

Violets
Ferns
Foliage
Begonias
Seasonals
Gift Baskets



OPTIMARA[®]

Product Catalog

all our classics & new offerings



Innovation

Experience

Performance

Quality

**HOLTKAMP
GREENHOUSES**

OUR PROMISE

We provide new, exciting violet hybrids, decorative foliage plants and care products which are the industry best and favored among growers, retailers and consumers.

Optimara is committed to excellence, integrity and innovation in the retail plant industry. Our guarantee to the customers is a diverse selection of top-quality plants and flowers in a winning product line.



Reinhold Holtkamp Jr. giving a tour of our R&D greenhouse during the 2014 AVSA National Convention, introducing a new high-performance Optimara variety, Rhapsodie Ingrid.



**When You Order
OPTIMARA Violets**
we have new
customers in
every state *already*
waiting to visit your store.



**Our innovative Fresh Violet Alert system
has a proven record of driving store traffic.**

HOW DOES IT WORK?

Users select a distance range (10, 25, or 50 mi.) around their Zip Code, if our shipping data finds a match, an email is automatically sent, with: Store Name, Location, Phone, Type of violets in shipment, and ETA

The Fresh Violet Alert system is approaching 1,000,000 Direct Store Referrals.

This helps people find the violets they love, while bringing new, repeat customers right to your store

myViolet.com from **OPTIMARA**[®]

contents

- 3 2" Violet Items
- 5 Qwick Pot-cover
- 8 4" Violet Items
- 14 Ferns
- 16 Elatior Begonia
- 17 Rex Begonia
- 18 Foliage Mix
- 20 Flower Baskets
- 22 Poinsettia



KEY TO ICONS

2"

2 Inch
Miniature

4"

4 Inch
Standard

6"

6 Inch
Large



Wick System
Self-Watering



Drop
Shipping



ALL
Season



SUMMER
Holiday



WINTER
Holiday

2" Miniature Violets

ALL SEASON



Mini-Violet Varieties



Miniature & Super-Mini

- Apatite
- Arapahoe
- Aztec
- Azurite
- Blackfoot
- Blue Topaz
- Cheyenne
- Chickasaw
- Comanche
- Coral
- Creek
- Crystal
- Hopi
- Inca
- Maya
- Oneida
- Ottawa
- Sapphire
- Tourmaline
- Wichita



Houseplants of the Future, Today!

Optimara Violets have been in a constant cycle of improvement for over 60 years, and the results are visible in every aspect of our plants and how they grow.

Tall, strong bloom stalks, richly colored flowers, high durability and natural symmetry are just a few of the many reasons Optimara Violets are favored world-wide.



OPTIMARA®

NEW ITEMS

ALL SEASON



*Also available with
2" Optimara
mini-violets

#40247



#40226

Sleek White Bulb Vases,
in Fluted Modern Style with
Mixed Mini-Foliage in grow-pot

BOLD COLORS!

#48204

New Ceramics in
Bright Colors with
2" Mixed Mini-Foliage
in standard grow-pot



2" Mini-Violets NEW ITEMS

ALL SEASON



OPTIMARA VIOLETS A Visible Difference!

- Strong blooms
- High shelf-durability
- Rich flower colors
- Tall bloom-stems
- Natural symmetry

just a few of the many reasons why Optimara varieties are the favored violet hybrids worldwide



#40293

4-color Earth Tone Ceramics, one-piece attached water-saucer and Colorful 2" Mini-Violet in grow-pot



Improved Product!



Miniature & Super-Mini Varieties

#40229

Traditional-Style Off-White /Eggshell Stoneware with Blue Floral Pattern and mini-violet in grow-pot



OPTIMARA®

PRODUCT CATALOG

NEW!

