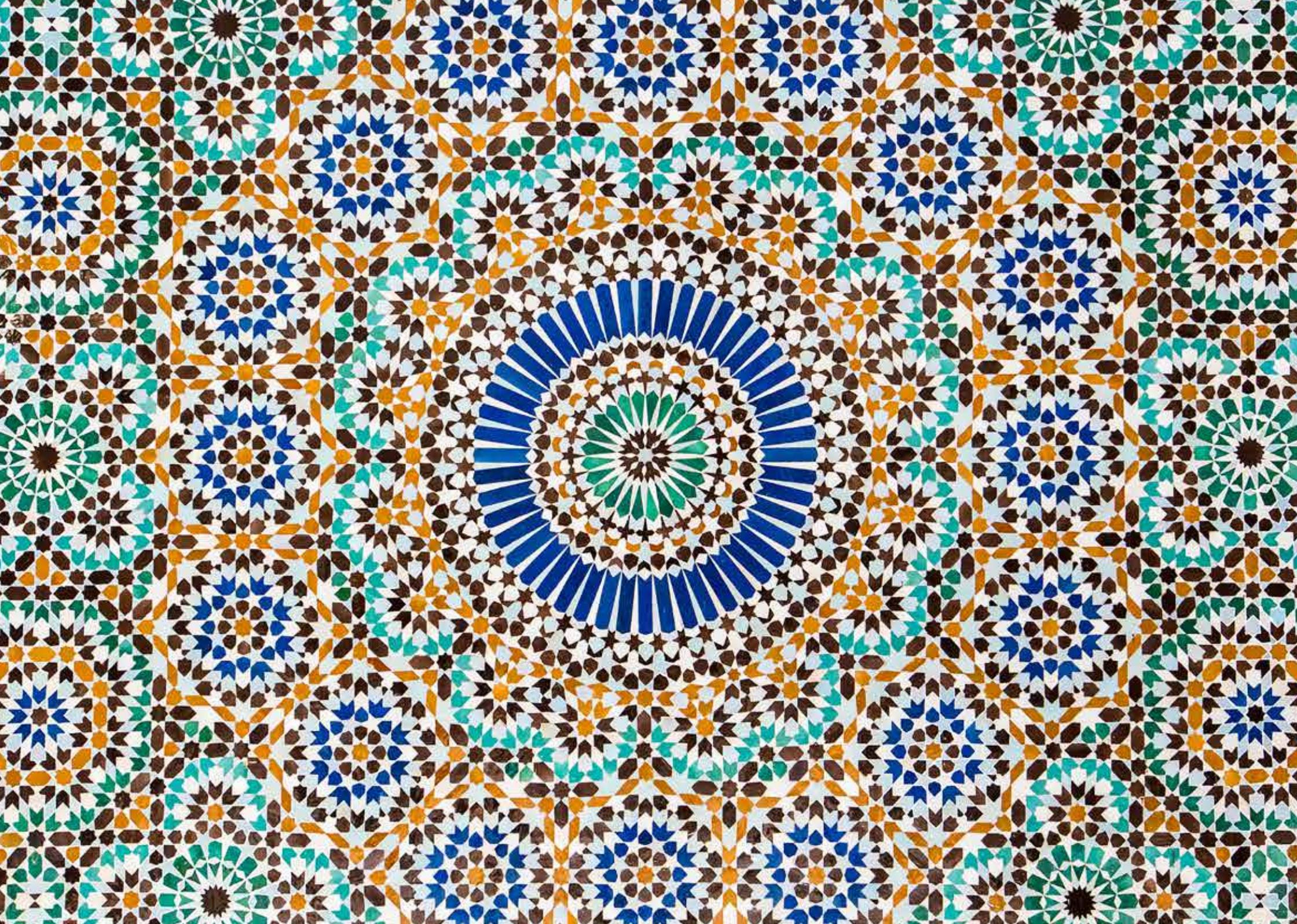




*The Collection*  
2018/2019





# About

Imagine yourself walking through the breath taking ancient narrow streets of the South Spanish city of sunny Seville in the early spring. Walls, fountains, bridges and stairs covered with colourful mosaic stones and the stunning looking 'moors' Giralda clock tower from the 12th century gleaming up from behind the static facades. On a background of green leaves and intense blue and white Senetti® flowers there's a guitar player sitting on a bench playing sweet rhythmic tunes, you can feel that this is the home of the graceful art and passionate flamenco folklore.

This is the joyful spring feeling you get with the intense and temperamental colours of the Senetti® Pericallis collection. They are known for being winter and spring flowering plants and until recently all material was raised from seed. Senetti® is the first Pericallis to come from vegetative cuttings.

### **Kick off your spring season with Senetti®!**

Senetti® is known as a true early flowering type. When staring at its flowers, they remind you of the beautiful weather of southern European countries like Spain. Senetti® has the characteristics that can give everyone a summer feeling in early spring. With its big, bright flowers it's a true eye catcher. While it's known as an early flowering type, the flowers last at least four months, from early March till late July.

