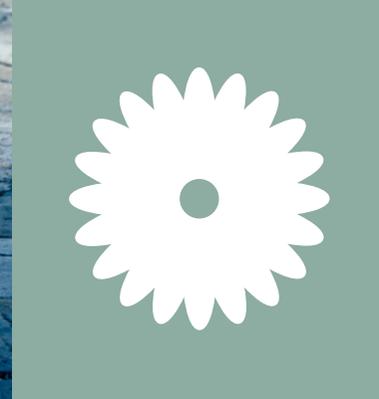
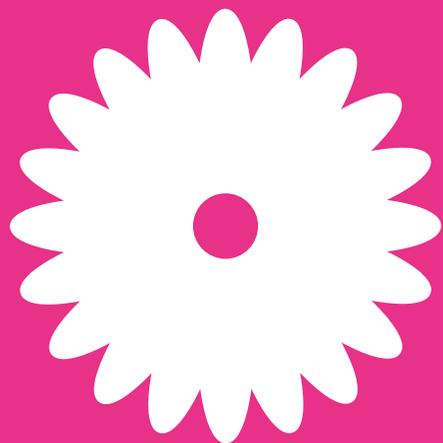


Grandaisy®

BIG • BRIGHT • BOLD



*The Collection*  
2017/2018



**Grandaisy<sup>®</sup>**

**BIG • BRIGHT • BOLD**



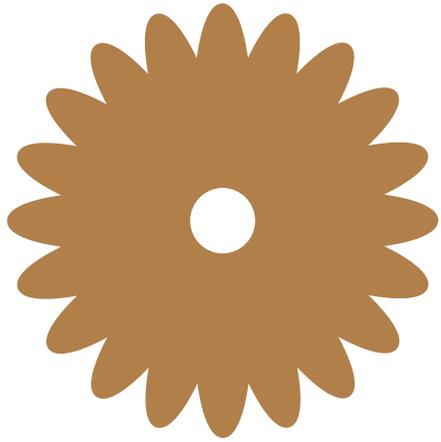
# About

Imagine yourself in a fairytale-like Tuscan landscape with rolling golden hills full of vineyards, sunflowers, olive trees and tall cypress trees. In the distance, a picturesque orange village looms up and you think of a table, on the terrace of a small farmhouse in the middle of the vines and large terracotta pots full of large gold coloured daisies. The table is decorated with a red white checkered tablecloth with a cheese board of olive wood, wine glasses and a bottle of the clearest olive oil. You can taste the sweet Barolo wine in your mouth and you can smell the fresh figs and shiny lemons. You feel the peace and feel like you are completely in heaven. That's why we say "A Grandaisy® for your thoughts!"

Grandaisy® is a collection of fast growing, early flowering and large flowered ( $\bar{x}$  6,0 cm, Argyranthemum (Argyranthemum x Ismelia) hybrids of various strong and bright colours. These strong, healthy plants are suitable for almost every climate and can be used as a patio plant, in balcony boxes and as a bedding plant. However you can fully appreciate Grandaisy® as a solitary plant in decorative pots.

Grandaisy® is revolutionary and the new standard in large-flowered daisies. A top product which will give consumers real value for money. This will be the new patio plant per excellence!

[www.grandaisy.com](http://www.grandaisy.com)



**Grandaisy®**

**BIG • BRIGHT • BOLD**

*White*





# Identity

**The introduction of Grandaisy® as a brand prompted the marketing department of MNP flowers to make a beautiful identity which suits the plants well. We have taken appealing pictures of our plants, created a new logo, written new texts, developed new designs and, most importantly, introduced more successful and new Grandaisy® varieties.**

The official Grandaisy® branding is specially designed to tell you the full story of Grandaisy® brand and inform you of the feelings it evokes and its special characteristics.

These days consumers want more! They want a special design, more background information, more involvement with the product (customer experience) and, most importantly, they wish to create a sea of flowers and long lasting plants in their own garden, which offer excellent value for money. All these things add extra value to the plant (brand) and can be achieved through official branding.