Qwick™ system

For Extended Shelf-Life

ADVANTAGES

- Modern Style
- Sleek Design
- Cost-Effective
- Wick-Watering
- Attractive Colors
- Extends Plant Life
- Reduces Maintenance



INNOVATIVE ITEMS

- Decreases or eliminates maintenance
- Extends peak-beauty and longevity 25%
- Ships with water in well, sufficient to keep violet moist & blooming for 4 weeks
- If product is sleeved, the evaporation rate is reduced to a minimum

Available in sizes
2", 4", 5" and 6"



**NEW DESIGN KEEPS
PLANTS HAPPY LONGER!**



NEW!

FIVE COLOR VARIATIONS



Introducing
Qwick™
system
Self-Watering Pot Cover



ALL SEASON

2" Mini-Violets CLASSIC ITEMS

ALL SEASON

Best Seller!



CLASSIC
arcadian
style

#40212

Rustic terra-cotta ceramics, featuring Floral Emboss plus colorful 2" Optimara mini-violet in grow-pot

Sage/white or terra-cotta

#40212

#40211



#40211

Pastel Floral/Paisley Stoneware in Calming Complimentary Colors and Optimara Mini-Violet in grow-pot



#40230



OPTIMARA®

PRODUCT CATALOG

CLASSIC ITEMS

ALL SEASON



#20042   
 Mix of Colorful Optimara Mini-Violets
 in Wick-Watering Jack-pot with Bold,
 Modern Colors and grow-pot



#20031
 Optimara Watership™
 Wick-Watering Pot,
 Clear Plastic/Frosted Top
 & Beautiful Mini-Violet
 in standard grow-pot

  



#40133
 2" Mix of Beautiful Mini-Foliage Plants with Wick-Watered Jack-pot in Bold, Modern Colors in grow-pot.

  

Best Seller!



#48000
 2" Mix of Beautiful Mini-Foliage Plants, (excellent variation of colors and types) in standard grow-pot.

 

4" Violet Varieties

ALL SEASON



4-Inch OPTIMARA Varieties



OPTIMARA®

myViolet.com

PRODUCT CATALOG

CLASSIC Violet Items

ALL SEASON



#20020

2" Optimara
Miniature Violet
in grow-pot



Best
Seller!



**Our #1
Best-Seller**



#40040

4" Optimara
Ultra-Durable
Standard Violet
in grow-pot



#40060

6" Extra-Large
Premium Variety
Optimara Violet
in grow-pot



**A Beautiful Mix of Solid
& Multi-Colored Varieties!**

The Only Violet Brand Recognized World-Wide



Violet Selections

ALL SEASON



#20042



2" Optimara Violet in **Qwick cover** or Jack-pot, (various colors) and standard grow-pot.



#40042

4" Optimara Violet in **Qwick cover** (various colors) and standard grow-pot.



#80122

Optimara Violet Food 14-12-14 bloom-boosting fertilizer mix (guaranteed chemical analysis)



#42410

Mix of Colorful Optimara 4" Violets in Flower Decorated Pastel Metal Pots and standard grow-pot



OPTIMARA®

PRODUCT CATALOG

CLASSIC 4" Violet Items

ALL SEASON



#40042



#40069

6" Optimara Violet in **Qwick** cover
(various colors) and standard grow-pot.



#40046

4" Optimara Violet
in **Foil-Cover**, and
standard grow-pot
*colors vary by season



#40435 4" ALL SEASON 365

Colorful Optimara 4" Violet
in **Summer Morning Vase**
with floral decoration
and standard grow-pot

#40450

4" Optimara Violet
in **Classic White Vase**
and standard grow-pot



Violet Selections

ALL SEASON



#42461

4" Optimara Violet
in Tan/Brown
Decorative Ceramic
and grow-pot.



