



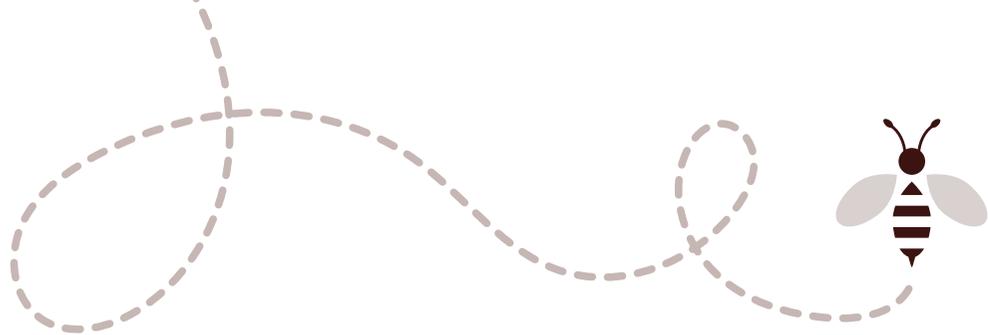
BeeDance®
Bee Friendly



The Collection
2018/2019



BeeDance[®]
Bee Friendly



About

Gardens must be green, greener, greenest! That's why we developed Beedance®, a new set of environmentally friendly crops with an irresistible appeal to bees, butterflies and other insects. Beedance® turns every garden and every balcony into a colourful and sustainable paradise.

Beedance® is the perfect patio plant for attracting wildlife without compromising on the design and look of your garden! Bees and butterflies will be flocking to your garden this summer thanks to the intense honey scent and high nectar levels of Bidens 'Beedance®'. On a warm summer day, the perfume will cloud across the patio. That's why we say: Beedance® 'bee friendly!'

A newly bred range of Bidens varieties that are strong, sturdy and producing an abundance of flowers throughout the summer. They are a magnet to bees and butterflies thanks to their sweet honey scented flowers and our pick for warm fragrant patio display this summer. These semi-compact yet abundant flowering bidens plants are perfect for baskets, pots and window boxes, or mixing into cottage garden beds and borders, coping well in periods of drought and gardener's neglect! Bidens 'Beedance®' stems from

new breeding work, utilizing hard to find species in order to extend the colour spectrum of this reliable summer basket plant. Add this easy-care plant to your baskets this summer!

Beedance® the award winning Bidens!

Beedance® Bidens drew a swarm of attention during the IPM 2015 in Germany where it also won the golden innovation Award for best new bedding and balcony plant. Next to that it was nominated for several big award shows like the Fleurostar Award 2015 where it became second and the nomination for 'the breeding of the year' 2015 TASPO award.

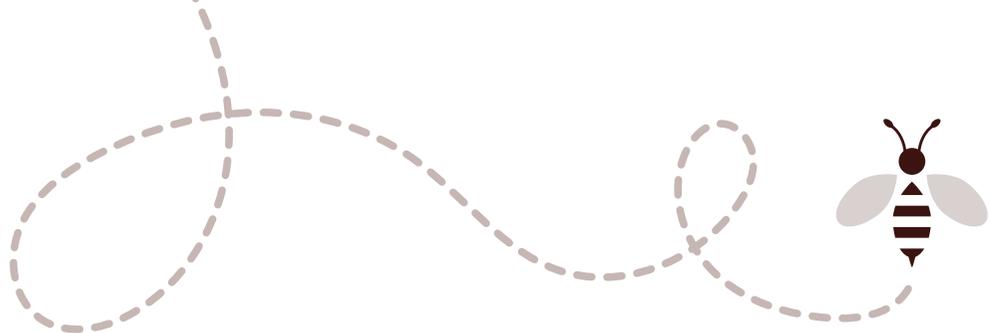
'Bij'zonder (Dutch word for 'bee' special).

On a beautiful sunny morning in May 2015 at the MNP flowers headquarters and testing facility, Mr. Erwin Giezen, Head of Marketing and Communications of MNP flowers walked his normal morning round true the greenhouses. There he saw the new Bidens varieties. They were all covered with around swarming butterflies and dancing bees. He was thinking about John Travolta in 'Saturday Night Fever' and that's how Beedance® was born.

