

2016
BEDDING PLANTS

SUNTORY

COLLECTION EUROPE

NEW 2016
PAGE 11

Succes stories!
PAGE 14

SUNTORY
COLLECTION EUROPE



Flower Trials

09 - 12 June 2015

In 2015, a stunning number of 49 companies enter the Flower Trials to show their must haves of the upcoming season. At Moerheim New Plant we organise a spectacular show, in which our complete assortment is on display in full bloom. Please join us from the 9th of June up to the 12th.

Networking Dinner

26 - 28 August 2015

Come dine with us! In 2014, we organised a successful Networking Dinner at Moerheim, where we caught up with our business relations to discuss new plant introductions, marketing concepts, business opportunities, etc. Due to its success last year, we are organising this Networking Dinner again this year. Will you join us for dinner this year?

TRADE FAIRS

Visit us at the following trade fairs:

IPM 2015	27 - 30	January	Essen, Germany
Tuinbouwrelatiedagen	11 - 13	February	Gorinchem, The Netherlands
Salon du Végétal	17 - 19	February	Angers, France
Nordic Flower Expo	13 - 15	April	Malmö, Sweden
Suntory® Spring Trials	20 - 24	April	Leimuiderbrug, The Netherlands
Flower Trials	9 - 12	June	Leimuiderbrug, The Netherlands
Plantarium/Networking Dinner	26 - 28	August	Leimuiderbrug, The Netherlands
Four Oaks Show	8 - 9	September	Cheshire, United Kingdom
Flora Holland Trade Fair	4 - 6	November	Aalsmeer, The Netherlands

ALL INGREDIENTS FOR SUCCES

We proudly present our new 2016 catalogue. We have exciting new brands and varieties for you, accompanied by fresh and hip marketing concepts elaborated in pot covers, labels, store displays, etc. Rediscover our Surfinia® Classics, profit from the lowered license fee for Sundaville® Beauty and explore our new soon to be bestseller Beedance®.

At Moerheim New Plant, we greatly appreciate the opinion of our business partners. We would like to invest in a long lasting relationship with you and involve you in all our whereabouts. We truly value your expertise and we would like to work closely together on the selection, introduction and marketing of new quality plants for the Suntory® Collection Europe.

This year we would like to meet you. At international exhibitions, home shows here in Leimuiderbrug, The Netherlands and at your company. We believe that a durable and pleasant partnership will increase the market share of the Suntory® Collection Europe, therefore we will actively keep you posted about new introductions, marketing strategies and selection processes.

Together, we make this industry bloom.



Jeroen Egtberts

Director MNP BV

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PRODUCTMANAGEMENT & TECHNICAL SUPPORT

Moerheim New Plant introduces new plants and varieties from the Suntory® Collection onto the European horticultural market. The breeding process takes place in Japan, where an extensive team of plant professionals works passionately on breeding the perfect plant for gardens and balconies worldwide.

Moerheim New Plant specializes in selection among other things. We have several selection specialists, who all have an extensive knowledge about the European horticultural market. Together they make a selection of plants and varieties that suit the European market perfectly. Plants and varieties that make the selection will be tested extensively at several different testing locations. Plants are being tested on rain resistance, sturdiness, colour consistency, etc. At Moerheim New Plant we value the opinion of our business partners concerning new plant introductions. Therefore, our business partners are closely involved in the selection and testing process.

Moerheim New Plant is happy to guide their business partners while propagating and growing our plants. Therefore we work closely with our licensees, customer service is of great value to us.

For cultivation and selection advice please contact our cultivation expert Jacob Smolenaars. Jacob has more than a decade of cultivation and selection experience and can give you tips and advice about propagating and growing the plants from the Suntory® Collection Europe.



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Willem Mulder
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We value the opinion of our business partners concerning new plant introductions.

For questions and advice about sales and export, feel free to contact Klaas Droog. With years of experience in the European horticultural sector, Klaas developed an extensive knowledge about the market. Klaas also has a large network in the sector, therefore being of great value for Moerheim New Plant and you as our business partner.

For every plant from the Suntory® Collection Europe a licensee fee has to be paid. Moerheim New Plant gives this licensee fee back to its business partners by creating marketing concepts, arranging free publicity and PR, guarding plant quality, etc. For questions about license administration and control, please contact Willem Mulder.

www.SuntoryCollection.info

Our website is completely renewed and expanded.

WEBSITE & SOCIAL MEDIA

At Moerheim New Plant, we actively use internet and social media to communicate with our business partners about new plant varieties and marketing concepts.

In 2014, our website is completely renewed and expanded with an extensive range of services for our business partners. For example, you can download our license ratings, a wide range of POS materials, plant labels, etc.

Moerheim New Plant is active on both Facebook and Twitter. On Facebook, we chose to create two pages: a B2B page and a B2C page. The B2B Facebook page keeps our business partners informed about our whereabouts. Our B2C Facebook page, keeps our consumers posted about the most beautiful plants from our collection and gives them gardening tips and advice.



/SuntoryCollectionEurope



/Moerheim_mnp

On Twitter, we keep our followers posted about our whereabouts, considering plant introductions, marketing concepts and exhibition participations. This way, you will always know what Moerheim New Plant is up to now!

Follow us!



SUNDAVILLE®
Beauty
www.sundaville.info

Now: Extremely attractive licensee fee!

