

SPRAY ROSES

Growers in Kenya have understood very well the great possibilities of Interplant's spray roses. Beautiful mixtures of bouquets have been made, as per the examples displayed.



To view all Interplant's latest varieties, please visit our New Introductions section at <http://www.interplantroses.nl/introductions.htm>.

Interplant's New Introductions

Scented Air®

- fragrant rose
- stemlength 70-80 cm
- good vase life
- colour purple



Chococcino®

- spray rose
- stemlength 60-70 cm
- good vase life
- colour orange-brown



Fireworks®

- spray rose
- stemlength 60-80 cm
- good vase life
- colour red-white



WORLD FLORAL EXPO BACK IN THE BIG APPLE!



Our agent in South-America, Plantec S.A. represented Interplant at the World Floral Expo in New York in early March 2012. The show was successful and very well attended by rose growers and breeders.



Interplant's Chococcino at Floral Expo New York

NEWSLETTER INTERPLANT ROSES

(Un)subscribe to Interplant's Newsletter by sending an e-mail to mail@interplant.nl or visit <http://www.interplantroses.nl/news.htm>

SPONSORING SOCCER TEAM SHER ETHIOPIA PLC.

Last January Sher Ethiopia Plc held its annual Sher Day in Ziway, Ethiopia. It was a good opportunity to support and encourage sporting activities initiated by Sher at its own sports complex. Interplant contributed to this event with sponsorship.



INTERPLANT'S NEW BROCHURE 2012!

Interplant's new brochure for 2012 shows good quality pictures of our latest varieties of spray roses, intermediates, hybrid-tea's and all their characteristics. Order this brochure by sending an e-mail to mail@interplant.nl. You can view the brochure online at www.interplant.nl in the **NEWS** section.



2012



NEW SINGLE STEMS COMING UP SOON:

- **Moonwalk®** - yellow - hybrid-tea
- **Eternal Flame®** - orange bi-colour - intermediate
- **Menta®** - cream lavender - intermediate



CALENDER:

I.F.T.EX.:

The first International Flower Trade Expo I.F.T.E.X recently held in Kenya turned into a total success. From the moment the trade show was opened by the Minister of Agriculture, the Hon. Sally Kosgei, the fair was filled with both national and international visitors. Many growers and flower buyers visited Interplant's well equipped booth.



Interplant's booth at the I.F.T.E.X.



Minister of Agriculture, Mrs Sally Kosgei and Robert Ilsink of Interplant Roses B.V.

New variety exhibition South-Korea

Interplant's agent in South-Korea, Tako Flowers & Nurseries, held a 2 day New Variety Exhibition at its facilities. Salesmen of Tako explained the cultivation characteristics of Interplant varieties to the many visitors that attended the exhibition. Sales manager Mr Jung looks back at a successful event.



South-Korean growers visiting the New Variety Exhibition

Coming up in the next Newsletter:

- Interplant's exhibit at the Keukenhof Holland



- Interplant at the Flowers & Hortech Show Kief, Ukraine



Interplant varieties at Agent Tako Flowers & Nurseries

INTERPLANT IN THE MEDIA

- **USA interested in Devotion®**
In his review article at www.maresh.com, Mayesh Wholesale Florist USA mentioned Interplant's **Devotion®** as a 'superb new cultivar'. Flores Verdes in Ecuador is the proud grower of Devotion® in that particular area. Devotion® is an intense red Hybrid-Tea rose with a beautiful budshape and high production. Download the entire article at the NEWS section at www.interplant.nl
- **Promising novelties for 2012 USA**
In Q4 of 2011, Interplant was approached by the Editorial Director of America's floricultural magazines **Florists' Review** and **Super Floral Retailing** to contribute to the editions of Rose Novelties for 2012. An excellent marketing tool for Interplant varieties. Interplant's Explorer® and Devotion® were selected as promising newcomers into the US market. To download the articles, please view the NEWS section at www.interplant.nl

FLORISTS' REVIEW

established in 1897

- **Spray Roses on Dutch Television**
Interplant's Spray Roses were highlighted in the popular daily TV-Show 'Koffietijd' on Valentine's Day. The shows flower arranger stipulated the advantages of sprays by showing how a few stems can create a nice mono or mixed bouquet. Interplant's Rubicon®, Rubyella®, White Lady® and Bombastic® were shown. A good promotion tool for spray roses!

Interplant's Devotion®



roses

what's new for 2012

The world's top rose breeders have been working overtime to develop new varieties. These 87 stunning selections are sure to entice this year's Valentine's Day rose buyers.

According to data from the **SOCIETY OF AMERICAN FLORISTS (SAF)**, an estimated 196 million roses were produced for Valentine's Day 2011 in the United States. In addition, 43 percent of Valentine flower buyers report they buy red roses for the holiday, and another 29 percent say they buy roses in colors other than red.

With that in mind, we present our annual glossary of 87 of the newest hybrid tea roses developed by 17 top rose breeders. Despite their newness, these varieties are already in "significant production" and should be readily available to delight your Valentine's Day customers. Consult your favorite suppliers.

cut flower of the month



Explorer®
Interplant Roses B.V.

Devotion®
Interplant Roses B.V.



ma t/m za
10-11 uur op rtl 4



Rubyella®



White Lady®

EXPANSION INTERPLANT EAST- AFRICA PHASE II - 2012

In order to improve our test facilities and keep up with the demands of our valued customers, we decided to bring forward our expansion plans at Interplant East-Africa. Contractors are working hard to accomplish Phase II. The new budwood house and larger test facilities will be ready for planting around July 2012.

Expansion Interplant East-Africa Phase II



Expansion Interplant East-Africa Phase II



Interplant's Propagation area full speed ahead!

Construction New Wetlands Kenya

Interplant continually focuses on water management at its facilities in Kenya. At the moment, new wetlands are being constructed in order to save and clean water in a natural way. A year ago, Interplant successfully realized the first wetlands at Naivasha.



Constructing new wetlands



Water purification unit at Interplant Kenya



Constructing new wetlands