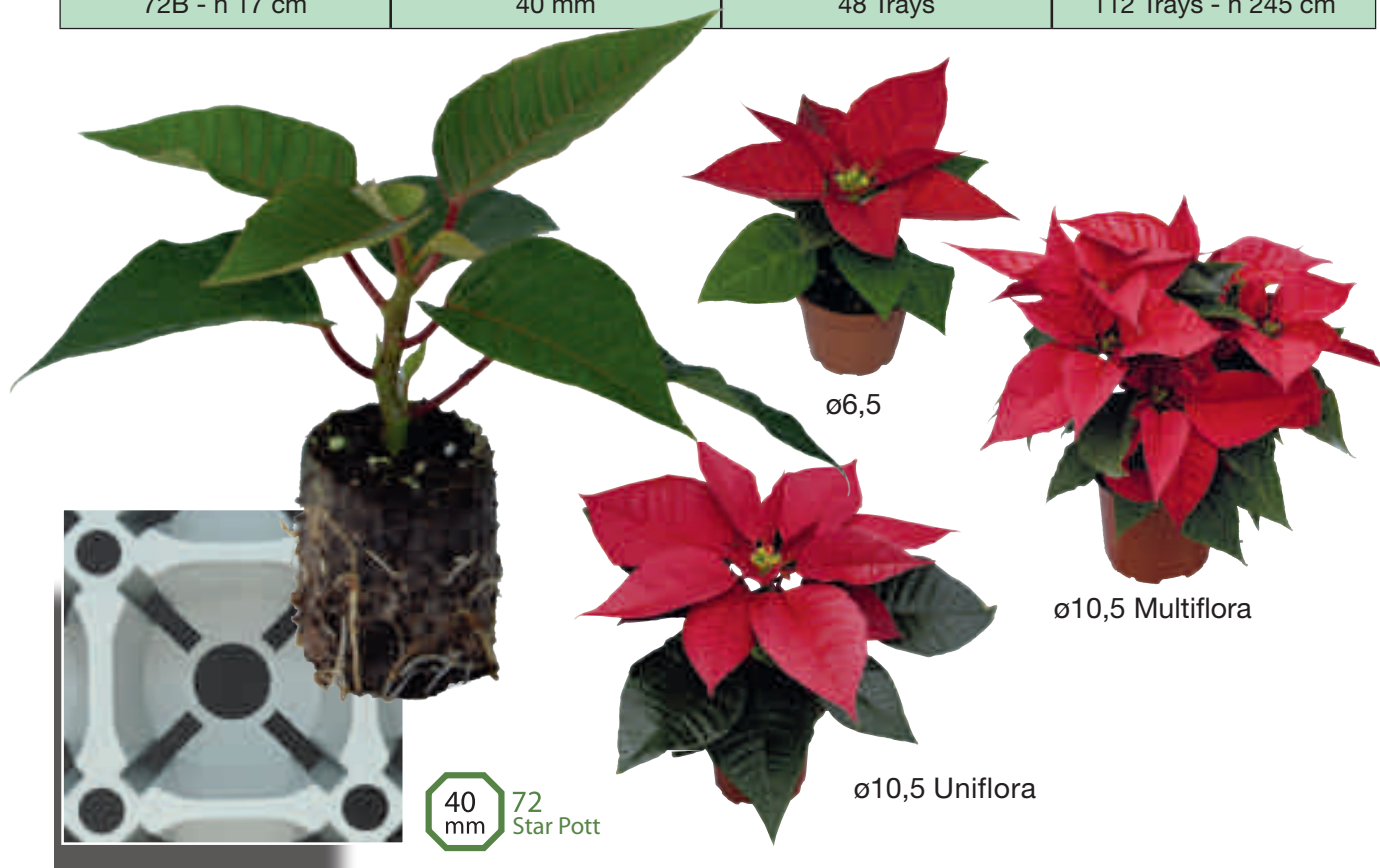


Poinsettia





			
72B - h 17 cm	40 mm	48 Trays	112 Trays - h 245 cm



Varietà Variety	Reazione Response	Crescita Growth	Fitoregolazione PGR	COLD GROW	Alberelli Tree	Vasi Piccoli Small Pots	Alta Densità High Density
PRECOCI-EARLY							
Christmas Carol	7	oooo	***	✓✓			
Christmas Sensation	7	oooo	**	✓			
Christmas Universe	7,5	ooo	*	✓	✓	✓	✓
Christmas Frosting	7-7,5	ooo	**		✓	✓	
Happy Mood	7,5	oo	*			✓	✓
Princettia	6,5	o	no	✓		✓	✓
Valentino	7,5	ooo	*			✓	✓
MEDIE-MID SEASON							
Christmas Aurora	8/8,5	ooo	**				
Christmas Beauty	8	oo	**			✓	✓
Christmas Feelings	7,5/8	oo	**			✓	✓
Merry White '14	7,5	oooo	**			✓	
Noel	7,5	ooo	**		✓		
San Nicolò	7,5	oooo	**			✓	
TARDIVE-LATE							
Etna	9	ooooo	***				

Crescita/Growth
Fitoregolazione/PGR
COLD GROW

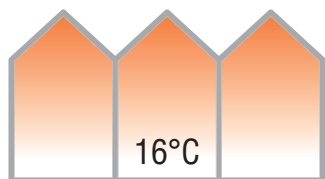
o compatta/compact ooo media/medium ooooo vigorosa/vigorous
 * poco/low ** medio/medium *** molto/high
 ✓ fine coltura a basse temperature (>14°C) - COLD FINISH
 ✓✓ possibilità di coltivazione a basse temperature (>14°C)

Questa tabella è indicativa, le tempistiche possono variare in funzione delle condizioni e dei sistemi di coltivazione
 This schedule is a general guideline and might therefore vary in accordance with the growing systems and conditions

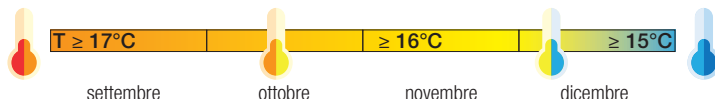
*Selection***Alta qualità**

Brattee appariscenti

Piante forti

High quality**VARIETÀ PER LE SERRE PIÙ CALDE**

Varieties for warmer greenhouses

**Compact**

8

CH. BEAUTY

Piante compatte e uniformi

Brattee numerose

Colorazione precoce

Compact and uniform plants

Lots of bracts

Starts to colour early

S. NICOLÒ*Med. Vigorous*

7,5

Molti rami - Brattee grandi

Fioritura appariscente

Well branching - Large bracts

Great appeal flowers

CH. AURORA*Med. Vigorous*

8

Alta uniformità - Molti rami - Resistente al trasporto

High uniformity - Many branches - High suitability for transport

L'apertura tardiva
dei ciassi di queste varietà
assicura un lungo periodo di vendita