The Sundaville® Beauty range is a range of perfectly branched mandevillas, which produce beautifully large flowers and can be grown in 10 – 13 cm pots and hanging baskets. This season, we offer you a lowered license fee, so that you can profit strongly from this famous brand in the European horticultural market.

The Sundaville® Beauty range has two types of varieties: early bloomers and later bloomers. This way you can cover the entire spring and summer market with our Sundaville® varieties.

Sundaville® Beauty:

- Lovely colour range
- A brand that's known for its quality, also among consumers
- Attractive due to its strong quality, low license fee and fun marketing concept



BEAUTY WHITE



BEAUTY LIGHT PINK



BEAUTY ROSE



BEAUTY CORAL PINK



BEAUTY BRIGHT RED



BEAUTY RED



BEAUTY VERMILLION



BEAUTY BURGUNDY



BEAUTY CHOCOLATE



2016
NOVELTY



We renewed the Sundaville® Beauty concept.

In addition to the lowered license fee, we renewed the Sundaville® Beauty concept. From now on we associate Sundaville® Beauty varieties with real beauty, soft colours, femininity and fun. This new selling concept, includes pot covers, labels, promotional materials, etc.

Our specially designed sweet Sundaville® Beauty logo will enhance sales in stores!



Complete your presentation with these lovely labels.



Learn all there is to know about this beauties: our customized brochures contain all the ins and outs about the Sundaville® Beauty series.



A Beauty needs a sweet presentation! Draw attention with a cute spotty pot.



A sweet presentation for a sweet plant! With this pop up banner everyone will notice your Sundaville® Beauty at exhibitions!



MARKETING & BRANDING

To answer today's vastly changing horticultural market we decided to expand our own marketing department here at Moerheim New Plant. This marketing department is the creative heart of our organisation. All artwork for the Suntory® Collection Europe is designed by our own marketing team. To distinguish our products from the mass, dynamic marketing concepts are extremely important. Exceeding marketing concepts make our beautiful products even more visible in the horticultural industry and therefore even more attractive.

You can profit from the marketing concept that belongs to this product.

If you choose for one of the varieties from the Suntory® Collection Europe, you can profit from the marketing concept that belongs to this product. This concept is expressed in a wide range of POS materials including logo's, pot covers, labels and posters. Erwin Giezen designs all our artwork and Inge van der Leest writes texts, handles Public Relations, etc. Together they devise new marketing concepts and strategies.

We would love to get in touch with you, and answer all your questions about the marketing for the Suntory® Collection Europe. Don't hesitate to contact us.



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Erwin Giezen
Marketing & DTP

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POINT OF SALE (POS)

Get inspired by our creative POS materials, designed exclusively for you. These POS materials will boost your sales tremendously!

LEAFLETS



POSTERS



These POS materials
will boost your sales
tremendously!

LOGOS



LABELS



PRINTED POTS & POTCOVERS



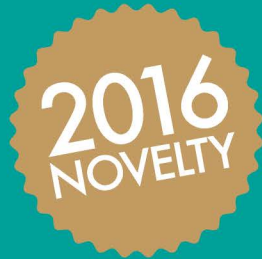


The Suntory® Collection Europe is represented all through Europe by our business partners. Looking for cuttings of products from the Suntory® Collection Europe? Check out the list of propagators below.

Looking for cuttings of products from the Suntory® Collection Europe?

BUSINESS PARTNERS

Austria	Herneth Gartenbau KEG	Germany	Volmary GmbH	The Netherlands	Florensis
Belgium	DeCock Perlargonium		Topfpflanzen Hannen		Beekenkamp Plants B.V.
Czech Republic	TU-Flor s.r.o.		Selecta Klemm GmbH & Co.		Syngenta Seeds B.V.
Finland	Schetelig OY		Kientzler GmbH & Co.	Norway	KGG3 Ungplanter
France	SCA Bury	Greece	Marigold Plants S.A.	Poland	Vitroflora
	S.A.S. Lannes & Fils	Israel	Jaldety Nursery		Plantpol Spotka z.o.o.
	Eyraud Productions		Cohen Propagation Nurseries	Portugal	Novo Sol Plantas Lda.
	EARL Haberschill	Italy	Selecta Italia di C. Klemm e C.s.s.	Spain	New Plant Motril S.A.
	Earl Berjou J.P. Horticulture		Planta S.S AGR.		Cultius Roig
Germany	Jungpflanzen Grünewald		Lazerri s.s. Agricola	Switzerland	H. Müller Gärtnerei A.G.
	Gartenbau Marc Peters		Gruppo Padana Ortofloricoltura	United Kindom	Channel Island Plants Ltd.
	Elsner Pac Jungpflanzen	The Netherlands	Schneider B.V.		Ball Colegrave Ltd.
	Brandkamp GmbH		Jonge Planten Grünewald		



The exiting
Suntory Collection Europe
Novelties 2016

Soon to be bestsellers

NOVELTIES

We proudly present you our novelties for the upcoming year, our soon to be bestsellers. Don't miss out on these exclusive varieties!

Check out the new brands Beedance®, Surfinia® Sumo and Sunpeddle®!
And discover the new varieties of the brands Sundaville® and Tapien®. All
real up-and-coming talents!

2016
NOVELTY

BEEDANCE®

Offer your clients a garden full of bees and butterflies with Beedance®! Beedance® is a range of two striking Bidens hybrids, Beedance® Painted Red and Painted Yellow, which are uniquely bicoloured. One is lovely yellow and red striped and the other is a beautiful red variety with a yellow heart. Beedance® is loved by bees and butterflies, giving every garden and balcony a lovely biodiversity.

