



**floremara**  
young plants

2014-2015



**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 BARKOS COLLECTION.....5	POINSETTIA ECOSTARS .....11
Baladin	Alreddy Fancy
Balamon	Alreddy Red
Barkos	Charon Red
Bela <b>New!</b>	Harlequin Red <b>New!</b>
Bellona <b>New!</b>	Hollystar Red
Berseba	Saturnus Marble
Berseba Red	Saturnus Pink
Binos	Saturnus Red
Binos Pink	Saturnus Twist
Binos Soft Pink	Saturnus White Improved <b>New!</b>
Borias	Solar Red
BEGONIA ELATIOR COTTAGE COLLECTION.....5	Stargazer Red
Bright Red	Stargazer White
Salmon	CELOSIA.....15
Vintage Pink	Magenta
BEGONIA ELATIOR ILONA COLLECTION.....6	Orange
Batik	Pink
Blitz	Purple
Red Fox <sup>®</sup> Bon Bon	Scarlet
Red Fox <sup>®</sup> Bon Bon White	DAHLIA PICCOLO..... 16
Britt Dark	Coral
Camilla	Dark Pink
Red Fox <sup>®</sup> Carneval	Lemon
Catrin	Orange
Ceveca	Pink
Red Fox <sup>®</sup> Cindy Fringed	White
Clara	Yellow
Red Fox <sup>®</sup> Clara Fringed	DAHLIA GRANDE.....18
Red Fox <sup>®</sup> Dragone Champagne	Bicolor Red
Red Fox <sup>®</sup> Dragone Pink	Dark Pink
Red Fox <sup>®</sup> Eva	Neon Bicolor
Glory Lemon <b>New!</b>	Orange
Glory Pink	Purple
Glory White	Red
Red Fox <sup>®</sup> Janny Fringed	Rose
Red Fox <sup>®</sup> Julie	White Improved
Red Fox <sup>®</sup> Kristy Fringed	Yellow
Lax	
Red Fox <sup>®</sup> Nadine	
Nelly	
NetjaDark	
Red Fox <sup>®</sup> Netja Fringed	
Red Fox <sup>®</sup> Peggy	
Red Fox <sup>®</sup> Red Baron Dark	
Red Fox <sup>®</sup> Sandrine	
Red Fox <sup>®</sup> Veronica	
Yellowstone	
Vermillion Red <b>New!</b>	
BEGONIA ELATIOR VOLCANO .....7	
Red Fox <sup>®</sup> Bromo	
Red Fox <sup>®</sup> Etna	
Red Fox <sup>®</sup> Krakatau	
Red Fox <sup>®</sup> Virunga	

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

BEGONIA WATERFALL..... 21	BEGONIA SOLENIA.....27
Angel Falls <sup>®</sup> Soft Pink	Cherry
Angel Falls <sup>®</sup> White Blush	Dark Pink
Elserta <b>New!</b>	Light Pink
Encanto <sup>®</sup> Orange	Light Yellow
Encanto <sup>®</sup> Red	Orange
Victoria Falls <sup>®</sup> Dark Orange <b>New!</b>	Red Improved
Victoria Falls <sup>®</sup> Pink <b>New!</b>	Red Orange
Victoria Falls <sup>®</sup> Red <b>New!</b>	Red Velvet Red
	Salmon Coral
	Soft Pink
	IMPATIENS ODYSSEY .....29
	Ajax
	Corinth
	Delilah
	Helen
	Hermes
	Neptunus
	Nestor
	Orestes
	Paris
	Sparta Improved
	Talon
	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 Floremara

Yours sincerely,  
Floremara, 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 Floremara

Mit freundlichen Grüßen,  
Floremara, 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 Floremara

Recevez, Cher Client, nos sincères salutations.  
Floremara, 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 Floremara

