

African Violet Catalog

2017-2018





EXCITING
New Violet Varieties
Evaluated and introduced yearly!



OPTIMARA Violets



4" Standard



6" Large



2" Mini



OPTIMARA[®] 2" MINIATURE AFRICAN VIOLET



Sold as assorted color. URC Item #20003 / RC Item #20005



Apatite



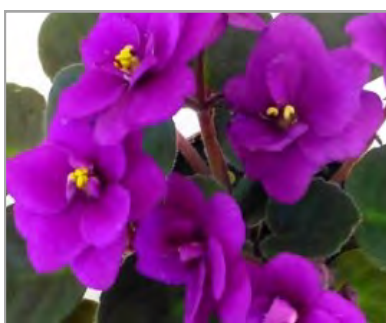
Arapahoe



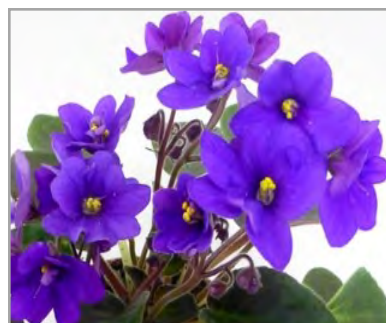
Aztec



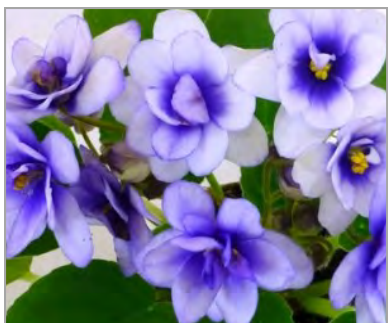
Azurite



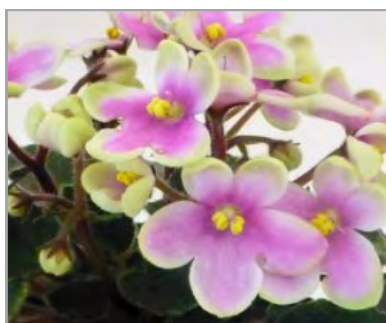
Blackfoot



Blue Topaz



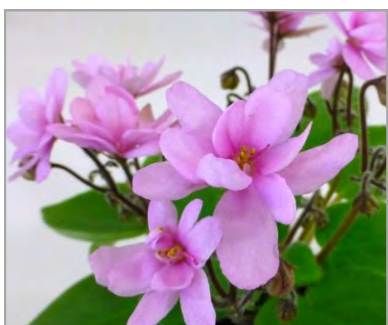
Cheyenne



Chicasaw



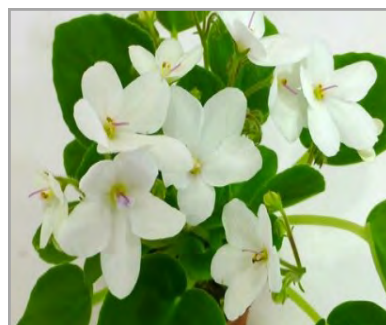
Comanche



Coral



Creek



Crystal

Volume discounts
available.