### **Re-bloom**

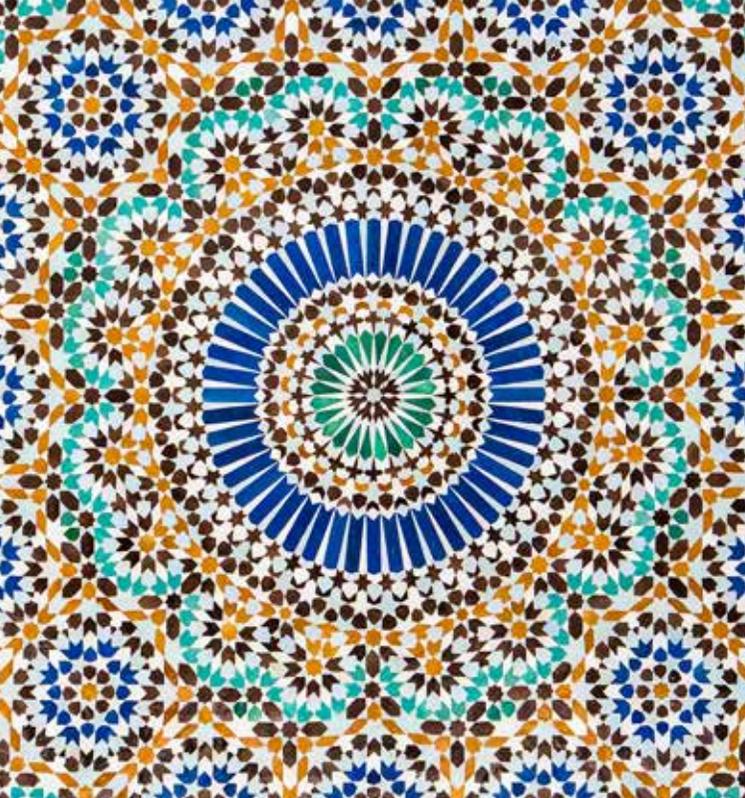
As the flowers starts to fade, the plants can be cut back to re-bloom later in the season, extending the consumer's enjoyment. A Senetti® can easily have up to 200 flowers in a 25cm, pot!

### **Senetti® & Senecio.**

The genus Pericallis was formerly called Senecio but it has been re-classified in recent years. The brand name 'Senetti®' comes from this old genus which is still used by a lot of people when they speak about Pericallis hybrids or Senetti®.

### **Great alternative**

Although Senetti® was bred by Suntory Flowers Ltd. in Japan, its 2001 debut in Europe was a great success, where consumers embraced the early-season plant and found it to be a beautiful garden performer, says Chris Spanton of Sutton Consumer Products. 'Senetti® has strong, bright colours that consumers love, especially as we come out of winter into spring.' As an added bonus, Senetti® has the ability to re-bloom. Just cut the plant back 50 percent in height and it will flower again in four to six weeks, provided it is well fed. If you're looking for a slightly more robust flowering annual, then Senetti® is a great alternative to Viola, Pansy and Primula.





# Identity

## Seville Style

Senetti® has unique and powerful coloured flowers with a shape that reminds you of the sun. They remind you of the beautiful weather of southern European countries like Spain. Seville is the cultural capital of Spain, located in the south. This is exactly what Senetti® represents: Colourful flowers that reminds you of the beautiful weather in southern Spain.

## Colour Significance

The colours that represent the brand identity of Senetti® are not randomly chosen. The terracotta and sandy brown can be found in the beautiful ancient buildings of Seville and throughout the city. The colour choice of turquoise, sea green and royal blue are also connected with Seville. Iconic for Seville, are the beautiful mosaic patterns that can be found throughout the city.

To finish it of, there is Morocco brown to make other colours fade away or stand out. All the chosen colours combined represent everything what Seville stands for and create a southern Spain vibe onto Senetti®.

## Senetti on the store shelf

Besides Senetti® 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. Senetti® is available with a complete package of happy POS materials. Senetti® 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 Senetti® every plant shelf will get a special and happy note.







# Advantages

## Intense spring colours

Senetti® is suited to be used as a beautiful plant to decorate small areas with beautiful colours. Areas like a front garden, courtyard or balcony.

## Also suited as an indoor plant

Just put it on a place permeable to light with room temperature and it will flourish. When the frost period has passed you can place them outside!

## Adapts well to different climates

From the warmth of southern Spain, up to the colder climate of Sweden, Senetti® can thrive through them.

Senetti® can handle temperatures from 2°C to 30°C.

## Early flowering

Senetti® flourish in the early spring season together with other popular flowers like Violets, Pansy and Primula. It's a very flower rich plant, which can have up to 200 flowers each (25 cm pot).



## Cold cultivation for growers

Senetti® is a plant which you can grow with a minimum temperature of 10°C. Therefore Senetti® requires less growth regulation. This makes Senetti® relative inexpensive and interesting for a lot of growers.

## Rich and long lasting flowering

Senetti® is able to maintain its beautiful intense flowers for about 4 months. Starting from early March till the end of July. That's what we call 'A lot of value for your money'.