For example, the official branded labels make the plants more visible and recognisable on the shop floor. They provide more information and tell a clearer story about the positive and distinctive characteristics of the species as compared to its competitors. This encourages consumers to return and buy the same brand – Grandaisy® – again! Ultimately, more plants are sold and everybody in the (supply) chain will benefit.

We will not keep these designs and this new information to ourselves. Instead, we plan to share them with all our partners which means our customers (licensees, growers, garden centers, etc.) can profit equally. The goal is not only to sell more plants but also to keep costs low, make a better and more reliable impression on the end consumer and stay ahead of the competition.

If you would like more information about the Grandaisy® brand or other MNP flowers brands, please feel free to contact head of marketing & communications Mr. Erwin Giezen.

The background is a rich, dark brown wood grain with prominent, wavy lines. Overlaid on this are several semi-transparent, light-colored floral patterns, possibly daisies, scattered across the frame. The text is centered and rendered in a clean, white, sans-serif font.

**B**IG •  
RIGHT •  
OLD



# *Advantages*

**LARGE FLOWERS**

**LONGER FLOWERING TIME,  
RICH FLOWERING THROUGHOUT THE SUMMER  
STERILE, SO NOT ATTRACTIVE TO THRIPS**

**FAST GROWING VOLUME**

**GOOD-BRANCHING**

**SELF-CLEANING**

**STRIKING BRIGHT COLORS**

**SUITABLE FOR POTS FROM 13 CM**

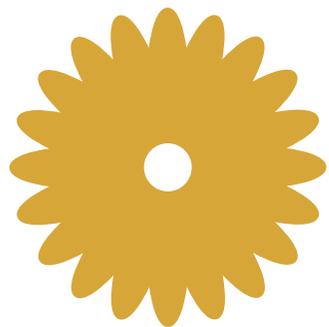
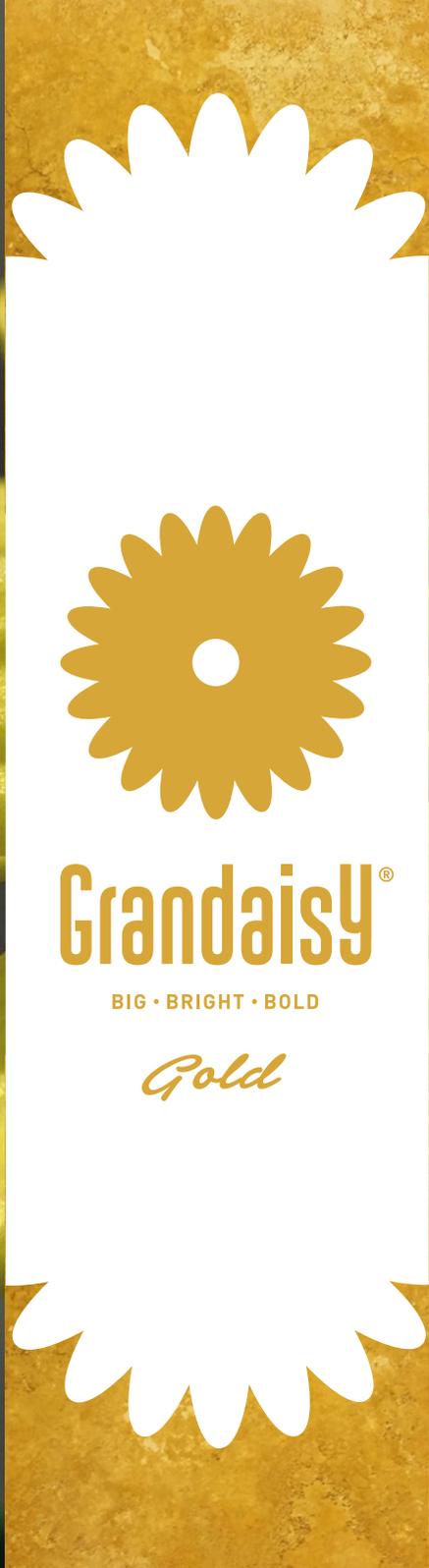
**WE RECOMMEND POT SIZES FROM 15 TO 17 CM**