OPTIMARA[®] 2" MINIATURE AFRICAN VIOLET



Sold as assorted color. URC Item #20003 / RC Item #20005



Hopi



Inca



Maya



Oneida



Ottawa



Sapphire



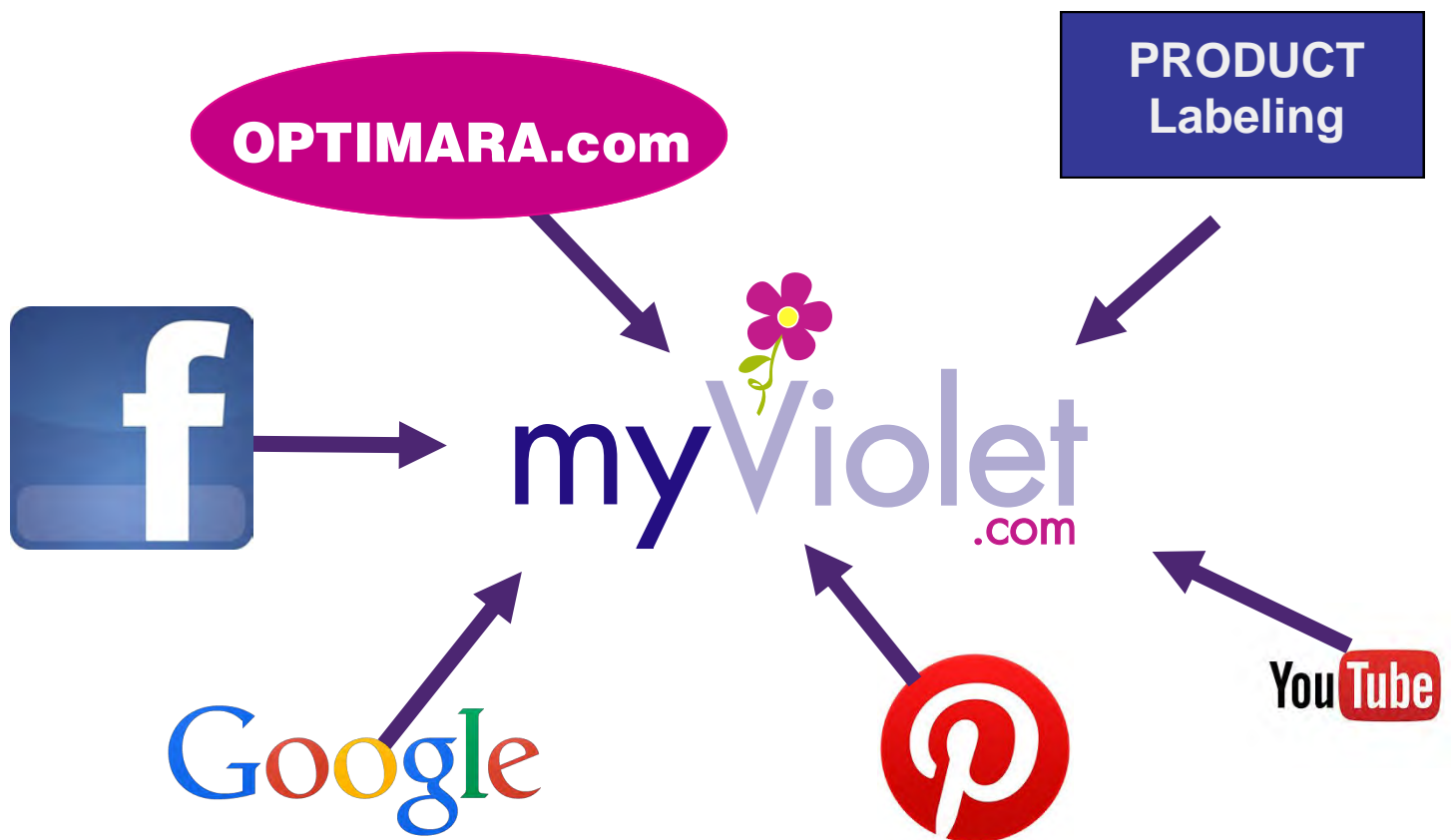
Tourmaline



Wichita


myViolet
.com

Building a community of avid consumers that enjoy beautiful African Violets by using today's technology!

