

OPTIMARA®



PRODUCT CATALOG

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 a 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. This year Optimara embarks on a new quest with its innovative myViolet.com website and we are looking forward in serving our customers and consumers.



2009/
2010

CONSUMER SUPPORT

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

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

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 environment.



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 grow 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



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.

OPTIMARA®

ACTIVE 4th VARIETIES



Holtkamp Greenhouses, Inc. 1501 Lischey Ave. Nashville, TN 37207 615-228-2683 www.optimara.com www.optimara.info

EverFloris

The New Evolution of Space Violets

In a sensational effort that launched African Violets into a new frontier, the Optimara Space Violet program put more than 25,000 seeds into orbit for nearly six years. This unusual step, in the annals of potted and flowering plants, turned out to be one giant leap that has produced significant and exciting characteristics for African Violets. Now, for the first time, these characteristics are available in a series dedicated exclusively to Space Violets. The EverFloris series is comprised entirely of African Violets that have been developed from the Space Violet program. They're bigger and easier to grow, with larger, fuller blooms that flower continuously. Unless they're EverFloris, there's no place on Earth you will find African Violets like these.

This series has been in Research and Development for over 20 years. It started in 1984 by sending seeds into Orbit on the NASA - LDEF station. After 5 1/2 years the seeds were finally retrieved and since 1990 the Holtkamp family has been working with the prodigy of these seeds called "Space Babies". The EverFloris Series is now available to the market in a 6 inch variety.

The EverFloris is the first continuous blooming African Violet which has beautiful wavy leaves and the flowers all have a stunning greenish edge. They're out of this world!



EverBeautiful

EverGlory

EverGrace

EverJoy

EverLove



EverPraise

EverPrecious

EverRejoice

EverSpecial

EverYoung





APACHE



ARAPAHOE



AZURITE



BLACKFOOT



CHEYENNE



CHICKASAW



COMANCHE



CREEK



CRYSTAL



HOPI



INCA



MAYA



MOONSTONE



OTTAWA



PAWNEE



PUEBLO



RUBY



SENECA



SHOSHONE



WICHITA





ALBO LINEATA



AUTUMN FERN



BLACK RABBIT FOOT



BOSTON FERN



CYPRESS FERN



DALLAS FERN



EAST INDIAN HOLLY



JAPANESE HOLLY



JAPANESE PAINTED



KOREAN ROCK



LEATHER LEAF



LEMON BUTTER



MAYI



PEACOCK FERN



REMOTE WOOD FERN



SILVER LACE FERN



TASSEL FERN



TRI COLOR FERN



TRUE BOSTON FERN



WHITE RABBIT FOOT





35003 Camelot

35005 Dew Drop

35006 Helen Teupel



35007 Her Majesty

35010 Lilliam

35011 Marion Louise



35012 Merry Christmas

35013 Michelle

35014 Mikado



35016 Pink Charming

35018 Red Heart

35026 Fairy



Flatioz **flore** *emara* **Begonias** *elatio* *begonia*



Solenia

Volcano

1-800-443-2290

Recent Past Series Recent Past Series™

42269

Two Inch



Four Inch

42463



6 Inch



40661



40662



Recent Past Series Recent Past Series™

6 Inch Dishgarden



42661



42662



8 Inch Dishgarden



42761



42762



All Season Items



2" ITEM # 20022



*2" ITEM # 20031



2" ITEM # 20040



4" ITEM # 40040



6" ITEM # 40060



2" ITEM # 40220



6" ITEM # 40061



All Season Items



2" ITEM# 40211



4" ITEM# 40411

6" ITEM# 40611



2" ITEM# 40229



2" ITEM# 40226



All Season Items

2" ITEM # 40230



2" ITEM # 40212

1-800-443-2290

All Season Items



2" ITEM # 42260



4" ITEM # 40438



4" ITEM # 40421



4" ITEM # 40450



4" ITEM # 40435

All Season Items



4" ITEM# 40431



4" ITEM# 40461



4" ITEM# 40046

6" ITEM# 40066



4" ITEM# 40042



4" ITEM# 40471

6" ITEM# 40671

All Season Items



4" ITEM # 40420



4" ITEM # 42432



4" ITEM # 42434

Fall Harvest Items



4" ITEM# 42446



8" ITEM# 42712



8" ITEM# 40711



6" ITEM# 42659

Season of Advent Items



2" ITEM # 41031

DS



2" ITEM # 41295
2" ITEM # 42295

DS

Violet



2" ITEM # 41263
2" ITEM # 42263

DS

Violet



2" ITEM # 41203
2" ITEM # 42203

DS

Violet



2" ITEM # 41204

Violet



2" ITEM # 42204

DS

Season of Advent Items



2" ITEM # 41205
2" ITEM # 42205

Violet



2" ITEM # 41226

Violet 2" ITEM # 40226



2" ITEM # 41201
2" ITEM # 42201

Violet



2" ITEM # 41202

Violet 2" ITEM # 42202

Violet



Season of Advent Items



- We offer a larger assortment of basket designs and sizes.
- Photo features one great value item.