Late cyathias maturity secures
a long sales period

ETNA*Vigorous*

9

Ben ramificata - Rosso brillante
Pianta forte

Well branching - Bright red - Strong plant

RED GLITTER '16*Med. Vigorous*

7,5

**MERRY
WHITE '14**

Brattee grandi
Pianta vigorosa
con portamento a V
Abbondante ramificazione

Large bracts
Vigorous V-shape plant
Well branching

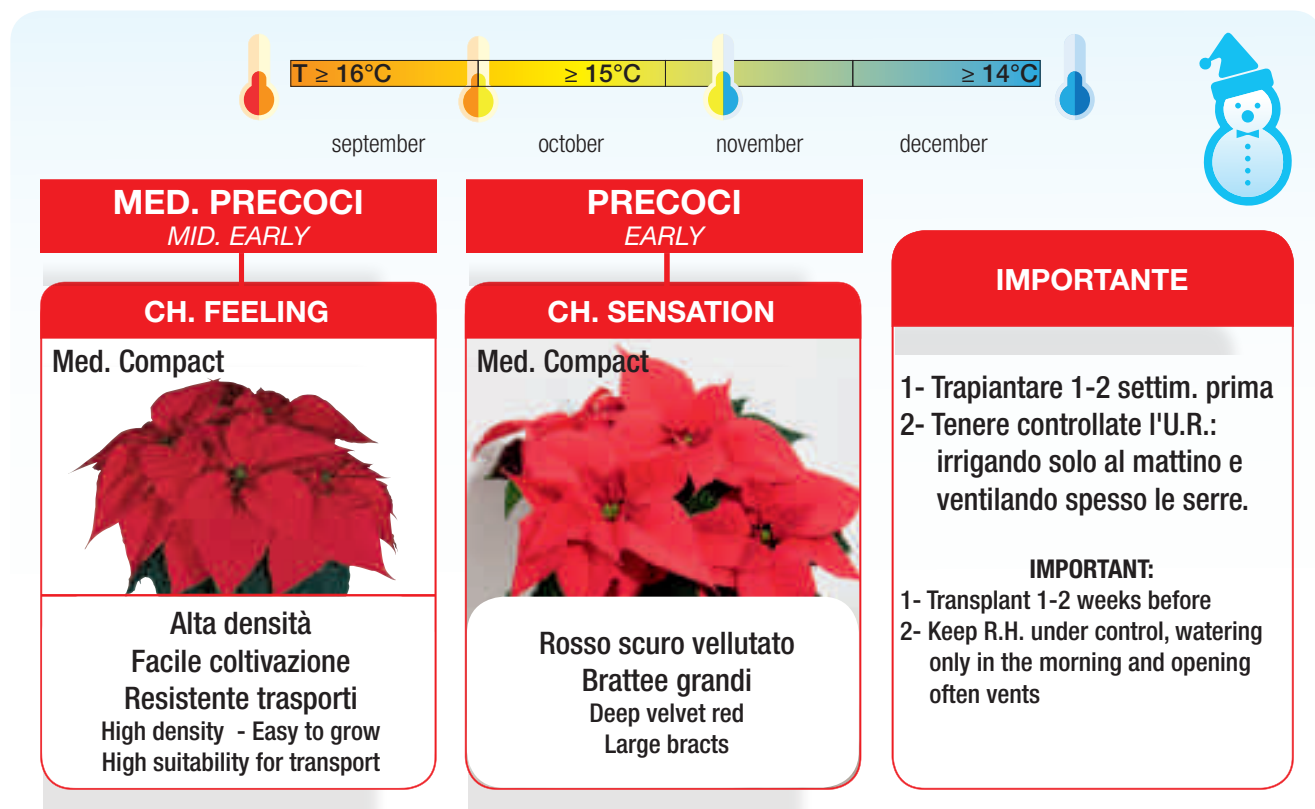
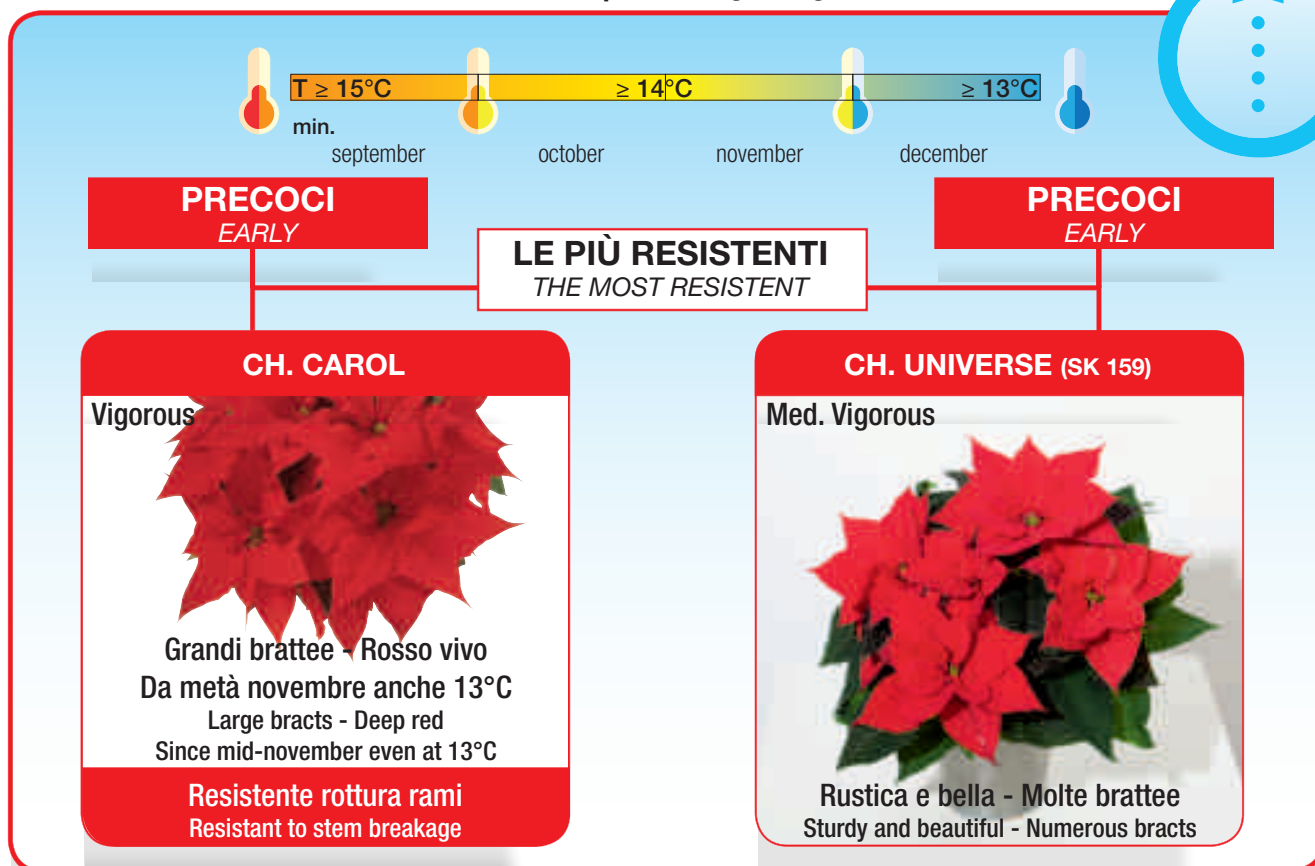
Temperature alte fino a fine coltivazione = brattee più grandi e bianco più puro

