

Press Release
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Selecta one presenting pot plants and cut flowers at the IPM 2017

At the IPM 2017 in Essen (GER) Selecta one will be presenting highlights of the assortment at the usual place in hall 2 stand D25. On 180 m² the company will exhibit Poinsettia and pot plants and for the first time cut flowers of the subsidiary Selecta Cut Flowers. Founded in 1996 Selecta Cut Flowers is breeding, producing and marketing vegetatively propagated cut flower plants and has been offering a wide top quality assortment for Carnation, Gerberas, Gypsophila, Solidago and Chrysanthemum for the horticultural sector worldwide.

Poinsettia

An established part of the IPM presentation is the extensive Poinsettia assortment with the market-leading series **Christmas Feelings®**. **Christmas Feelings®** varieties are available in many colours and for all pot sizes and convince by huge density per sqm, a very healthy root system and a very good branching – the perfect varieties for all producers.

These novelties have been introduced into the Poinsettia assortment: **Christmas Beauty Cinnamon** with a light cinnamon colour joins the Christmas Beauty family – the line especially interesting for retailers and florists with its dense, star-shaped bracts.

Christmas Cracker is a new all-rounder. This new variety with a striking red colour is well-suited for production of all pot sizes and product types. With a reaction time of 8 weeks the variety ideally matches the main sales periods. **Etna** is another new red variety with a vigorous growth habit and especially selected for big pot sizes in Southern productions.

ReCarnation®

Selecta one is putting a main focus on their pot carnation assortment which will be presented under the umbrella topic **ReCarnation®**.

Modern carnation has become a high-tech product, thanks to cutting-edge cultivation techniques. Durable, long flowering, easy-care and up-to-the-minute flower colours – Carnations for everybody. Above all is the unique pot carnation **Pink Kisses®**, a spectacular stand-alone variety captivating by beautiful, and slightly fragrant flowers. **Pink Kisses®** is easy to cultivate in any given pot size and stands for ideal transport characteristics and an extremely long shelf life at the point of sale. New sales potentials are given by the year-round availability of **Pink Kisses®**.

Together with further lines the Selecta carnation assortment fulfils all demands of producers and consumers alike. The homogenous and easy to produce varieties of the Oscar® line are producers' favourites. The garden carnation lines Diantica® and Pillow® offer a real added value with hardy varieties. Colores and SuperTroupier® are the lines to fulfil every colour wish. The varieties of the Capitán line have the advantage that consumers can use these varieties also as a cut flower in bouquets.

Further highlights of the Selecta one IPM presentation:

Petunia **NightSky**®

Winning the FleuroStar Award, the prize for varieties with the 'wow' effect at point of sale, was just one proof of the uniqueness of the new Petunia variety. The colour pattern of NightSky is worldwide unique. The flowers in dark violet with white spots seem like a beautiful starry sky. **NightSky** is very early with a semi-trailing, medium strong vigour and convinces with a very good branching and harmonious growth. The outstanding shelf life also remains at the consumer's. The variety **NightSky** is suited for baskets and mixed containers and is approx. 1 m trailing.

Calibrachoa **Rave**®

Rave is the brand-new Calibrachoa line with five varieties in the Selecta assortment. The striking star pattern stands out and is a real eye-catcher from near and far. The varieties convince with an early flower, very good branching and with an easy to control growth habit. Rave Calibrachoa are the novelties that shouldn't be missing in any assortment. The new varieties are **Rave**® **Pink**, **Rave**® **Violet**, **Rave**® **Blue**, **Rave**® **Peach** and **Rave**® **Cherry**.

Calibrachoa **MiniFamous**® **Double Pink**

The double-flowering variety **MiniFamous**® **Double Pink**, which recently received the Fleuroselect gold medal 2018, stands out due to an excellence summer performance. The strong root system and the stable colour make the early flowering Calibrachoa a real flower wonder. **MiniFamous**® **Double Pink** is suited for a production in pots and baskets.

Selecta one Cut flower division offers varieties that will upgrade any programme:

Gypsophila, Redefined!

Pearls® series features the newest generation of Gypsophila on the market. Selecta Cut Flowers is presenting varieties with more advantages and different habits to choose from. With outstanding performance from the field to the store, these long-lasting varieties are the perfect choice for bouquet or for any floral arrangements. All Pearls® varieties are especially selected for their superior quality and longevity. Pearls® varieties are the perfect examples of products with added value. These modern genetics Gypsophila, not only have an extraordinary vase life that make them last long but offer superior quality and beauty.

Pearls® Petite has small, semi-double flowers concentrated on a dense inflorescence and carried on strong and stable stems. It has terrific display volume. Fresh, new genetics specially designed to use in bouquets.

Pearls® Ginga-way has rich inflorescence with large, full, and pure white flowers, creating a snow effect. This variety has great resilience during shipping and does not have the typical Gypsophila strong scent. Pearls® Ginga-way adds elegance to any floral arrangement.

Pearls® Blossom, with large, brilliant white flowers, has terrific vase life and display value. Its superior quality and impressive look make it an excellent choice for bouquets or for any floral arrangements. This variety is stunning on its own!

Solidago, innovation Estelle®!

Selecta's Solidago varieties have shown superior performance. **eVita**, and **Estelle®** are modern genetics with improved productivity, vigor, and speed. Through intensive years of breeding, they have succeeded with **Estelle®** to renew the Solidago market and to show that customers are looking for unique products. Due its cream colour and perfect color absorption **Estelle®** is excellent for tinting. Its natural tone is what makes an arrangement outstand vs. others in a similar composition.

Chrysanthemums, a promising rising program with excellent quality!

The mum novelty **Union** has a unique type of flower, shape and colour characteristics. With its red and yellow bicolor petals and its excellent quality, large number of blooms and strong stems, this novelty bicolor chrysanthemum is the perfect choice for the fall season.

Yamato is a spray medium size flower bicolor chrysanthemum. Its yellow and red petals create great contrast with its green center. **Yamato** has a fast cycle and lots of blooms. Customers have highlighted, the number of flowers per stem, vigorous growth, uniform opening and good weight.

Carnations, a world full of color!

The carnation programme with their well-known red success, **Don Pedro**, Selecta offers two top collections, bringing something different and eye catching. The **Bacarat Collection**, three standard bright bicolor carnations, bred for high tolerance to fusarium and very good field performance, and the **Lollipops Collection**, mini carnations with stripe bicolor petals that make it stand out!

Dianthus... fully round, fully fast!

Lady Ingreen, the promising dianthus has a vibrant fully round green pompon heads held on strong 60-70 cm tall stems. It has an exceptionally long vase life and is extremely versatile, meeting the needs of today's consumer.

Premierball collection includes nine fast to produce and early to flower varieties, with voluminous flowers, bright color and fully round shape, excellent for mixed bouquets and modern arrangements.

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.

Kontakt

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