The Beedance® is strong, sturdy and compact. Beedance® varieties are easy to propagate, they root fast and grow effortlessly. Don't miss out on this unique promise for 2016!

BEEDANCE® PAINTED RED

p.21



BEEDANCE® PAINTED YELLOW

p.21



Soon to be bestsellers

SUNDAVILLE®
IMPR. WHITE 16

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SUNDAVILLE®
EARLY SCARLET

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SUNDAVILLE®
BEAUTY CHOCOLATE

p.06



TAPIEN®
BOUQUET PURPLE

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SURFINIA®
DEEP PURPLE

p.49



SUNPEDDLE®
RED

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SUNPEDDLE®
PAINTED ROSE

p.39



SUNPEDDLE®
WHITE PERFUME

p.39



SURFINIA® SUMO®
ROSE

p.45



SURFINIA® SUMO®
PURPLE

p.45



Will our bestsellers soon be your success story?

**BEST
SELLER**

The Suntory® Collection Europe holds loads of success stories, Surfinia® being one of the most successful. Surfinia® managed to hold the largest market share in petunias for over 20 years, unique in the horticultural industry!

"I'm looking for a Sundaville®." Sundaville® is one of the most famous brands in this industry and it's very well known and loved by our consumers. Sundaville® today is still a leading Mandevilla brand and is truly irreplaceable!

Success stories



Succes stories

SURFINIA®
PURPLE

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SURFINIA®
HOT PINK 2005

p.47



SURFINIA®
WHITE

p.47



PRINCETTIA®
HOT PINK

p.31



PRINCETTIA®
DARK PINK

p.31



SENETTI®
DEEP BLUE

p.43



SENETTI®
MAGENTA

p.43



SUNDAVILLE®
RED

p.37



SUNDAVILLE®
CREAM PINK

p.37



SUNDAVILLE®
PINK

p.37





The exiting Suntory Collection Europe

The Suntory® Collection Europe expands every year with the most beautiful new brands and varieties. Check out our assortment for 2016.

Discover even more brands and varieties on our website: www.suntorycollection.info

Suntory®



New in our collection, these must haves for the 2016 season. Don't miss out on these exclusive brands and varieties.



Varieties marked with the 'Bestseller rosette' have proven themselves to be winners for many years. Benefit from these top sellers!



Pay attention to these beauties! Varieties marked with this 'Spotlight rosette' deserve your full attention as these varieties are truly special.

**CRACKLING FIRE®**

SUNTORY COLLECTION

Crackling Fire® Begonia hybrids

Crackling Fire®, the new generation boliviensis begonias, is an innovative and hip series of begonias from the Suntory® Collection Europe, suited for garden, terrace and balcony. This beautiful product is available in a range of 9 vivid colours.

Crackling Fire® does not require a lot of maintenance and does not need a lot of water. Perfect for the modern consumer. This plant can be used in terrace pots, balcony baskets, hanging baskets or as a bedding plant. It blooms throughout the entire season until the first frost in autumn.

Crackling Fire® Creamy Yellow

LIGHT YELLOW



ORANGE



CREAMY YELLOW



PINK



RED



DARK RED



WHITE



ORANGE RED



YELLOW



Variety and colour	Denomination	Flower size	Flowering	Vigour	Growth Habit	Variety and colour	Denomination	Flower size	Flowering	Vigour	Growth Habit
Crackling Fire®											
Light Yellow	Sunjiraliki	medium	early	very compact/compact	patio type	Dark Red	Sunjiрадare	medium	early	very compact	patio type
Orange	Sunjiraore	medium	very early	medium	patio type	White	Sunjiраho	medium	early	very compact/compact	patio type
Creamy Yellow	Sunjiracrem	medium	very early	compact	patio type	Orange Red	Sunjiрадai	medium	early	very compact/compact	patio type
Pink	Sunjirapi	medium	very early	compact	patio type	Yellow	Sunjiрайel	medium	very early	compact	patio type
Red	Sunjiраred	medium	early	compact	patio type						

**beedance®**
SUNTORY COLLECTION**2016
NOVELTY**

Beedance® Bidens hybrids

Offer your clients a garden full of bees and butterflies with Beedance®! Beedance® is a range of two striking Bidens hybrids, Beedance® Painted Red and Painted Yellow, which are uniquely bicoloured. One is lovely yellow and red striped and the other is a beautiful red variety with a yellow heart. Beedance® is loved by bees and butterflies, giving every garden and balcony a lovely biodiversity.

The Beedance® varieties are strong, sturdy and compact. Beedance® varieties are easy to propagate, they root fast and grow effortlessly. Don't miss out on this unique promise for 2016!

Beedance® Painted Red



Beedance® Retail Experience

To give this fantastic product an extra boost on the shop floor, our marketing team developed a special concept for Beedance®. This concept is embedded in pot covers, labels, posters and shelf displays.



Bee inspired by our customized brochures!



Beedance® varieties come with a specially designed logo, bee amazed!

beedance®
bidens hybrids



This new Beedance® labels will add precious value to your product.

A cheerful plant deserves a cheerful pot!



