

floradania.dk

TREND

flowerly feel





Kalanchoe
Place it in a bright position or semi-shade and water moderately. Let the plant dry out between waterings.

Kalanchoe WildFlowers®

Kalanchoe tomentosa



1

Phalaenopsis

Oxalis regnelli

2



3

Rhododendron simsii



Spathiphyllum
Place this air-cleaning plant in semi-shade. Avoid direct sunlight. Keep the plant moderately moist. Feed moderately.

Spathiphyllum



2

1
Cut grass has been placed between the roots of Phalaenopsis, combining the delicate exterior with a wild structure.

2
Oxalis planted in a ceramic tray. The rolled Aspidistra leaves create an exciting pattern.

3
Rhododendron styled exclusively and femininely using golden bouillon wire and Phalaenopsis flower heads in a base of an organic structure.

4
Peperomia, Sagina and Euphorbia have different interfaces, together forming an exciting pattern.

Peperomia 'Pixie Green'

Euphorbia milii

4



Sagina



flowery feel

This winter's trend is a modern, feminine style integrating decorations and patterns in an otherwise minimalist look.

In the world of fashion, we meet the feminine, delicate and blond expression combined with exciting patterns and structures in strong materials.

In our homes, we mix exclusive furniture in organic shapes with velour-like wallpapers and patterns in black and off-white colours, which are the predominant colour combination of the trend. The interior design is minimalist with the interior style featuring decorative elements in the form of cut patterns, such as the 'Prince Chair' which the Danish designer Louise Campbell is known for.

It is a trend that touches our senses. Some of the plants of this trend have soft leaves with velour-like surfaces while others tickle our sense of smell with their sweet scents. The expression of the trend is enhanced by placing the plants in bases in exciting, organic shapes and with soft surfaces. Create a pattern with several different plants arranged together or combine plants with exciting leaf patterns.

Find more inspiration for this winter's plant trend at www.floradania.dk. See the "Flowery Feel" photos in the Picture database.



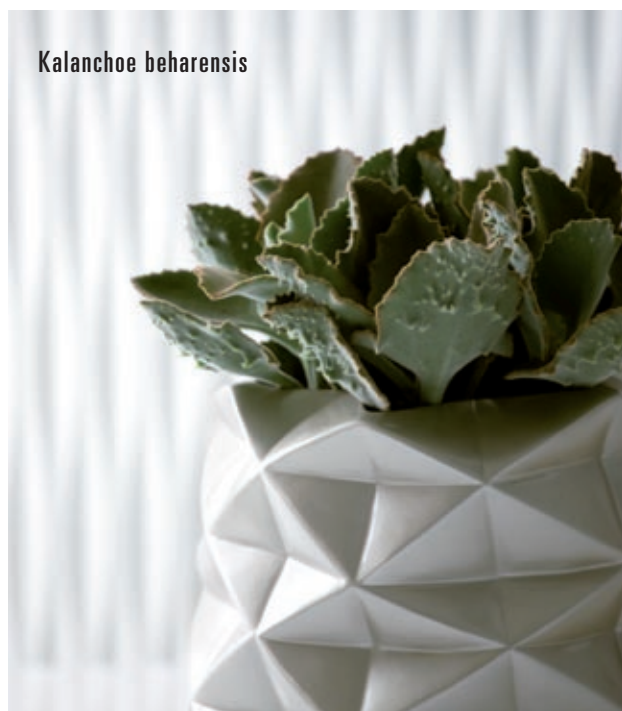
Peperomia

Place it in a bright position, out of direct sunlight. Water and feed frequently.

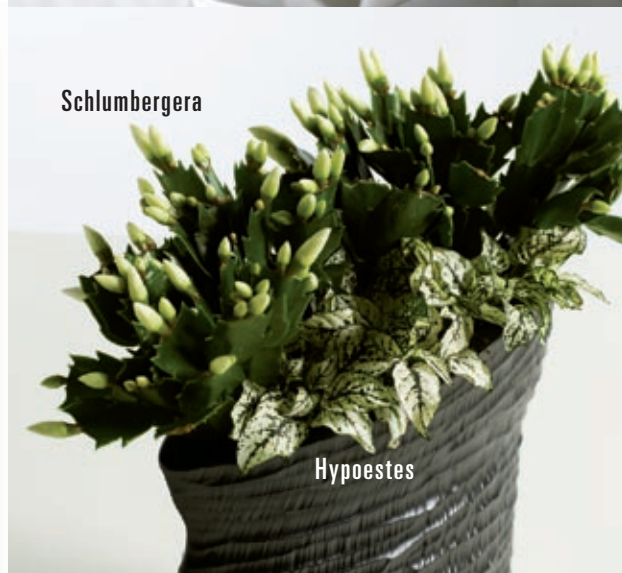


Rosa

Peperomia maculosa



Kalanchoe beharensis



Schlumbergera

Hypoestes



Euphorbia pulcherrima

Place it in a bright position and keep it moderately moist. Avoid overwatering and cold shock.



Schlumbergera

Place it in a bright position and water moderately. Tolerates drying out when it is not blooming. Feed frequently.