## Re-bloom

As the flowers starts to fade, the plants can be cut back to re-bloom later in the season, extending the consumer's enjoyment.

## Grows very compact

Senetti® varieties are very compact due to their excellent branching habit.





SENETTI®

SPRING GARDEN COLOURS

*New*







# White

## SENE GOSIGORE

Unique and first white Pericallis variety available with very abundant flowering.

This is a truly unique variety! With its shiny snow white petals, purple-blue center and dark green leaves, it is a must-have for every consumer from early spring to summer. Eye catching pure white petals with an intense dark blue heart studded with contrasting warm yellow pollen grains when the flower gets older. It's a compact plant with a nice dark green contrasting foliage and very abundant flowering.

**We are also very proud to have won the 1st price in the Neuheitenschaufenster contest at the IPM 2018 with this variety.**







SENETTI®

SPRING GARDEN COLOURS

*Pink*

SUNSENEMIHA

This new beautiful variety displays intense pink coloured flowers matching a tender green foliage







# Hot Pink Bicolor

SUNSENMURE

Early variety displaying hot pink flowers enhanced by a slight white tone around its heart





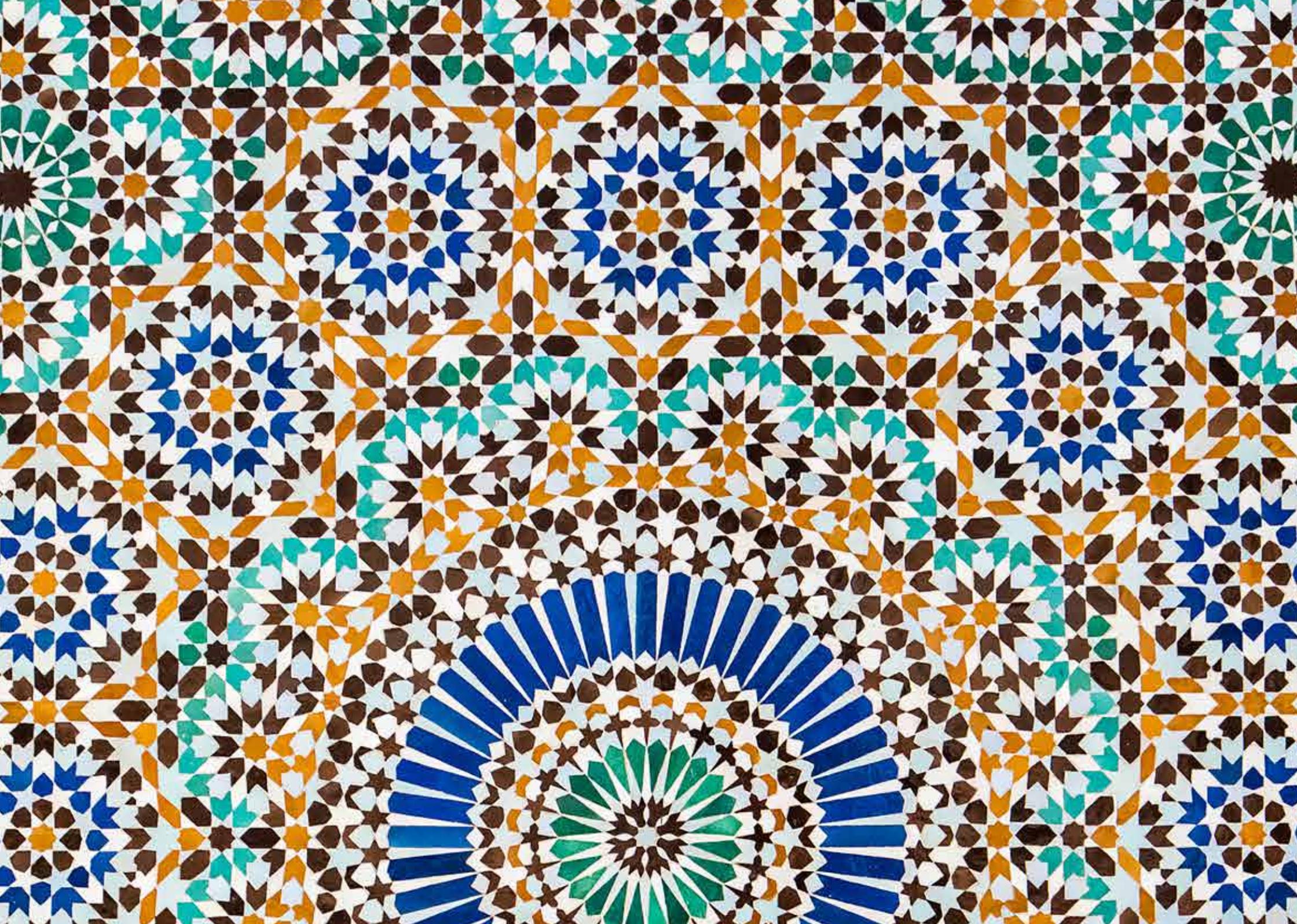


# Ruby Red

SUNSENEY ONA

Early variety with exciting Ruby Red coloured flowers and a beautiful very compact growing habit, ideal for smaller pots