#40412

4" Optimara Violet
in Rustic Ceramic
with Rose Emboss
White and Sage style
in standard grow-pot

**also available in
Terra-Cotta Ceramic
#40411*



**A SPECTRUM
OF COLORS
TO FIT ANY STYLE**



OPTIMARA®

PRODUCT CATALOG

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

Fern Selections

ALL SEASON



Albo Lineata
Birds Nest
Blue Star
Button Fern
Emerald Queen

Five Finger Maidenhair
Fluffy Ruffle
Fragrant Maidenhair
Fritz Luthii
Heart

Lemon Button
Macho
Mayii
Mahogany
Pacific Maidenhair

Rosy Maidenhair
Silver Lace
Toothed Brake
Tricolor
True Boston

cold resistant
HARDY Ferns

TROPICAL Ferns
warm climate

Autumn
Christmas
East Indian Holly
Fortune's Holly



Japanese Holly
Japanese Painted
Korean Rock
Lady



Leatherleaf
Male
Ostrich
Red Japanese Painted
Scarlet Lady



Shaggy Shield
Southern Shield
Southern Riverwood
Tassle



OPTIMARA®

PRODUCT CATALOG

Tropical & Hardy Fern Items

ALL SEASON



#48011

4" Fern (various varieties) in grow-pot.



#47703

4" Fern in attractive Bio-pot & standard grow-pot.



#47705

4" Fern in Qwick cover wick-watering pot & standard grow-pot



#48033

6" Fern in Foil Cover with Beautiful Seasonal Colors with grow-pot



#47721

6" Fern in Qwick cover wick-watering pot & standard grow-pot



**Exciting New Ferns
Evaluated Yearly!**
*Selections May Vary By Season

Elatior Begonias

ALL SEASON



#48020
4" Elatior Begonia
in grow-pot



#48030
6" Elatior Begonia
in grow-pot



4" Elatior Begonia
in **Qwick cover** & grow-pot
#48024



#48026
6" Elatior Begonia
in **Qwick cover** & grow-pot



BRIGHT, NEON COLORS!



myBegonia.com



OPTIMARA[®]

PRODUCT CATALOG

FASCINATING Foliage!

Rex Begonia Items

ALL SEASON



Andrew



Camelot



Celia



Dew Drop



Lilliam



Marion Louise



Fairy



Helen Teupel



Her Majesty



Esther



Merry Christmas



Michelle



Mikado



Pink Charming



Red Heart



Hieroglyphics

#48040   
4" Rex Begonia
in grow-pot



#48044
4" Rex Begonia in Qwick cover & grow-pot



#47994 Available with **Qwick cover**
2" Rex Begonia *in grow-pot*



#48045   
6" Rex Begonia
in grow-pot.



#48048
6" Rex Begonia in Qwick cover & grow-pot



   

Foliage Plants & More

ALL SEASON



Eye-Catching Foliage Mix

2" or 4"
in grow-pot *or*
NEW shelf-life boosting
Qwick cover (wick-watering)

Custom Foliage Mix

- White/Green Fittonias
 - Red Fittonias
 - Lovely Pothos
 - Episcia
 - Strawberry Begonia
 - Silver, Purple, and Watermelon Peperomias
- and other seasonals as available*



#41034

2" Foliage Mix 20pk in Qwick cover



Our Foliage Mix Also Includes

- All 38 Tropical and Hardy Ferns Listed
- All 16 Rex Begonias Previously Listed *as available*

Tray of 4" Mixed Foliage Plants
20pk in grow-pot

#48010



4" Mixed Foliage
20pk in **Qwick cover**

#48005



OPTIMARA®

PRODUCT CATALOG

Other Foliage Available

Mixed Foliage Items

ALL SEASON

#48004
4" Fittonia
mix of Red & Pink



#48012
4" Fittonia
assorted colors



#48013
4" Peperomia
assorted colors

#48019
4" Episcia
assorted colors



#47985
2" Kalanchoe

in pot-cover (assorted colors)

4" Violet & Foliage Mix #40070



Flower & Foilage Baskets

SPECIALTY ITEMS

**Flower & Foilage
Basket Sizes
6", 8" and 10"**

#48120

10" Basket of
Optimara Violets,
Begonias and Mixed Foilage



Best
Seller!