2016
NOVELTY



2016
NOVELTY



PAINTED YELLOW

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

PAINTED RED

New from the Suntory® Collection Europe: Beedance®, a range of cheerful looking Bidens hybrids with unique colours. Beedance® Painted Red has a unique red colour which provide a floriferous sight in every garden and balcony. Because of its compact shape, Beedance® Painted Red is easy to grow, perfect for modern cultivation.

Variety and colour	Denomination	Flower size	Flowering	Vigour	Growth Habit
Beedance®					
Painted Yellow	Sunbidevb 4	small	early	compact	spreading
Painted Red	Sunbidevb 2	small	medium	compact	patio trailing



SURDAISY®

SUNTORY COLLECTION

SPOT
LIGHT

Surdaisy® Brachyscome hybrids

Surdaisy® produces a massive amount of flowers, and blooms continuously from spring to autumn. This beloved Brachyscome hybrid is well resistant to rain and also likes a sunny place. Surdaisy® is the ideal plant for the modern consumer because of its selfcleaning and excellent garden performance.

Surdaisy® is available in white and different shades of purple and pink. This strong breed is suited for different usage, Surdaisy® does well in hanging baskets, balcony baskets and as a bedding plant. Surdaisy® copes well with a slightly dry cultivation, this Brachyscome hybrids won't get yellow leaves.

Surdaisy® Big Delight

SPOT
LIGHT

BIG DELIGHT

SPOT
LIGHT

WHITE

SPOT
LIGHT

BLUE

SPOT
LIGHT

STRAWBERRY PINK



Variety and colour	Denomination	Flower size	Flowering	Vigour	Growth Habit	Variety and colour	Denomination	Flower size	Flowering	Vigour	Growth Habit
Surdaisy®											
Big Delight	Bonbra0749	small	very early	medium	patio type	Blue	Bonbrabu	small	early	medium	medium
White	Bonbraho	small	early	compact	patio-trailing	Strawberry Pink	Bonbrapi	small	medium	medium	medium



MILLION BELLS®
SUNTORY COLLECTION

Million Bells® Calibrachoa hybrids

Million Bells® are versatile plants which are well suited for hanging baskets, patio containers en window boxes.

The Million Bells® range started out with just a few colours, but nowadays a huge range of colours and patterns is available. Million Bells® are heat tolerant, cold hardy and produce flowers from spring to fall.

Million Bells® Compact Cherry

TRAILING FUCHSIA



TRAILING ICE



TRAILING BLUE



TRAILING YELLOW



RED



CRACKLING FIRE



PURE YELLOW



COMPACT CHERRY



BOUQUET BRILLIANT PINK



Variety and colour	Denomination	Flower size	Flowering	Vigour	Growth Habit	Variety and colour	Denomination	Flower size	Flowering	Vigour	Growth Habit
Million Bells®											
Trailing Fuchsia	Sunbelrikupi	large	medium	medium	trailing	Crackling Fire	Sunbelfire	medium	medium	medium	patio type/trailing
Trailing Blue	Sunbelkubu	medium	medium	medium	trailing	Pure Yellow	Sunbelriki	medium	medium	compact	patio trailing
Trailing Ice	Sunbelkuriho	medium	medium	medium	trailing	Compact Cherry	Sunbe Kopachipi	medium	early	compact	patio trailing
Trailing Yellow	Suncalkuki	medium	medium	medium/vigorous	trailing	Bouquet Brilliant Pink	Suncalpi	medium	early	early	patio type/trailing
Red	Sunbelre	medium	medium	medium	patio trailing						



SPOT
LIGHT

Suntory® Dianthus Dianthus hybrids

Have you already met our charming Suntory® Dianthus Pink? A sweet Dianthus hybrid with a strong pink colour which flowers abundantly all through the season. This lovely Dianthus won Gold during HTA National Plant Show 2014 in the category 'Annuals'. A deserved winner.

This sweet Dianthus hybrid has a strong pink colour which looks lovely in every garden or on every balcony. Suntory® Dianthus gives continuous flowering through the entire season.

Suntory® Dianthus Pink



Suntory® Dianthus Retail Experience

Our marketing team designed a beautiful style especially for this elegant lady. She has a stylish pot sleeve with a convenient handle and a feminine label. Posters and presentation displays are also available for an optimal shop display.

This ladylike logo will help enhance sales for Suntory® Dianthus.

Give Suntory® Dianthus some extra class with this stylish label.

Learn all there is to know about this lovely pink lady: our customized brochures contain all the ins and outs about Suntory® Dianthus

Give this material girl a unique outfit with this hip pot sleeve.



SPOT
LIGHT



PINK

This Dianthus is a classy lady, who generously shares her beautifully deep pink flowers all through the season. Suntory® Dianthus Pink is the ideal gift, she effortlessly gives a first class show in every garden and on every balcony.

A unique present!

Variety and colour	Denomination	Flower size	Flowering	Vigour	Growth Habit
Suntory® Dianthus					
Pink	Sunnade Pintatsu	medium	medium	medium	patio type



SUNDIASCIA®
SUNTORY COLLECTION

**SPOT
LIGHT**

Sundiascia® Diascia hybrids

Sundiascia® is a range of diascias with a compact and upward growth.

Sundiascia® flowers continuously from May to September. This lovely plant produces a rich display of flowers in fresh and lively colours. Sundiascia® is ideal for terrace pots and borders.

