



**floremara**  
young plants

2018-2019



**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**

Baladin  
Balamon  
Barkos  
Berseba  
Berseba Red  
Binos Pink  
Borias  
Borias Dark

**BEGONIA ELATIOR ILONA COLLECTION.....6**

Amber Stone  
Batik  
Blitz  
Britt Dark  
Camilla  
Carmen  
Red Fox® Carneval  
Catrin  
Chloe  
Red Fox® Cindy Fringed  
Clara  
Evi Pink  
Evi Bright Pink  
Red Fox® Clara Fringed  
Red Fox® Dragone Dusty Rose  
Red Fox® Dragone Champagne  
Red Fox® Eva  
Glory Lemon  
Glory Pink  
Glory White  
Red Fox® Janny Fringed  
Red Fox® Julie  
Red Fox® Kristy Fringed  
Frivola Pink  
Red Fox® Nadine  
Nelly  
Netja Dark  
Red Fox® Netja Fringed  
Red Fox® Peggy  
Red Fox® Red Baron Dark  
Red Fox® Sandrine  
Red Fox® Veronica  
Yellowstone  
Vermillion Red

**BEGONIA ELATIOR VOLCANO .....7**

Red Fox® Bromo  
Red Fox® Etna  
Red Fox® Krakatau  
Red Fox® Virunga

**BEGONIA SOLENIA.....10**

Apricot  
Chocolate Orange  
Dark Pink  
Light Pink  
Orange  
Red Improved  
Red Orange  
Red Velvet Red  
Scarlet  
Yellow

**BEGONIA BEAUVILIA.....12**

Lemon  
Salmon  
White  
Red

**BEGONIA WATERFALL.....14**

Angel Falls® Soft Pink  
Angel Falls® Soft Orange  
Encanto® Orange  
Encanto® Red  
Fragrant Falls® Lemon  
Fragrant Falls® Peach

**POINSETTIA ECOSTARS .....16-18**

Astro Red  
Charon Red  
Harlequin Red  
Hera Red  
Pallas Red  
Saturnus Marble  
Saturnus Pink  
Saturnus Red  
Saturnus Twist  
Saturnus White Improved  
Saturnus Eclipse  
Solar Red


**CELOSIA.....20**

Magenta  
Fire Purple Violet  
Fire Orange  
Fire Lime  
Fire Pink  
Fire Purple  
Fire Red  
Fire Scarlet Impr.  
Fire Yellow  
Atomic Light Pink  
Atomic Neon Pink  
Atomic Purple Pink  
Atomic Salmon

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

**IMPATIENS ODYSSEY .....22**

Agrius  
Ajax  
Corinth  
Delilah  
Helen  
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 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

Met vriendelijke groet,  
Floremera, 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 Series

# ELATIOR BEGONIA

BARKOS COLLECTION

Baladin®



Balamon®



Borias



Barkos®



Berseba®



Berseba® Red



Binos Pink®



Borias Dark®



New!



250 cuttings   11-14 weeks   5-6 Inch   8-12 Inch

\*\* All varieties available as rooted plugs \*\*



# ELATIOR BEGONIA

ILONA COLLECTION

Amber Stone



Batik



Blitz



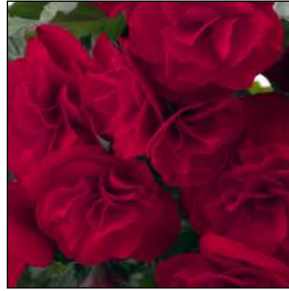
Britt Dark



Camilla



Carmen



Red Fox Carneval®



Catrin



Chloe



Red Fox® Cindy Fringed



Clara



Red Fox® Clara Fringed



Red Fox® Dragone Champagne



Dragone Dusty Rose



New!