2" ITEM # 41281

1-800-443-2290



Valentine Items



DS

2" ITEM# 42255



DS

2" ITEM# 42257



DS

2" ITEM# 42258



5" ITEM# 42558
With Roses

Mother's Day & Spring Items



DS

2" ITEM# 42267



DS

2" ITEM# 42212



6" ITEM# 42612



4" ITEM# 40452



4" ITEM# 42434



6" ITEM# 40620



4" ITEM# 42445

6" ITEM# 42645

1-800-443-2290

OPTIFLORA, LLC

Quality Plant Care Products

Optimara plant care products are the direct outcome of Optimara's "Total Growing" concept. Out of endless years of documenting tests on soil samples, watering methods and fertilizer compositions, Optimara has developed a precise understanding of the conditions under which African Violets and other flowering house plants thrive. While seeking to duplicate these conditions at their greenhouses, Optimara has developed a line of the highest quality, consumer plant care products.

ITEM # 80122



ITEM # 74000



ITEM # 80410



ITEM # 80200



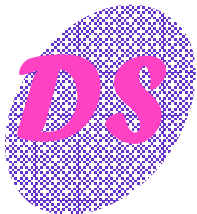
Call 1-800-443-2290

Product Listing

ITEM #	SIZE	DESCRIPTION	PACK	SELF WATERING
ALL SEASON ITEMS				
20022	2"	VIOLET IN VIOLET DO WINDOWS WATERSHIP	20	Y
20031	2"	VIOLET IN WATERSHIP	15/20/30	Y
20040	2"	VIOLET IN UNICOVER	20	Y
40040	4"	FINISHED VIOLET	15/30	N
40042	4"	FINISHED VIOLET IN DECO COVER	15/30	N
40046	4"	VIOLET IN SPEEDCOVER	15/30	N
40060	6"	FINISHED VIOLET	8	N
40061	6"	FINISHED EVERFLORIS VIOLET	8	N
40066	6"	VIOLET IN SPEEDCOVER	8	N
40220	2"	VIOLET IN CERAMIC WATERCAN	20	Y
40211	2"	VIOLET IN TERRA COTT A	20	Y
40212	2"	VIOLET IN TRADITIONAL PEARL RIM VASE	15/30	Y
40411	4"	VIOLET IN TERRA COTT A	12	N
40611	6"	VIOLET IN TERRA COTT A	6	N
40226	2"	VIOLET IN WHITE BULB VASE	20	Y
40229	2"	VIOLET IN BLUE/WHITE CERAMIC	20	Y
40230	2"	VIOLET IN ST ONEWARE	20	Y
40420	4"	VIOLET IN ANTIQUE GREEN RIB/WEAVE VASE	12	Y
40421	4"	VIOLET IN BLUE/WHITE LOVESEAT	8	Y
40431	4"	VIOLET IN BEVELED POT WITH FLOWERS AND BUTTERFLIES	12	N
40435	4"	VIOLET IN BLUE/WHITE ASSORTED CERAMIC VASE	20	Y
40438	4"	VIOLET IN CERAMIC LADYBUG VASE	12	Y
40450	4"	VIOLET IN WHITE FLUTED VASE	12	Y
40461	4"	VIOLET IN ANTIQUE WHITE CACHE VASE	12	Y
40471	4"	VIOLET IN PLAIN CLAY POT WITH NO HOLE IN BOTTOM	12/20	N
42260	2"	VIOLET IN SQUARE CERAMIC TEA CUP	20	Y
42432	4"	VIOLET IN BLUE FLOWER VASE	12	Y
42434	4"	VIOLET IN CROCK POT VASE	12	Y
42445	4"	VIOLET IN BRUSHED CERAMIC COVER	20	N
42645	6"	VIOLET IN BRUSHED CERAMIC COVER	6	N
FALL HARVEST ITEMS				
42446	4"	VIOLET IN TOP GLAZED CERAMIC POT	12	N
42659	6"	DISHGARDEN IN 6" CORNICOPIA RED SAGE DISH	6	N
40711	8"	DISHGARDEN IN 8" TERRA COTTA ROSE DISH	4	N
42712	8"	DISHGARDEN IN 8" SAGE ROSE DISH	4	N
SEASON OF ADVENT ITEMS				
41031	2"	POINSETTIA IN WATERSHIP	15/20/30	Y
41201	2"	POINSETTIA IN CERAMIC TOP HAT SNOWMAN VASE	20	Y
42201	2"	VIOLET IN CERAMIC TOP HAT SNOWMAN VASE	20	Y
41202	2"	POINSETTIA IN CERAMIC SNOW COUPLE SNOWMAN VASE	20	Y
42202	2"	VIOLET IN CERAMIC SNOW COUPLE SNOWMAN VASE	20	Y
41203	2"	POINSETTIA IN CERAMIC KID WITH SCARF VASE	20	Y
42203	2"	VIOLET IN CERAMIC KID WITH SCARF VASE	20	Y
41204	2"	POINSETTIA IN CERAMIC HOLIDAY DRUM VASE	20	Y
42204	2"	VIOLET IN CERAMIC HOLIDAY DRUM VASE	20	Y
41205	2"	POINSETTIA IN CERAMIC GOLD LEAF VASE	20	Y
42205	2"	VIOLET IN CERAMIC GOLD LEAF VASE	20	Y
41265	2"	POINSETTIA IN CERAMIC GIFT BOX VASE WITH STARS	20	Y
42265	2"	VIOLET IN CERAMIC GIFT BOX VASE WITH STARS	20	Y
41226	2"	POINSETTIA IN WHITE BULB VASE	20	Y
41263	2"	POINSETTIA IN SANTA WITH A BAG VASE	20	Y
42263	2"	VIOLET IN SANTA WITH A BAG VASE	20	Y
41281	2"	POINSETTIA IN GLOBE ORNAMENT VASE	20	Y
41295	2"	POINSETTIA IN SANTA ON SLED CERAMIC	20	Y
42295	2"	VIOLET IN SANTA ON SLED CERAMIC	20	Y