**HEAT RESISTANT,**

**SUPER STRONG EVEN DURING VERY HOT WEATHER**

**SUPER AS A GIFT ITEM**

**GOOD RESISTANCE TO COLD SPRING**

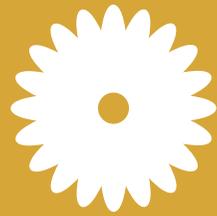


**Grandaisy®**

BIG • BRIGHT • BOLD

*Gold*



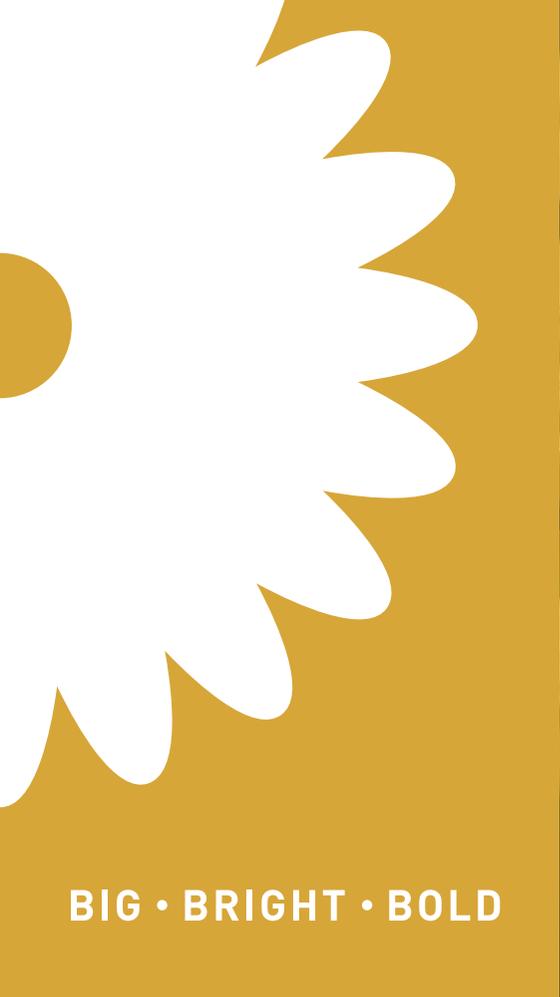


Grandaisy®

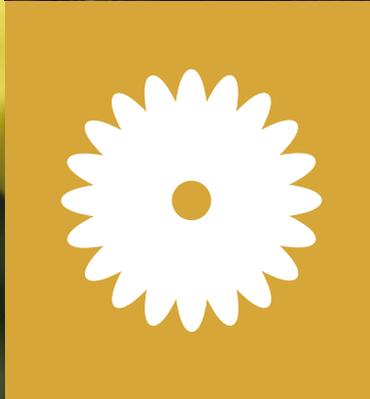
BIG • BRIGHT • BOLD

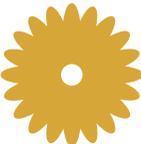
*New*





BIG • BRIGHT • BOLD





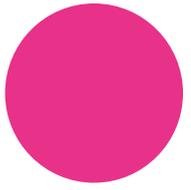
Grandaisy®  
*Gold*

**Special big flowered Argyranthemum with a compact growth habit and a gleaming yellow gold colour.**

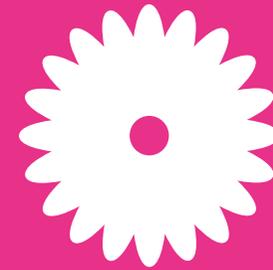
This year we come with a new kind of Grandaisy®, the 'Mum' type. They also have big flowers that made the reputation of the Grandaisy® collection but it has a compacter habit, together with shorter flowers stems and eye catching bright colours. When this Grandaisy® reaches its full flowering potential, it will immediately catch your eye with its full and homogeneous flower display. Looking like a sea of gold only punctuated by the dark brown rounds of its heart. This Grandaisy® is very compact, making it easy to grow and with a perfect round mounding shape.