Bee friendly







Identity

Bee friendly style

These plants are a magnet to bees and butterflies thanks to their sweet honey scented flowers. Connect this to the brand name and it's easy for everyone to imagine what the overall style of the brand will be. We chose a branding which is bee friendly but doesn't get childish due to the sleek modern design. You will find the style in pictures and graphic elements that are used.

Colour significance

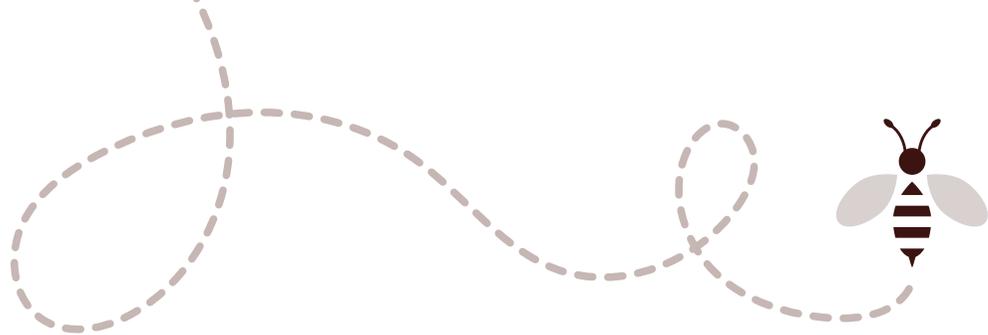
Yellow is without a doubt the colour of the bee. It stands for the shining sun on your skin, early spring, sunflowers and fresh honey. Dark red/brown is used for its natural looks. It's the colour of fresh soil, healthy trees and bees. This is complemented with the beautiful blue colour of clear summer skies, warm summer days, fresh air and clean running water.

Beedance® on the store shelf

Besides Beedance® lends itself perfectly for use in an early spring action, the plant is also perfect for the shop floor. Ideal to roll out after a happy spring action. Beedance® is available with a complete package of happy POS materials. Beedance® can be delivered in a special SmartCup®. This watertight outer pot gives the plant an extra happy appearance and it keeps the shop floor clean from dirt. This SmartCup® fits perfectly into the specially developed store displays. Handy! With Beedance® every plant shelf will get a special and happy note.







Advantages

Dense branching & short inter nodes

This creates a manageable growth habit and high flower count. One cutting will fill out a pot nicely, reducing the number of inputs and production time.

Plays well with others

Beedance® Bidens offer controlled growth that is harmonious to plant in combinations with other popular vegetative annuals. Its growth but also its bright warm colour, makes it a nice plant to use in combination with others.

Stunning colours

The strong and stunning red and yellow colours gives your garden a boost. Did you know that Beedance® varieties were the first bicoloured red Bidens ferulifolia varieties on the market in 2016.



Attracts bees & butterflies

Although Beedance® is seed sterile, it is not pollen sterile and truly does attract bees and butterflies. Painted Red, especially, has a soft honey fragrance.

Early & continuous flowering

Beedance® plants were selected to flower under short days. Beedance® plants are sterile and do not set seed, so Beedance® blooms from early spring through fall, until temperatures fall below 0° C. Burr-like seeds are a common problem in Bidens.

All weather resistance

Beedance® plants are all weather resistant and therefore suits all summer climates, from dry to wetter climates.

