

NEW
2019



THE CHAMPIONS OF TOMORROW, TODAY!



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Flowers GENETICS

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Unique and innovative must-haves!

Once again, our intensive cooperation with the breeding team of Suntory Flowers Ltd. has produced some brilliant varieties for the future. This has given us lots of inspiration and therefore we've created some exciting new concepts.

Our first new star is the world champion of early flowering: the Sundaville® Mimi Red. We've never seen a Mandevilla bloom earlier, bringing Sundaville® varieties to a completely new market. This new variety can be grown without support into an attractive, compact flowering pot plant (12 cm pots). Because of its extreme earliness, Mimi Red is ready at the perfect moment for bedding plant sales. Offering outstanding garden performance, this is a superior and exclusive gift product which will bring a big smile to every customer.

Our second novelty is Pericallis Senetti® White. 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. Last but not least, we have three new and unique varieties from the Grandaisy® family, the Grandaisy® Gold, Ruby and Pink Tourmaline. They branch profusely and flower abundantly, creating a superior shape, and are slightly compacter than the original Grandaisy® varieties.

Mr. Jeroen F. Egtberts
Managing Director, MNP flowers



Our brands

Since 1989, MNP flowers is managing the European rights and is master licensee for all (future) products from the Japanese breeder Suntory Flowers Ltd. Each year we select new and innovative varieties in close consultation with Suntory®. Above you'll find a small selection of our major brands.

The champions of tomorrow, today!

MNP flowers. A new name, a clear goal and a fresh identity. Since the 1990s, MNp flowers (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 Surfinia®, Sundaville®, Senetti® and Princettia®. That's why we say: We bring you the champions of tomorrow, today! This work continues and we are always evolving. Part of this evolution is an attractive new name with international appeal. MNP flowers stands for innovation, quality and creativity. The MNP flowers 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."*



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Check out our new 2019 genetics!

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 during the FlowerTrials® at Leimuiderbrug.

After the successful introductions of Sundaville® Apricot and Mini Scarlet last year, we also have this year a couple of exiting and promising novelties for you. These five new products will attend to the IPM-Neuheitenschaufenster contest in January 2018.






Mimi Red

SUNPA 316

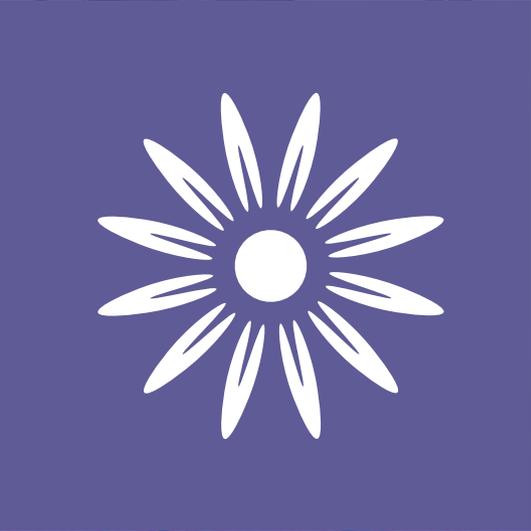
The earliest Red Sundaville® available on the market. Its compactness and earliness makes it particularly suitable for small pots like 9/10.5 or 12 cm that can be grown with or without a support. It can also give a nice plant in bigger pots, due to its very abundant and long lasting flowering. The medium size flowers have an intense classic red colour with a yellow heart.

Super early blooming Mandevilla which is perfectly suitable for small pots. Ideal for growers due to its high rate of return.

Sundaville® "brings you happiness"

In 2003 we released a real revolution in the horticultural industry with Sundaville® Red, the first truly red Mandevilla, which has excellent branching and rich flowering. Sundaville® is a very strong plant for outdoor use in tubs and baskets. This Mandevilla needs very little water and gives an exuberant flower show all through the summer. It's also a very low-maintenance, user-friendly plant for every consumer.







SENETTI®
White

5450

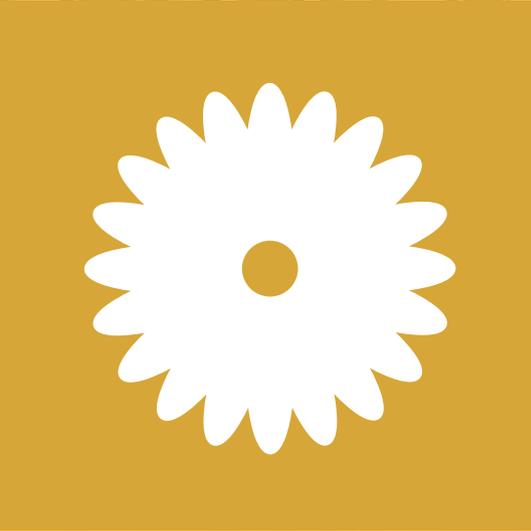
A unique new beautiful colour to complete the classic Senetti® collection. Eye catching pure white petals with an intense dark blue heart studded with contrasting warm yellow pollen grains when the flower gets older. It's a compact plant with a nice dark green contrasting foliage and very abundant flowering.