Red Fox® Eva



Evi Bright Pink



Glory Lemon



Glory Pink



Glory White



\*\* All varieties available as rooted plugs \*\*



# ELATIOR BEGONIA

## ILONA COLLECTION

Red Fox® Janny Fringed



Red Fox® Julie



Red Fox® Kristy Fringed



Frivola Pink



Red Fox® Nadine



Nelly



Netja Dark



Red Fox® Netja Fringed



Orange Stone



Red Fox® Peggy



Red Fox® Sandrine



Red Fox® Veronica



Vermillion Red



Yellow Stone



BEGONIA ILONA COLLECTION

250 cuttings 10-12 weeks 4-6 Inch 8-12 Inch  
(10-15cm) (20-30cm)

## VOLCANO 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)

## ELATIOR BEGONIA LISTING

Type	Variety	URC Item Number	RC Item Number	Color	Price Group	Royalty
Barkos	Baladin	10072	36072	Dark Red	2	\$0.05
Barkos	Balamon	10073	36073	Red Orange	2	\$0.05
Barkos	Barkos	10032	36032	Dark Red	2	\$0.05
Barkos	Berseba	10074	36074	Dark Pink	2	\$0.05
Barkos	Berseba Red	10055	36055	Red	2	\$0.05
Barkos	Binos Pink	10058	36058	Pink	2	\$0.05
Barkos	Borias	10048	36048	Pink Bi Color	2	\$0.075
Barkos	Borias Dark	10047	36047	Pink Bi Color	2	\$0.075
Ilona	Amber Stone	10105	36105	Orange	1	\$0.05
Ilona	Batik	10002	36002	Dark Orange	1	-
Ilona	Blitz	10095	36095	Medium Yellow	1	-
Ilona	Britt Dark	10003	36003	Orange Bi Color	1	-
Ilona	Camilla	10004	36004	Pink & White	1	-
Ilona	Carmen	10126	36126	Red	1	\$0.075
Ilona	Red Fox @ Carneval	10005	36005	Orange Bi Color	1	\$0.05
Ilona	Catrin	10061	36061	Orange	1	\$0.05
Ilona	Chloe	10096	36096	Pink	1	\$0.075
Ilona	Red Fox @ Cindy Fringed	10017	36017	White & Pink	1	\$0.05
Ilona	Clara	10006	36006	White	1	-
Ilona	Red Fox@ Clara Fringed	10018	36018	White	1	\$0.05
Ilona	Dragone Dusty Rose	10066	36066	Pink	1	\$0.05
Ilona	Red Fox@ Dragone Champgne	10084	36084	Pink	1	\$0.05
Ilona	Red Fox@ Eva	11017	36117	Yellow	1	\$0.05
Ilona	Evi Bright Pink	10027	36027	Dark Pink	1	\$0.05
Ilona	Glory Lemon	10088	36088	Light Yellow	1	\$0.05
Ilona	Glory Pink	10042	36042	Pink	1	\$0.05
Ilona	Glory White	10062	36062	White	1	\$0.05



## ELATIOR BEGONIA LISTING

Type	Variety	URC Item Number	RC Item Number	Color	Price Group	Royalty
Ilona	Red Fox ® Janny Fringed	10020	36020	Orange Apricot	1	\$0.05
Ilona	Red Fox ® Julie	10007	36007	Yellow Bi Color	1	\$0.05
Ilona	Red Fox ® Kristy Fringed	10021	36021	Light Pink	1	\$0.05
Ilona	Frivola Pink	10028	36028	Light Pink	1	\$0.05
Ilona	Red Fox ® Nadine	10013	36013	Dark Yellow	1	\$0.05
Ilona	Nelly	10014	36014	Medium Pink	1	-
Ilona	Netja Dark	10015	36015	Pink Bi Color	1	-
Ilona	Red Fox ® Netja Fringed	10023	36023	Pink Bi Color	1	\$0.05
Ilona	Orange Stone	10077	36089	Dark Pink	1	\$0.05
Ilona	Red Fox ® Peggy	10069	36069	Pink Bi Color	1	\$0.05
Ilona	Red Fox ® Sandrine	10090	36090	Dark Pink	1	\$0.05
Ilona	Red Fox ® Veronica	10085	36085	Dark Red	1	\$0.05
Ilona	Vermillion Red	10086	36086	Dark Red	1	\$0.05
Ilona	Yellow Stone	10087	36087	Dark Yellow	1	\$0.05
Volcano	Red Fox ® Bromo	10034	36034	Pink	1	\$0.05
Volcano	Red Fox ® Etna	10038	36038	Orange	1	\$0.05
Volcano	Red Fox ® Krakatau	10038	36035	Red	1	\$0.05
Volcano	Red Fox ® Virunga	11033	36033	Yellow	1	\$0.05