Bee friendly



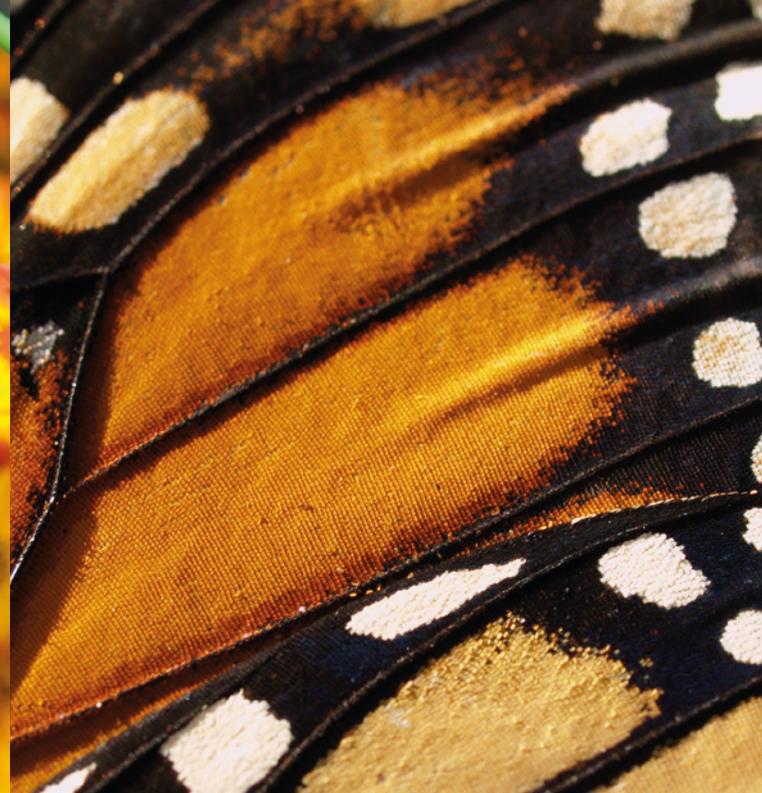


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Painted Red

SUNBIDEVB 2

Beedance® Painted Red has a unique red colour with a yellow heart, which provides a floriferous sight in every garden and on every balcony. Because of its compact shape, Beedance® Painted Red is easy to grow, perfect for modern cultivation.

Vigour	medium
Earliness	early
Flower size	small
Growth habit	patio trailing
Year of introduction	2015



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Painted Yellow

SUNBIDEVB 4

Beedance® Painted Yellow is also easy to cultivate for growers, due to its compact shape. This Beedance® variety also has a strong spreading and trailing habit, which makes it suitable for multiple purposes, including borders and hanging baskets. The strong yellow and red flower pattern is really unique.

Vigour	medium
Earliness	medium
Flower size	small
Growth habit	spreading
Year of introduction	2015





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Bee Friendly

Information

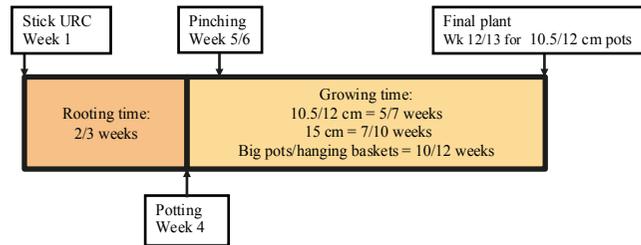


Cultivation I

How to use

Beedance® is a bedding plant that can be used for all kind of containers including hanging baskets, window or balcony boxes, patio pots but also as a ground cover. Duration of flowering for consumers is from April/May to November, plants will continue to re-flower abundantly. They are very showy plants which are doing extremely well in mixes with almost all other bedding plants.

Growing scheme



Propagation

Take cuttings from vegetative stems: a cutting without a flower bud will root better. You can stick 1 or 2 cuttings per plug. Beedance® are very fast and easy to root: regarding the season it will take 2 to 3 weeks to have a rooted cutting ready to be potted. The last week of rooting, start to reduce the humidity, watering and temperature to acclimate your cuttings.

Potting

The best season to grow Beedance® is from week 5 to week 15. Start with certified clean material from one of the official MNP flowers dealers. Beedance® are suitable for a whole range of pots sizes regarding the wanted product. Use a good quality bedding plant mixture that can contain enough moisture and has a good structure. pH of mixture can be around 5.5/6.0. To plant an already pinched and branched plug can give an advantage in speed of finishing as well as plant quality. Use 3 plugs/pot for hanging baskets. After potting, a higher temperature is preferred for around 2 weeks to allow a good development of the rooting system.

Pinching

Due to their growing habit it is highly recommended to pinch your Beedance® around 2 weeks after potting, regarding the plant size. A second pinching low around the pot edge can be useful to get a nice full flowering pot with a flowering center.



Cultivation II

Growing

1. Growing time

The crop time is highly dependent of parameters such as pinching, growing season, desired final product, climate, use of growth regulator etc ... You can count approximately 5/7 weeks to have a finished plants in 10.5/12 cm pots, 7/10 weeks in 15 cm pots and 10/12 weeks for bigger pots or hanging baskets.

2. Media and fertilizer

Keep the pH around 5,5/6.0 and add continuously 1,5 to 2 g/L of a well-balanced feeding program having all the elements including micro nutrients (also chelated iron).

3. Temperature

After the plant is well installed you can reduce the temperature to 15°C. A too cold temperature will delay flowering. A high temperature will reduce crop time but will also increase the growth/vigour of your plant. For a faster culture it is then better to add more temperature in the beginning of the culture, to avoid compromising too much on the quality.