Met vriendelijke groet,  
Floremara, LLC

### **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



# ELATIOR BEGONIA

BARKOS COLLECTION

Baladin®



Balamon®



Barkos®



Bela



Bellona



Berseba®



Berseba® Red



Binos®



Binos® Pink



Binos® Soft Pink



Borias



BEGONIA BARKOS COLLECTION



250 cuttings

11-14 weeks

5-6 Inch 8-12 Inch

## COTTAGE COLLECTION

Bright Red



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

ILONA COLLECTION

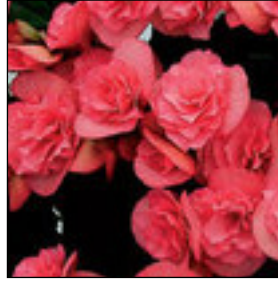
Batik



Blitz



Red Fox Bon Bon®



Red Fox® Bon Bon White



Britt Dark



Camilla



Red Fox Carnaval®



Catrin



Cevaca



Red Fox® Cindy Fringed



Clara



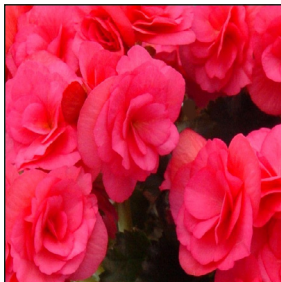
Red Fox® Clara Fringed



Red Fox® Dragone Champagne



Red Fox® Dragone Pink



Red Fox® Eva



Glory Lemon



Glory Pink



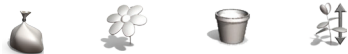
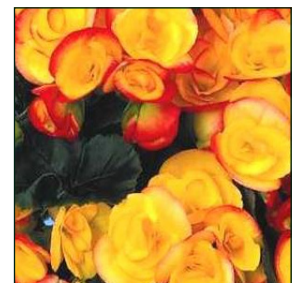
Glory White



Red Fox® Janny Fringed



Red Fox® Julie



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

ILONA COLLECTION

Red Fox® Kristy Fringed



Lax



Red Fox® Nadine



Nelly



Netja Dark



Red Fox® Netja Fringed



Red Fox® Peggy



Red Baron Dark



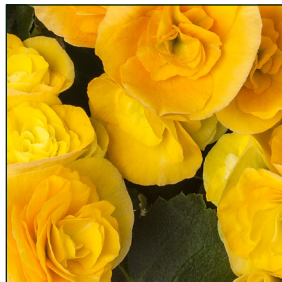
Red Fox® Sandrine



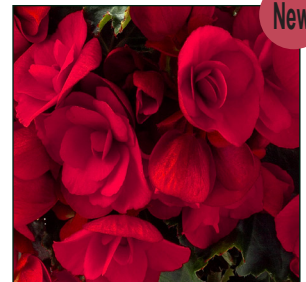
Red Fox® Veronica



Yellowstone



Vermillion Red



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.*

## VOLCANO COLLECTION

Compact Growing Collection

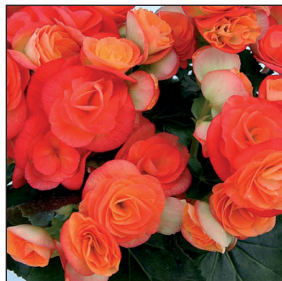
Red Fox Bromo®



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 LISTING

Type	Variety	RC Item Number	URC Item Number	Color	Price Group	Royalty
Barkos	Baladin	36072	10072	Dark Red	2	\$0.05
Barkos	Balamon	36073	10073	Red Orange	2	\$0.05
Barkos	Barkos	36032	10032	Dark Red	2	\$0.05
Barkos	Bela	36030	10035	Medium Red	2	\$0.05
Barkos	Bellona	36076	10076	Red Orange	2	\$0.05
Barkos	Berseba	36074	10074	Dark Pink	2	\$0.05
Barkos	Berseba Red	36055	10055	Red	2	\$0.05
Barkos	Binos	36022	10022	Light Pink	2	\$0.05
Barkos	Binos Pink	36058	10058	Pink	2	\$0.05
Barkos	Binos Soft Pink	36059	10059	Soft Pink	2	\$0.05
Barkos	Borias	36048	100048	Pink Bi Color	2	\$0.075
Cottage	Bright Red	39685	13685	Red	2	\$0.075
Cottage	Salmon	39695	13695	Salmon	2	\$0.075
Cottage	Vintage Pink	39698	13698	Ligh Pink	2	\$0.075
Iona	Batik	36002	10002	Dark Orange	1	-
Iona	Blitz	36095	10095	Medium Yellow	1	-
Iona	Red Fox® Bon Bon	36056	10056	Dark Pink	1	\$0.05
Iona	Red Fox® Bon Bon White	36067	11067	White	1	\$0.05
Iona	Britt Dark	36003	10003	Orange Bi Color	1	-
Iona	Camilla	36004	10003	Pink & White	1	-
Iona	Red Fox® Carneval	36005	10005	Orange Bi Color	1	\$0.05
Iona	Catrin	36061	10061	Orange	2	\$0.075
Iona	Ceveca	36036	10036	Pink	1	-
Iona	Red Fox® Cindy Fringed	36017	10017	White & Pink	1	\$0.05