*seasonal
option

Christmas Basket with Poinsettias
Optimara Violets and Mixed Foilage

8" Size #48210
10" Size #48220

#40710

8" DishGarden, plastic in terra-cotta style
featuring Optimara Violets, Elatior Begonias
with Ferns and Mixed Foilage



OPTIMARA®

PRODUCT CATALOG

Optimara Basket & DishGarden Mix

Colorful Optimara Violets and Elatior Begonias *plus*

- Selections from 38 different Tropical & Hardy Ferns
- White/Green Fittonias
- Red/Pink Fittonias
- Lovely Pothos
- Variegated Ivy
- Rex Begonias
- Jade or Succulents

plus Poinsettia with other seasonals when available

Best Seller!



8" Basket of Violets, Begonias and Mixed Foliage
#48110
 SET of TWO

CUTE! 2" Succulents



#47723
2" Succulent Mix 20pk in Potcover

2" Succulents Mix #47986
 in grow-pot



POINSETTIA & HOLIDAY

SPECIALTY ITEMS



Enjoy the Elegant Charm of Optimara Mini-Poinsettias



Optimara offers a number of plants and potted arrangements for the holidays.

Miniaturized Poinsettias are available in a 2 inch pot size that can be shipped with the spill-proof, wick-system WaterShip. In addition, 2-inch Mini Poinsettias can be shipped with one of Optimara's Wick-Watering Ceramics. These include several choices of Specialized Holiday Ceramics and traditional Holiday Gift Vases -AND- this is the first year of shipping in the new economical, *shelf-life extending Qwick cover*.

We have perfected the technique of growing full, bright poinsettias in an adorable 2" pot-size. They have quickly become a best-selling holiday item. Please consider ordering a bit early to ensure availability.



NEW!



OPTIMARA®

PRODUCT CATALOG

OPTIMARA Mini-Poinsettias
in our custom Holiday Ceramics

Mini-Poinsettia Items

SPECIALTY ITEMS

Best Seller!

#43205

2" Mini-Poinsettias in Classic Tree Ceramics
 Red & Green with Gold & White Decoration



SET of FOUR

#43201

NEW Four-Color Striped Ceramics with 2" Mini-Poinsettias



NEW!



#41226

Four Styles of Bulb-Vase Ceramics
 with 2" Mini-Poinsettias



NEW!



IMPROVED NEW ITEM

A Beautiful New Variation on our White Bulb Vase Set

POINSETTIA & HOLIDAY

SPECIALTY ITEMS



#41229

Blue & White
Traditional Style

Stoneware Ceramic and 2" Optimara Mini-Poinsettia



#41031

Mini-Poinsettia
in Watership

spill-proof, wick-watering container



#41281

All-Time Classic Decoration, Set of Four Holiday Ceramics
traditional green, gold, silver and red! and 2" Optimara Mini-Poinsettias

Best Seller!



Ceramic Snowflake Ornaments, in Modern Colors
with 2" Mini-Poinsettias

#43202



#41035 2" Mini-Poinsettia

in grow-pot



OPTIMARA®

PRODUCT CATALOG

OPTIMARA Mini-Poinsettias
in our custom Holiday Ceramics

New designs



**Last Season for
 Snowmen Ceramics!**

#41298

Snowmen Ceramics Set of Four
 with scarf & broom details + 2" Mini-Poinsettias

Mini-Poinsettia Items

Best
 Seller!



**Consumer Favorite
 for Gift-Giving!**



#41205

**Gold Leaf
 Antique-Style
 Ceramic Vase** with 2" Mini-Poinsettia

SPECIALTY ITEMS

#41041 2" Mini-Poinsettia in **Qwick** cover





EXCITING
New Violet Varieties
Evaluated and introduced yearly!



OPTIMARA Violets



4" Standard



6" Large



2" Mini



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.

OPTIMARA

GROUP

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

800.443.2290
Optimara Group

Holtkamp Greenhouses, Inc.
P.O. Box 78565
1501 Lischey Ave.
Nashville TN 37207



800.443.2290
ph: 615.228.2683
fax: 615.228.5831
sales@optimara.com

INTERNET
myviolet.com
optimara.com

SOCIAL MEDIA
facebook.com/optimara
instagram.com/optimara.violets




myViolet.com

Variety ID
Storefinder
Easy-Care Tips
Fresh Violet Alerts