4. Environment

For a compact and hardier plant a low humidity of the air is preferred. This plant can grow very dense so enough ventilation is required to avoid Botrytis inside the bushy plant. The more light and the longer the day the better it is for flowering and growth. It is important to give enough space between your plants, especially to allow the plants to dry and have a nice shape.

5. Watering

To get a compact plant it is wise not to water excessive. After the plant has grown to size be careful not to over-water on days when the crop does not dry well. The densely branched plants need to dry up also on the inner side of the plant. Beedance ® can dry out quickly in the warm season but they recover fast if water is given on time

6. Growth regulation

Your Beedance® can be kept compacter by regulating the given amount of water (not water excessively), keeping the temperature cooler, pinching 2 times, using cold morning strategy or negative DIF, growing the crop under a lighted environment or using growth regulator. We have a good experience with Alar 3 to 4 g/L. In the case of the use of PGR, it is better to use it at early stages than when the plants start to flower.

7. Crop protection

Watch Botrytis inside the dense crop and adapt watering. The crop can also be subject to thrips, mites, white flies & aphids. In case of chemicals to be applied, use Bee friendly ones.

Disclaimer

The information above has been compiled with maximum care and is based on our current knowledge. MNP flowers is not responsible for the consequences of use or misuse of the above information. When using crop protection products or growth regulators, always comply with applicable laws and regulations in your country.



Availability

Licenses, growers, exporters, & (online) retailers

We are very proud to collaborate with innovative and professional partners throughout the world. We work with propagators and growers in every European country but also in Africa and the Middle East. If you would like to become our partner, please feel free to contact us.

Licenses

Looking for cuttings or young plants from Beedance®? Check out the list of licenses below.

	Rudi Reas Bloemzaden NV	www.raes.be
	Tu-Flor s.r.o.	www.tuflor.cz
	EARL Haberschill	www.haberschill-vegetal.fr
	Brandkamp GmbH	www.brandkamp.de
	Kientzler GmbH & Co. KG Jungpflanzen	www.kientzler.eu
	Selecta Klemm GmbH & Co. KG	www.selecta-one.com
	Cohen Propagation Nurseries	www.cohennur.co.il
	Gruppo Padana Ortofloricoltura	www.gruppopadana.com
	Lazzeri Società Agricola a R.L.	www.lazzeri.com
	Florensis B.V.	www.florensis.com
	G3 Ungplanter AS	www.g3.no
	Plantpol Spotka z.o.o.	www.plantpol.com.pl
	Planteles Roig S.L.	www.gruproig.com
	Channel Island Plants Ltd.	www.channelislandplants.com

Growers & Exporters

Looking for young plants or finished Beedance® products? Check out the short list below for a grower or exporter in your neighborhood.

	Mercaflora	www.mercaflora.be
	Emsflower	www.emsflower.nl

(Online) Retailers

Where can I buy my Beedance®? Check out the short list below for an (online) retailer in your neighborhood.

	Ahrens+Sieberz	www.as-garten.de
	Baldur-Garten	www.baldur-garten.de
	Garten XXL	www.gartenxxl.de
	Gärtner Pötschke	www.poetschke.de
	Harros Pflanzenwelt	www.shop.harros-pflanzenwelt.de
	Olerum	www.olerum.de
	Mein Schöner Garten Shop	www.shop.mein-schoener-garten.de
	Zahradnictvi Eden	www.zahradnictvi-eden.cz
	Jacques Briant	www.jacques-briant.fr
	Jardin Express	www.jardinexpress.fr
	Meiland Richardier	www.meilandrichardier.com
	Plantes Shopping	www.plantes-shopping.fr
	Promesse De Fleurs	www.promessedefleurs.com
	Truffaut	www.truffaut.com
	Bakker.com	www.bakker.com
	Ilsumenzat	www.ilsumenzat.it
	Praktiker	www.praktiker.hu
	Allegro	www.allegro.pl
	Dobbies	www.dobbies.co.uk
	Gardening Direct	www.gardeningdirect.co.uk
	Jersey Plants Direct	www.jerseyplantsdirect.com
	J. Parker's	www.jparkers.co.uk
	PDSA	www.pdsa-shop.co.uk
	Saga	www.sagagardencentre.co.uk
	Suttons	www.suttons.co.uk
	Thompsen & Morgan	www.thompson-morgan.com
	Van Meuwen	www.vanmeuwen.com

The growers, exporters and (online) retailers short lists are carefully composed (September 2017) out of companies which can be easily found on the internet. If you are a grower, exporter or (online) retailer on the European market and want to be published on this list and on the Beedance® website (www.beedance.eu/availability), please send an e-mail to e.giezen@mnpflowers.com.



