

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. Each year Optimara embarks on a new quest to be innovative and we look forward to serving our customers and consumers.

2012




myViolet

New Series !

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>

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 environment.



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.

ALL SEASON ITEMS

New!

4" ITEM # 40488



4" ITEM # 40490



4" ITEM # 40489



New!



4" ITEM # 42410

4" African Violet in Pastel Embossed Metal Pot

ALL SEASON ITEMS

2" Miniature Orchids in Assorted Ceramics

New!



2" ITEM # 48006



ALL SEASON ITEMS

2" Miniature Violets in Ceramic pot with Saucer

New!



2" ITEM # 40293



New!

2" Orchids in Assorted
Candy Heart Vase



2" ITEM #48002



ALL SEASON ITEMS

2" ITEM # 20022

DS



*2" ITEM # 20031

DS



2" ITEM # 20040

DS



2" ITEM # 20041

DS



2" ITEM # 40220

DS

ALL SEASON ITEMS

Most Popular Item !

4" ITEM # 40040



6" ITEM # 40060



6" ITEM # 40061

ALL SEASON ITEMS



2" ITEM # 40230

DS



2" ITEM # 40212

DS

ALL SEASON ITEMS



4" ITEM # 48024

DS



6" ITEM # 48026



4" ITEM # 48040

DS



6" ITEM # 48045

DS



4" ITEM # 48055

ALL SEASON ITEMS



DS

6" ITEM # 48033

DS

4" ITEM # 47703



DS

4" ITEM # 48011



4" ITEM # 48100

DS

ALL SEASON ITEMS



DS

2" ITEM # 42260



DS

2" ITEM # 40229



4" ITEM # 40423



4" ITEM # 40450



4" ITEM # 48005

DS



4" ITEM # 40435

ALL SEASON ITEMS



4" ITEM # 40431



4" ITEM # 40461

DS



4" ITEM # 40046

6" ITEM # 40066

DS



New!

4" ITEM # 40049

DS

4" African Violet in Tuscana Pot Cover



4" ITEM # 40471

6" ITEM # 40671

4" and 6" Clay Pot

ALL SEASON ITEMS



4" ITEM # 40420



4" ITEM # 42432



4" ITEM # 42445



4" ITEM # 40070



ALL SEASON ITEMS

Dishgardens



4 Inch #42258



8 Inch #40711



6 Inch #42661

SEASON OF ADVENT ITEMS

AVAILABLE NOV. 1 THRU DEC. 15

DS

2" ITEM # 41281



DS

2" ITEM # 41298

SEASON OF ADVENT ITEMS



New!

43203 SANTA JOY SERIES



New Ornamental Globes



New!

43202 NEW SNOWFLAKE ORNAMENT



SEASON OF ADVENT ITEMS



2" ITEM # 48006

2" Orchids in Assorted Ceramics

DS

6" ITEM # 48067



8" ITEM # 48068

New!



2" ITEM # 41031

DS



2" item # 41040

DS



2" item # 41035

DS

ADDITIONAL SELECTIONS FOR VALENTINE'S DAY



4" ITEM # 40049

DS



4" ITEM # 40040

DS



6" ITEM # 40069

DS



3" ITEM # 40313

3" African Violet in Trinity Vase



2" ITEM # 42257

New!