High temperatures till end of growing = larger bracts and purer white



VARIETÀ PER LE BASSE TEMPERATURE

Varieties for low temperature growing



Specialties



**Brattee come rose
Rustica e duratura**

*Bracts like roses
Robust and long-lasting*

Brakteenanordnung
ähnlich wie Rosenblüten
Widerstandsfähig und
lange haltbar



7,5

04 49 01
VALENTINO

Christmas Beauty

**Colore innovativo, ma
al tempo stesso classico**

*Unconventional colour, yet
classic at the same time*

Unkonventionelle
Farbe, dennoch klassisch

04 55 08 **PRINCESS**
Fantasia variegato



8



04 55 05 **MARBLE**
Bicolore rosa bianco

**Colore fantasioso
e giovanile**

Fancy, youthful colour

Außergewöhnliche,
jugendliche Farbe

Specialties

ALTE TEMPERATURE SEMPRE = BRATTEE PIÙ BELLE
ALWAYS HIGH TEMPERATURES=BEAUTIFUL BRACTS



04 44 05 **GLITTER '16** Rosso screziato crema

7,5-8



T ≥ 16°C

Compatta
 Anticipare invaso di 10-15 gg
 Cimare prima

Compact
Bring forward potting by 10-15 days
Earlier pinching required

Kompakt
 10-15 Tage früheres Topfen
 Früheres Stutzen erforderlich



04 71 04
**CHRISTMAS
 BEAUTY
 QUEEN**




Princettia®



72 29-36



04 80 01 PURE WHITE



04 80 05 PEARL



04 80 02 PINK



04 80 03 HOT PINK



04 80 04 DARK PINK



04 80 06 INDIAN RED

**Poinsettia innovativa,
ideale per novembre
Colori puri attrattivi**

*Innovative poinsettia,
ideal for November
Attractive, pure colours*

**Innovative Poinsettien-Serie,
ideal für November
Klare, attraktive Farben**

Precoci - Early season



04 54 01 **CHRISTMAS CAROL RED**

CHRISTMAS FROSTING



NEW

04 88 01 **BRIGHT WHITE**



CHRISTMAS SENSATION

**Pianta forte e vigorosa - Bel portamento a V
Ottima ramificazione**

*A strong, vigorous plant - Lovely V-shaped habit
Excellent branching*

Robuste und wüchsige Pflanze
Schöner V-förmiger Wuchs - Optimale Verzweigung



04 85 01 **RED**

CHRISTMAS UNIVERSE

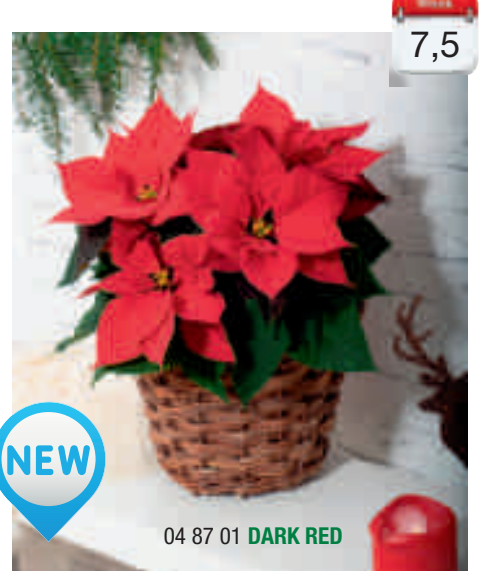


Pianta medio-vigorosa - Colorazione precoce e lunga tenuta del fiore

Moderately vigorous plant - Early colouration and long - lasting flowers

Mittelstark wachsende Sorte - Frühe Färbung und lange Haltbarkeit der Blüten

HAPPY MOOD



NEW

04 87 01 **DARK RED**



Medie - Mid season

72	24-37
Ø10	40-51

Piante compatte e uniformi
Brattee numerose - Colorazione precoce

Compact, uniform plants
Numerous bracts - Colours early

Kompakte, einheitliche Pflanzen
 Zahlreiche Brakteen - Frühe Färbung



CHRISTMAS BEAUTY



04 61 01 **RED**



04 61 05 **PRINCESS**



