

**floremara**  
young plants

**2013-2014**





**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®  
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 VOLCANO .....6**

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 ECOSTARS .....10**

Already Fancy  
Already Red  
Charon Red  
Harlequin  
Hollystar Red  
Pandora Red  
Starnus Marble  
Starnus Pink  
Starnus Red

Starnus Twist  
Starnus White  
Solar  
Stargazer Marble  
Stargazer Pink  
Stargazer Red  
Stargazer White

**CELOSIA.....14**

Orange  
Pink  
Purple  
Scarlet  
Magenta

**DAHLIA PICCOLO.....16**

Burgundy  
Coral  
Dark Pink  
Fandango  
Orange  
Lemon  
Pink  
White  
Yellow

**DAHLIA GRANDE.....18**

Dark Pink  
Bicolor Red  
GrandeNeon Bicolor  
Orange  
Purple  
Red  
Rose  
White  
Yellow

**IMPATIENS ODYSSEY .....27**

Ajax  
Corinth  
Delilah  
Helen  
Hermes  
Ilus  
Neptunus  
Nestor  
Orestes  
Paris  
Sparta Improved  
Talon  
Troy Improved

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

**BEGONIA WATERFALL.....20**


Angel Falls Soft Pink  
Angel Falls White Blush  
Encanto Orange  
Encanto Red  
Rainbow Falls  
Victoria Falls

**BEGONIA APADANA.....22**

Champagner Pastel  
Lemon Yellow  
Orange  
Yellow

**BEGONIA SOLENIA.....24**

Cherry  
Dark Pink  
Light Pink  
Light Yellow  
Orange  
Red Improved  
Red Orange  
Red Velvet Red  
Salmon Coral  
Soft Pink

 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

### **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.



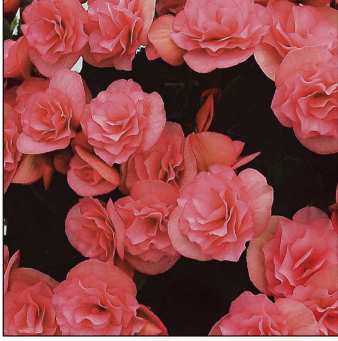
# elatior begonia

ElatiorBegoniaSeries

# ELATIOR BEGONIA

## SPECIAL COLLECTION

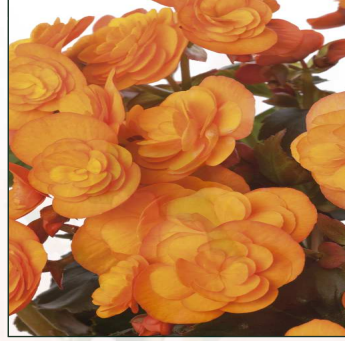
Red Fox Bonbon®



Red Fox Bonbon® White



Catrin



Red Fox Dragone®



Red Fox Dragone Champagne®



Glory Pink



Glory White



Lax



### BEGONIA SPECIAL COLLECTION



100 cuttings



10-12 weeks



4-6 Inch  
(10-15cm)



8-12 Inch  
(20-30cm)

### COTTAGE COLLECTION

Bright Red



Double Pink



Salmon



Vintage Pink



### BEGONIA COTTAGE COLLECTION



100 cuttings



10-12 weeks



4-6 Inch  
(10-15cm)