## ELATIOR BEGONIA LISTING

Type	Variety	RC Item Number	URC Item Number	Color	Price Group	Royalty
Ilona	Clara	36006	10006	White	1	-
Ilona	Red Fox® Clara Fringed	36018	10018	White	1	\$0.05
Ilona	Red Fox® Dragone Champagne	36084	10084	Pink	1	\$0.05
Ilona	Red Fox® Dragone Pink	36066	10066	Pink	1	\$0.05
Ilona	Red Fox® Eva	36117	11017	Yellow	1	\$0.05
Ilona	Glory Lemon	36088	10088	Light Yellow	1	\$0.05
Ilona	Glory Pink	36042	10042	Pink	1	\$0.05
Ilona	Glory White	36062	10062	White	1	\$0.05
Ilona	Red Fox® Janny Fringed	36020	10020	Orange Apricot	1	\$0.05
Ilona	Red Fox® Julie	36007	10007	Yellow Bi Color	1	\$0.05
Ilona	Red Fox® Kristy Fringed	36021	10021	Light Pink	1	\$0.05
Ilona	Lax	36046	10046	Light Orange	1	\$0.05
Ilona	Red Fox® Nadine	36013	10013	Dark Yellow	1	\$0.05
Ilona	Nelly	36014	10014	Medium Pink	1	-
Ilona	Netja Dark	36015	10015	Pink Bi Color	1	-
Ilona	Red Fox® Netja Fringed	36023	10023	Pink Bi Color	1	\$0.05
Ilona	Red Fox® Peggy	36069	10069	Pink Bi Color	1	\$0.05
Ilona	Red Fox® Red Baron Dark	36125	10125	Red	1	\$0.05
Ilona	Red Fox® Sandrine	36090	10090	Dark Pink	1	\$0.05
Ilona	Red Fox® Veronica	36085	10085	Dark Red	1	\$0.05
Ilona	Vermillion Red	36086	10086	Dark Red	1	\$0.05
Ilona	Yellowstone	36087	10087	Dark Yellow	1	\$0.05
Volcano	Red Fox® Bromo	36034	10034	Pink	1	\$0.05
Volcano	Red Fox® Etna	36038	10038	Orange	1	\$0.05
Volcano	Red Fox® Krakatau	36035	10038	Red	1	\$0.05
Volcano	Red Fox® Virunga	36033	11033	Yellow	1	\$0.05



### **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



Harlequin Red



Hollystar Red







Saturnus® Marble



**POINSETTIA ALREDDY**

**POINSETTIA STARGAZER**

			
12-16 weeks	4-5.5 Inch (10-13cm)	10-12 Inch (25-30cm)	6.5-7 weeks
7-8 weeks	2.5 Inch (6cm)	5.5-6 Inch (12-15cm)	
12-16 weeks	4-5.5 Inch (10-13cm)	10-12 Inch (25-30cm)	7-8 weeks

# POINSETTIA ECOSTARS®

Saturnus® Pink



Saturnus® Red



Saturnus® Twist



Saturnus® White Improved



Solar Red



Stargazer® Red



Stargazer® White





# POINSETTIAS

## ECOSTARS



A study was undertaken to understand the range of temperatures for 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.

