



floremara
young plants

2012-2013



CUTTINGS - 250 unrooted cuttings



PRODUCTION TIME/ FLOWERING TIME AFTER POTTING



POTSIZE



PLANTHEIGHT



LABELINFORMATION (++) = delivery included (+) = available



RESPONSE TIME IN WEEKS



STECKLINGE - 250 unbewurzelte Stecklinge



PRODUKTIONSVORLAUF / BLÜTEZEIT



TOPFGRÖSSE



PFLANZENHÖHE



ETIKETTENINFORMATION (++) = Lieferung eingeschlossen (+) = verfügbar



REAKTIONSZEIT IN WOCHEN



STEKKEN - 250 onbewortelde stekken



PRODUCTIETIJD / BLOEITIJD NA OPPOTTEN



POTMAAT



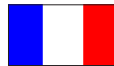
PLANTHOOGTE



LABEL INFORMATIE (++) = inclusief meegeleverd (+) = bestelbaar



REACTIETIJD IN WEKEN



BOUTURES - 250 boutures non racinées



DÉLAI DE FLORAISON APRÈS EMPOTAGE



TAILLE DE POT



HAUTEUR DES PLANTES



INFORMATION ETIQUETTE (++) = frais de livraison inclus (+) = disponible



TEMPS DE RÉACTION



TALEE - 250 talee non radicate



TEMPO DI PRODUZIONE / PERIODO DI FIORITURA DOPO L'INVASATURA



MISURA VASO



ALTEZZA PIANTA



INFORMAZIONE D'ETICHETTA (++) = Spedizione inclusa (+) = Disponibile



TEMPO DI REAZIONE IN SETTIMANE



ESQUEJES - 250 esquejes sin raiz



TIEMPO DE PRODUCCIÓN / ÉPOCA DE FLORACIÓN



TAMAÑO DEL TIESTO



ALTURO DE LA PLANTA



INFORMACIÓN DE ETIQUETA (++) = entrega incluida (+) = disponible



TIEMPO DE REACCIÓN

**FLOWERING POTPLANTS
BLOHENDE TOPFPFLANZEN
PLANTES FLEURIS**

BEGONIA ELATIOR SPECIAL COLLECTION.....4

BonBon®
BonBon White®
Ceveca
Dragone
Dragone Champagne®
Glory Pink
Lax

BEGONIA ELATIOR COTTAGE COLLECTION

Bright Red
Double Pink
Salmon
Vintage Pink

BEGONIA ELATIOR BARKOS COLLECTION.....6

Baladin
Balamon
Barkos
Berseba
Berseba Red
Binos
Binos Pink
Binos Soft Pink
Borias

BEGONIA ELATIOR VOLCANO6

Bromo®
Etna®
Krakatau®
Virunga®

BEGONIA ELATIOR ILONA COLLECTION.....7

Batik
Blitz
Britt Dark
Camilla
Carneval®
Cindy Fringe®
Clara
Clara Fringe®
Eva®
Janny Fringe®
Julie®
Kristy Fringe®
Nadine®
Nelly
NetjaDark
Netja Fringed
Peggy
Sandrine
Sweet Dreams
Veronica

POINSETTIA ECOSTARS12

Already Fancy
Already Red
Charon Red
Estrella Pink
Estrella Red
Pandora Red

Stargazer Marble
Stargazer Red
Stargazer White

CELOSIA.....16

Pink
Purple
Scarlet
Magenta

DAHLIA..... 18

Burgundy
Coral
Deep Red
Orange
Pink
Red
White
LaBella Grande
Deep Pink
Orange
Purple

**BEDDING PLANTS FROM CUTTINGS
BEETPLANZEN STECKLINGEN
PLANTES A MASSIF BOUTURES**

BEGONIA WATERFALL..... 20

Encanto Orange
Rainbow Falls
Victoria Falls

BEGONIA SOLENIA.....22

Dark Pink
Light Pink
Light Yellow
Orange
Red Improved
Red Orange
Soft Pink

IMPATIENS ODYSSEY26

Achilles
Ajax
Corinth
Delphi
Hermes
Illus
Nestor
Olympus
Orestes
Paris
Sparta
Troy Improved