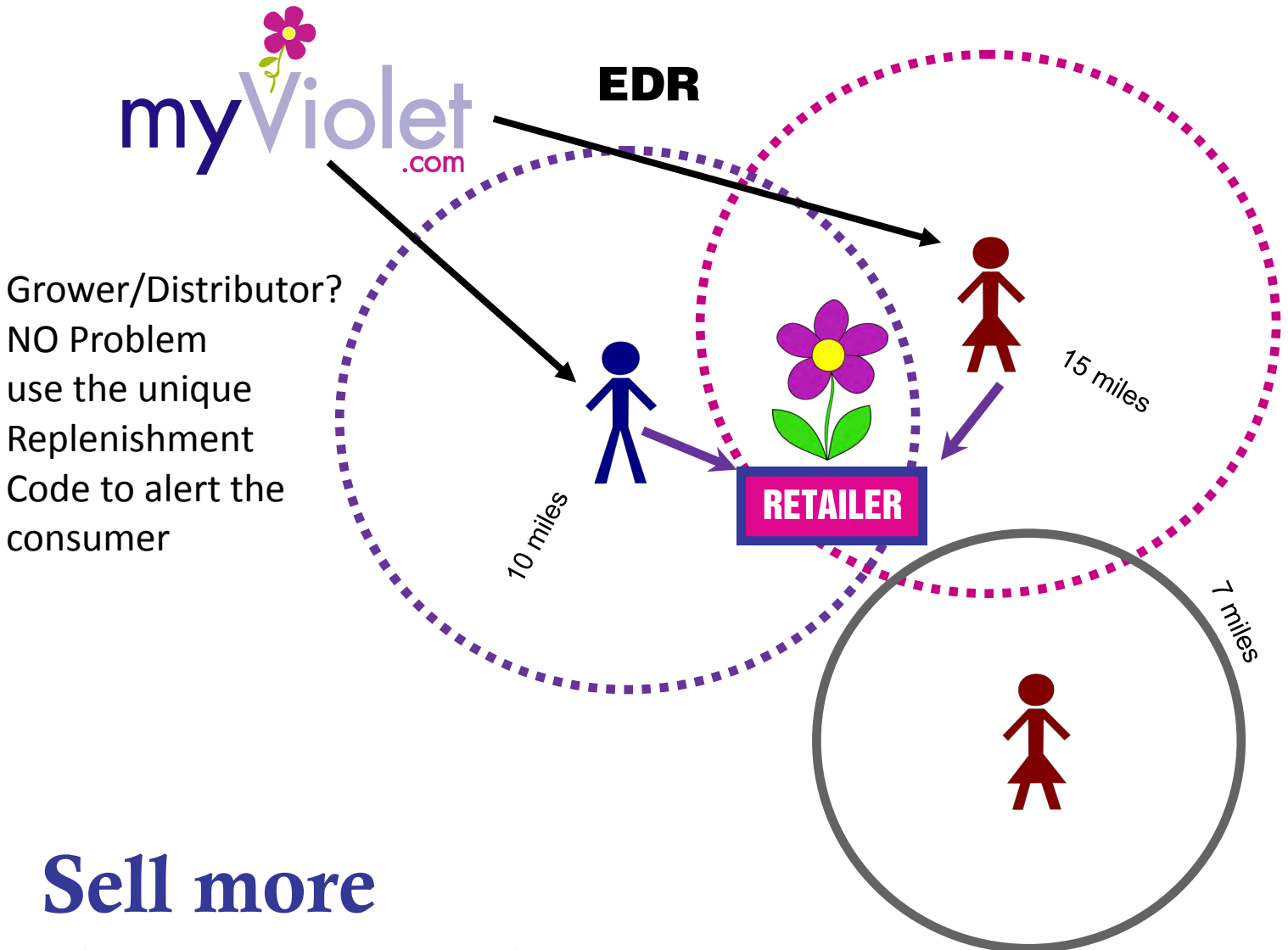


myViolet.com provides the consumer with:

- Specific variety identification
- Detailed growing instructions
- Unique diagnostic tool for African Violets health and growth potential
- No more guess work of what to do next
- Symptom-based recommendations from Dr. Optimara to help grow beautiful violets.
- Connect with an Expert for Q&A
- Insights into the new and unique varieties coming out of Research and Development
- Consumer account setup and mailing list registration
- Fresh Violet Alerts of incoming shipments within the GEO-FENCE
- A growing community of avid African Violet lovers
- Retail search tool
- More to come.....

Fresh Violet e-mail Alert

Enthusiastic and dedicated consumers establish their GEO-FENCE according to a set travel preference (5 mi, 10 mi, 15 miles, etc...). Whenever a shipment is delivered within the GEO-FENCE, myViolet sends a "Fresh Violet Alert" in the form of an E-mail Destination Recommendation (EDR) to alert the consumers. Excite your customers with FRESH African Violets!



**Sell more
than just Violets...**

*Bring consumers to your store to
shop some more!*

The myViolet e-mail
notification system is
being Patent Reviewed

Holtkamp Greenhouses, Inc. PO Box 78565 Nashville, TN 37207 <http://catalog.optimara.com>

1-800-443-2290

OPTIMARA[®] 4" AFRICAN VIOLET



Sold as assorted color. URC Item # 29990 / RC Item #30000



Andrea



Anika



Arkansas



Barbara



California



Chico



Cindy



Colorado



Connecticut



Cora



Dali



Degas



Delaware



Evelyn



Farrah



Gauguin

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Georgia 



Gisela



Harlequin



Hawaii 



Hiroshige 



Indiana



Ingrid




Iowa



Joan



Juliana 



Kentucky



Louisiana



Lucia



Maine 



Manitoba 



Margit



designates large variety plant also grown as a 6 inch variety

OPTIMARA[®] 4" AFRICAN VIOLET



Sold as assorted color. URC Item # 29990 / RC Item #30000



Martinique



Maui



Michele



Michigan



Millennia



Modesty



Monet



Monique



Montana



Natalie



New Jersey



New York



North Carolina



Ontario



Patricia



Pennsylvania

1-800-443-2290

OPTIMARA[®] 4" AFRICAN VIOLET



Sold as assorted color. URC Item # 29990 / RC Item #30000



Rebecca



Rita



Romance



Scarlet



Seurat



Stephanie



Susi



Tennessee



Teresa



Texas



Trinidad



Utah



Virginia



Wisconsin



Wyoming



Yellowstone



designates large variety plant also grown as a 6 inch variety

OPTIMARA[®]