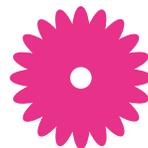
Grandaisy® (Argyranthemum) conjures up that special summer feeling like no other plant can. Happy and care-free enjoyment of hot days and sultry evenings in the garden or on the patio and balcony. We are now expanding the series with several new varieties, featuring even bolder colours and impressively large flowers ( $\bar{x}$  6,0 cm). That's why we say: Big, Bright and Bold Argyranthemums. A top product which will give consumers real value for money. This will be the new patio plant per excellence!





**BIG • BRIGHT • BOLD**





Grandaisy®

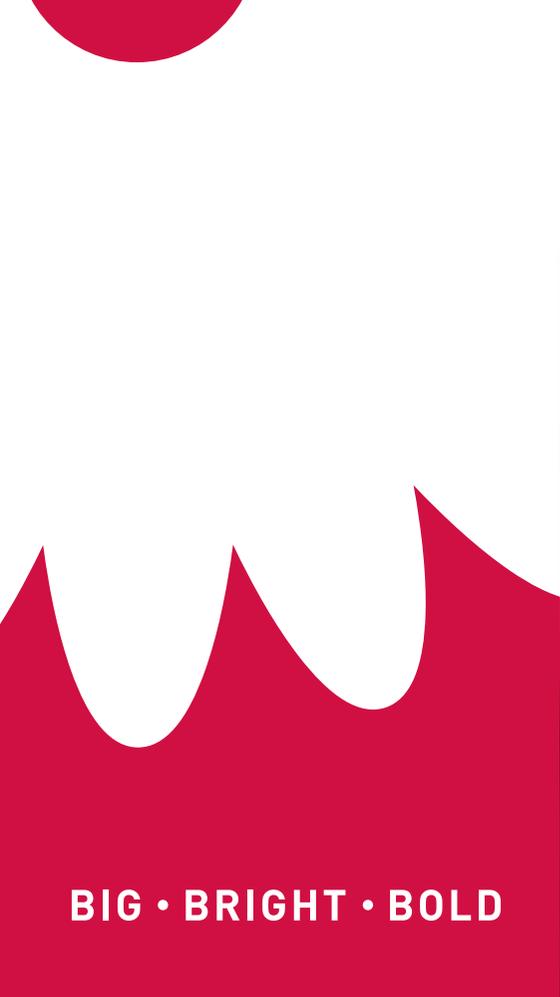
# *Pink Tourmaline*

**Special big flowered Argyranthemum with a compact growth habit and an intense pink colour.**

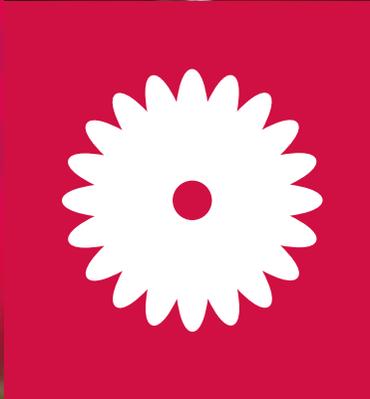
This year we come with a new kind of Grandaisy®, the 'Mum' type. They also have big flowers that made the reputation of the Grandaisy® collection but it has a compacter habit, together with shorter flowers stems and eye catching bright colours. This Grandaisy® shows its full potential on a sunny place, displaying big marbled vivid pink flowers with a white ring circling a dark contrasting heart. It has a compact habit with lighter green foliage and flowers abundantly.