Dear Client,

We are proud to present you our catalogue containing our complete range for your home and garden. We can offer you varieties which in practice have proven to be successful. For customers these varieties stand out from others due to their excellent growing properties and performance. Our priority is to offer our customers a superior quality cutting and young plant. It goes without saying that you can count upon the expert advice on growing from our sales team.
Sales team Floremera

Yours sincerely,
Floremera, LLC



Sehr geehrter Kunde,

Wir sind stolz darauf, Ihnen einen Katalog mit unserem gesamten Sortiment für Haus und Garten präsentieren zu können. Wir bieten Ihnen Sorten die sich in der Praxis bewiesen haben und sich durch ihre guten Kultureigenschaften und ausgezeichneten Leistungen bei dem Konsumenten unterscheiden. Unsere erste Priorität liegt in der perfekten Qualität des Ausgangsmaterials. Für die fachgerechte Kulturberatung steht Ihnen selbstverständlich unser Verkaufsteam gerne zur Verfügung.
Verkaufsteam Floremera

Mit freundlichen Grüßen,
Floremera, LLC



Cher Client,

Nous sommes fiers de pouvoir vous présenter un catalogue de l'ensemble de notre assortiment pour la maison et le jardin. Nous vous offrons des variétés qui ont fait leurs preuves dans la pratique et se distinguent par leurs bonnes qualités de culture et leurs belles performances chez le consommateur. Une qualité parfaite du matériel de base constitue notre priorité majeure. Naturellement, vous pouvez compter sur notre équipe de vente pour des conseils de culture de professionnels. Équipe de vente Floremera

Recevez, Cher Client, nos sincères salutations.
Floremera, LLC



Geachte klant,

Wij zijn er trots op dat wij u een catalogus kunnen presenteren met ons complete assortiment voor huis en tuin. We bieden u rassen die zich in de praktijk bewezen hebben en zich onderscheiden door hun goede teelteigenschappen en prestaties bij de consument. Een perfecte kwaliteit van het uitgangsmateriaal is onze eerste prioriteit. Vanzelfsprekend kunt u rekenen op vakkundig teeltadvies van ons verkoop team.

Verkoop team Floremera

Met vriendelijke groet,
Floremera, LLC

elator begonia

Begonia Elatior - Ilona

Pot plant mainly for indoor use with good bench life. In many countries also used for planting outside.

Good crop for programming. For sales all year round in as many as 19 striking colors.

Can be produced yearround in pot sizes from 4 - 6 Inch (10-15 cm).
Height from 8 - 12 Inch (20-30 cm).

Easily programmable plant. Suitable for spot cropping. Can best be put in a light place avoiding direct sunlight.

Begonia Elatior - Volcano

Compact growing pot plant ideal for indoor use. Can also be used for mixed plantings.

Good crop for programming. For sales in Spring and Summer in 5 different colors.

Ideal pot size is 3.5 in to 5 in (9 cm to 12 cm).

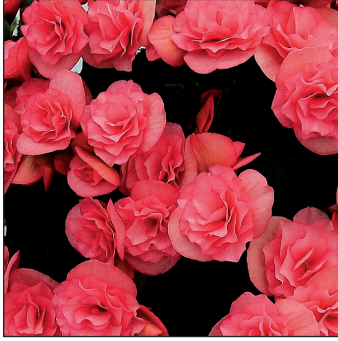
Easily programmable plant type also suitable for spot crops. Put Volcano in a light place avoiding direct sunlight.