Product Listing

ITEM #	SIZE	DESCRIPTION	PACK	SELF WATERING
SEASON OF ADVENT ITEMS				
	8"	CHRISTMAS BASKET WITH POINSETTIAS, FOLIAGE AND VIOLETS	4	N
	10"	CHRISTMAS BASKET WITH POINSETTIAS, FOLIAGE AND VIOLETS	4	N
VALENTINE ITEMS				
42257	2"	VIOLET IN VALENTINE TALL TOM VASE	20	Y
42255	2"	VIOLET IN CERAMIC TWO RINGS AND HEARTS VASE	20	Y
42258	2"	VIOLET IN ASSORTED CERAMIC HEARTS VASE	20	Y
42558	5"	SMALL ASSORTED VALENTINE DISHGARDEN	6	N
BASKET ITEMS				
48160	8"	MAY DAY BASKET	6	N
48162	12"	MAY DAY BASKET	4	N
48150	8"	SPRING BASKET	4	N
MOTHER'S DAY ITEMS				
40620	6"	VIOLET IN ASSORTED CERAMIC VASE	6	N
42212	2"	VIOLET IN SAGE ROSE PATTERN VASE	20	Y
42412	4"	VIOLET IN SAGE ROSE PATTERN VASE	12	N
42612	6"	VIOLET IN SAGE ROSE PATTERN VASE	6	N
42267	2"	VIOLET IN CERAMIC TULIP PICKET FENCE VASE	20	Y
42434	4"	VIOLET IN CERAMIC CROCK POT	12	N
SPRING ITEMS				
40452	4"	VIOLET IN CERAMIC BEES AND FLOWERS	12/20	Y
42445	4"	VIOLET IN BRUSHED CERAMIC COVER	20	N
42465	6"	VIOLET IN BRUSHED CERAMIC COVER	6	N
OPTIFLORA PLANT CARE PRODUCTS				
74000	4"	OPTIFLORA MAXIWELL	12	Y
80122	N/A	OPTIFLORA VIOLET FOOD PACKETS	12	N/A
80200	N/A	OPTIFLORA PLANT FOOD PACKETS	12	N/A
80410	4"	OPTIFLORA WATERMAID SELF-WATERING PAD	12	Y



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

Recent Past Series

ITEM #	DESCRIPTION	CASE	SELF WATERING
42269	2" ASSORTED CERAMIC VASES - 4 ASSORTED	20	Y
42463	4" TAN CERAMIC VASES IN SAUCERS - 3 ASSORTED	12	Y
42562	5" BROWN CERAMIC MINIGARDENS - 2 ASSORTED	6	N
40661	6" TAN CERAMIC VASE - 2 ASSORTED	6	N
40662	6" BROWN CERAMIC VASE - 2 ASSORTED	6	N
42661	6" TAN CERAMIC DISHGARDEN - 2 ASSORTED	6	N
42662	6" BROWN CERAMIC DISHGARDEN - 2 ASSORTED	6	N
42761	8" TAN CERAMIC DISHGARDENS - 2 ASSORTED	4	N
42762	8" BROWN CERAMIC DISHGARDENS - 2 ASSORTED	4	N



2" Item # 42269



4" Item # 42463



5" Item # 42562



6" Item # 40661



6" Item # 40662



myViolet
.com

1.800.443.2290

Optimara Group
Holtkamp Greenhouses, Inc.
Floremara, LLC
Optiflora, LLC
Optimara Distribution, Inc.



P.O. Box 78565
1501 Lischey Ave
Nashville, Tennessee 37207

sales@optimara.com
1.800.443.2290
Phone: 615.228.2683
Fax: 615.228.5831