SENETTI®

SPRING GARDEN COLOURS

# Collection



# Classic

# Compact

# Baby



Lavender



Magic Salmon



White



Magic Blue



Baby Magenta Bicolor



Pink Bicolor



Magenta Bicolor



Pink



Hot Pink Bicolor



Baby Magenta



Violet Bicolor



Magenta



Ruby Red



Red



Baby Blue



Blue Bicolor '15



Deep Blue



Grape



Violet





*Classic*

www.senetti.eu



**SENETTI®**  
*Lavender*

SUNSENERAIBU

Super trendy colour. A classic variety with a gorgeous lavender blue colour.



**SENETTI®**  
*Magic Salmon*

SUNSENEGONANA

Compact early variety with exciting and unique Salmon coloured flowers





*Classic*



**SENETTI®**  
*Pink Bicolor*

SUNSENEPIBA

Beautiful soft pink bicoloured flowers which takes everyone attention.



**SENETTI®**  
*Magenta Bicolor*

SUNSENEREBA

A beautiful bicolored variety with medium sized flowers





*Classic*

www.senetti.eu



**SENETTI®**  
*Violet Bicolor*

SUNSENEBAIBAI

A very big flowered variety  
with beautiful fresh looking  
colours.



**SENETTI®**  
*Magenta*

SUNSENERE

Vigorous big flowered variety  
with a beautiful eye catching  
dark magenta colour.





*Classic*



**SENETTI®**  
*Blue Bicolor '15*

SUNSENEBUBAKAI

This early flowering variety has exciting bicolored flowers and a compact growing habit. Slightly compacter than the varieties from the classic collection. Intense blue and white petals



**SENETTI®**  
*Deep Blue*

SUNSENE

This variety has beautiful deep blue coloured flowers, which grow up to 7 cm each





# Compact



SENETTI®

*White*

SENEGOSIGORE

Eye catching pure white petals with an intense dark blue heart studded with contrasting warm yellow pollen grains when the flower gets older. It's a compact plant with a nice dark green contrasting foliage and very abundant flowering.



SENETTI®

*Magic Blue*

SUNSENEGOROKU

This compact growing variety has eye catching sweet soft blue coloured flowers. Very abundant and homogene flowering





# Compact



SENETTI®

*Pink*

SUNSENEMIHA

This new beautiful variety displays intense pink coloured flowers matching a tender green foliage



SENETTI®

*Hot Pink Bicolor*

SUNSENEMURE

Early variety displaying hot pink flowers enhanced by a slight white tone around its heart





# Compact



## SENETTI® *Ruby Red* SUNSENEY ONA

Early variety with exciting Ruby Red coloured flowers and a beautiful very compact growing habit, ideal for smaller pots



## SENETTI® *Red* SUNSENEGOKU

Sparkling red flowers with very compact growing habit, which makes it very appealing for the eye.





# Compact



## SENETTI® *Grape* SUNSENEMUI

A powerful looking flower with a special and intense grape colour, enlightend by the golden pollen.



## SENETTI® *Violet* SUNSENEIKUKU

This variety has relatively small flowers compensated by its abundant flowering and a compact growing habit. Combined with the intense violet blue coloured flowers it's a beautiful and unique variety .





Baby



SENETTI®  
*Baby Magenta Bicolor*

SUNSENEBAPIBA

Relatively small but intense  
flowers and a beautiful  
compact vigour.



SENETTI®  
*Baby Magenta*

SUNSENEBARE

Beautiful small pink magenta  
flowers which shine beautiful  
together in its very compact  
vigour.



 *Baby*



**SENETTI<sup>®</sup>**  
*Baby Blue*  
SUNSENEBABU

Stunning blue flowered variety  
with a very compact vigour.





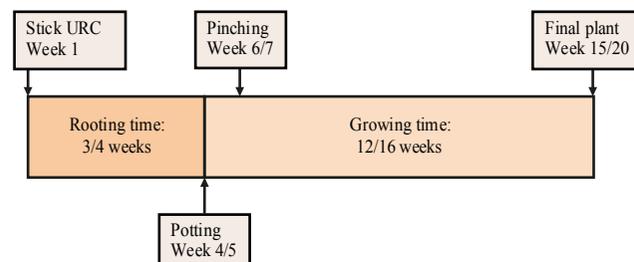


# Cultivation 1

## How to use

The secret of Senetti® is that it is the first genuine re-blooming Pericallis. Plants provide long-lasting colour for several months and can be cut back to rebloom. Senetti® is the only reblooming Pericallis on the market. It also has better branching, larger blooming and more tolerance to a wide range of temperatures. Senetti® has excellent branching with good vigour and plants are unmatched for fall/winter and early spring season colour. Senetti® is ideal for spring landscapes and patio containers and would be positioned with Violas, Primulas, Pansies and Osteospermum. In addition to being popular as a pot plant, Senetti® is also emerging as a popular bedding plant best suited to the outdoors in semi shade. Plants will flower from early spring to summer (March to June).

