

In the coming months, the European press will receive articles about exciting, Danish pot plants. The articles will be available for you to read on www.floradania.dk

Long live summer

Filled with sound advice about the transformation of summer containers into late summer and autumn harbingers. This article explains why it is important to replace soil in containers before planting new plants. It also contains good ideas for new and different combinations of both green and flowering plants. It explains, among other things, why a number of plants traditionally regarded as houseplants thrive excellently outdoors in the late summer climate.

Odense Flower Festival 2008

Visit H.C. Andersen's home town, Odense, to experience this year's great, inspiring Flower Festival from 13-17 August. See Danish nurseries flourish when Denmark's best flower stylists are playing with this year's theme - "The Children's Flower Festival" - in impressive and imaginative tableaux and decorations in city squares and alleys.

Plants help to prevent a poor indoor climate

This article discusses some of the research results documenting plants' ability to improve our indoor climate. Plants are not only able to clean the air of toxic substances, they can also add the humidity to the air that we often lack indoors during the heating season. And researchers have now started their search for documentation that plants are also an excellent cure for stress.

Plants for you who think green and global

This article is an introduction to the Green Global autumn plant trend. The readers can prepare themselves for a meeting with an ethnical and folklore atmosphere in interior design, combined with nature's own elements. The plants of the trend are reviewed - plants with multicoloured leaves as well as leaves in different shapes, flowering plants and not least plants with air-cleaning properties.

At www.floradania.dk, you will find trends, a free picture database, new plants, a plant database and a sign module for making plant signs with pictures and care instructions. Floradania Marketing is the Danish plant industry's marketing company which is owned by Danish nurserymen and sales companies.

floradania.dk

TREND:
greenglobal
ARTICLES FOR THE PRESS
SHOP & STYLE
AUTUMN
NEWS AND SPECIAL PRODUCTS

greenglobal

Modern urban man thinks globally and acts responsibly. Concepts such as organic products, Fair Trade and sustainability form a natural part of the ideas when planning the menu, decorating the house and organizing life. It's the well-off consumers that lead the trend which has been on its way for a couple of years, now peaking in the autumn of 2008.

The goods in the basket send ethic and moral signals, and interior design reflects the degree of care for and interest in nature and in the health and well-being of the family combined with evidence of global experience and understanding.

Attention will therefore be focused on plants from distant countries – not least plants with air-cleaning effects. Plants will become an essential part of a good indoor climate. The colours will be warm, soft shades of lilac and mint green combined with neutral effects à la *caffelatte*, honey and nut brown. All of it served as a cocktail of ethnic and folklore elements.



Asplenium nidus

Where do your customers meet the Green Global trend?

- This trend leaves its mark everywhere and the global consumer is ready to pay for it
- Energy consumption at home, at work and in the traffic is in focus
- There is a wide range of organic goods in supermarkets and on the menu cards of cafés and restaurants
- Organic clothing and clothing produced subject to proper ethical conditions will become a natural part of fashion house collections
- Plant walls in fashion shops and design firms attract attention and are attractive thanks to their air-cleaning effect
- Packaging material that decomposes in nature is a strong sales argument



Hoya retusa



Hoya carnosa

Hoya linearis



Epipremnum

Carex

Begonia boweri

Dischidia ruscifolia



Chlorophytum comosum



Carex comans

Syngonium

Peperomia obtusifolia

Nepenthes



Ceropegia woodii

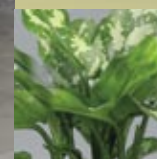
Peperomia caperata

Tradescantia albiflora

What does Green Global mean to you as a plant seller?