ELATIOR BEGONIA

SPECIAL COLLECTION

Red Fox Bonbon®



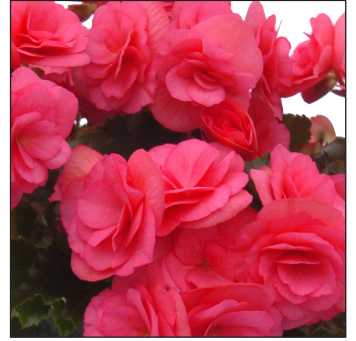
Red Fox Bonbon® White



Ceveca



Red Fox Dragone®



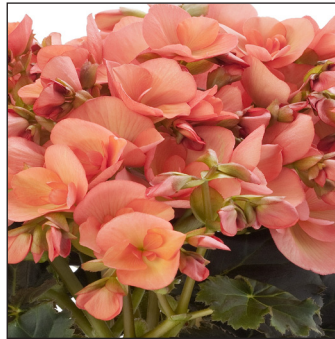
Red Fox Dragone Champagne®



Glory Pink



Lax



BEGONIA SPECIAL COLLECTION



100 cuttings



10-12 weeks



4-6 Inch



8-12 Inch

(10-15cm) (20-30cm)

COTTAGE COLLECTION

Bright Red



Double Pink



Salmon



Vintage Pink



BEGONIA COTTAGE COLLECTION



100 cuttings



10-12 weeks



4-6 Inch



8-12 Inch

(10-15cm) (20-30cm)

Red Fox varieties are registered to Dummen.

**ELATIOR BEGONIA
BARKOS COLLECTION**

Baladin®



Balamon®



Barkos®



Borias®



Berseba®



Berseba® Red



Binos®



Binos® Pink



Binos® Soft Pink



BEGONIA BARKOS COLLECTION





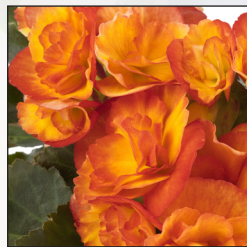
 250 cuttings 11-14 weeks 5-6 Inch 8-12 Inch

**VOLCANO COLLECTION
Compact Growing Collection**

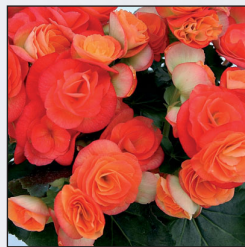
Red Fox Bromo®



Red Fox Etna®







Red Fox Krakatau®



Red Fox Virunga®



BEGONIA VOLCANO COLLECTION





 250 cuttings 9-12 weeks 3.5-5 Inch 6-8 Inch
 (9-12cm) (15-20cm)

Red Fox varieties are registered to Dummen.

ELATIOR BEGONIA

ILONA COLLECTION

Batik



Blitz



Britt Dark



Camilla®



Red Fox Carnaval®



Red Fox Cindy Frinjed®



Clara®



Lax



Red Fox Clara Frinjed®



Red Fox Eva®



Red Fox Janny Frinjed®



Red Fox Julie®



Red Fox Kristy Frinjed®



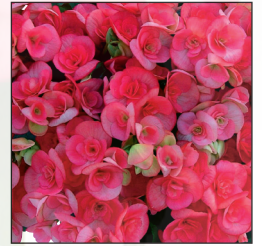
Red Fox Nadine®



Nelly



Netja Dark



Red Fox Netja Frinjed®



Red Fox Peggy®



Red Fox Sandrine®



Sweet Dreams



Red Fox Veronica®



BEGONIA ILONA COLLECTION

250 cuttings 10-12 weeks 4-6 Inch 8-12 Inch
(10-15cm) (20-30cm)

Red Fox varieties are registered to Dummen.

