarheid
Durée de vie
Durata di conservazione
Conservación



Well branching
Gute Verzweigung
Goede vertakking
Bonne ramification
Buona ramificazione
Buena ramificación



Easy culture
einfache Kultur
Makkelijke teelt
Culture facile
Facile cultura
Cultivo fácil



Combination planting
Kombinationsbepflanzung
Combinatie beplanting
Plantation en mélange
Impianto combinato
Plantación combinada



Special Colour
Sonderfarbe
Speciale kleur
Couleur spéciale
Colore speciale
Color especial



Heat resistant
Hitzetolerant
Geschikt voor hoge temperatuur
Résistant à la chaleur
Resistente al calore
Resistente al calor



Warm production
Warmkultur
Warme productieteelt
Culture à chaud
Produzione calda
Producción cálida



Cold resistant
Kältetolerant
Geschikt voor lage temperatuur
Résistant au froid
Resistente al freddo
Resistente al frío



Collection
Kollektion
Collectie
Collection
Serie
Colección

Look for these markers

NEW

New variety
Neue Sorte
Nieuwe introductie
Nouvelles espèces
Nouve specie
Nuevas variedades

Top Pick

Bestseller
Top Hit
Bestseller
Meilleures variétés
Migliori varietà
Mejores variedades

Final Season

Final Season
Finale Saison
Laatste seizoen
Dernière saison
Stagione finale
Temporada final

| Status | Variety | Variety Code | Response Time (weeks) | Growth | Cold Tolerant | Foliage Colour | Flower Size | Very suitable for | | | | |
|--------|-----------|--------------|-----------------------|--------|---------------|----------------|-------------|-------------------|------|----------|------|-------|
| | | | | | | | | Mini | Midi | Standard | Maxi | Trees |
| TOP | Product 1 | 12345 | 8 | ●●●●○ | YES | DG | XL | | | x | x | x |
| NEW | Product 2 | 12345 | 8 | ●●●○○ | | DG | | | x | x | x | |

URC

Unrooted cuttings/Unbewurzelte Stecklinge/Onbewortelde stekken/Bouture non racinée/Talee non radicate/Esquejes sin enraizar

W

Week/Woche/Week/Semaine/Settimana/Semanas

RC

Rooted cuttings/Bewurzelte Stecklinge/Bewortelde stekken/Bouture racinée/Talee radicate/Esquejes enraizados

Y Single sticked/Einfach gesteckt/Enkel gestekt/Simple bouture/Talee single/Un esqueje por unidad

Growth/Wuchs/Groei/

Croissance/Crescita/Crecimiento

●○○○○ **Compact**/Kompakt/Compact/Compacte/Compatta/compacto

●●○○○ **Medium-compact**/Mittelkompakt/Medium compact/moyenne-compacte/media-compatta/medio compacto

●●●○○ **Medium**/Mittel/Medium/Moyenne/Media/Medio

●●●●○ **Medium-vigorous**/Mittelkräftig/Medium krachtig/moyenne-vigoureuse/media-vigorosa/medio vigoroso

●●●●● **Vigorous**/Kräftig/Krachtig/Vigoreuse/Vigorosa/Vigorosa

Flower size/Blütengröße/Bloemgrootte/

Taille de fleur/Misura del fiore/Tamaño de la flor

S Small/Klein/Klein/Petite/Piccolo/Pequeño
M Medium/Mittelgroß/Middelgroot/Moyenne/Medio/medio

L Large/Groß/Groot/Grosse/Grande/Grande
XL Extra large/Sehr groß/Extra groot/Très grosse/Molto grande/Muy grande

Foliage colour/Laubfarbe/Bladkleur/

Couleur de feuillage/Colore del fogliame/

Color del follaje

DG Dark green/Dunkelgrün/Donkergroen/Vert foncé/Verde scuro/Verde oscuro

G Green/Grün/Groen/Vert/Verde/Verde

Cold tolerant/Kältetoleranz/Koude tolerantie/

Tolérants aux basses températures/

Tollerante al freddo/Tolerante al frío

Varieties that can be grown at low temperature and perform well under colder environment in behalf of timing, bract colour, growth and botrytis resistance.

Sorten, die mit niedrigen Temperaturen kultiviert werden können. Die niedrige Temperatur hat hier keinen negativen Einfluss auf Verkaufszeitpunkt, Brakteenfarbe, Wuchs und Botritis-Empfindlichkeit.

Rassen welke geteelt kunnen worden bij lage temperatuur en goed presteren in een koude omgeving inzake reactie tijd, bracteen kleur, groei en resistentie tegen botrytis.

Variétés qui peuvent être cultivées avec de basses températures et ont une excellente performance dans un environnement froid tant pour le temps de culture, la couleur des bractées, la croissance et la résistance aux botrytis.

Varietà che possono essere coltivate a bassa temperatura ed hanno una buona performance in base alla fioritura, al colore della brattea, alla crescita e alla resistenza della botrite.

Varietades que se pueden cultivar a temperaturas bajas y que en entorno más frío mantienen un buen comportamiento en cuanto a precocidad, color de la bráctea, crecimiento y resistencia a botrytis.

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