- Go the extra mile to tell your customers about the air-cleaning properties of your plants
- If your plants have global roots – tell them about it
- Use nature's own materials for displays in your shop – organic and decomposable
- Use also natural materials as bases and for styling – raw or refined wood, felt, cork, bamboo, coconut, clay and ceramic ware, leather and rough, tie-dyed materials
- Select textured and patterned bases, preferably in a folklore mix of patterns with flowers, stripes and zigzag borders combined with modern, western effects

Other plants for the trend:



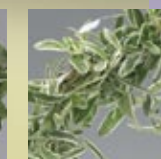
Aglaonema commutatum



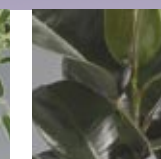
Begonia venosa



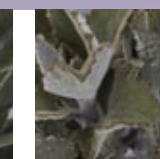
Ceropegia sandersonii



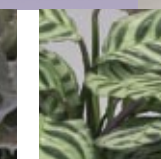
Coprosma kirkii



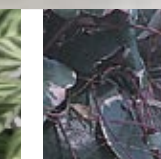
Ficus elastica



Kalanchoe beharensis



Maranta leuconeura



Saxifraga stolonifera



Scindapsus pictus



Spathiphyllum wallisii

SHOP AND STYLE



By: Anette Eckmann/Eckmann Alive
www.eckmannalive.dk

Put yourself to the test

In connection with the Floradania stylist event in June, I and three other interior stylists were given the following assignment: give examples of your favourite plants and how to stage them in relation to the interior trend. The space at the restaurant where the press meeting was to take place would be limited and one CC container would be made available to me. Whoops – a hard nut to crack! What is my style, would I be able to solve the assignment and what would the result look like?

Like many other modern people, I have grown into a global nomad confidently travelling around the world. This way, people all over the world have inspired me. I love ethnic art and handicraft, Fair Trade products and objects in recycled materials. Gradually, I found out which pot plants would suit me. I styled the gathered pots and plants as if it was in a showroom – on a CC container! It was, indeed, an AHA experience to get the hang of my own style which in the end appeared to be close to Floradania's most recent plant trend: Green Global.

I would like to encourage all florists to put themselves to the test with a similar assignment at suitable intervals. Most flower shops are not very big but all of them have CC containers close at hand. Imagine how little you actually need to create an eye-catching effect. Decide to style a new theme every week or just once a month. Place the CC container in your window or outside your shop and give your customers an AHA experience. Suddenly, customers can see themselves in the form of plants, pots and interior accessories. Staging and visualisation are key words. Even though I work as a professional interior stylist, I have not been able to find plants for my own private interior style. I have found them now, simply because I was put to the test.

Set yourself the challenge of styling CC containers in themes to the delight of your customers who are probably just as confused as I am when it comes to style. This is SURE to increase the turnover of your business.

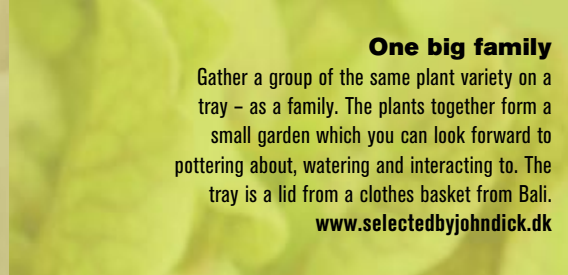
Enjoy yourself.



From wine to vases
Recycled vases made of old wine bottles. Cut twigs of pot plants and place them in creative vases. www.aform.dk



From pot to cut flower
I KNOW – some people think that it is FORBIDDEN to cut in pot plants which are, indeed, living creatures. I'll risk it anyway. Create a magnificent centrepiece of colourful flowers and leaves from pot plants. Place the twigs in orchid tubes and the centrepiece will last for a couple of days. Place it on the counter; this way, you can create a dialogue with your customers; they will surely comment on and have a positive or negative opinion about the beautiful decoration.



One big family
Gather a group of the same plant variety on a tray – as a family. The plants together form a small garden which you can look forward to pottering about, watering and interacting to. The tray is a lid from a clothes basket from Bali. www.selectedbyjohndick.dk



Kalanchoe oryialis

Cosmos atrosanguineus

Sarracenia



Phalaenopsis

Euphorbia lactea

Sansevieria cylindrica

Showroom
CC container styled in line with the trend: Green Global. Mix luxuriant, juicy pot plants with ethnic objects for everyday use. Borrow a matching piece of furniture from your local furniture dealer.