4" AFRICAN VIOLET *myViolet Series*



Sold as assorted color. URC Item # 29994 / RC Item #30000



myCharm



myDarling



myDelight



myDesire



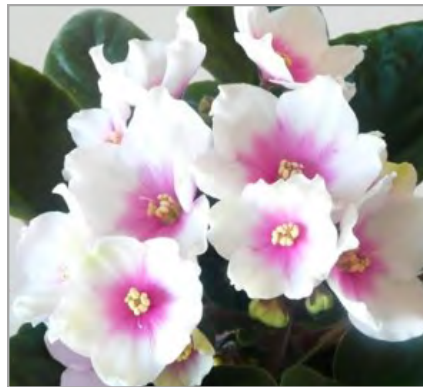
myDream



myJoy



myLove



myPassion



mySensation


myViolet
.com
1-800-443-2290



EverBeautiful RC#30963



EverGlory RC#30971



EverGrace RC#30920



EverJoy RC#30990



EverLove RC#30960



EverPraise RC#30980



EverPrecious RC#30981



EverRejoice RC#30975



12 **EverSpecial** RC#30921



EverYoung RC#30951

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<http://catalog.optimara.com>

*Sold As Assorted Trays

EverFloris™ 6" African Violet

Introducing the Re-Evolutionary African Violet

Trial Pack Offer!



Trial Pack Offer
150 Plugs
3 sets of 50 plugs
assortment of
available varieties

\$149
Item #32007

50 cell tray provides larger plant.

15 weeks to finish in 6" pot.

10 weeks to finish in 4" pot.

EverFloris violet produces more than twice the bud count as compared to standard violet varieties.

Plants have thick curly leaves and larger plant mass than standard violet varieties.

This variety is considered a "Space Baby" since its genetic background is descended from seeds that were in outer space for 5 1/2 years.

Ideal plant for 6" production.



- Each plant comes with a plant care tag and stake!
- Box and shipping charges still apply



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.

Violet Grower Program



Optimara now offers its customers an even greater selection of its already unsurpassed Violet program. The Optimara varieties are easy-to-grow and come in many captivating colors. With over 50 varieties available in four stages, Optimara offers a program no other grower offers to their customers. Holtkamp Greenhouses is the proud recipient of the 1999 SAF Gold Medal Award honoring the originator of a widely distributed plant that has become established as having an outstanding horticultural and commercial value.



Un-rooted Baby
Item # 29990:

A premium un-rooted baby (cutting) 2" to 2 1/2" in length, featuring a strong center heart, handpicked and graded for constant caliper. Six to seven weeks to potting. Only 9 to 10 weeks after potting for a premium finished product.



Starter / Liner
Item # 30000:

Only 9 to 10 weeks to finish. Large selection of over 50 varieties in the 4 inch series. Tray of 84 (4 tray min). Additional sizes: super-sized 6 inch series and the 2 inch miniature varieties.



Small Pre-Finished
Item # 40020

Only 3-4 weeks from Finished. Assorted Varieties. Vigorous growth with many visible buds. Set to final spacing.



Large Pre-Finished
Item # 40030

Only 2 weeks from finished. One to two open blooms with many visible buds ready to open quickly.

Call Us:
1-800-443-2290

Broker List

Eason Horticulture Resources

939 Hellen Ruth Drive
Fort Wright, KY 41017
800-214-2221
Fax: 859-578-2266

E.C.G.C. Distributors, Ltd.

P.O. Box 873
Charles Town, WV 25414
804-378-4277
Fax: 804-378-4278

Express Seed Co.