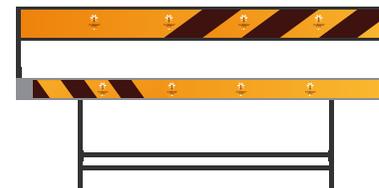
Labels & POS



www.beedance.eu



POS for CC trolley



POS for tables



Printed pots



Labels for baskets



Sleeves



Insert labels



Labels on stick



Sandwich boards & Roll-up banners





Behind the brand

Beedance® is a brand and registered trademark bred by the Japanese breeder Suntory Flowers Ltd. and introduced by MNP flowers. Since 1989 MNP flowers ('Moerheim New Plant') is managing the European rights and is master licensee for all (future) products. The business of MNP flowers can broadly be divided into four activities nowadays. Each year MNP flowers selects new and innovative varieties in close consultation with Suntory Flowers Ltd.

1. Testing & selection

MNP flowers introduces new genetics from Suntory Flowers Ltd., among others, onto the European market. Breeding takes place in Japan, Vietnam and Australia, where an extensive team of professionals work passionately on creating the perfect plant for gardens and balconies worldwide. MNP flowers specializes in specific R&D areas, including selection. We employ several professionals, who all have in-depth knowledge of the European horticultural market. Together they select plants and varieties that suit this market perfectly. Selected plants and varieties are assessed extensively at several testing locations. Varieties are trialed for earliness, sturdiness, floriferousness, weather resistance, colour consistency, growth and so on.

2. Building brands

After final selection, we decide which varieties will be introduced and which will be either retested or disregarded. This is where we start building brands! The marketing department of MNP flowers is the creative heart of our organization.

We carry out market research for all varieties that will be introduced. We investigate who the customer will be and his or her perception of the new product. This is very important for positioning the product in the market.

We think about product naming plus the total concept and finally we come to the brand design, which is when we start to create a brand with its own logo, labels, pots, leaflets, website, etc., ready to be marketed!

3. Introduction, sales and licensing

The most important activity at MNP flowers is bringing our new varieties (novelties) to customers. MNP flowers introduces new varieties three times a year: during the IPM in January, the FlowerTrials® in June and the FloraHolland Trade Fair in November. This means that there is always a reason to visit MNP flowers, both on location during exhibitions and at home during the FlowerTrials®. Business partners can then express their interest in a new product and decide whether they want to run trials at their own site or add the introduction to their catalogue immediately. Growers pay a licence fee for every Suntory® plant. MNP flowers recoups this licence fee to its business partners by creating marketing concepts, arranging free publicity and PR, safeguarding plant quality, etc.

4. Monitoring and support

Because we charge a licence fee, we are obligated to provide our business partners with all the support they need. We therefore keep in close contact with our partners and visit them as often as possible, not only to provide advice about propagating and growing specific Suntory® crops, but also to listen to their own experience in the field so that we can take it into account during the next testing and selection cycle.

For questions and advice, please feel free to contact one of our experts.

Our brands

The champions of tomorrow, today!

MNP flowers. A new name, a clear goal and a fresh identity. Since the 1990s, Moerheim New Plant has built a reputation for introducing innovative and successful bedding plants to the European ornamental plant sector. During this time, we have created many major and unique brands, including Surfina®, Sundaville®, Senetti® and Princettia®. That's why we say: We bring you the champions of tomorrow, today! MNP flowers stands for innovation, quality and creativity. Our mission and vision guides and inspires our organization.

Mission: "To contribute on creating a beautiful and healthy environment for people, flora and fauna to flourish."

Vision: "Quality is the key. We want to grow and give people plants with value for money. We want to innovate and improve our products but also each individual by learning and being challenged every day."



Jeroen F. Egtberts
Managing Director



Sales & support

At MNP flowers we are happy to guide and advise our business partners who choose to propagate and grow our plants. Therefore, we work closely with our licensees and growers and are highly committed to offering a high level of customer service.