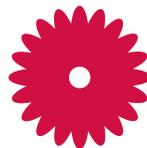
Grandaisy® (Argyranthemum) conjures up that special summer feeling like no other plant can. Happy and care-free enjoyment of hot days and sultry evenings in the garden or on the patio and balcony. We are now expanding the series with several new varieties, featuring even bolder colours and impressively large flowers (̄ 6,0 cm). That's why we say: Big, Bright and Bold Argyranthemums. A top product which will give consumers real value for money. This will be the new patio plant per excellence!





**BIG • BRIGHT • BOLD**





Grandaisy®

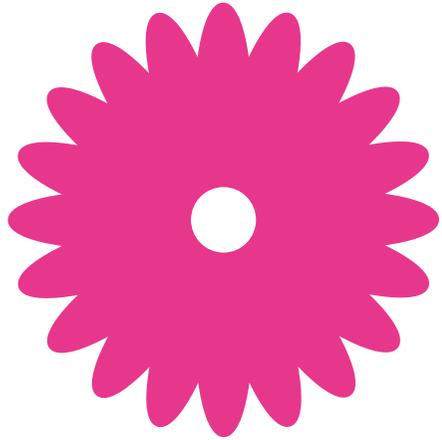
*Ruby*

**Special big flowered *Argyranthemum* with a compact growth habit and a smooth ruby red colour.**

This year we come with a new kind of Grandaisy®, the 'Mum' type. They also have big flowers that made the reputation of the Grandaisy® collection but it has a compacter habit, together with shorter flowers stems and eye catching bright colours. Nice compact Grandaisy® with big flowers and a dark green foliage. Its abundant flowering starts with flowers coloured with a hint of yellow turning into an intense red colour, enhanced by a yellow ring and a dark heart.

Grandaisy® (*Argyranthemum*) conjures up that special summer feeling like no other plant can. Happy and care-free enjoyment of hot days and sultry evenings in the garden or on the patio and balcony. We are now expanding the series with several new varieties, featuring even bolder colours and impressively large flowers (  $\bar{x}$  6,0 cm). That's why we say: Big, Bright and Bold *Argyranthemums*. A top product which will give consumers real value for money. This will be the new patio plant per excellence!



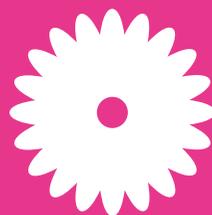


**Grandaisy<sup>®</sup>**

**BIG • BRIGHT • BOLD**

*Pink*





**Grandaisy®**

BIG • BRIGHT • BOLD

*Collection*



← 7,0 CM →

Grandaisy®  
*White*

BONMAX 0983

Fast growing and very  
abundant and powerful  
flowering.



← 6.0 CM →

Grandaisy®  
*Gold*

Compact growth habit and a  
gleaming yellow gold  
colour.



← 6.0 CM →

Grandaisy®  
*Pink*

BONMAX 9163

Fast growing and very  
abundant and powerful  
flowering.



← 6.0 CM →

Grandaisy®  
*Pink Tourmaline*

Special big flowered  
Argyranthemum with a  
compact growth habit and  
an intense pink colour.



Grandaisy®  
*Red Orange*

BONMAX 1338

As new flowers come and  
old flowers fade it gives a  
nice palette red tones.

← 7.0 CM →



Grandaisy®  
*Ruby*

Special big flowered  
Argyranthemum with a  
compact growth habit and a  
smooth ruby red colour.

← 6,5 CM →



← 6.0 CM →

Grandaisy<sup>®</sup>  
*Red*

BONMAX 1472

Grows more vigorous and  
higher than others, it keeps  
growing straight up.



← 8.5 CM →

Grandaisy<sup>®</sup>  
*Deep Red*

BONMAX 14143

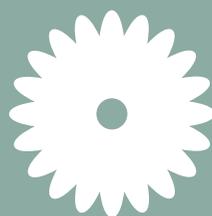
Shows its super large flowers  
beautifully due to its  
compact growth.