51051 U.S. Route 20
Oberlin, OH 44074
800-221-3838
Fax: 440-774-2728

SHS-Griffin Greenhouse and Nursery Supplies

4343 Commerce Court
Lisle, IL 60532
800-323-7253

McHutchison Hort. Distributors

64 Mountain View Blvd.
Wayne, NJ 07470
800-943-2230
Fax: 866-234-8884

Messick Company

39 North Central Ave.
Campbell, CA 95008
408-871-9816
Fax: 408-871-9839



**For Your Nearest
Distributor call:**

1-800-443-2290

“Tennessee”



Other Plant Selections

**ADDITIONAL
OPTIMARA
PRODUCTS**



**Ferns, Begonias, Seasonals,
Foliage Plants, and Poinsettias
in a wide array of custom plastic & ceramic pots**

ALL SEASON

Below: Room of 4" violets starting to bloom
Bottom: Ferns and miniature foliage plants at the TN greenhouse



Mini-Foliage & Ferns

1-800-443-2290

sales@optimara.com

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.

Limitation of Warranty: Seller warrants, to the extent required by law, that merchandise conforms to the description appearing in Seller's catalog and on container labels, within recognized tolerances. SELLER MAKES NO OTHER OR FURTHER WARRANTY, EXPRESS OR IMPLIED. ALL OTHER OR FURTHER WARRANTIES, INCLUDING ANY WARRANTIES OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE ARE EXCLUDED, AND THERE ARE NO WARRANTIES WHICH EXTEND BEYOND THE DESCRIPTION ON THE FACE HEREOF. Certain merchandise may be separately warranted by the manufacturer. Seller does not adopt or ratify any manufacturer warranties, express or implied, and Seller shall have no liability thereunder. Seller does not adopt or ratify any warranties, express or implied, made by Purchaser upon resale of the merchandise, and Seller shall have no liability thereunder. Purchaser agrees to defend, indemnify, and hold Seller harmless from and against any liability of any kind to any person arising out of any warranty, express or implied, made by Purchaser upon resale of the merchandise. Seller shall have no liability for breach of warranty unless notice of any breach is given within a reasonable time, not to exceed thirty (30) days, after such breach is or should have been discovered. Any action for breach of warranty must be commenced within one year after the cause of action has accrued.

Limitation of Remedy: PURCHASER'S SOLE AND EXCLUSIVE REMEDY SHALL BE REFUND OF THE PURCHASE PRICE. SELLER'S LIABILITY, WHETHER FOR BREACH OF CONTRACT, BREACH OF WARRANTY, NEGLIGENCE, PRODUCTS LIABILITY, OR ANY OTHER THEORY OF LIABILITY, IS LIMITED TO THE AMOUNT OF THE PURCHASE PRICE. UNDER NO CIRCUMSTANCES SHALL SELLER BE LIABLE FOR DAMAGES IN EXCESS OF THE PURCHASE PRICE, OR FOR ANY SPECIAL, INCIDENTAL, INDIRECT OR CONSEQUENTIAL DAMAGES.

Confirmation and Governing Law: The law of the State of Tennessee shall govern the rights, duties, and obligations of the parties. Purchaser hereby submits to the jurisdiction of the courts of the State of Tennessee. In the event of litigation, the prevailing party shall be entitled to recover reasonable attorney's fees in addition to any other award.

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.

Inspection and Return Policy: Purchaser should inspect merchandise upon receipt. Seller shall have no liability for any defect unless notice is given promptly, not to exceed 48 hours after receipt of item. In cases of loss or damage due to transportation, Purchaser should obtain and forward an inspection report to Seller's customer service Department within fifteen (3) days of delivery. No merchandise conforming to the Purchaser's order may be returned without Seller's prior written authorization. Requests to return merchandise and any complaints or claims not arising under the Seller's warranty must be made within 48 hours after delivery. All returns must be in accordance with Seller's shipping instructions with freight paid by Purchaser. Returns of conforming merchandise are subject to a 25% restocking charge.

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.

Survival: If any provision of the terms and conditions of sale stated herein and on the face hereof shall for any reason be held prohibited by or invalid under applicable law, in whole or in part, such provision shall be ineffective to the extent of such prohibition or invalidity, without invalidating the remainder of such provision or the remaining provisions hereof.

Protected Varieties: Varieties listed with the symbols PP# (Plant Patent Number), USPP or PAP (U.S. Patent Pending), PVPA (Plant Variety Protection Act Certificate issued), PVPAP (Plant Variety Protection Act Pending), BR (Breeder's Rights certificate issued) or BRP (Breeder's Rights Protection Pending) are protected by U.S. or foreign plant patents or plant variety protection laws. These varieties may not be reproduced without authorization. The breeder (or authorized representative) has the right to inspect customer's nurseries during normal business hours to assess compliance with the restrictions on use of protected varieties.



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<http://www.facebook.com/optimara>

Join Us At: **myViolet**
.com

African Violets and more!

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