ELATIOR BEGONIA LISTING

Name	URC #	RC# *	SERIES	\$ GRP	COLOR
Baladin	10072	36072	Barkos	2	Red/Dark
Balamon	10073	36073	Barkos	2	Red/Orange
Barkos	10032	36032	Barkos	2	Red/Dark
Batik	10002	36002	Ilona	1	Orange/Dark
Berseba	10074	36074	Barkos	2	Pink/Dark
Berseba Light Pink	10064	36064	Barkos	2	Light Pink
Berseba Red	10055	36055	Barkos	2	Red
Binos	10022	36022	Barkos	2	Pink Light
Binos Pink	10058	36058	Barkos	2	Pink
Blitz	10095	36095	Ilona	1	Yellow/Med
Red Fox Bon Bon	10088	36088	Special	1	Soft Pink
Red Fox Bon Bon White	11067	36167	Special	1	White
Borias	10048	36048	Barkos	1	Pink/Bi-Clr
Britt Dark	10003	36003	Ilona	1	Orange/Bi-Clr
Red Fox Bromo	10034	36034	Volcano	1	Pink
Camilla	10004	36004	Ilona	1	Pink/White
Red Fox Carneval	10005	36005	Ilona	2	Orange/Bi-Clr
Ceveca	10036	36036	Special	2	Light Pink
Red Fox Cindy Fringed	10017	36017	Frinzies	1	White/Pink/Bi-Clr
Clara	10006	36008	Ilona	1	White
Red Fox Clara Fringed	10018	36018	Frinzies	1	White
Double Pink	13690	39690	Cottage	2	Pink
Dragone	10066	36066	Special	1	Pink
Red Fox Dragone Champagne	10084	36084	Special	1	Pink
Red Fox Etna	10038	36038	Volcano	1	Orange
Red Fox Eva	11017	36117	Ilona	1	Yellow
Glory Pink	10042	36042	Ilona	1	Pink
Red Fox Janny Fringed	10020	36020	Frinzies	1	Orange/Apricot
Red Fox Julie	10007	36007	Ilona	1	Yellow/Red/Bi-Clr
Red Fox Krakatau	11035	36035	Volcano	1	Red
Red Fox Kristy Fringed	10021	36021	Frinzies	1	Pink/White/Bi-Clr
Lax	10046	36046	Ilona	1	Apricot
Red Fox Nadine	10013	36013	Ilona	1	Yellow/Dark
Nelly	10014	36014	Ilona	1	Pink/Light
Netja Dark	10015	36015	Ilona	1	Pink/Bi-Clr
Red Fox Netja Fringed	10023	36023	Frinzies	1	Pink/Bi-Clr
Red Fox Peggy	10069	36069	Ilona	1	Pink/Bi-Clr
Salmon	13695	39695	Cottage	2	Salmon
Red Fox Sandrine	10090	36090	Ilona	1	Pink/Dark
Sweet Dreams	10083	36083	Ilona	2	Pink
Red Fox Veronica	10085	36085	Ilona	1	Pink/Dark
Vintage Pink	13698	39698	Cottage	2	Light Pink
Red Fox Virunga	11033	36033	Volcano	2	Yellow

* Rooted cuttings are supplied by Holtkamp Greenhouses, Inc. 1-800-443-2290



Glory White Elatior Begonia

Poinsettia Ecostars

Euphorbia pulcherrima
Potplant for indoor use with good benchlife.

Ecostars® have been specially bred for growing in low temperature conditions. As of the short day period the temperature can be lowered to 60°F (15°C). This means an enormous saving on heating cost.

Available in all main colors, featuring besides red also marble, pink and white varieties as well as a variegated variety. Ecostars® are known to be well branching with firm upright stems.

Depending on the variety suitable for pot sizes ranging from 2.5 Inch (6 cm) single stems until 8 Inch (20 cm) branched plants.



poinsettia

Poinsettia Ecostars

POINSETTIA ECOSTARS®

Alreddy® Fancy



Alreddy® Red



Charon



Estrella® Pink



Estrella® Red



Pandora Red



POINSETTIA ALREDDY

12-16 weeks
7-8 weeks

4-5.5 Inch (10-13cm)
2.5 Inch (6cm)

10-12 Inch (25-30cm)
5.5-6 Inch (12-15cm)

6.5-7 weeks

POINSETTIA ESTRELLA

12-16 weeks
7-8 weeks

4-5.5 Inch (10-13cm)
2.5 Inch (6cm)