8-12 Inch  
(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

100 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

100 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®



Cevca



Red Fox Cindy Fringed®



Clara®



Red Fox Clara Fringed®



Red Fox Eva®



Red Fox Janny Fringed®



Red Fox Julie®



Red Fox Kristy Fringed®



Red Fox Nadine®



Nelly



Netja Dark



Red Fox Netja Fringed®



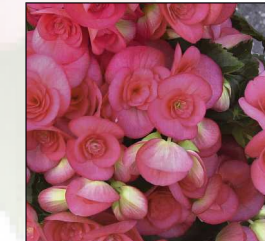
Red Fox Peggy®



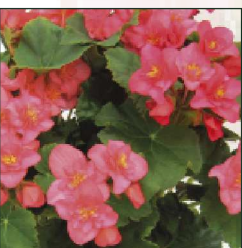
Red Fox Red Baron®



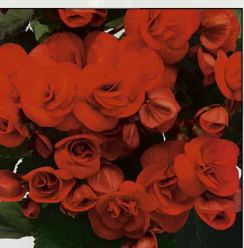
Red Fox Sandrine®



Sweet Dreams



Red Fox Veronica®



Yellow Stone



BEGONIA ILONA COLLECTION

100 cuttings 10-12 weeks

4-6 Inch

8-12 Inch  
(20-30cm)



*Red Fox varieties are registered to Dummen.*

# ELATIONOR BEGONIA LISTING

Name	URC #	RC#	SERIES	\$ GRP	COLOR
Baladin	10072	36072	Barkos	2	Red/Dark
Balamon	10073	36073	Barkos	2	Red/Orange
Batik	10002	36002	Ilona	1	Orange/Dark
Berseba	10074	36074	Barkos	2	Pink/Dark
Berseba Red	10055	36055	Barkos	2	Red
Binos	10022	36022	Barkos	2	Pink Light
Binos Pink	10058	36058	Barkos	2	Pink
Binos Soft Pink	10059	36059	Barkos	2	Soft 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
Catrin	10061	36061	Special	2	Orange
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 Cham- pagne	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
Glory White	10062	36062	Special	2	White
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
Red Fox Red Baron	10125	36125	Ilona	1	Red
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
Yellow Stone	10087	36087	Ilona	2	Yellow





**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

PoinsettiaEcostars

# POINSETTIA ECOSTARS®

Alreddy® Fancy



Alreddy® Red



Charon



Harlequin



Hollystar Red



Pandora Red



Saturnus® Marble



Saturnus® Pink



Saturnus® 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

Saturnus® Twist



Saturnus® White



Solar



Stargazer® Marble



Stargazer® Pink



Stargazer® Red



Stargazer® White



# 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.

Name	URC #	RC #	Series
Already Fancy	53085	38085	Ecostars
Already Red	53053	38053	Ecostars
Charon Red	53001	38001	Ecostars
Harlequin	53098	38098	Ecostars
Hollystar Red	53004	38004	Ecostars
Pandora Red	53005	38076	Ecostars
Saturnus Marble	53006	38006	Ecostars
Saturnus Pink	53007	38007	Ecostars
Saturnus Red	53097	38097	Ecostars
Saturnus Twist	53008	38008	Ecostars
Saturnus White	53009	38009	Ecostars
Solar	53096	38096	Ecostars
Stargazer Marble	53087	38087	Ecostars
Stargazer Pink	53010	38010	Ecostars
Stargazer Red	53051	38051	Ecostars
Stargazer White	53089	38089	Ecostars

# celosia



# CELOSIA KELOS

Orange



Pink



Purple



Scarlet



Magenta



**CELOSIA KELOS**



100



9-11 weeks



4-5 Inch  
(10-13cm)



8-10 Inch  
(20-25cm)

# dahlia

Piccolo Dahila





# LABELLA PICCOLO® Dahlia

Burgundy



Coral



Dark Pink



Fandango



Orange



Lemon



Pink



White



Yellow







  
**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



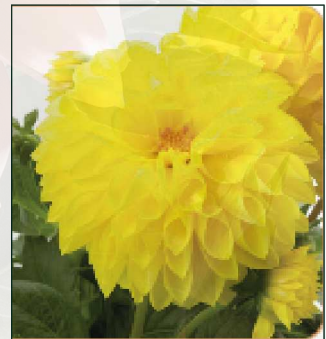
Rose



White



Yellow



DAHLIA



100



9-13 weeks



6 Inch  
(15cm)



8-10 Inch  
(20-25cm)

### **Begonia Waterfall®**

An extensive colorful 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 ORANGE®**



