

OPTIMARA®



PRODUCT

From the most popular African Violet in the world to a complete line of consumer plant care products, Optimara has what it takes to make your business grow. Optimara is the world's largest grower of African Violets. With the largest selection of full-blooming varieties offered, Optimara continues to advance the industry through the development of new plant characteristics and innovative growing techniques that have been refined over years of research and development.

Backing up everything that Optimara grows is uniquely energetic marketing and distribution program that makes Optimara Violets as easy to sell as they are to grow. In the design of all Optimara packaging and display materials, the focus is on minimizing set-up and maintenance, while maximizing selling power and attention-getting appeal.

At Optimara we know that our responsibility for our products does not stop after the sale. Each year Optimara embarks on a new quest to be innovative and we look forward to serving our customers and consumers.



2013

CONSUMER SUPPORT

Optimara is helpful by providing various sources of information, reference and guidance for customers on the world wide web sites

<http://catalog.optimara.com>, <http://www.optimara.info>, and

<http://www.myViolet.com>

1-800-443-2290

PROUDLY GROWN IN THE USA



The certification “Proudly Grown in the USA” denotes quality products grown and sold in the USA. By displaying the official certification mark as shown here, Optimara is displaying the fact that it is creating jobs in the USA and producing a product in this country which meets or exceeds quality standards set forth by the Produce Marketing Association (PMA).

SOCIAL RESPONSIBILITY

In 1997, Optimara developed a Social Responsibility Program covering those who provide imported goods and services to the company. This Program establishes strict working guidelines and humanitarian conditions under which items are to be manufactured in countries outside the United States.

The objective of this program is to assure a safe and equitable working environment for foreign workers and prevent their exploitation. Since the inception of the program, this objective has been met by resolving several issues where working conditions have significantly been improved above the normally required standards. The program has been successful for the employee, who has a more enjoyable working experience, and the employer, who has a more stable, productive workforce. The results of this program make it possible for Optimara and its customers to enjoy better products, consistent in quality, at a fair and reasonable price.

We are proud of the fact that we can not only offer a high quality value product, but we can proudly say that all Optimara products are produced in a ***Socially Responsible*** working



myViolet.com



myViolet.com will provide your customers with:

- Unique Access Code for each Violet sold
- Specific Variety Identification
- Detailed growing instructions
- Unique diagnostic tool of your African Violets health and potential
- Chat with an Expert
- No more guess work of what to do next
- Symptoms based recommendations from Dr. Optimara to help grow beautiful Violets.
- Progress analysis and recommendations of how to gown bigger, healthier and more beautiful

African Violets.

- Insights into new and unique varieties to come out of Research and Development
- Consumer account setup and mailing list registration
- Pre-alerts of incoming shipments to favorite/closest Optimara retail location
- Downloadable screen savers of our many award winning Optimara African Violet varieties
- Join a growing group of African Violet lovers
- On-line Blogging
- More to come.....

The new and innovative website to help the consumer grow more beautiful African Violets. Optimara is expanding on its company's tradition of EasyGrowing EasyCare with myViolet.com

Everyone can enjoy the rewarding experience of growing beautiful Optimara African Violets. One just needs to know how. Let **myViolet.com** guide your customer.



Items marked with this logo are available for drop shipping anywhere within the continental USA.