Brugmansia

Caryota mitis

Aichryson

Scutellaria

Celosia



Tokyo

TBWA/Hakuhodo advertising agency
An old 3,500 m² bowling venue transformed by Klein-Dytham into a creative, high-ceiled house. Converted into some sort of camping site with open venues, tall trees and cottages covered with thick green carpets. Spotlights below the trees create an extra dimension and exciting shadows on the ceiling.

Århus

Merrild Photo, a danish fashion photographer
Models waiting. A quiet corner in a busy photo studio. With an eye-catching wall, flower stylist Anette Østergaard has created the basis for a cosy, relaxed and green atmosphere in an old, renovated industrial building.

Ljubljana

The Slovenian Chamber of Commerce and Industry (CCIS)
A roof terrace rebuilt into a winter garden and event room. Intertwining leaf stalks inspired the architects of Sadar Vuga to create the white steel ribbons forming the base for numerous green plants. A stylish light arrangement accentuates the atmosphere.



Sadar Vuga

Plants as architecture

The trend is clear all over the world: plants will become an even more important part of interior design; not only as individual design objects, but also as integrated parts of architecture.



Merrild Photo



Stockholm

Ease by Filippa K
Make sure that the customers in your shop feel at ease. This assignment was given to architect Gert Wingårdh who chose light-coloured wood for the minimalist interior design as a contrast to a wall of green plants.

Wingårdh/Lindman Photography

BEFORE



You can see the possibilities but your customers may not. Show how different, beautifully planted containers can change an ordinary, dull patio or balcony into an exciting outdoor space. Inspire your customers to use simple containers with plants similar in colour or surprise them with different plant compositions in exciting colours, depending on your customer's interior design.

Show your customers how to do it using a small patio environment in your shop. Or show it using photos with or without containers; you can download the photos on this page free of charge from www.floradania.dk. Show that plants make a difference.

MAKE A DIFFERENCE

MAKE SUMMER LONGER... MAKE POSSIBILITIES VISIBLE... MAKE TURNOVER INCREASE



Cyclamen



Kalanchoe



Sempervivum



Lavandula angustifolia



Aster novi-belgii

Helichrysum petiolare



Polemonium

Echeveria



Carex

Lavandula stoechas



Phalaris arundinacea

Rosa

Cyclamen

Echeveria

Aster novi-belgii

BEFORE



Capsicum annuum

Chrysanthemum indicum

Thymus

Rosa

Solanum pseudocapsicum

Kalanchoe

Carex comans

Sempervivum

Begonia boweri

BEFORE



Opuntia humifusa



Sedum hispanicum

MAKE A DIFFERENCE



Rosa

Thymus

Lamium maculatum



Rosa

Cyclamen



Lavandula stoechas

Sempervivum

Chrysanthemum indicum

Begonia rex

Carex comans

Heuchera

Thymus

Sarracenia

BEFORE



Dracaena fragrans 'Cintha'

Dracaena fragrans 'Janet Lind'

Dracaena fragrans 'Janet Lind'
Dracaena fragrans 'Cintha'

Two new types with improved longevity bred from plants that originate from tropical Africa. Each pot has several stems of varying heights and in a varying number. Narrow plant that almost only grows upwards. Hardy, well-growing plant especially in the dark season. Thrives best in a somewhat shady position. Tolerates dry room air, water sparingly, it does not mind drying out slightly between waterings. Feed in the summer months. The plants are available all year.



Bryophyllum scandens 'Kalahari® Survivor'

This plant is an extremely hardy plant from Madagascar and the southern parts of Africa. Kalahari® is a twining plant with strong, narrow, shiny dark green leaves. In strong sunlight the leaves turn reddish. The plant is trained on a hoop and a small folder with details about this exciting plant is attached to the hoop. Kalahari® can be placed everywhere in the house, preferably in as bright a spot as possible. Tolerates full sunlight and drying out slightly between waterings. The plant is available all year.