In 2015 Suntory® Collection Europe expands the Sundiascia® range with two new varieties: Sundiascia® Peach and Sundiascia® Sakura Pink. All these lovely varieties in sweet colours will look perfect on every balcony or in every garden.

Sundiascia® Peach

SPOT
LIGHT

SAKURA PINK (2015)

SPOT
LIGHT

PEACH (2015)

SPOT
LIGHT

ORANGE

SPOT
LIGHT

ROSE PINK

SPOT
LIGHT

BLUSH PINK



Variety and colour	Denomination	Flower size	Flowering	Vigour	Growth Habit	Variety and colour	Denomination	Flower size	Flowering	Vigour	Growth Habit
Sundiascia®											
2015 Sakura Pink	Sunjodi 042	medium	small	compact	patio type	Rose Pink	Sunjodiropi	medium	small	compact/medium	patio type
2015 Peach	Sunjodi 045	medium	small	medium	patio type	Blush Pink	Sunjodipi	medium	small	medium	patio type
Orange	Sunjodiora	medium	small	medium	patio type						



SPOT
LIGHT

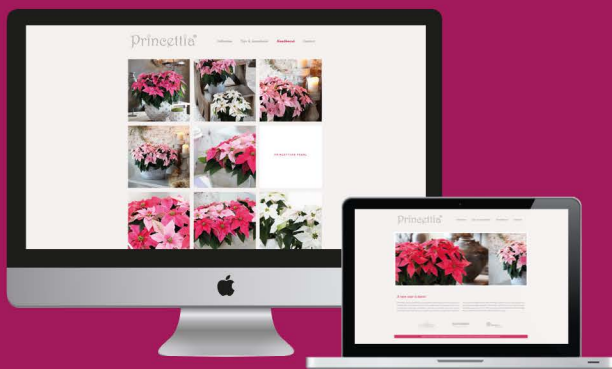
BEST
SELLER

Princettia® Euphorbia hybrids

A new star is born

Princettia®, the compact euphorbia, is a premium gift that can be given all year round. Available in four gorgeous shades of pink and a bright white variety, which make it the perfect present for occasions like Valentine's Day, Mother's Day and Christmas.

These plants are naturally compact with excellent branching and will produce many flowers without pinching. Its resistance to lower temperatures also make the Princettia® range perfect for outdoor use in every garden and balcony.



We launched the new Princettia® website, to support Princettia® sales among your customers. This website is full of inspirational photos, tip and tricks for your customers on how to use their Princettia® at home. **Join in on the Princettia® experience!**

www.princettia.eu



Princettia® Dark Pink

SPOT
LIGHT

PEARL



A white star is born!

Princettia® Pearl is by far the brightest white star available on the market. The youngest princess of the Princettia® family combines its stunning colour with a naturally compact growth habit. Therefore this poinsettia is a promising plant for growers, retailers and consumers.

SPOT
LIGHT

SOFT PINK

SPOT
LIGHT

PINK

BEST
SELLER

HOT PINK

BEST
SELLER

DARK PINK



Variety and colour	Denomination	Flowering	Vigour	Growth Habit	Variety and colour	Denomination	Flowering	Vigour	Growth Habit
Princettia®									
Soft Pink	Bonpripapcom	early	compact	patio type	Dark Pink	Bonpridepcom	early	compact	patio type
Pink	Bonprilipcom	early	compact	patio type	Pearl	Bonpri 635	early	compact	patio type
Hot Pink	Bonpripicom	early	compact	patio type					



SUNTORY® IPOMOEA

SUNTORY COLLECTION

Suntory® Ipomoea Ipomoea hybrids

These Ipomoea hybrids grow easily, stay compact and are available early in season. Suntory® Ipomoea is suited for hanging baskets, balcony baskets and as a bedding plant. The plant is also easy to mix with other plants from the Suntory® Collection Europe.

Suntory® Ipomoea has nice and striking foliage, which makes it an eye catcher for every garden or balcony.

Suntory® Ipomoea Autumn

LIME



AUTUMN



BLACK TONE



Variety and colour	Denomination	Cultivation time	Vigour	Growth Habit	Variety and colour	Denomination	Cultivation time	Vigour	Growth Habit
Suntory® Ipomoea									
Lime	Kyuikukan 3	short	compact	trailing	Black Tone	Kyuikukan 1	short	compact	trailing
Autumn	Kyuikukan 4	short	medium	trailing					



LOFOS®

SUNTORY COLLECTION

Lofos® Lophospermum hybrids

This marvellous vine continues to bloom throughout the entire season until the first frost. Lofos® is well suited for creating spectacular hanging baskets and window boxes.

Lofos® foliage is generally triangular and plants produce tubular to funnel-shaped flowers in shades of white and purple. Lofos® is self-cleaning and does not require a lot of water, which make it a low maintenance plant for consumers.

Lofos® Compact range

The new Lofos® Compact range consists of two compact and well branched Lophospermum varieties. The Lofos® Compact Pink and Compact White, are two varieties which can colour up every garden or balcony.

Lofos® Compact Pink & Compact White



Lofos® Retail Experience

Especially for this sturdy plant, our marketing team developed a matching marketing concept, this way Lofos® Compact gets a recognisable 'look & feel' on store floors. Available are specially designed smart cups with a closed base, perfect for displaying this look & feel and for a clean store floor. Matching labels, posters and presentation displays are also available for a perfect presentation.



Check out the new logo for Lofos® Compact, made in a real vintage style!