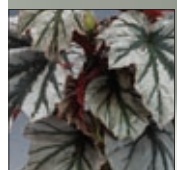


Peperomia columbiana

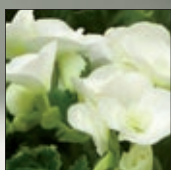
Ceropogia woodii

Euphorbia pulcherrima

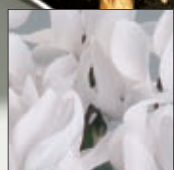
OTHER PLANTS FOR THE TREND



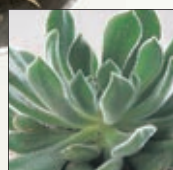
Begonia coccinea



Begonia elatior



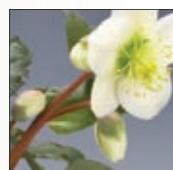
Cyclamen



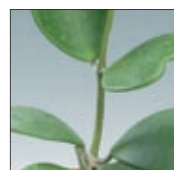
Echeveria



Gardenia



Helleborus



Hoya kerrii



Senecio cephalophorus



Sedum makinoide



Euphorbia pulcherrima

Ideas for gifts

TO YOUR BUSY CUSTOMERS

Selaginella apoda and *Sempervivum* in a tray styled with shaped and spray-painted birch branches, together with walnuts and spray-painted stars of coconut.



Christmas time is the time for presents. And your customers are busy. Help them find the right present for their Christmas celebrations; help them save time and your customers will buy their gifts in your shop. Make sure you have a wide selection of plants and tempt your customers with exciting decorations to suit every taste ...



Ilex in a tall basket with cones, berries and apples, surrounded by raw sticks secured with sturdy steel wire.

Gaultheria procumbens and coloured cones form the base for a floating frame of dogwood branches and small candles.



Peperomia decorated with Christmas globes, dogwood branches, dyed wood sticks and small birds.



TRADITIONAL



White Euphorbia pulcherrimas styled using natural materials.



Quite simple, Schlumbergera planted in a tray and styled with cones and pine branches.

MODERN



Christmas globes and Icelandic moss wound using bouillon wire form the base of Helleborus. Small pieces of wood with glued snowflakes create an exciting pattern.



A Stephanotis planted below a cover of Christmas globes. The vines follow the exciting shape of the base.



Begonia lorraine plants in Christmas cache-pots with silver spray-painted surfaces, gathered with wire and styled using spruce.

COLOURFUL



Cyclamen and Begonia elatior planted in baking tins and styled with cutters and spray-painted star aniseed.



Hypoestes surrounded by a fabulous pattern made of small pieces of stained wood, connected using bouillon wire with small coloured sticks and decorated with felt Christmas trees and spray-painted green stars of coconut.



www.ellelund.dk

www.naeldebakken.dk

Long live orchids

Phalaenopsis hybrid, the Danish orchid, is a success all over Europe and now it will be easier to make these exclusive plants last even longer. Two Danish nurseries will introduce WaterFresh®, self-watering pots developed especially for orchids which may not have their roots directly in water. The plants will suck the necessary amount of water and through a window in the pot, you can see how much water is left. Orchids in 6 cm and 12 cm WaterFresh® pots will be available from January 2010 in a wide range of colours to match the stylish plants.

www.naeldebakken.dk
www.ellelund.dk

Epipremnum 'N'Joy'

The plant is decorative, easy to care for and well suited for the bathroom or in a window facing east, west or north. In the winter season, water Epipremnum once a week and feed only a little.

www.50299-kronborg.dk



Nematanthus 'Australis'

The Lindvig Greenhouse nursery found this new plant in the home of a Brazilian collector of Nematanthus.

A compact plant with narrow leaves and lemon yellow flowers that bloom easily and for a long time when the plant is allowed to spend winter in a bright indoor place. Produced in 11 cm clay pots.

www.lindvig.dk



Chirita tamiana

The nursery Kærby now produces a genus that originates from Asia. A spectacular new plant with beautiful, decorative Streptocarpus-like flowers and Saintpaulia-like foliage. The plant is sturdy, but does not tolerate direct sunlight. Water and feed only a little. A trendy plant which will win the hearts of consumers all over Europe.

www.livingcolours.dk



Cyclamen 'Bellissima Big Bells'

An exclusive new plant to be produced in only limited quantities in 2009 in 12 cm pots. Beautiful, distinct plant with large, bell-like white flowers.

www.anderuplund.dk



Saintpaulia 'Sensation'

A sensation. A true delight to the eye. A new series of miniature Saintpaulia in five stylish pastel colours - white, pale rose, rose, red and lilac - with many double and long-lived flowers floating above a rosette of beautiful leaves from the nursery Kærby.

www.livingcolours.dk

floradania.dk goes electronic

In the future, you will receive inspiration and the latest news about trends and Danish pot plants via **e-mail**. Absolutely topical, easy to use and focussed on what you do.

Don't hesitate to register now at **www.floradania.dk** to remain updated on the most recent tips and have information delivered directly to your mailbox - it's free and easy.

**WIN A TRIP
TO TIVOLI**



If you register before 18 December, you will participate in our competition for a trip to Tivoli in Copenhagen, including hotel accommodation. The winner will be published on the same day at **www.floradania.dk**



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Floradania Marketing is the Danish plant trade's marketing company, owned by Danish nurseries and sales companies

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