NEWS AND SPECIAL PRODUCTS NEWS AND SPECIAL PRODUCTS

Carludovica palmate
Jungle Drums or Panama Hat Palm

The hard, wavy leaves can sound both as jungle drums and be used to make shady hats - hence the green plant's popular names. The plant originates from Colombia, Ecuador and Peru and it thrives as a houseplant in a warm location, not below 15° C, in semi-shade or shade. Under normal conditions and frequently fed, the plant can grow up to 2-3 m tall with 50-80 cm large, decorative leaves. The plant is available all year.



Zanthoxylum odorum
Japanese Pepper

A woody plant resembling a bonsai tree. As indicated by its popular name, the plant has a faint smell of pepper. Its leaves are green and glossy and their shape and size are almost similar to the leaves of the Mimosa. Place the plant in a bright position out of direct sunlight. The plant which does not require much care should be kept moderately moist and fed frequently in the growing season. The plant is available all year.



Opuntia humifusa
Prickly Pear Cactus

Winter-hardy cactus without thorns originating from USA. Tolerates temperatures down to -23° C. A fast growing plant that almost doubles its height every year. After approx. three years, it may produce decorative, yellow flowers that are followed by reddish fruits. Like other cactuses, it loves a dry, sunny position. It is very important that it does not become too moist in the winter. It is therefore recommended to ensure good drainage around the plant, whether it is planted in containers or in beds. The plant is available from May - August.



DANISH POT PLANTS OF THE SEASON

Season

Peak season

For your notice board: remove and hang!

