

Press release

Stuttgart, 30.04.2019

Selecta one takes over La Villetta s.r.l.

After a long partnership and trustful cooperation between Selecta one and La Villetta s.r.l. both companies today made an announcement.

Selecta one acquires the business of La Villetta s.r.l., including the complete breeding program as well as La Villetta Colombia Ltda. La Villetta Colombia Ltda. located in Colombia, which is one of the most important markets for cut carnation. The Baratta family will keep the site in Italy, which will be leased to Selecta one. Massimo Baratta and his brother in law Gianfranco Fenoglio will continue to work for a period of five years for Selecta one, contributing their excellent know how and experience in breeding. The owners and CEOs of Selecta one, Per and Nils Klemm, as well as the Baratta family are convinced that this step will strengthen the position as the leading breeder and supplier of carnation world-wide.

La Villetta s.r.l. is one of the most innovative Italian firms that operates in the breeding, production and marketing of new varieties of carnation. The family Baratta, a well-known carnation breeder since generations that in over fifty years of activity has created some of the most important varieties of carnation that are nowadays known all over the world.

The principal activity of La Villetta s.r.l. is the breeding and selection of the carnation varieties, that can easily be produced in different climatic conditions of the principal areas of flower production. The result of this long experience is the creation of an assortment of varieties that satisfies the requirements of almost the totality of carnations growers world-wide. La Villetta s.r.l. can supply both cuttings as well as mother plants (rooted or unrooted).

Selecta one

The family company Selecta one is a world-leader in breeding, producing and marketing vegetatively propagated ornamental plants. The breeding activities include bedding and balcony plants, poinsettias, perennials and cut flowers. With eleven production sites and distribution companies in Europe, Africa, Asia and America, the corporate group serves all relevant markets worldwide. Quality and sustainability are our key concepts for innovations in the product and marketing sector, whilst responsibility and reliability are the basic principles for our dealings with customers, members of staff and the environment. Our commercial objective is to create a green product world, to win over and inspire gardeners, the trade and the end consumer.

Contact

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