Specially designed for the new Lofos® Compact: A transportation box, for efficiently transporting and presenting your Lofos® at exhibitions and retailers

These new labels are made of real wood, for a perfect vintage feeling!

Make sure your Lofos® look their best with these stylishly vintage printed pots



COMPACT WHITE (2015)



COMPACT PINK (2015)



WINE RED



SUMMER CREAM



Variety and colour	Denomination	Flower size	Flowering	Vigour	Growth Habit
Lofos®					
2015 Compact White	Sunloshiro	medium	medium	medium	trailing
2015 Compact Pink	Sunlorose	medium	medium	medium	trailing
Wine Red	Sunasaro	medium	later	vigorous	very trailing
Summer Cream	Sunasashiro	medium	later	very vigorous	very trailing

**2016
NOVELTY****BEST
SELLER**

Sundaville® Mandeville hybrids

Discover the secrets of Sundaville®

Suntory® Collection Europe released a true revolution in 2003 in the horticultural industry with Sundaville®, the first beautifully red Mandeville, which has excellent branching and rich flowering. Sundaville® is a very strong plant for outdoor use like tubes and baskets. This mandeville requires little water and gives a massive flower show all through the summer, which makes it a low maintenance and user friendly plant for every consumer.

Sundaville® Classic series

The original Sundaville® range consists of mandevilles with superior and innovative branching and striking colours. These strong and healthy plants are suitable for almost every climate and can be used as a patio plant, in balcony boxes, hanging baskets and as a bedding plant.

Sundaville® Burgundy

PEARL (2015)

2016
NOVELTY

IMPR. WHITE 16

BEST
SELLER

RED

BEST
SELLER

CREAM PINK

BEST
SELLER

PINK

2016
NOVELTY

EARLY SCARLET

BEST
SELLER

VELVET RED

BEST
SELLER

BURGUNDY



WHITE



Variety and colour							Variety and colour					
Denomination							Denomination					
Flower size							Flower size					
Flowering							Flowering					
Vigour							Vigour					
Growth Habit							Growth Habit					
Sundaville®												
2015	Pearl	Patmandewi	medium	medium	compact	climbing	Pink	Sunmandecripi	large	medium	compact	climbing
NEW	Improved White 16	Sunparamakuho	large	medium	compact	climbing	Velvet Red	Sunparasure	large	medium	compact	climbing
NEW	Early Scarlet	Sunparaclare	large	medium	compact	climbing	Burgundy	Sunparacore	large	early	medium	climbing
	Red	Sunmandecrim	large	medium	compact	climbing	White	Sunparacoho	large	medium	compact/medium	climbing
	Cream Pink	Sunparapibra	large	medium	compact	climbing						

2016
NOVELTY

Sunpaddle® Nemesia hybrids

We proudly present you a new brand in the Suntory® Collection Europe: Sunpaddle®. Sunpaddle® is a range of sunny Nemesia hybrids which give a floriferous sight and a wonderful scent in every garden and on every balcony, making gardening even more enjoyable for modern consumers!

Sunpaddle® White Perfume

2016
NOVELTY

ROSE WHITE

2016
NOVELTY

RED

2016
NOVELTY

WHITE PERFUME



Variety and colour	Denomination	Flower size	Flowering	Vigour	Growth Habit	Variety and colour	Denomination	Flower size	Flowering	Vigour	Growth Habit
Sunpeddle®											
Painted Rose	Sunjon 008	small	very early	compact	patio type	White Perfume	Sunjon 2562	small	very early	compact	patio type
Red	Sunjon 1138	medium	very early	compact	patio type						



SUNTORY® OENOTHERA

SUNTORY COLLECTION

Suntory® Oenothera Oenothera hybrids

The Suntory® Oenothera Gold Dream is a real breakthrough because of its large deep yellow flowers, which can give every garden, terrace or balcony instant colour. This annual variety blooms continuously from spring until autumn and is resistant to heat as well as rain.

Surdiva® Blue

GOLD DREAM

The Suntory® Oenothera Gold Dream is a very versatile plant, it can be grown as a patio plant, in trellis and hanging baskets. This Oenothera is easy to propagate, it roots within two weeks. When grown as a bedding plant, it takes this plant 2 – 3 months to develop into a finished product, depending on temperature, potting time and pot size. The Suntory® Oenothera Gold dream is not sensitive to diseases, which makes it an easy variety to grow.



Variety and colour	Denomination	Flower size	Flowering	Vigour	Growth Habit
Suntory® Oenothera					
Gold Dream	Summecareki	large	medium	compact/medium	patio trailing



SENETTI®

SUNTORY COLLECTION

Senetti® Pericallis hybrids

Senetti® is a collection of revolutionary pericallis hybrids from the Suntory® Collection Europe.

Senetti® thrives well at low temperatures and provides high colour impact early in the season. Senetti® is available in a wide range of colours such as vivid blues, magentas, violets and stunning bicolours. Senetti® has large, striking flowers, which bloom from early spring until summer.

Senetti® is packed with flowers, up to 200 on a plant grown in a 20 cm pot. When the first flowers start to fade, plants can be cut back to rebloom later in season, extending consumer enjoyment.