10-12 Inch (25-30cm)
5.5-6 Inch (12-15cm)

6, 6-5 weeks

POINSETTIA STARGAZER

12-16 weeks

4-5.5 Inch (10-13cm)

10-12 Inch (25-30cm)

7-8 weeks

Stargazer® Marble



Stargazer® Red



Stargazer® White



Name	URC #	RC #	Series
Already Red	53053	38053	Ecostars
Already Fancy	53085	38085	Ecostars
Estrella Red	53068	38068	Ecostars
Estrella Pink	53095	38095	Ecostars
Charon Red	53001	38072	Ecostars
Pandora Red	53005	38076	Ecostars
Stargazer Marble	53087	38087	Ecostars
Stargazer Red	53051	38051	Ecostars
Stargazer White	53089	38089	Ecostars

POINSETTIAS

ECOSTARS 



A study was undertaken to understand the range of temperatures for growing poinsettias. In the first study, a comparison was made of how varieties suited to the standard temperature of 68°F (20°C) grew under 60°F (16°C) temperature conditions. Generally, both the plant and bracts are smaller at lower temperatures and therefore these points were very carefully considered during the selection process. The Ecostars varieties grow consistently well at either low or high temperatures as developed from this program. This program has indicated that breeding for temperature efficiency can lead to varieties that can perform well under a broader temperature range. This gives the grower the choice to set higher or lower temperatures and therefore choose the timing of delivery and improve the quality without interfering with the growth rate of the crop.

Tips on Growing Ecostars Poinsettias

When growing the **Alreddy Red** variety, do not pinch to high since this creates too many branches.

Do not space too early since this will create a candle-shaped plant instead of a v-shaped plant.

Alreddy Red has a tendency to stretch out late in the growth cycle, so temperatures in November should be at 60°F (16°C). This is easier to attain in the northern states than southern areas.

For southern states, we recommend the **Stargazer Red - White Marble and Estrella Red** varieties. The further north you go, the better **Alreddy Red** will perform.

When growing Ecostars, be sure they are not grown with other varieties that cannot thrive at a cool 60°F (16°C), or with late types where the temperature is dropped only when the red color is showing.

Alreddy Red is a very vigorous variety when grown in a cool greenhouse.

Estrella Red is an 8 week variety, so color arrives late in the growth cycle.

celosia



CELOSIA KELOS

Pink



Purple



Scarlet



Magenta

CELOSIA KELOS



100



9-11 weeks



4-5 Inch
(10-13cm)



8-10 Inch
(20-25cm)

dahlia

Dahila



LABELLA PICCOLO® Dahlia



BURGUNDY



CORAL



DEEP RED



ORANGE



PINK



RED



WHITE

LABELLA GRANDE® Dahlia



Deep Pink



Orange



Purple

DAHLIA



100



9-13 weeks



6 Inch
(15cm)



8-10 Inch
(20-25cm)

waterfall begonia

Begonia Waterfall®

An extensive colorfull series of strong trailing begonias, which flower profusely all through the summer with a true waterfall of large single or double flowers.

Well-branching trailing plant for use in hanging baskets, which thrives in semi shade as well as a sunny position in the garden or on the patio.

Potting up from week 5 in pot sizes of 12 - 14 cm. Short cultivation period of between 7 and 9 weeks.



Waterfall Begonia Series

WATERFALL® BEGONIA

ENCANTO ORANGE®



VICTORIA FALLS®



RAINBOW FALLS®



BEGONIA WATERFALL



100 cuttings



8-10 weeks



5 Inch (12cm) -HB



trailing

Garden Begonia Solenia®

Uniform series of robust, double-flowered begonias for use in containers on the patio and for balcony boxes.

Flowers very profusely all through summer with intense colors. Very good shelf life.