## Growing scheme



## Flowering characteristics

What makes Senetti® so special is their reflowering power, which allow the consumer to extend the plant life. After flowering, 50% of the plant can be short back and repotted in a bigger pot to have a reflowering plant in approximately 4 weeks. The abundance of the available colours and the several existing habits will allow everybody to find a Senetti® which will become his or her favourite.

## Propagation

Take cuttings from vegetative stems: a cutting without a flower bud will root better. You can stick 1 cutting per plug. Cuttings can be stored overnight if necessary, at 4 to 10°C. You can use rooting hormones like Rhizopon® B 0.1%. Count 3 to 4 weeks to have a nice rooted cuttings. The last week of rooting, start to reduce the humidity, watering and temperature to acclimate your cuttings.

## Potting

Start with certified clean material from one of the official MNP flowers dealers. Senetti® are more suitable for bigger pots size such as 15/17 cm pots. Use a good quality bedding plant mixture that can contain enough moisture and has a good structure. pH of mixture can be around 5,0 - 6,0. It is advised to use a slow release material such as Osmocote 8-9 month. It will provide feeding to the plants at times when applications of liquid feed are not frequent due to low water requirements. After potting, a temperature between 15 and 18°C is recommended for around 2 weeks to allow a good development of the rooting system.





# Cultivation II

## Pinching

If you don't use pinched cuttings, it is highly recommended to pinch your Senetti® in the first 2 weeks after potting, regarding the plant size. Pinching can slightly delay flowering but prevent premature bottom flowering.

## Growing

### 1. Growing time

The crop time is highly dependent of a certain amount of parameters such as the growing season, the variety, the growing climate (temperature, light, watering, etc), the use of growth regulator etc ... The main parameter which will influence your crop time is the temperature. In a general way you can count a growing time of 14 weeks

### 2. Media and fertilizer

Keep the pH around 5,0 - 6,0. Use a low/moderate 0,5 - 1 EC of a well-balanced mixture with additional iron if needed (promote good leaf colour). A foliar feed of an iron based fertilizer will benefit the plant to give long term success. Too much feeding can lead to too big leaves (especially too much Nitrogen). Pay attention to Mg that can fall short. 3 weeks prior culture end, you can switch to a phosphorous fertilizer (10- 30-20) to support flower production. Purpling of the foliage can be a result of low phosphorus. Moderate or high levels of phosphorus can cause yellow red colouring in older foliage

### 3. Temperature

The general growing temperature recommended is 13°C. A colder temperature at least 4 weeks before crop end can be advised (5°C) to increase the quality. Cold climate will give better plant/flower quality but can extend significantly the crop time! Senetti® can stand a temperature down to -2°C but only if it happens briefly and not often. Temperatures below 5°C must be avoided.

### 4. Watering

Don't water too much otherwise the plants get too vigorous and to avoid root rots, especially in winter. Wait that they are dry to water and not much but often. Need more water during summer, the soil should not dry. Use clear water and vaporise the plants daily

### 5. Growth regulation

Your Senetti® can be kept compact by regulating the given amount of water (not water excessively) and fertilizer. Regulate the temperature by keeping it colder. Please remember that a significant colder climate will increase crop time. Using cold morning strategy or negative DIF and using growth regulator. We have a good experience with Alar at 2 to 3 g/L. Tilt or Alar+Tild (250/30 for 100L) can also be used. To use Cycocelis not recommended because of its effect on the leaves colour.

PGR applied late in the crop cycle can delay flowering from 1/2 weeks and reduce flower size. We highly recommend to avoid application once flower buds appear. Bonzi applied as a drench at 2 to 5 mg/L can hold the crop allowing flower development to continue, which is very useful for a late stage application. However its use is not recommended due to its high power which require a very precise dosage and make it very delicate to use. A misuse can stop the crop completely. Please note that the growth regulation need is dependent of the variety characteristics

### 6. Environment

Senetti® are day neutral plants, they don't need long days to initiate the flowering. A light intensity of 5,000-6,000 footcandles is ideal. Too much shade especially at the end of the crop can lead to stretching stems. Needs shade during periods of high lights level. Not very suitable for early potting (between August and October)