Senetti® Magenta



SURFINIA® SUMO

SUNTORY COLLECTION

**2016
NOVELTY**

Surfinia® Sumo Petunia hybrids

Japan's biggest, fastest and strongest petunia ever

A Sumo is big, powerful and undefeatable. Surfinia® Sumo offers you the best of Japan. With its large flowers and impressive vigour Sumo is a powerful performer in the garden. Even with its stunning size, Sumo is extremely fast. Sumo grows rapidly, flowers early and can be grown into a full grown plant in a cultivation period of 6 weeks. Unique for a plant this size! Sumo is available in two striking colours: Sumo Rose and Sumo Purple. Don't miss this promise for 2016!

Surfinia® Sumo Purple



Surfinia® Sumo Retail Experience

The strongest brand in the business needs a strong presentation. A big, powerful and undefeatable presentation.

Present your Surfinia® Sumo varieties in our specially designed smart cups, with a closed base, perfect for displaying the strong look & feel of the varieties and for a clean store floor. Matching labels, posters and presentation displays are also available for a perfect presentation.

Give this SUMO the big and strong presentation it deserves!



A powerful petunia needs a powerful logo!

Complete your Sumo Surfinia® with these bigger, better and stronger labels.

A powerful plant deserves a powerful pot!



Curious clients? These brochures will give them all the information they desire!



PURPLE

2016
NOVELTY



ROSE

2016
NOVELTY



Variety and colour	Denomination	Flower size	Flowering	Vigour	Growth Habit
Surfinia® Sumo					
NEW Purple	Sunbui Sairemi	large	very early	vigorous	trailing/mounding
NEW Rose	Sunbui Mirekui	large	very early	vigorous	trailing/mounding



SURFINIA®

SUNTORY COLLECTION

BEST
SELLER

Surfinia® Classic Petunia hybrids

The Surfinia® Classics were the first hanging petunias grown from cuttings which were perfectly trailing and rain resistant. A real breakthrough! Introduced in the nineties and still the top of the bill on the European market: Nothing beats a Surfinia®!

The Classic Surfinia® is known for its strong garden performance, endless flowering and excellent rain resistance. The classic varieties are still top sellers: Surfinia® Hot Pink, Purple, Blue, White, Sky Blue, Burgundy and Lime are all dominant in today's European market. Suntory® Collection Europe keeps adding new varieties to the classics to keep this range up-to-date. New additions like Heavenly Blue, Velvet Blue and Deep Red can all meet up to the high standards Surfinia® is known for. We will keep on giving you special classics with an excellent performance you can rely on!

See all available types and colours on
www.suntorycollection.info.

Surfinia® Deep Red



Variety and colour	Denomination	Flower size	Flowering	Vigour	Growth Habit	Variety and colour	Denomination	Flower size	Flowering	Vigour	Growth Habit
Surfinia®											
Purple	Sunpurple	large	medium	medium	trailing	Blue Vein	Sunsolos	medium	medium	vigorous	very trailing
Hot Pink	Sunrovin	large	later	medium	trailing	Giant Purple	Sunlapur	very large	early	medium	trailing
White	Kesupite	large	medium	medium	trailing	Hot red	Sunhore	large	medium	medium	trailing
Blue	Sunblu	large	early	vigorous	trailing	Deep Red	Sunsurf Akatora	medium	early	compact	patio trailing/trailing
Sky Blue	Keilavbu	large	later	medium	trailing						



SURFINIA®

SUNTORY COLLECTION

**SPOT
LIGHT**

Surfinia® Petunia hybrids

Each year, Suntory® Collection Europe surprises her business partners with new varieties.

New in the collection: Surfinia® Velvet Blue and Heavenly Blue, two lovely varieties in stunning blue tones. These petunias both are a typical Classic Surfinia®, with some additional values such as early flowering.

Also check out the other newest stunning varieties such as Surfinia® Double Dark Pink and the spectacular Green Edge range. Don't miss it!

Surfinia® Bouquet Denim

SPOT
LIGHT

HEAVENLY BLUE

SPOT
LIGHT

BOUQUET DENIM

SPOT
LIGHT

VELVET BLUE

SPOT
LIGHT

DOUBLE DARK PINK

SPOT
LIGHT

GREEN EDGE PURPLE

SPOT
LIGHT

GREEN EDGE PINK

SPOT
LIGHT

GREEN EDGE LIME



Variety and colour	Denomination	Flower size	Flowering	Vigour	Growth Habit	Variety and colour	Denomination	Flower size	Flowering	Vigour	Growth Habit
Surfinia®											
2015 Heavenly Blue	Sunsurf Skytatsu	medium	medium	medium	trailing	2015 Green Edge Purple	Sunsurf Grihuti	medium	early	medium	patio trailing/mound
2015 Bouquet Denim	Sunsurf Deniusa	small	very early/early	medium	patio trailing/mound	2015 Green Edge Pink	Sunsurf Midopin	medium	early	medium	patio trailing/mound
2015 Velvet Blue	Sunsurf Aotatsu	large	medium	medium	trailing	2015 Green Edge Lime	Sunsurf Suika	medium	medium	compact	patio trailing/mound
2015 Double Dark Pink	Sunsurf Pidami	medium	medium	medium	trailing						



SURDIVA®

SUNTORY COLLECTION

SPOT
LIGHT

Surdiva® Scaevola hybrids

Surdiva® is a Scaevola hybrid which is one of the most heat tolerant bedding plants, with manageable growth and maintenance. Surdiva® has a mounding, semi-trailing habit and produces distinctive fan-shaped flowers on short terminal spikes. Surdiva® has super continuous flowering. These plants are drought tolerant, which make them ideal for low maintenance situations.