 <p>ACORUS GRAMINEUS</p> <p>Thrives in a bright position as well as in semi-shade. As it is a marsh plant, it should be kept very moist. Well suited to be planted together with other plants. Winter-hardy, simply make sure that it does not become too dry.</p> <p>J F M A M J J A S O N D</p>	 <p>ASTER NOVI-BELGII</p> <p>Available in many lovely colours. Subject to constant breeding to improve its production of flowers, longevity and colours. Prefers a cool, bright position. Water and feed frequently, does not tolerate drying out. Winter-hardy perennial; prune it in the spring.</p> <p>J F M A M J J A S O N D</p>	 <p>BEGONIA REX</p> <p>The leaf begonia range has increased considerably in recent years. All the plants should be placed in semi-shade as they do not tolerate direct sunlight. Keep moderately moist. Feed only a little and only in the growing season. Also well suited to be planted out in the frost-free period.</p> <p>J F M A M J J A S O N D</p>	 <p>BRASSICA OLERACEA</p> <p>Available in a wide range of colours. Should be planted out in beds, containers or window-boxes. Water regularly, but feed only a little. The colours will change with the temperatures; low temperatures produce strong colours. Tolerates slight frost but cannot overwinter.</p> <p>J F M A M J J A S O N D</p>	 <p>CALOCEPHALUS BROWNII</p> <p>This plant is extremely well suited to be planted outdoors in late summer. Thrives best in a bright position, preferably in full sunlight. Feed only moderately. Keep moderately moist, does not tolerate standing in water. Well suited to be planted together with other plants.</p> <p>J F M A M J J A S O N D</p>	 <p>CAPSICUM ANNUUM</p> <p>There are plants with fruits in many different sizes and colours. Prefer a bright position, preferably in direct sunlight. Well suited for sun lounges and patios. Water and feed frequently, however, they don't mind drying out between waterings.</p> <p>J F M A M J J A S O N D</p>
 <p>CAREX</p> <p>The range has increased in recent years, so now there are more species and colours to choose from. All of them thrive best in a bright position at room temperature. Feed only sparingly but water regularly since they do not tolerate drying out.</p> <p>J F M A M J J A S O N D</p>	 <p>CELOSIA ARGENTEA 'VENEZUELA'</p> <p>Produced in several sizes. Prefers a bright position out of direct sunlight. Can be used as an outdoor plant under protected conditions in the summer months. Water regularly, does not tolerate drying out, feed only sparingly.</p> <p>J F M A M J J A S O N D</p>	 <p>CHLOROPHYTUM COMOSUM</p> <p>This genus comprises several interesting varieties. They all thrive best in shade or semi-shade. Should be kept moderately moist. Feed once a month in the summer, but only every other month in the winter. Have good air-cleaning properties.</p> <p>J F M A M J J A S O N D</p>	 <p>CHRYSANTHEMUM INDICUM</p> <p>The range is very wide and changes with the seasons. Should be placed in a bright position, however, slight shade prolongs its life. Tolerates direct sunlight, too. Water regularly, does not tolerate drying out. Do not feed in the flowering season.</p> <p>J F M A M J J A S O N D</p>	 <p>CRASSULA SCHMIDTII</p> <p>Produced in several colours. Thrives best in a cool, bright position. Extremely well suited for tubs and beds where they will flower until the frost sets in. Water and feed only sparingly.</p> <p>J F M A M J J A S O N D</p>	 <p>CYCLAMEN PERSICUM</p> <p>Thrives at room temperature but even better in a cooler position. Place it in a bright position out of direct sunlight. Water regularly from below. Does not tolerate drying out. Feed regularly after flowering. Remove flowers as they fade.</p> <p>J F M A M J J A S O N D</p>
 <p>DIEFFENBACHIA MACULATA</p> <p>The production comprises different varieties and sizes that vary with the seasons. The plants do not like direct sunlight; they should therefore be placed in slight shade at room temperature. Feed regularly in the growing season. Water frequently, keep slightly moist.</p> <p>J F M A M J J A S O N D</p>	 <p>DRACAENA MARGINATA</p> <p>Produced in different colours and sizes. Place it in a bright position, tolerates direct sunlight. The best temperature is room temperature. Feed regularly in the summer, sparingly in the winter. Should be kept moderately moist, but on the dry side in the winter.</p> <p>J F M A M J J A S O N D</p>	 <p>ECHEVERIA</p> <p>Produced in several sizes and colours and is most often available in mixed boxes. Prefers a bright position, preferably in direct sunlight. Can be used indoors as well as outdoors as long as it overwinters frost-free. Water and feed only sparingly.</p> <p>J F M A M J J A S O N D</p>	 <p>FICUS BENJAMINA</p> <p>Available in a very wide range. Place it in a bright position or in slight shade. Temperature drops and a dark position can make it shed its leaves, but it will shoot again. Feed regularly in the summer, sparingly in the winter. Water regularly.</p> <p>J F M A M J J A S O N D</p>	 <p>GENTIANA SCABRA</p> <p>Produced in the colours red, blue and white. Can be used indoors as well as outdoors; simply place it in a bright, sunny position. Can overwinter outdoors under protected conditions. Water frequently, does not tolerate drying out. Feed only a little in the growing season.</p> <p>J F M A M J J A S O N D</p>	 <p>HEBE HYBRID</p> <p>Comprises a wide range which is extremely well suited for planting out. Should be watered and fed frequently, especially immediately after it has been planted out. The plant is decorative until the frost sets in. Normally, the flowering types cannot overwinter outdoors.</p> <p>J F M A M J J A S O N D</p>