**\*\* All varieties available as rooted plugs \*\***

**\* Rooted cuttings are supplied by Holtkamp Greenhouses, Inc. 1-800-443-2290**

***\*Red Fox varieties are registered to Dümmer Orange®.***

### **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 Series



# GARDEN BEGONIA SOLENIA

Dark Pink



Light Pink



Orange



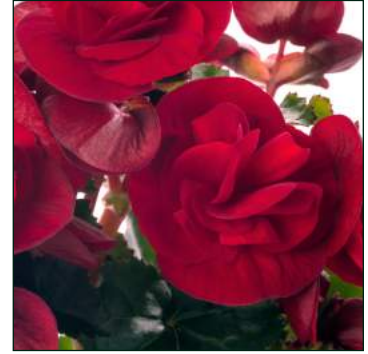
Red Improved



Red Orange



Velvet Red

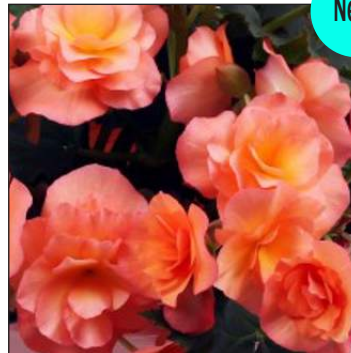


Chocolate Orange



New!

Apricot



New!

Scarlet



New!

Name	URC #	RC #	Royalty
Dark Pink	30001	31001	\$.08
Light Pink	30002	31002	\$.08
Orange	30003	31003	\$.08
Red Improved	30009	31009	\$.08
Red Orange	30024	31024	\$.08
Velvet Red	30006	31006	\$.08
Apricot	30017	31017	\$.08
Chocolate Orange	30018	31018	\$.08
Scarlet	30025	31025	\$.08
Yellow	30029	31029	\$.08

Yellow






  
 250 cuttings 9-13 weeks      6 Inch-h HB 8-10 Inch  
 (15cm-h)      (20-25cm)

**\*\* All varieties available as rooted plugs \*\***

# beauvilia begonia



Beauvilia Begonia Series



# Beauvilia® BEGONIA

**Beauvilia Lemon**



**Beauvilia Salmon**



**Beauvilia White**



**Beauvilia Red**



Name	URC #	RC #	Royalty
Beauvilia Lemon	10501	36501	\$.10
Beauvilia Salmon	10502	36502	\$.10
Beauvilia White	10503	36503	\$.10
Beauvilia Red	10504	36504	\$.10

**\*\* All varieties available as rooted plugs \*\***





  
**BEGONIA Beauvilia**    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**



**Encanto Orange Improved**



**Angel Falls Champagne**



**Angel Falls Soft Pink**



**Angel Falls® Soft Orange**



**Fragrant Falls® Lemon**



Name	URC #	RC #	Royalty
Encanto® Red	30065	31065	\$.10
Encanto® Orange Improved	30064	31064	\$.10
Angel Falls® Champagne	30073	31073	\$.10
Angel Falls® Soft Pink	30071	31071	\$.10
Angel Falls® Soft Orange	30055	31055	\$.10
Fragrant Falls® Lemon	30080	31080	\$.15
Fragrant Falls® Peach	30081	31081	\$.15