For cultivation and selection advice please contact Mr. Klaas Droog, our sales and license manager. Klaas has more than a decade of intrinsic experience in the ornamental horticulture trade and can therefore provide you with the best tips and advice about propagating and growing Suntory® plants.



Klaas Droog
Sales & License Manager



Ralph Erkelens
Sales & Brand Ambassador



Willem Mulder
Contract & License
Administration

For questions and advice about sales and export, please feel free to contact Mr. Klaas Droog or Mr. Ralph Erkelens. With many years of experience in the European horticultural sector, they have developed an extensive knowledge of the market. They also have a wide network in the sector and are therefore of great value to MNP flowers, and to you, as our business partner.

For questions about contracts and licences, please contact Mr. Willem Mulder.

Marketing

Stunning & free marketing concepts!

The marketing department of MNP flowers is the creative heart of our organization. All the artwork for MNP flowers and our brands is designed by our own marketing team. Dynamic marketing concepts are extremely important if you want to be unique in today's horticultural market. And that's our goal: to create exceptional marketing concepts for our beautiful products.

Our clients are valuable to us. We would love to intensify our contact with you, and respond to all your thoughts and questions about marketing your products. Please feel free to contact us.

Labels & pots

Profit from the excellent marketing concepts that are created for all our products. Choose for the new Surfinia® label for example, or grow your Beedance® varieties in the specially designed printed growing pots.



Erwin Giezen

Head of Marketing &
Communications

High-resolution pictures

Are you already a client? We have a special high resolution picture database for you where you can download pictures from all varieties! Go to the website and fill in the form to get your own user-name and password. www.moerheim.image-share.nl

Advertising & press

Focused advertising for special target groups which highlights single products from MNP flowers brands, renowned throughout the industry. We have also standard publication texts and info for all of our products.

Merchandising materials

We offer you a complete package of professionally designed and functional "point of sale" (POS) material for every single brand. This promotional material includes posters, brochures, cultivation flyer's, labels, banners for CC trolleys, etc.

Get in touch

We have a team of professionals standing by to answer all of your questions. If you are interested in one of our products, if you need some high resolution pictures for your catalogue or need some "point of sale" POS materials, please feel free to contact one of our colleagues at MNP flowers.

Come and visit the MNP flowers head office & selection centre near Amsterdam Airport Schiphol.

MNP flowers

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SUNTORY
GENETICS

Our location



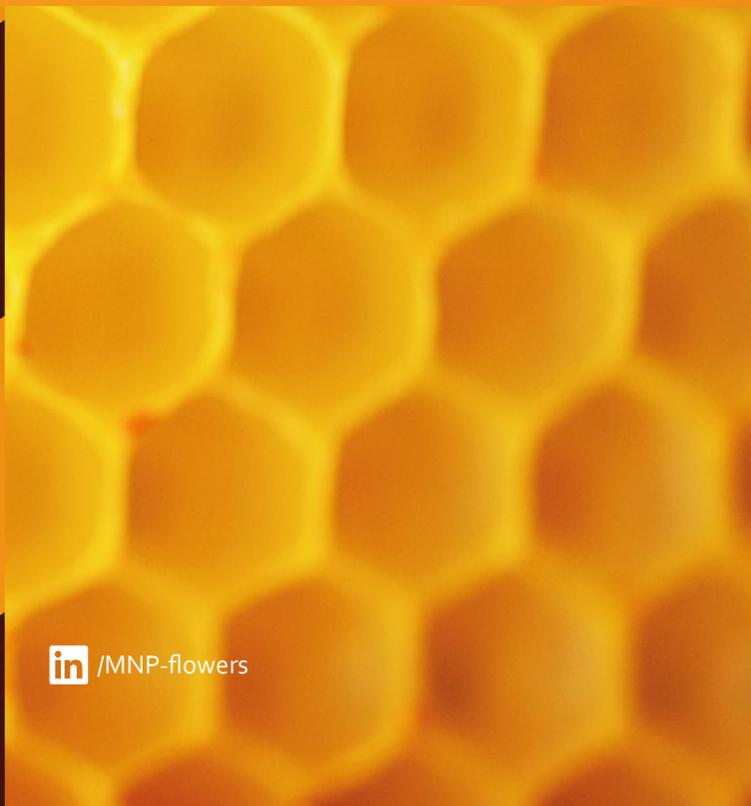
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