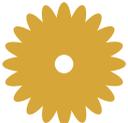
Unique and first white Pericallis variety available with very abundant flowering.

Senetti® "spring garden colours"

Kick off your spring season with Senetti®! Senetti® Pericallis thrives in low temperatures and provides high colour impact early in the season. Senetti® is available in a wide range of colours such as vivid blue, magenta, violet and stunning bicolours. Senetti® is unique in its ability to flower more than once. Flowers bloom from early spring until summer. When the first flowers start to fade, plants can be cut back to rebloom later in the season, extending the consumer's enjoyment.







Grandaisy®
Gold

7839

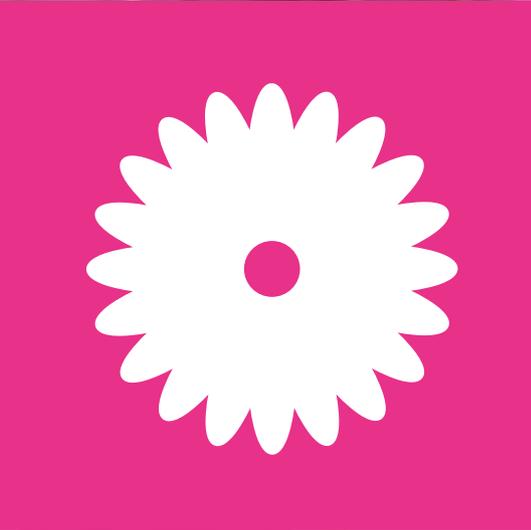
This year we come with a new kind of Grandaisy®, the 'Mum' type. They also have big flowers that made the reputation of the Grandaisy® collection but it has a compacter habit, together with shorter flowers stems and eye catching bright colours. When this Grandaisy® reaches its full flowering potential, it will immediately catch your eye with its abundant 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.

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

Grandaisy® "big bright bold"

The Grandaisy® range consists of Argyranthemum with super-large flowers (\bar{x} 6 cm) which are early blooming and have striking colours. These strong and healthy plants are suitable for almost every climate and can be used as a patio plant, in balcony boxes and as a bedding plant. Grandaisy is the new standard in large flowered daisies.







Grandaisy®

Pink Tourmaline

6164

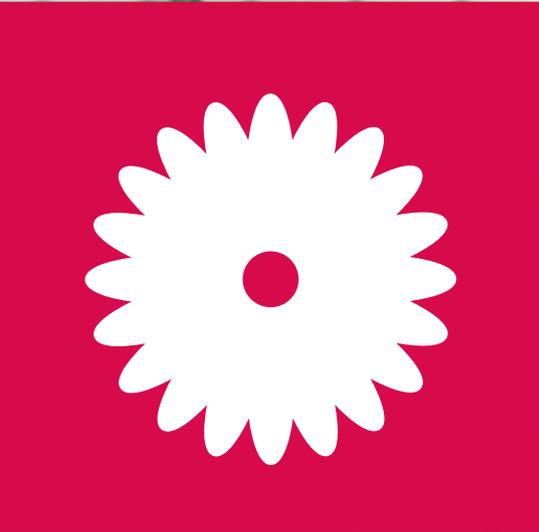
This year we come with a new kind of Grandaisy®, the 'Mum' type. They also have the big flowers that made the reputation of the Grandaisy® collection but it has a compacter habit, together with shorter flowers stems and eye catching bright colours. This Grandaisy® shows its full potential on a sunny 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.

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

Grandaisy® "big bright bold"

The Grandaisy® range consists of Argyranthemum with super-large flowers (\bar{x} 6 cm), which are early blooming and have striking colours. These strong and healthy plants are suitable for almost every climate and can be used as a patio plant, in balcony boxes and as a bedding plant. Grandaisy is the new standard in large flowered daisies.







Grandaisy®

Ruby

7683

This year we come with a new kind of Grandaisy®, the 'Mum' type. They also have the 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.

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



Grandaisy® "big bright bold"

The Grandaisy® range consists of Argyranthemum with super-large flowers (\bar{x} 6 cm), which are early blooming and have striking colours. These strong and healthy plants are suitable for almost every climate and can be used as a patio plant, in balcony boxes and as a bedding plant. Grandaisy is the new standard in large flowered daisies.