* shown with Prisma sleeve

ADDITIONAL SELECTIONS FOR MOTHER'S DAY & SPRING



DS

2" ITEM # 42267



DS

2" ITEM # 42205



6" ITEM # 40069



6" ITEM # 40620



6" ITEM # 42645



SPECIALTY ITEMS



Assorted Large, Medium
and Small Basket Gardens

ITEM # 48120



ITEM # 48110



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

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



RECENT PAST SERIES

TM

2 Inch



42269

DS

4 Inch



42463

6 Inch



40661



40662



RECENT PAST SERIES

TM

6 Inch Dishgarden



42661



42662



8 Inch Dishgarden



42761



42762



OPTIMARA® 2" MINIATURE AFRICAN VIOLETS



Arapahoe



Azurite



Aztec



Blackfoot



Cheyenne



Comanche



Creek



Hopi



Inca



Maya



Oneida



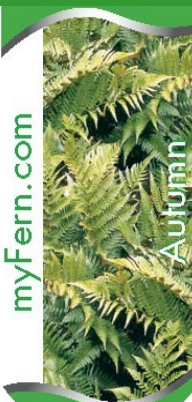
Ottawa



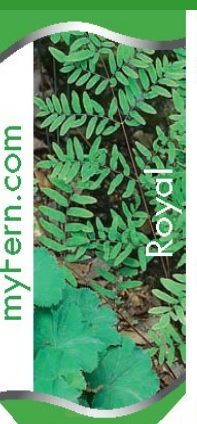
Wichita



Tropical



Garden



myFern.com





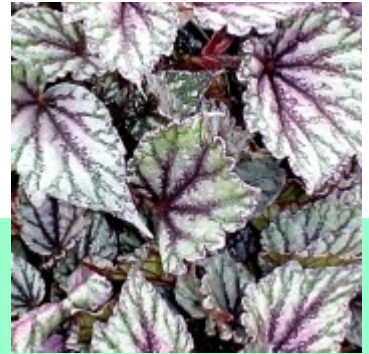
35001 Andrea



35003 Camelot



35004 Celia



35005 Dew Drop



35026 Fairy



35006 Helen Teupel



35007 Her Majesty



35027 Esther



35010 Lilliam



35011 Marion Louise



35012 Merry Christmas



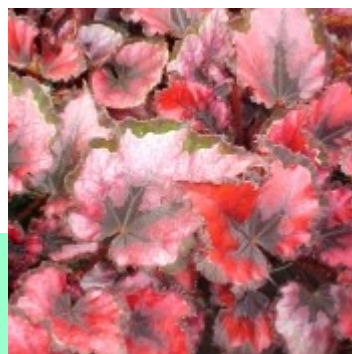
35013 Michelle



35014 Mikado



35016 Pink Charming



35018 Red Heart



Sold in tray of 50 count



ELATIOR BEGONIAS



Baladin



Balamon



Barkos



Batik



Berseba Pink



Berseba Red



Binos



Blitz



Bonbon Pink



Bonbon White



Borias



Britt Dark



Camilla



Carneval



Cindy Fringed



Clara



Clara Fringed



Dragone



Dragone Champayne



Eva



Janny Fringed



Julie



Kristy Fringed



Nadine



Netja Dark



Netja Fringed



Sandrine



Veronica



Dark Pink



Light Pink



Orange



Red Improved

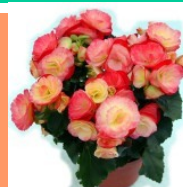


Red Orange



Soft Pink

SOLENIA



Bromo



Etna



Krakatau



Virunga

VOLCANO

NeverFloris

daring name, dazzling results!

TM

Let your mind wander into NeverLand with NeverFloris inspired creations of unlimited possibilities.

"NeverFloris" stands for one of the most unique and exciting creations, our Research and Development has released to the market.

Featuring the typical characteristic of an African Violet with an abundance of flower stems and hundreds of tiny buds which will NEVER flower, hence the most daring floral name of all times: "NeverFloris"



NeverFloris™ keeps this bizarre, yet uniquely attractive, decorative appearance for many months making it perform like a foliage plant. This avant-garde plant and its beautiful look and texture of the NeverFloris allows this plant to enter a new area that the professional Florist world is truly excited about.

Neverfloris is recommended for use with multiple types of floral arrangements. A platform, the canvas, the playground for the ever creative mind of a Florist.



In 2009, the Hermann Holtkamp Greenhouses of Germany accepted the Taspo Award in Berlin. NeverFloris received the distinguished "Rabensteiner Award for the "Best Marketable Plant Novelty for 2009"

ITEM # 40058



NeverFloris, Optimara are trademarks of the Optimara Group Nashville, TN

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



DS



ITEM # 74000



ITEM # 80410

DS



ITEM # 80200

DS





myViolet
.com

1.800.443.2290

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Floremara, LLC
Optiflora, LLC
Optimara Distribution, Inc.



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