## 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.



# Product overview

New	Colour	Variety	Denomination	Cuttings (wk)	Potting (wk)	Pinching (wk)	Flowering (wk)	Vigour	Flower size (cm)	Intro year	
		<b>Classic</b>									
		Lavender	Sunseneraibu	49	1	4	13	compact	6.5	2013	
		Magic Salmon	Sunsenagonana	49	1	4	12	vigorous	6.0	2016	
		Pink Bicolor	Sunsenepiba	49	1	4	12	compact	6.0	2010	
		Magenta Bicolor	Sunsenereba	49	1	4	13	medium	6.0	2013	
		Violet Bicolor	Sunsenebaibai	49	1	4	12	compact	7.0	2010	
		Magenta	Sunsenere	49	1	4	13	vigorous	6.0	2013	
		Blue Bicolor '15	Sunsenebubakai	49	1	4	14	very compact	6.0	2015	
		Deep Blue	Sunsene	49	1	4	15	medium	7.0	2013	
		<b>Compact</b>									
		White	Sene Gosigore	49	1	4	15	medium	5.0	2018	
		Magic Blue	Sunsenigoroku	49	1	4	15	compact	6.0	2016	
		Pink	Sunsenemiha	49	1	4	12	very vigorous	5.5	2017	
		Hot Pink Bicolor	Sunsenemure	49	1	4	11	compact	5.5	2017	
		Ruby Red	Sunseneyona	49	1	4	12	very compact	5.0	2017	
		Red	Sunsenegoku	49	1	4	14	compact	5.0	2016	
		Grape	Sunsenemui	49	1	4	12	medium	6.0	2016	
		Violet	Sunseneikuku	49	1	4	12	compact	5.5	2016	
		<b>Baby</b>									
		Baby Magenta Bicolor	Sunsenebapiba	49	1	4	15	compact	4.0	2010	
		Baby Magenta	Sunsenebare	49	1	4	13	very compact	4.0	2010	
		Baby Blue	Sunsenebabu	49	1	4	14	very compact	3.5	2010	





# Availability 1

## Licenseses, 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.

### Licenseses

Looking for cuttings or Senetti® young plants? Check out the list of licenseses below.

	BVBA Decock Plants	<a href="http://www.decockplants.be">www.decockplants.be</a>
	Tu-Flor s.r.o.	<a href="http://www.tuflor.cz">www.tuflor.cz</a>
	Kientzler GmbH & Co. KG Jungplanzen	<a href="http://www.kientzler.eu">www.kientzler.eu</a>
	Selecta Klemm GmbH & Co. KG	<a href="http://www.selecta-one.com">www.selecta-one.com</a>
	Cohen Propagation Nurseries	<a href="http://www.cohennur.co.il">www.cohennur.co.il</a>
	Beekenkamp Plants B.V.	<a href="http://www.beekenkamp.nl">www.beekenkamp.nl</a>
	Florensis B.V.	<a href="http://www.florensis.com">www.florensis.com</a>
	Jonge Planten Grünewald B.V.	<a href="http://www.ggg-gruenewald.com">www.ggg-gruenewald.com</a>
	M. van Veen BV	<a href="http://www.mvanveenbv.com">www.mvanveenbv.com</a>
	G3 Ungplanter AS	<a href="http://www.g3.no">www.g3.no</a>
	Ball Colegrave	<a href="http://www.ballcolegrave.co.uk">www.ballcolegrave.co.uk</a>
	Channel Island Plants Ltd.	<a href="http://www.channelislandplants.com">www.channelislandplants.com</a>
	Plantpol Spotka z.o.o.	<a href="http://www.plantpol.com.pl">www.plantpol.com.pl</a>
	Planteles Roig S.L.	<a href="http://www.gruproig.com">www.gruproig.com</a>

## Growers & Exporters

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

	Coblands	<a href="http://www.coblands.co.uk">www.coblands.co.uk</a>
	Early Ornamentals	<a href="http://www.earlyornamentals.co.uk">www.earlyornamentals.co.uk</a>
	Mount Folly	<a href="http://www.mountfolly.co.uk">www.mountfolly.co.uk</a>
	The Bransford Webbs	<a href="http://www.bransfordwebbs.co.uk">www.bransfordwebbs.co.uk</a>
	Bernhard Young Plants	<a href="http://www.bernhardyoungplants.nl">www.bernhardyoungplants.nl</a>
	Decorum	<a href="http://www.decorumplantsflowers.com">www.decorumplantsflowers.com</a>
	Gevers Planten	<a href="http://www.geversplanten.nl">www.geversplanten.nl</a>
	Huyskweker	<a href="http://www.huyskweker.nl">www.huyskweker.nl</a>
	Kwekerij Overkleeft	<a href="http://www.kwekerijoverkleeft.nl">www.kwekerijoverkleeft.nl</a>
	Kwint Plant	<a href="http://www.kwintplant.nl">www.kwintplant.nl</a>
	LetPlants	<a href="http://www.letplants.nl">www.letplants.nl</a>
	More Lips	<a href="http://www.morelips.nl">www.morelips.nl</a>
	Pannebakker & Co	<a href="http://www.pannebakker.eu">www.pannebakker.eu</a>
	Persoon Potplanten	<a href="http://www.persoonpotplanten.nl">www.persoonpotplanten.nl</a>
	PZ Planten	<a href="http://www.pzplanten.nl">www.pzplanten.nl</a>
	VDH plant	<a href="http://www.vdhplant.nl">www.vdhplant.nl</a>