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Upcoming Events 2018



IPM
January 23rd - 26th



Seasonal Trade Fair
March 14th - 15th



Spring Trials (MNP flowers)
April 24th - 28th



Flower Trials (MNP flowers)
June 12th - 15th



Salon du Végétal
June 19th - 21st



Sundaville® Retail Experience
August 23rd - 26th



FloraHolland Trade Fair
November 7th - 9th



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Business can be divided into four activities

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.



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Sales, product management & 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.

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.



Klaas Droog
Sales & License Manager



Ralph Erkelens
Sales & Brand Ambassador



Willem Mulder
Contract & License
Administration



SUNDaville

SUNDaville
brings you happiness

Sunny
GARDEN

LOVE
Happy
Days

SUNDaville

Be
Happy
EVERY
DAY

www.sundaville.eu

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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 the marketing of these products. Please feel free to contact us.



Erwin Giezen
Head Marketing &
Communications

Labels & pots

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

High-res pictures

Are you already a client? We have a special high resolution picture database for you where you can download 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 and the Suntory® brand, renowned throughout the industry. We have also standard publication texts and info for all of our products.

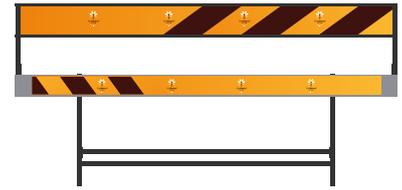
Merchandising materials

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, labels, cultivation flyer's, banners for CC trolleys, etc.

Labels, pots & pos



POS for CC trolley



POS for tables



Printed pots



Labels for baskets



Sleeves



Insert labels



Labels on stick



Sandwich boards & Roll-up banners

Online media pages



www.mnpflowers.com



www.suntoryflowers.eu



www.grandaisy.com



www.sundaville.com



www.princettia.eu



www.surfinia.info



www.beedance.eu



www.sunpeddle.com

Growers & licensees

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. Are you looking for cuttings from one of our products? Check out the list of propagators below.

Producers of Sundaville® cuttings

 Europa	Selecta Klemm GmbH & Co. KG Gruppo Padana Ortofloricoltura
 Kenya	Desa Plants PLC (BVBA DeCock Plants) Lathyflora Kenya Ltd
 Tanzania	Oasis Young Plants Ltd

 The Netherlands	Beauty Plants Bernhard Young Plants BV Van Neerven Kuipplanten Patio Nova Patio Plants Vof
 Spain	Vivero Las Fresas SL Vivero Naturplant Almeria S.L. Semilleros Laimund S.L. Solisplant S.L. Posadas Y Domenech SL Horticultura Ruiz S.A.

Growers of Sundaville® plants

 Belgium	V.D. Plant BVBA
 France	SCA Bury Earl Berjou J.P. Horticulture Les Serres du Lodevois
 Germany	Topfpflanzen Hannen Gartenbau Marc Peters
 Italy	Az. Agr. Auricchio Michelangelo Cameflor Soc. Agr. Semp. G.C. Partecipazioni S. Agricola a Resp. Lim Prestige Plants Società Agricola a.r.l. Roberto Torelli

Licensees

 Belgium	BVBA DeCock Plants Rudi Raes Bloemzaden NV
 Croatia	VRTNi Centar Jug
 Czech Republic	TU-Flor s.r.o.
 Finland	Schetelig OY

A - Z



 France	EARL Haberschill Eyraud Productions	 The Netherlands	Jonge Planten Grünewald B.V. Schneider B.V.
 Germany	Brandkamp GmbH Elsner Pac Jungpflanzen Kientzler GmbH & Co. KG Jungpflanzen Selecta Klemm GmbH & Co. KG Volmary GmbH	 Norway	M. van Veen BV (Young Plants) G3 Ungplanter AS
 Greece	Marigold Plants S.A.	 Poland	Plantpol Spotka z.o.o. Vitroflora
 Israel	Cohen Propagation Nurseries	 Portugal	Novo Sol Plantas Lda. Viveiros Monterosa Lda.
 Italy	Andreas Psenner S.S. Gruppo Padana Ortofloricoltura Lazzeri Società Agricola a R.L. Planta S.S AGR.	 South Africa	Plant Species Development (PTY) Ltd.
 The Netherlands	Az. Agr. Sentier Beekenkamp Plants B.V. Florensis B.V.	 Spain	New Plant Motril S.A. Planteles Roig S.L.
		 Switzerland	Planteles Roig S.L. H. Müller Gärtnerei A.G. Syngenta Crop Protection A.G. (Seeds Division)
		 Turkey	Ege Plantek Çiçekçilik Ltd. Şti
		 United Kingdom	Ball Colegrave Ltd. Channel Island Plants Ltd.

Get in touch with our team of professionals

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.



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Managing Director

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Our beautiful location



THE CHAMPIONS OF TOMORROW, TODAY!

MNP flowers

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