04 61 04 **QUEEN**

04 61 03 **LIME**



04 61 02 **PINK**



04 61 06 **MARBLE**



Medie – Mid season

CHRISTMAS FEELINGS

7,5-8

72	24-37
Ø10	40-51

Varietà compatta
Alta produttività e lunga durata
post-vendita

Compact variety
High productivity and extended
after-sales performance

Kompaktwachsende Sorte
Hohe Produktivität und langanhaltende
After-Sales-Performance



04 55 01
RED



04 55 09
PEARL



04 55 02 **PINK**



04 55 10
GLITTER '16

Medie - Mid season



04 74 01 **RED**

CHRISTMAS AURORA

**Rami resistenti e forma a V per piante di pregio
Lungo periodo di vendita**

*Strong V-shaped branches for high-quality plants
Long sales window*

Qualitativ hochwertige Pflanzen
mit kräftigen Trieben und V-förmigem Wuchs
langer Verkaufszeitraum



04 63 01
NOEL RED



04 78 01
**MERRY
WHITE '14**

SAN NICOLÒ

**Media vigoria con buona ramificazione
Fiori grandi, rosso brillante
Facile coltivazione**

*Moderately vigorous with good branching
Large, bright red flowers
Easy to grow*

Mäßig kräftig mit guter Verzweigung
Große, leuchtend rote Blüten
Einfach zu kultivieren



04 30 01 **RED**

Tardiva - Late



04 79 01 RED

ETNA



Rosso molto brillante
Pianta vigorosa con portamento a V
Adatta per climi più caldi

Bright, bright red
Vigorous plant with "V" shaped growth habit
Suitable for warmer climates

Intensiv leuchtendes Rot
Kräftige Pflanze mit V-förmigem Wuchs
Geeignet für wärmere Klimazonen





**OGNI GIORNO
DIAMO NUOVA
VITA ALLO
SCARTO**

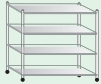


**100% RICICLATO E
RICICLABILE**



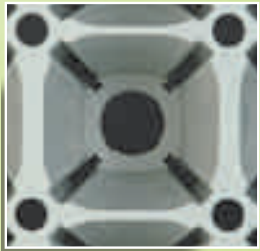
Aromatiche e Fragole



			
300 - h 10 cm	17 mm	80 Trays	200 Trays - h 240 cm
180 - h 12 cm	25 mm	68 Trays	168 Trays - h 245 cm



17 mm 300 Star Tray



25 mm 180 alveoli

FRAGRARIA



ORIGANUM Vulgare
ssp hirtum

ORIGANUM Vulgare

BASILICO Compatto



05 08 04 PIZZORIGANO

05 08 03 ORIGANO

02 04 10 BASILICO



Aromatiche - Herbs



SALVIA officinalis

ROSMARINUS officinalis

THYMUS vulgaris



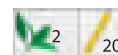
05 01 02 SALVIA



05 02 02 ROSMARINO



05 03 02 TIMO INGLESE



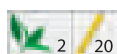
ALLIUM schoenoprasum

ORIGANUM majorana

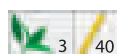
MENTHA piperita



05 04 02 ERBA CIPOLLINA



05 05 02 MAGGIORANA



05 06 02 MENTA PIPERITA



MELISSA officinalis

RUTA graveolens

SATUREJA montana



05 07 02 MELISSA



05 09 02 RUTA



71 28 01 SATUREJA MONTANA



Fragole Strawberry - Erdbeere



00 71 28 DELIZZ...IOSA (Delizz)