ANDREA



ANIKA



ANNABELLE



CHICO



CINDY



COLORADO



CONNECTICUT



CORA



DALI



DEGAS



DELAWARE



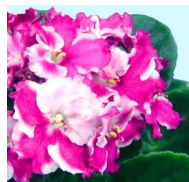
EVELYNN



GAUGUIN



GEORGIA



GISELA



HARLEQUIN



HAWAII



HIROSHIGE



INDIANA



JOAN



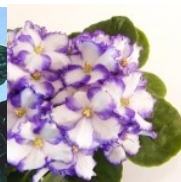
JULIANA



KENTUCKY



LOUISIANA



MAINE



MANITOBA



MAUI



MICHAELANGELO



MICHELE



MICHIGAN



MIHO



MILLENNIA



MODESTY



MONET



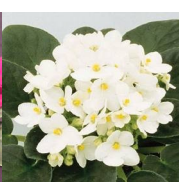
MONTANA



NATALIE



NORTH CAROLINA



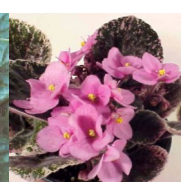
ONTARIO



PENNSYLVANIA



REBECCA



ROMANCE



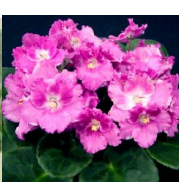
RITA



SAMI



SCARLET



SEURAT



STEPHANIE



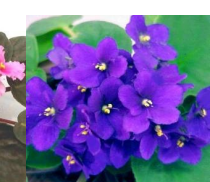
SUSI



TENNESSEE



TERESSA



WISCONSIN



WYOMING



YELLOWSTONE

NEW Season Items



2" ITEM # 41033



All Season Items



DS 2" ITEM # 40293



DS 2" ITEM # 20041

All Season Items



DS

2" ITEM # 40230



2" ITEM # 40212

DS

All Season Items



DS 2" ITEM # 40220



DS 2" ITEM # 40229



DS 2" ITEM # 20040



DS 2" ITEM # 20022



DS 2" ITEM # 20031

Valentine's Day Item



DS 2" ITEM # 40292



2" ITEM # 42257

DS

All Season Items



2" ITEM # 42269



2" ITEM # 42212



2" ITEM # 40211



All Season Items



4" ITEM # 42432



4" ITEM # 42444

All Season Items



4" ITEM # 40423



4" ITEM # 40431



4" ITEM # 40435



4" ITEM # 40450

All Season Items



4" ITEM # 40488



4" ITEM # 40489



4" ITEM # 40420



All Season Items



4" ITEM # 42461



4" ITEM # 42463



All Season Items



DS

4" ITEM # 42430



DS

4" ITEM # 42410

Valentine's Day Item



4" ITEM # 40046

DS



DS

4" ITEM # 40040

All Season Items

Our Most Popular Item!



4" ITEM # 40040 **DS**

The Tried and True OPTIMARA 4 inch African Violet



ITEM # 80122



4" ITEM # 40049

All Season Items



6" ITEM # 42645



6" ITEM # 40662



All Season Items



DS

6" ITEM # 40060



DS

6" ITEM # 40069



6" ITEM # 40061

DS



6" ITEM # 40620



EverBeautiful



EverGlory



EverGrace



EverPraise



EverJoy



EverLove



EverSpecial



EverRejoice



EverPrecious



EverYoung





All Season Items



2" ITEM # 48006 *DS*

Valentines Items



2" ITEM # 48002 *DS*





Albo Lineata



Boston Compacta



Button Fern



Emerald Queen



Fragrant Maidenhair



Lemon Button



Macho



Mahogany



Mayii



Pacific Maidenhair



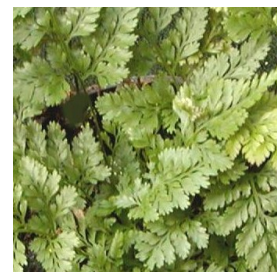
Silver Lace



Tricolor



True Boston



White Rabbit Foot



Autumn



Cinnamon



**Eastern
Indian Holly**



Eastern Wood



Fortune Holly



Japanese Holly



**Japanese
Painted**



Korean Rock



**Leather
Leaf**



Male Fern



Ostrich



**Rosy
Maidenhair**



Royal



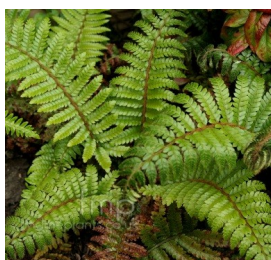
Shaggy Shield



**Southern River
Wood**



**Southern
Shield**



Tassel

myfern.com

All Season Items



DS

2" ITEM # 41032



MINIATURE

2" ITEM # 48000

DS



4" ITEM # 47703

DS



DS

4" ITEM # 48011



4" ITEM # 48100

DS



6" ITEM # 48033

DS

B



All Season Items



4" ITEM # 48020

DS



4" ITEM # 48024 - with pot cover

DS



6" ITEM # 48030

6" ITEM # 48026 - with pot cover



Andrea



Camelot



Celia



Dew Drop



Fairy



Helen Teupel



Her Majesty



Esther



Lilliam



Marion Louise



Merry Christmas



Michelle



Mikado



Pink Charming



Red Heart



Hieroglyphics

All Season Items



4" ITEM # 48040

4" ITEM # 48044 with pot cover



6" ITEM # 48048 with pot cover



6" ITEM # 48045





Benigo Pink



Fannie Moser



Frosty



Lois Burke



Looking Glass



Miss Mummy



My Special Angel



Sophia



Torch

All Season Items



6" ITEM # 47610



P & F



All Season Items



4" ITEM # 48010

DS

4" ITEM # 48005 with pot cover



4" ITEM # 48055



ITEM # 80200

DS



4" ITEM # 40070

DS

P



Specialty Items



8" ITEM # 48110



10" ITEM # 48120

S



Specialty Items



6" ITEM # 42661



6" ITEM # 60620



8" ITEM # 40711



NEW Items



DS

2" ITEM # 43205



DS

2" ITEM # 43201

Season of Advent Items



DS 2" ITEM # 41281



2" ITEM # 41298



DS



Season of Advent Items



2" ITEM # 43203

DS



DS

2" ITEM # 43202

Season of Advent Items



DS 2" ITEM # 47999



DS 2" ITEM # 41035



DS 2" ITEM # 41040



DS 2" ITEM # 41031



The World's Largest Producer of African Violets.

OPTIMARA

HOLTKAMP GREENHOUSES INC

Music City USA

Nashville Tennessee



1.800.443.2290

Optimara Group

Holtkamp Greenhouses, Inc.

Floremara, LLC



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1.800-443-2290

Phone: 615-228-2683

Fax: 615-228-5831

The logo for myViolet.com. It features a small, stylized purple flower with a yellow center and green stem and leaves, positioned above the word 'myViolet'. The word 'my' is in a smaller, lowercase font, and 'Violet' is in a larger, lowercase font. Below the word 'Violet' is the domain extension '.com' in a smaller, lowercase font. The entire logo is in a light purple color.