**\*\* All varieties available as rooted plugs \*\***

**Fragrant Falls® Peach**



**BEGONIA WATERFALL**

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

### **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®

Astro Red



Charon



Harlequin Red



Hera Red



Pallas Red



Saturnus® Marble



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 ECOSTARS®

Saturnus® Pink



Saturnus® Red



Saturnus® Twist



Saturnus® White Improved



Saturnus Eclipse



Solar Red



Saturnus	Plant Week		
	Potsize	Short Day Crop	Natural Short Day Crop
	4 inch	33-34	32-33
	5 inch	30-31	31-32
	6 inch	26	27
	7 inch	26-27	28-29



# POINSETTIAS



Name	URC #
Astro Red	53030
Charon Red	53001
Harlequin Red	53098
Hera Red	53031
Pallas Red	53032
Saturnus® Eclipse	53035
Saturnus® Marble	53006
Saturnus® Pink	53007
Saturnus® Red	53097
Saturnus® Twist	53008
Saturnus® White Impr.	53009
Solar Red	53096

# celosia



Celosia



# CELOSIA KELOS®

**Fire Lime**



**Magenta**



**Fire Orange**



**Fire Pink**



**Fire Purple**



**Fire Purple Violet**



**Fire Red**



**Fire Scarlet Improved**



**Fire Yellow**



**Atomic Light Pink**



**Atomic Neon Pink**



**Atomic Purple Pink**



**Atomic Salmon**



**Atomic Violet**



Name	URC #	Royalty
Magenta	15001	\$.06
Fire Orange	15009	\$.06
Fire Lime	15011	\$.06
Fire Pink	15012	\$.06
Fire Purple	15013	\$.06
Fire Purple Violet	15004	\$.06
Fire Red	15014	\$.06
Fire Scarlet Impr.	15015	\$.06
Fire Yellow	15016	\$.06
Atomic Light Pink	15017	\$.06
Atomic Neon Pink	15018	\$.06
Atomic Purple Pink	15019	\$.06
Atomic Salmon	15010	\$.06
Atomic Violet	15020	\$.06



100



9-11 weeks



4-5 Inch



8-10 Inch

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



### **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**



**Neptunus**



**Nestor**



**Orestes**



**Paris**



**Sparta Improved**



**Talon**



**Troy Improved**



Name	URC #	RC #
Ajax	50097	37097
Corinth	50049	37049
Delilah	50027	37027
Helen	50040	37040
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





## TERMS AND CONDITIONS

**Acceptance of Terms:** These terms and conditions shall govern all orders from the Hermann Holtkamp Greenhouses, Inc., or Floremara, LLC for seeds, bulbs, plants, supplies and other materials ("merchandise") placed with Seller. All negotiations with salesmen or other agents of Seller are merged herein. Purchaser acknowledges that it has not relied on any representation not contained herein. No modification of these terms and conditions shall be effective unless in writing signed by Seller. Placement of the order and receipt of the Acknowledgment from seller shall constitute Purchaser's offer to purchase the merchandise on these terms and conditions. All orders and contracts are subject to acceptance or rejection by Seller at its offices in Nashville Tennessee and shall be deemed accepted upon shipment by Seller.

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**Prices:** All prices are subject to change without notice. The price in effect at time of shipment will prevail. Payment is due in accordance with terms specified on invoice. All payments shall be made in U.S. funds. In the event of default in the payment of any amount when due, and in addition to all other rights and remedies available to Seller, SELLER SHALL BE ENTITLED TO COLLECT A LATE CHARGE OF 1% PER MONTH (12% PER YEAR) OR THE MAXIMUM RATE ALLOWED BY LAW, WHICHEVER IS LESS, ON ALL AMOUNTS PAST DUE FROM THE DATE DUE UNTIL THE DATE PAID.

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**Delays, Shortages and Substitutions:** Seller shall not be responsible for delays in delivery or for losses resulting from such delays due to unforeseen, supervening circumstances. Seller reserves the right to make partial shipment if full shipment is commercially impracticable. In the event of shortages, Seller may substitute such other, similar merchandise as is available.

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**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

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