Name	URC #	Series
Alreddy® Fancy	53085	Ecostars
Alreddy® Red	53053	Ecostars
Charon Red	53001	Ecostars
Harlequin Red	53098	Ecostars
Hollystar Red	53004	Ecostars
Saturnus® Marble	53006	Ecostars
Saturnus® Pink	53007	Ecostars
Saturnus® Red	53097	Ecostars
Saturnus® Twist	53008	Ecostars
Saturnus® White Impr.	53009	Ecostars
Solar Red	53096	Ecostars
Stargazer® Red	53051	Ecostars
Stargazer® White	53089	Ecostars



celosia

Celosia





# CELOSIA KELOS

Magenta



Pink



Scarlet



Orange



Purple



Name	URC #	RC #
Magenta	15001	33507
Orange	15009	33509
Pink	15007	33501
Purple	15003	33503
Scarlet	15005	33505

## CELOSIA KELOS



100



9-11 weeks



4-5 Inch



8-10 Inch  
(10-13cm) (20-25cm)



# dahlia

Piccolo Dahila





# LABELLA PICCOLO® Dahlia

Coral



Lemon



Yellow



White



DAHLIA 100

9-13 weeks

6 Inch  
(15cm)

8-10 Inch  
(20-25cm)



# dahlia



Grande Dahila



# LABELLA GRANDE® Dahlia

Bicolor Red



Dark Pink



Neon Bicolor



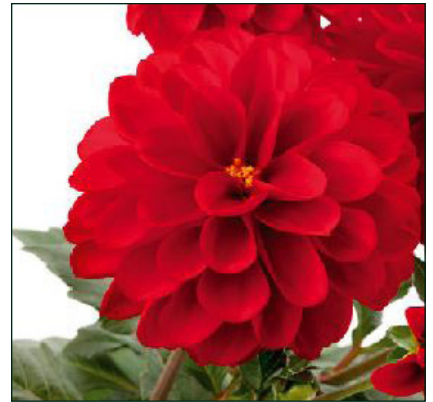
Orange



Purple



Red



Rose



White



Yellow



DAHLIA

100 cuttings

9-13 weeks

6 Inch  
(15cm)

8-10 Inch  
(20-25cm)



## 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



Waterfall Begonia Series



# WATERFALL® BEGONIA

Angel Falls® Soft Pink



Angel Falls® White Blush



Eserta



Encanto® Orange



BEGONIA WATERFALL

100 cuttings 8-10 weeks 5 Inch (12cm) -HB trailing

## **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

Waterfall Begonia Series





# WATERFALL® BEGONIA

**Encanto® Red**



**Victoria Falls® Dark Orange**



**Victoria Falls® Pink**



**Victoria Falls® Red**



Name	URC #	RC #
Angel Falls® Soft Pink	30071	31071
Angel Falls® White Blush	30072	31072
Elserta	30062	31062
Encanto® Orange	30064	31064
Encanto® Red	30065	31065
Victoria Falls® Dark Orange	30051	31051
Victoria Falls® Pink	30052	31052
Victoria Falls® Red	30054	31054



### 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

Cherry



Orange



Red Velvet Red



Dark Pink



Red Improved



Salmon Coral



Light Pink



Red Orange



**BEGONIA SOLENIA**



250 cuttings 9-13 weeks

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

Name	URC #	RC #
Cherry	30004	31004
Dark Pink	30001	40004
Light Pink	30002	40006
Orange	30003	40001
Red Improved	30009	40009
Red Orange	30024	40010
Red Velvet Red	30006	31006
Salmon Coral	30005	31005



### **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

**Ajax**



**Corinth**



**Delilah**



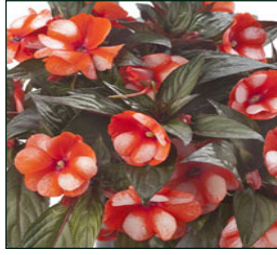
**Helen**



**Hermes**



**Neptunus**



**Nestor**



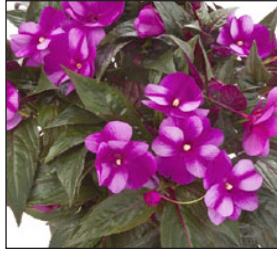
**Orestes**



**Paris**



**Sparta Improved**



**Talon**





**Troy Improved**




Name	URC #	RC #
Ajax	50097	37097
Corinth	50049	37049
Delilah	50027	37027
Helen	50040	37040
Hermes	50038	37038
Neptunus	50126	37126
Nestor	50048	37048
Orestes	50136	37036
Paris	50083	37083
Sparta Improved	50090	37090
Talon	50124	37124
Troy Improved	50101	37101

**IMPATIENS ODYSSEY  
UNROOTED**

 100 cuttings

 4.5-7 Inch  
(11-17cm)

 8-10 Inch  
(20-25cm)

 wk 42-20





**floremara**  
young plants

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