Varietà da aiuola. Frutti molto saporiti
Fiori e frutti con effetto decorativo in vaso
Open field variety, attractive for flower beds
Both flowers and fruit are also very ornamental in pots or containers. Delicious fruit
 Freilandsorte, attraktiv für Blumenbeete
 Die Blüten und Früchte sind auch in Töpfen oder Pflanzkübeln sehr dekorativ. Köstliche Erdbeeren



00 71 20 Eliana F1 (Elan)

Rifioriente. Frutti dolci, saporiti
Pianta vigorosa, produzione fino all'autunno
Everbearing. Sweet and flavourful fruits
Vigorous plant with good production up to autumn
 Durchblühend. Süße, wohlschmeckende Früchte
 Kräftige Pflanze, guter Ertrag bis zum Herbst



00 71 31 Verena (Rowena)

Vigorosa e molto produttiva fino all'autunno
Ottime performance in campo e fuori suolo
Vigorous and very productive right up to autumn
Excellent performance when cultivated either in or above ground
 Wüchsig und sehr produktiv bis in den Herbst
 Hervorragende Leistungsfähigkeit sowohl als Erd- oder als Substratkultur



00 71 01 Rifioriente

Coltivazione a terra ed in vaso
Cultivation in pots and garden
 Kultur im Beet und im Topf



00 71 40 Alexandria (Vesca)

Fragole Strawberry - Erdbeere



FORTEMENTE RICADENTI PER BASKET



00 71 15 Pisana F1 (Toscana)

Frutti conici dolci
Sweet conical fruits
Kegelförmige und süße Früchte



**00 71 10 Romina F1
(Roman)**

Rifiorente
Everbearing
Durchblühend

Hanging for basket



00 71 05 Berty F1 (Ruby Ann)

Pianta ben accettata,
con stoloni, adatta
per basket e vaso
Well branched plant, with runners,
suitable for baskets and pots
Gut verzweigte Pflanze, mit Ausläu-
fer, geeignet für Ampeln und Töpfe

SENZA STOLONI No runners



00 71 25 Oriana F1 (Loran)

Rifiorente, senza stoloni. Per vaso
Everbearing. No runners. Cultivation in pots
Durchblühend. Ohne Ausläufer Kultur im Topf



**00 71 26 Pernilla F1
(Tristan)**

Rifiorente. Senza stoloni.
Per vaso
Everbearing.
No runners.
Cultivation in pots
Durchblühend.
Ohne Ausläufer.
Kultur im Topf

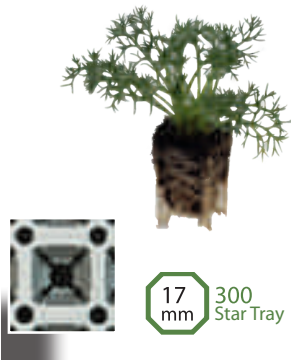
ROTONDE PER VASI E CIOTOLE - Round habit for pot



Lavandula & Perenni



			
300 - h 10 cm	17 mm	80 Trays	200 Trays - h 240 cm
180 - h 12 cm	25 mm	68 Trays	168 Trays - h 245 cm
128 - h 12 cm	30 mm	68 Trays	168 Trays - h 245 cm



LAVANDULA stoechas

Lavinia
Lavandula



I PUNTI DI FORZA

Strong features:

Positive Merkmale:

• PRECOCE

Early

Frühblühend

• SPIGA GROSSA E SOLIDA

Large, sturdy flower spike

Große, kräftige Blütenähre

• BRATTEA LISCIA, GRANDE E DAL COLORE INTENSO

Large, smooth bract with an intense colour

Große, glatte Brakteen mit intensiver Färbung

• ECCELLENTE RESA DI PRODUZIONE

Excellent production performance

Hervorragende Produktionsleistung

• LA PIÙ RESISTENTE AL TRASPORTO

Excellent resistance to transport

Ausgezeichnete Transportbeständigkeit