Grandaisy®

BIG • BRIGHT • BOLD





Grandaisy®

BIG • BRIGHT • BOLD

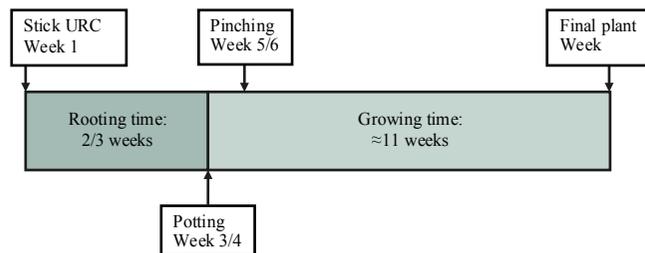
# *Information*

# Cultivation |

## How to use

Grandaisy® are strong and healthy plants suitable for almost every climate and can be used as a patio plant, in balcony boxes and as a bedding plant. Ideal for container pots, hanging baskets, window boxes and landscapes. Plants will flower from early spring until the end of the summer if well cared. Old flowers are not very noticeable but it is good for the plant to take them out regularly. Another option is to simply cut back your plant at the foliage limit and it will reflower abundantly in the following weeks. This also helps to keep the plant compact and well-shaped. Due to his growth power, you can easily repot only a single Grandaisy® plant in a big container and few weeks later you will have a nice shaped big plant enlightening your garden.

## Growing scheme



## Flowering characteristics

What sets Grandaisy® apart from standard Argyranthemum is its impressive flower size and vigour. Highly advanced breeding has created a superior result leading to varieties with an early blooming

and striking colours. Grandaisy's® flowers are more than twice the size of a standard Argyranthemum, some reaching a size up to 9/10cm.

## Propagation

Take cuttings from vegetative stems: a cutting without a flower bud will root better. Grandaisy's® 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

Start with certified clean material from one of the official MNP flowers dealers. Because cuttings are growing very fast, it is recommended to pinch them all while still in the trays. This will allow a better branching and an more homogeneous culture. Grandaisy® 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 6,0/6,5

## Pinching

If you use unpinched cuttings, it is recommended to pinch your Grandaisy® in the first 2 weeks after potting, regarding plant size. A 2nd pinching can be useful to get a perfect branching plant, especially for plants in big containers or under low light conditions. Pinching can slightly delay flowering.



# Cultivation II

## **Growing**

### *1. Growing time*

Crop time is highly dependent of parameters such as pinching, variety, climate, use of growth regulator etc ... In a general way you can count a growing time of 11 weeks.

### *2. Media and fertilizer*

Keep the pH around 6,0/6,5 and use constant feed at 2/3 g/L with additional iron as needed (promote good leaf color). A full complement of minor elements should be provided.

### *3. Temperature*

A day temperature around 20°C is indicated to grow your Grandaisy®. Too high temperature will promote stem stretching. If necessary your plants can be moved to a slightly colder environment 2/3 weeks after potted, once the root system is well developed. A colder night temperature (between 10 and 15°C) will promote good branching and a nicer habit but a frequent temperature under 10°C will increase crop time

### *4. Watering*

To get a compact plant it is wise not to water excessively, avoid soil saturation and allow the plants to dry between irrigations. Can require frequent watering during summer time.

### *5. Crop protection*

Watch out for aphids, thrips, whitefly, leafminers. botrytis, rhizoctonia, Pythium. Unresponsive to mildew.