# Availability II

## (Online) Retailers

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

	Marechal	<a href="http://www.marechal.be">www.marechal.be</a>		Do It Garden	<a href="http://www.doitgarden.ch">www.doitgarden.ch</a>
	Pelckman	<a href="http://www.pelckmans.net">www.pelckmans.net</a>		Obi	<a href="http://www.obi.ch">www.obi.ch</a>
	Odla.nu	<a href="http://www.odla.nu">www.odla.nu</a>		Cowell's Garden Centre	<a href="http://www.cowellsgc.co.uk">www.cowellsgc.co.uk</a>
	Blumilo	<a href="http://www.blumilo.de">www.blumilo.de</a>		Crocus	<a href="http://www.crocus.co.uk">www.crocus.co.uk</a>
	Dehner	<a href="http://www.dehner.de">www.dehner.de</a>		Hayloft	<a href="http://www.hayloft-plants.co.uk">www.hayloft-plants.co.uk</a>
	Flora Gard	<a href="http://www.floragard.de">www.floragard.de</a>		Homebase	<a href="http://www.homebase.co.uk">www.homebase.co.uk</a>
	Hornbach	<a href="http://www.hornbach.de">www.hornbach.de</a>		J. Parkers	<a href="http://www.jparkers.co.uk">www.jparkers.co.uk</a>
	Coclicoh	<a href="http://www.coclicoh.com">www.coclicoh.com</a>		Jerseyplantsdirect	<a href="http://www.jerseyplantsdirect.com">www.jerseyplantsdirect.com</a>
	Truffaut	<a href="http://www.truffaut.com">www.truffaut.com</a>		Lidl	<a href="http://www.lidl-ni.co.uk">www.lidl-ni.co.uk</a>
	Horta	<a href="http://www.horta.org">www.horta.org</a>		Summerhill Garden Centre	<a href="http://www.summerhillgardencentre.co.uk">www.summerhillgardencentre.co.uk</a>
	Aldi	<a href="http://www.aldi.ie">www.aldi.ie</a>		Suttons	<a href="http://www.suttons.co.uk">www.suttons.co.uk</a>
	Griffins Garden Centre	<a href="http://www.griffinsgardencentre.ie">www.griffinsgardencentre.ie</a>		You Garden	<a href="http://www.yougarden.com">www.yougarden.com</a>
	Woodies	<a href="http://www.woodies.ie">www.woodies.ie</a>			
	Bol.com	<a href="http://www.bol.com">www.bol.com</a>			
	Certi	<a href="http://www.certi.nl">www.certi.nl</a>			
	FloraStore	<a href="http://www.planten-kopen.com">www.planten-kopen.com</a>			
	Intratuin	<a href="http://www.intratuin.nl">www.intratuin.nl</a>			
	Warentuin	<a href="http://www.warentuin.nl">www.warentuin.nl</a>			

*The growers, exporters and (online) retailers short lists are carefully composed (March 2018) 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 Senetti® website ([www.senetti.eu/availability](http://www.senetti.eu/availability)), please send an e-mail to [e.giezen@mnpflowers.com](mailto:e.giezen@mnpflowers.com).*



# Labels & POS



[www.senetti.eu](http://www.senetti.eu)



Colour labels



Insert labels



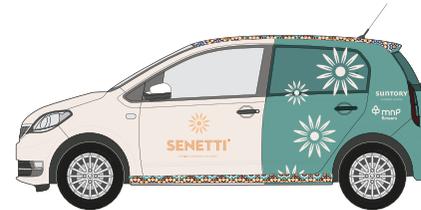
Online catalogues



POS for CC trolley



Printed pots



Company car



Sandwich boards & Roll-up banners





# Senetti® Spring Trials

**MARCH 25<sup>TH</sup> - 28<sup>TH</sup> (WEEK 13), 2019**

Be welcome at our very first Senetti® Spring Trials! We are very exciting to inform you about the first Senetti® experience taking place in 2019 at our (MNP flowers) facility in Leimuiderbrug, The Netherlands! This is where we want to show you why we are so excited about the quantity and supreme quality of our (new) Senetti® varieties. You will be the first to see the new Senetti® breedings we are currently working on. These varieties could be the future of the early spring flower market.

Get to know all there is about the Senetti® varieties and meet MNP flowers.

The event will take place from March 25th – 28th, 2019. It will be located at the head office of MNP flowers: Weteringweg 3A, Leimuiderbrug, The Netherlands. Come join us at this unique event and get as excited as we are about the Senetti® varieties! Check out the Senetti® website for more information.

**MNP FLOWERS- LEIMUIDERBRUG, THE NETHERLANDS**



March  
25<sup>TH</sup> - 28<sup>TH</sup>  
2019







# *Behind the brand*

# About us

*Princettia® 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 the 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 do 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 license fee for every Suntory® plant. MNP flowers recoups this license 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 license 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.

# 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 licenses, please contact Mr. Willem Mulder.

# 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



# 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. For example choose the new Beedance® label 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](http://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.