Suitable for growing in batches with potting up between week 48 and week 15. Short cultivation period of 8 -10 weeks. Pot sizes 5 - 6 in (12 -15 cm).

solenia begonia

Garden Begonia Solenia Series



GARDEN BEGONIA SOLENIA

Dark Pink



Light Pink



Light Yellow



Orange



Red Improved



Red Orange



Soft Pink



BEGONIA SOLENIA



250 cuttings 9-13 weeks



6 Inch-h HB 8-10 Inch
(15cm-h) (20-25cm)



Garden Begonia Solenia Variety Listing

Name	URC #	RC # *	Series	\$ GRP
Dark Pink	30001	31001	Solenia	2
Light Pink	30002	31002	Solenia	2
Light Yellow	30016	31016	Solenia	2
Orange	30003	31003	Solenia	2
Red Improved	30009	31009	Solenia	2
Red Orange	30024	31024	Solenia	2

* Rooted cuttings are supplied by Holtkamp Greenhouses, Inc.
800-443-2290

Impatiens Odyssey®

Uniform series that branches well and develops a good plant shape. Flowers profusely with large flowers in strong colors.

Very suitable for both indoor and outdoor use. Preferable in full shade with sufficient water on a regular basis.

Excellent choice for growing in batches with potting up between week 45 and week 23. Pot size 4.5 - 5.5 in (11 -13 cm). Short cultivation period of between 8 and 11 weeks.

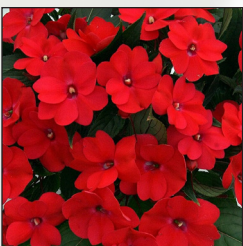
impatiens



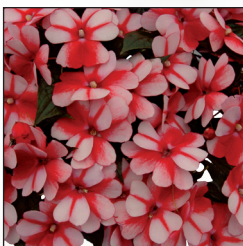
Impatiens Odyssey Series

IMPATIENS NEW GUINEA

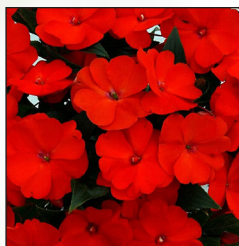
Achilles



Ajax



Corinth



Delphi



Hermes



Ilus



Nestor



Nestor



Orestes



Olympus



Paris



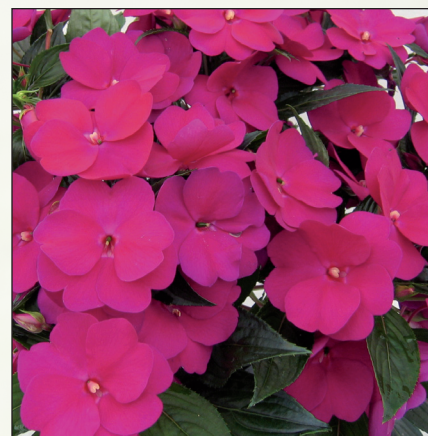
Sparta



Troy



Troy Improved



IMPATIENS ODYSSEY
UNROOTED



100 cuttings



4.5-7 Inch
(11-17cm)



8-10 Inch
(20-25cm)



wk 42-20

Odyssey Impatiens Variety Listing



Name	Color	URC#	RC #	Plant Habit	Flowering Speed
Achilles	Pink	50019	37019	Large	Late
Ajax	Red-White	50097	37097	Compact	Mid Early
Corinth	Orange	50049	37049	Compact	Mid Early
Delphi	Purple-White	50102	37102	Compact	Mid Early
Hermes	Dark Red	50038	37038	Compact	Late
Ilus	White	50041	37041	Med	Early
Nestor	Lavendar	50048	37048	Med/LG	Mid/Late
Olympus	Red-White	50039	37039	Comp/Med	Middle
Orestes	White	50136	37136	Med/LG	Early
Paris	Red	50083	37083	Medium	Late
Sparta Improved	Purple-White	50090	37090	Compact	Middle
Troy Improved	Purple	50101	37101	LG	Late

Call Floremara 1.800.443.2290



floremara
young plants

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