### *6. Growth regulation*

Your Grandaisy® 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 an lighted environment or using growth regulator. We have a good experience with Alar at 1.5 to 3 g/L and Cycocel at 0.75 to 1.0 g/L can also be used. 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 usefull for a late stage application. However its use is not recommended due to its high power which require a very precise dosage and makes it very delicate to use. A misuse can stop the crop completely. Please note that the need of growth regulation is highly dependent of the variety characteristics

### *7. Environment*

A good lighting level is recommended because low light will promote stretchy stems. Best flowering in long days, the crop time is longer under short days. To accelerate the crop time under short days you can increase the night temperature

## **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	Type	Potting (wk)	Flowering (wk)	Vigour	Flower size (cm)	Height (cm)	Width (cm)	Intro year
		White	Bonmax 0983	Mum/Midi	9	16	average	7.0	35	50	2017
		Gold	-	Mum	9	-	compact	6.0	-	-	2019
		Pink	Bonmax 9163	Mum/Midi	9	18	average	6.0	35	65	2017
		Pink Tourmaline	-	Mum	9	-	compact	6.0	-	-	2019
		Red Orange	Bonmax 1338	Midi	9	15	vigorous	7.0	30	55	2017
		Ruby	-	Mum	9	-	compact	6.5	-	-	2019
		Red	Bonmax 1472	Midi	9	15	vigorous	-	45	70	2018
		Deep Red	Bonmax 14143	Mum	9	18	compact	8.5	35	65	2018



# Availability

## **Licensees, 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.

### **Licensees**

Looking for cuttings or Grandaisy® young plants? Check out the list of licensees below.

	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>
	Gruppo Padana Ortofloricoltura	<a href="http://www.gruppopadana.com">www.gruppopadana.com</a>
	Florensis B.V.	<a href="http://www.florensis.com">www.florensis.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>

## **(Online) Retailers**

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

	Jacques Briant	<a href="http://www.jacques-briant.fr">www.jacques-briant.fr</a>
	Jardiland	<a href="http://www.jardiland.com">www.jardiland.com</a>
	Brookside Nursery	<a href="http://www.brooksidenursery.co.uk">www.brooksidenursery.co.uk</a>
	Great Little Garden	<a href="http://www.greatlittlegarden.co.uk">www.greatlittlegarden.co.uk</a>
	J. Parker's	<a href="http://www.jparkers.co.uk">www.jparkers.co.uk</a>
	Mail Shop	<a href="http://www.mailshop.co.uk">www.mailshop.co.uk</a>
	Notcutts	<a href="http://www.notcutts.co.uk">www.notcutts.co.uk</a>
	Sarah Raven	<a href="http://www.sarahraven.com">www.sarahraven.com</a>
	Thompsons & Morgan	<a href="http://www.thompson-morgan.com">www.thompson-morgan.com</a>
	Van Meuwen	<a href="http://www.vanmeuwen.com">www.vanmeuwen.com</a>
	Wyevale Garden centres	<a href="http://www.wyevalegardencentres.co.uk">www.wyevalegardencentres.co.uk</a>

*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 Grandaisy® website ([www.grandaisy.eu/availability](http://www.grandaisy.eu/availability)), please send an e-mail to [e.giezen@mnpflowers.com](mailto:e.giezen@mnpflowers.com).*

# Labels & POS



[www.grandaisy.com](http://www.grandaisy.com)



Colour labels



Insert labels



Labels on stick



POS for CC trolley



Printed pots



Company car



Sandwich boards & Roll-up banners



# *Behind the brand*

*Grandaisy® 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!

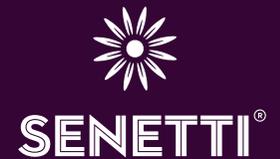
MNP flowers. A new name, a clear goal and a fresh identity. Since the 1990s, Moerheim New Plant has built a reputation for introducing innovative and successful bedding plants to the European ornamental plant sector. During this time, we have created many major and unique brands, including Surfina®, 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 excelling 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](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.

## 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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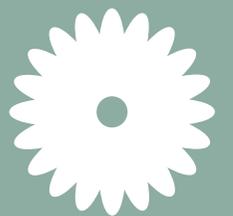


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**Grandaisy®**

BIG • BRIGHT • BOLD

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