# Contact

## 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 center near Amsterdam Airport Schiphol.

## MNP flowers

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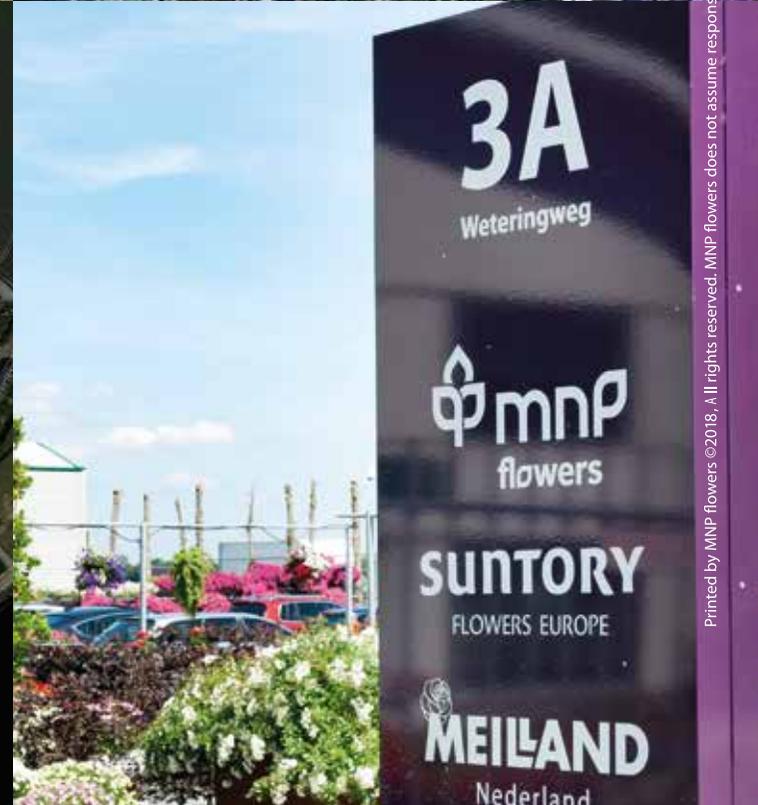
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SUNTORY  
GENETICS

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# Our location

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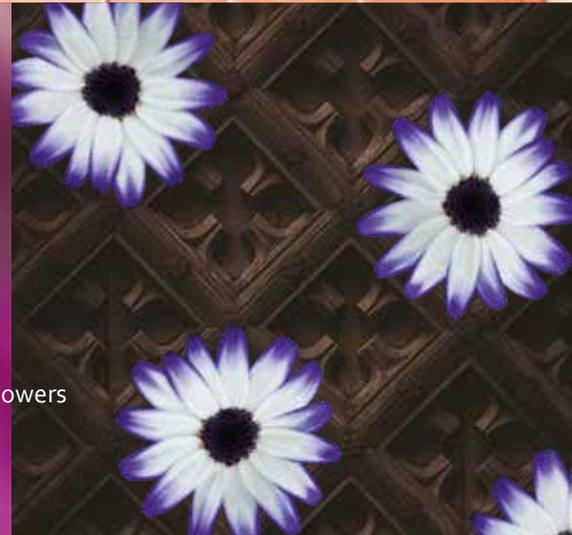
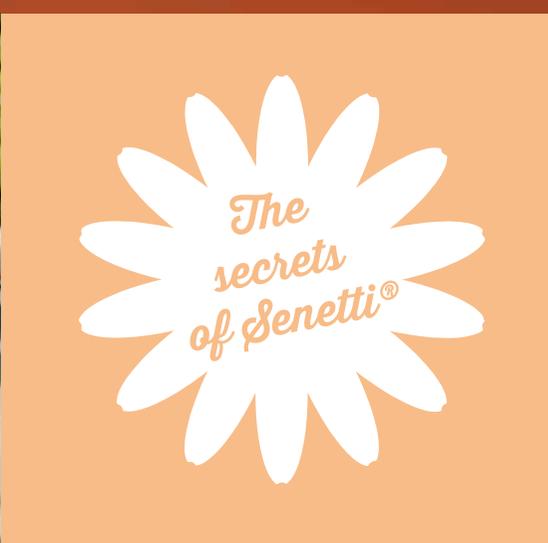
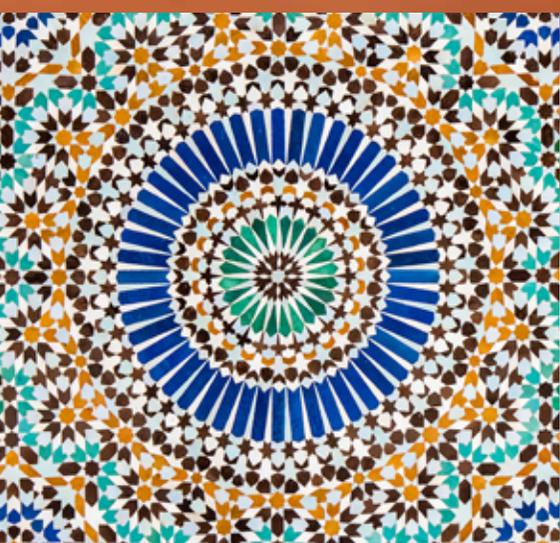
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