 <p>HEDERA HELIX</p> <p>Produced in about 50 varieties. Wide colour range and many different leaf shapes. Hedera is extremely well suited as ground cover for window-boxes, containers and beds. The plants prefer a bright position out of direct sunlight. Should be kept slightly moist.</p> <p>J F M A M J J A S O N D</p>	 <p>HELICHRYSUM ITALICUM</p> <p>Prefers a bright position, preferably in direct sunlight. Extremely well suited for planting out in containers, tubs and beds. Water and feed moderately. Tolerates only slight frost.</p> <p>J F M A M J J A S O N D</p>	 <p>HEUCHERA HYBRID</p> <p>Winter-hardy perennial with colourful leaves that are available in many different colours and make the plants attractive in themselves. Well suited for planting out in beds, containers and tubs. Tolerates sunlight as well as semi-shade. Water and feed frequently in the growing season.</p> <p>J F M A M J J A S O N D</p>	 <p>HOLARRHENA PUBESCENS</p> <p>House plant that thrives best in a bright position; tolerates direct sunlight, too. Produced in 6 and 12 cm pots. Water frequently in the summer, but tolerates drying out slightly. Feed slightly in the growing season. Can overwinter at 15-20° C.</p> <p>J F M A M J J A S O N D</p>	 <p>HOSTA</p> <p>Also called Funkia. All the species are winter-hardy perennials that thrive in sunlight as well as shade. However, they thrive best in shade and moist soil. Can be used in containers, on rock sections, as border plants and ground cover.</p> <p>J F M A M J J A S O N D</p>	 <p>HOYA</p> <p>New species and varieties are continuously added to this very wide range. There are many colours, training types and sizes to choose from. Place the plant in a bright position out of direct sunlight. Feed and water only sparingly, prefers to be kept semi-dry.</p> <p>J F M A M J J A S O N D</p>
 <p>KALANCHOE BLOSSFELDIANA</p> <p>Characterised by its decorative flowers in many colours, shapes and sizes. Applications are many. Place it in semi-shade or in a bright position; tolerates even direct sunlight. Prefers to dry out slightly between waterings. Feeding is not required.</p> <p>J F M A M J J A S O N D</p>	 <p>LAVANDULA ANGUSTIFOLIA</p> <p>This plant is suited only for being planted outdoors. Feed only sparingly but water regularly immediately after it has been planted out. It is a semi-shrub that overwinters. If it grows too tall, you can prune it in the spring.</p> <p>J F M A M J J A S O N D</p>	 <p>LAVANDULA STOECHAS</p> <p>Butterfly lavender which is now produced in several different colours should be planted out. Thrives best in a dry, sunny position. Should be watered regularly, immediately after it has been planted out. Feed only sparingly. Is not winter-hardy.</p> <p>J F M A M J J A S O N D</p>	 <p>PEPEROMIA</p> <p>The range is wide and changes continually since new, exciting varieties are frequently introduced. Thrives best at room temperature in a bright position out of direct sunlight. Water and feed only sparingly. Tolerates drying out briefly.</p> <p>J F M A M J J A S O N D</p>	 <p>ROSA HYBRID</p> <p>Can be planted out in containers or beds. Should be placed in a bright position, preferably in direct sunlight. Water regularly, especially immediately after planting out; must not dry out. Can overwinter under protected conditions.</p> <p>J F M A M J J A S O N D</p>	 <p>SALVIA NEMOROSA</p> <p>Winter-hardy perennial that comes in different colours. Well suited to be planted outdoors under all conditions. Place it in semi-shade or direct sunlight. Feed frequently. Water and feed regularly, especially right after it has been planted out.</p> <p>J F M A M J J A S O N D</p>
 <p>SARRACENIA HYBRID</p> <p>An insect-eating plant that thrives best in a bright but cool position indoors or outdoors. Some varieties are winter-hardy if they are gradually getting used to low temperatures. The soil should be kept moderately moist, but do not feed the plant.</p> <p>J F M A M J J A S O N D</p>	 <p>SEDUM</p> <p>Winter-hardy perennial for planting outdoors. Thrives best in a bright position or in semi-shade. Water frequently when it has been planted out; then water and feed only sparingly.</p> <p>J F M A M J J A S O N D</p>	 <p>SEMPERVIVUM</p> <p>Should be planted out in a bright position, preferably in direct sunlight. There are colours and leaf shapes to suit every taste. Fully winter-hardy. Water and feed only sparingly.</p> <p>J F M A M J J A S O N D</p>	 <p>SOLANUM PSEUDOCAPSICUM</p> <p>Can be placed outdoors in the summer and in the autumn. Feed only a little but water frequently since they tolerate drying out only slightly. Can survive outdoors until the night frost sets in.</p> <p>J F M A M J J A S O N D</p>	 <p>THYMUS</p> <p>Produced in a range of different types. Well suited to be planted out as ground cover plants in rockeries, etc. Most of them are winter-hardy. Thrives best in full sunlight in dry, well-drained soil. Feed only very little. Water only sparingly.</p> <p>J F M A M J J A S O N D</p>	 <p>TRACHELIUM CAERULEUM</p> <p>Well suited for planting out in beds and containers. Prefers a bright, sunny position. Water regularly, but feed only sparingly. Removing old spikes will produce new flowering. Can not overwinter.</p> <p>J F M A M J J A S O N D</p>