Surdiva® Blue

SPOT
LIGHT

BLUE

SPOT
LIGHT

PINK BLUE

SPOT
LIGHT

WHITE



Variety and colour	Denomination	Flower size	Flowering	Vigour	Growth Habit	Variety and colour	Denomination	Flower size	Flowering	Vigour	Growth Habit
Surdiva®											
Blue	Bonscadebu	medium	medium	medium	trailing	White	Bonsca7288	medium	medium	compact	trailing
Pink Blue	Bonsca7200	medium	medium	compact	trailing						



TAPIEN®

SUNTORY COLLECTION

2016
NOVELTY

Tapien® Verbena hybrids

Tapien® is the fine leaved Verbena hybride from the Suntory® Collection Europe. This colourful Verbena is available in a large range of colours and gives a rich carpet of flowers all through the season.

Tapien® blooms continuously from spring to autumn and is a strong and sturdy plant. Tapien® is unmatched in its resistance to powdery mildew thanks to innovative breeding of Suntory® Flowers Ltd. Tapien® is suited for baskets, balcony baskets and for use as a bedding plant.



Tapien® Bouquet Purple

VIOLET



SALMON



SKY BLUE



PINK



WHITE DREAM



PURPLE



COMPACT VELVET



COMPACT RED



2016
NOVELTY

BOUQUET PURPLE



Variety and colour	Denomination	Flower size	Flowering	Vigour	Growth Habit	Variety and colour	Denomination	Flower size	Flowering	Vigour	Growth Habit
Tapien®											
Violet	Sunvop	medium	medium/late	medium	trailing	Purple	Suntapipa	large	early	medium	trailing
Salmon	Suntapiro	medium	medium	medium	trailing	Compact Velvet	Suntapikovel	medium	early	compact	trailing
Sky Blue	Suntapilabu	medium	early/medium	medium	trailing	Compact Red	Suntapicore	large	early	compact	patio trailing
Pink	Sunver	large	medium	medium	trailing	NEW Bouquet Purple	Suntapininare	medium	early	compact	patio trailing
White Dream	Suntapiwhid	medium	late	vigorous	trailing						



TEMARI®

SUNTORY COLLECTION

Temari® Verbena hybrids

Temari® is the broadleaved Verbena hybrid from the Suntory® Collection Europe. This Verbena is available in over twenty different varieties. Temari® blooms continuously from spring to autumn and is a strong and sturdy plant.

Temari® is suited for baskets, balcony baskets and for use as a bedding plant. Just like Tapien®, Temari is resistant to powdery mildew, thanks to innovative breeding of Suntory® Flowers Ltd.

Temari® Candy Stripe

RED



BLUE



CORAL PINK



VANILLA



BLUE VIOLET



PATIO RED



NEON RED



VIOLET



CANDY STRIPE



Variety and colour	Denomination	Flower size	Flowering	Vigour	Growth Habit	Variety and colour	Denomination	Flower size	Flowering	Vigour	Growth Habit
Temari®											
Red	Sumarired	large	early	compact/medium	patio type	Patio Red	Sunmaribisu	large	early	medium	patio trailing
Blue	Sunmariribu	large	early	medium	trailing	Neon Red	Sunmarineopi	large	early	compact	trailing
Coral Pink	Sunmariripi	large	medium	medium	medium	Violet	Sunmariba	large	early	medium	trailing
Vanilla	Sunmarivani	large	medium	vigorous	trailing	2015 Candy Stripe	Sunmarirosta	large	medium	compact	patio trailing
Blue Violet	Sunmarimura	large	medium	medium	patio trailing						



FRIOLINA®

SUNTORY COLLECTION

Friolina® Viola hybrids

Friolinas have a vigorous shape, trailing habit and hundreds of blooms with a slight fragrance covering the entire plant.

Friolinas offer the best of both worlds: almost winter hardiness and heat tolerance in the summer.

Friolinas are perfect for use in hanging baskets, window boxes and patio pots.

Friolina® Orange Cascadiz

ORANGE CASCADIZ



PINK WHITE CASCADIZ



YELLOW CASCADIZ



PURPLE BLUE CASCADIZ



AQUAMARINE CASCADIZ



BLUE YELLOW CASCADIZ



WHITE CASCADIZ



COBALT CASCADIZ



LEMON CASCADIZ



Variety and colour	Denomination	Flower size	Flowering	Vigour	Growth Habit	Variety and colour	Denomination	Flower size	Flowering	Vigour	Growth Habit
Frialina®											
Orange Cascadiz	Sunviobare	small	early	compact	trailing	Blue Yellow Cascadiz	Sunviopoki	small	early	medium	trailing
Pink White Cascadiz	Sunviopinho	small	early	compact	trailing	White Cascadiz	Sunviahowa	small	early	medium	trailing
Yellow Cascadiz	Sunvioki	small	early	medium	trailing	Cobalt Cascadiz	Sunviocoba	small	early	medium	trailing
Purple Blue Cascadiz	Sunviopapu	small	early	compact	trailing	Lemon Cascadiz	Sunviolemo	small	early	medium	trailing
Aquamarine Cascadiz	Sunviolabu	small	early	vigorous	trailing						



Sundaville® Pearl (2015)



Surfinia® Green Edge Purple & Green Edge Lime (2015)



Proudly presents

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