**RAINBOW FALLS®**



**VICTORIA FALLS®**






**Angel Falls Soft Pink®**



**Angel Falls White Blush®**

**BEGONIA WATERFALL**

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



Apadana Begonia Series

# APADANA BEGONIA

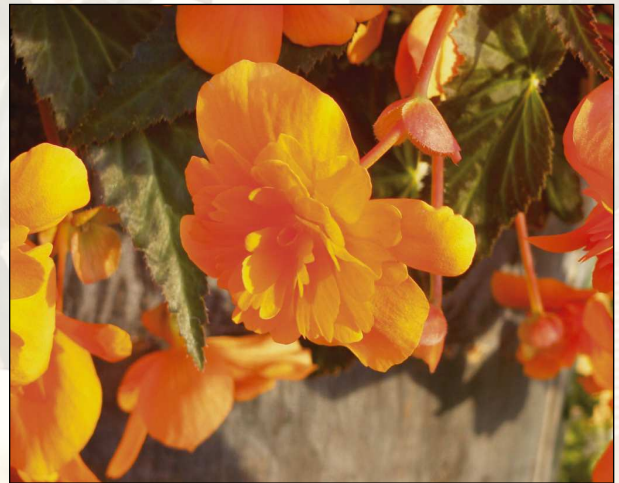
*Champagner Pastell*



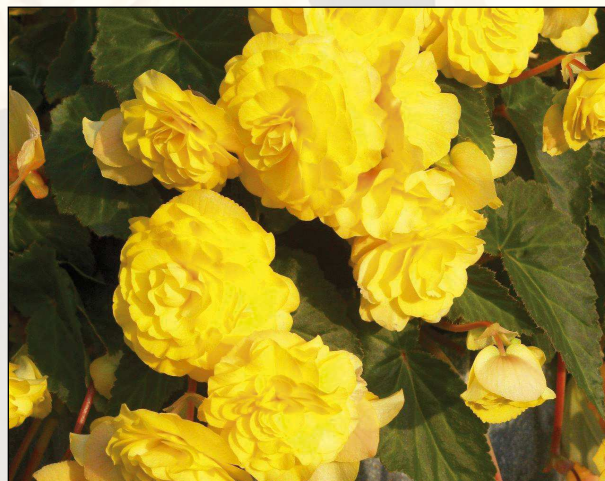
*Lemon Yellow*



*Orange*



*Yellow*



**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



GardenBegoniaSoleniaSeries



# GARDEN BEGONIA SOLENIA

Cherry



Dark Pink



Light Pink



Light Yellow



Orange



Red Improved



Red Orange



Red Velvet Red



Salmon Coral



Soft Pink



**BEGONIA SOLENIA**





  
 100 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
Cherry	30004	31004	Solenia	2
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
Red Velvet Red	30006	31006	Solenia	2
Salmon Coral	30005	31005	Solenia	2
Soft Pink	30022	31022	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

ImpatiensOdysseySeries

# IMPATIENS NEW GUINEA

Ajax



Corinth



Delilah



Helen



Hermes



Ilus



Nestor



Orestes



Paris



Sparta



Talon



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
Ajax	Red-White	50097	37097	Compact	Mid Early
Corinth	Orange	50049	37049	Compact	Mid Early
Delilah	Pink	50027	37027		
Helen	Pink	50040	37040		
Hermes	Dark Red	50038	37038	Compact	Late
Neptunus	Red-White	50126	37126		
Ilus	White	50041	37041	Med	Early
Nestor	Lavendar	50048	37048	Med/LG	Mid/Late
Orestes	White	50136	37136	Med/LG	Early
Paris	Red	50083	37083	Medium	Late
Sparta Improved	Purple-White	50090	37090	Compact	Middle
Talon		50124	37124		
Troy Improved	Purple	50101	37101	LG	Late

Call Floremara 1.800.443.2290







**floremara**  
*young plants*

1501 Lischey Ave. Nashville, TN 37207  
Phone: 1-800-443-2290  
Fax 1-615-228-5831  
info@floremara.com, www.floremara.com

