

FROM AMADEA TO ZEMBLA
CHRYSANTHEMUMS WORLDWIDE BY DELIFLOR 2012



DELIFLOR

CHRYSANTEN

NEW



Aldonze



Anastasia Star Mint



Anastasia Star Pink



Aragon



Barca



Capricho



Dante



Dante Purple



Dante Yellow



Delcine



Estrella



Moya



Nevsky



Paladov



Radost



Radost Cream



Rhythm



Sonero



Sylvana



Zembla Brasil

GB ABOUT THIS CATALOGUE

Many thanks for your interest in Deliflor Chrysanten. The Deliflor assortment consists of spray chrysanthemums, disbudded chrysanthemums and Santinis and includes more than 200 different cultivars. In this brochure, you will find some of our most successful varieties. Because worldwide, growing conditions and market requirements differ, the applicable assortment is different for almost every country. On the enclosed CD, you will find the specific assortment information per country.

NL OVER DEZE CATALOGUS

Hartelijk dank voor uw interesse in Deliflor Chrysanten. Het assortiment van Deliflor bestaat uit troschrysanten, pluischrysanten en santini's en bestaat uit meer dan 200 verschillende rassen. In deze brochure vindt u een aantal van onze meest succesvolle rassen. Omdat teeltomstandigheden en marktwensen wereldwijd verschillen, geldt er voor bijna ieder land een ander assortiment. Op bijgevoegde CD vindt u de specifieke assortimentsinformatie per land.

ES ACERCA DE ESTE CATÁLOGO

Muchas gracias por su interés en Deliflor Chrysanten. La gama de Deliflor consiste en crisantemos tipo racimo, crisantemos desbotonados y Santini y comprende más de 200 variedades distintas. En este catálogo Ud. verá una selección de nuestras variedades más exitosas. Dado que las circunstancias de cultivo y los deseos del mercado varían en todo el mundo, casi cada país tiene su propio surtido. En el CD adjunto Ud. encontrará la información sobre la gama específica clasificada por país.

IT IL NOSTRO CATALOGO

La ringraziamo di cuore per l'interesse mostrato verso Deliflor Chrysanten. L'assortimento di Deliflor comprende oltre 200 varietà diverse di crisantemi spray, crisantemi sbocciolati e Santini. In questa brochure potrà trovare una selezione delle varietà che godono di maggior successo. Consci del fatto che le condizioni di coltivazione e le esigenze di mercato variano da un luogo all'altro, offriamo in quasi ogni Paese un assortimento diverso. Nel CD allegato potrà trovare informazioni specifiche sull'assortimento nei vari Paesi.

CN 关于本产品目录

非常感谢您对黛丽芙 (Deliflor) 菊花品种表示关注。黛丽芙 (Deliflor) 菊花涵盖了多头菊、单头菊、小菊 (多头) 等200多个不同品种。在这本宣传册中, 您将找到一些市场上最流行的品种。因为全球各地的栽培环境和市场需求各不相同, 不同品种在每个国家的适用情况不尽相同。在附带的CD中, 您将找到针对每个国家的具体品种信息。

JP このカタログについて

弊社の品種にご興味を示していただき誠にありがとうございます。弊社のマムには、多輪仕立て用スプレー、一輪仕立て用スプレー、そして、サンティニがあり、その数は200品種以上あります。同封のCDで、国毎に品種を取りまとめて詳しくご紹介いたします。

KR 카탈로그 안내

Deliflor국화에 많은 관심을 가져주셔서 감사합니다. Deliflor는 200여종이 넘는 스프레이 국화, 디스버드(대국), 산티니 품종을 보유하고 있습니다. 각 나라별로 재배 환경 및 시장에서 요구하는 면이 다르기 때문에, 나라별로 적용하는 품종이 다릅니다. 첨부된 CD에는 각 나라별로 분류된 품종 자료가 포함되어 있으므로 참고하시기 바랍니다.





DELIFLOR IN BRIEF

- Deliflor is the largest chrysanthemum breeder in the world
- The company produces cuttings and issues licences for spray chrysanthemums, disbudded chrysanthemums and Santinis
- Every year, approx. 1 billion Deliflor chrysanthemums find their way to vases all over the world
- >200 commercial chrysanthemums varieties
- Active in over 35 countries, head office in the Netherlands, in Maasdijk
- Production locations in Ethiopia (12 hectares) and Uganda (12 hectares)
- Sales offices in Colombia and Japan
- Deliflor is part of the Beekenkamp Group that apart from Deliflor, also consists of Beekenkamp Plants and Beekenkamp Verpakkingen (Packaging)



CHRYSANTHEMUM BREEDING AT DELIFLOR

At Deliflor, new varieties have to meet stringent requirements. They have to be for example, surprising in colour and shape but also free of diseases, have a long vase life and efficient to produce. During the breeding process, new varieties are continuously submitted to tests in flower trials and further selected on the basis of cultivation and market technical qualities. This does not just take place in the Netherlands but also locally in Southern Europe, South America and Asia because different growing conditions do demand different variety-specific qualities.



PRODUCTION OF CUTTINGS IN AFRICA

The Deliflor cuttings production takes place at production locations in Ethiopia and Uganda. All locations are managed by Dutch managers that consider corporate social responsibility of high importance. The fresh cutting material is flown to the Netherlands or immediately sent on to buyers all over the world. For phytosanitary reasons, the starting material destined for South America is produced locally from in-vitro material. The cuttings meet stringent phytosanitary requirements and are submitted to strict quality inspections several times during the entire production process. The cuttings are tested on uniformity, vigour, pests and diseases and so on.

ROOTING IN THE NETHERLANDS

Customers in the Netherlands and Europe can choose to have cuttings rooted by Deliflor. In doing so, the company strives to achieve the highest possible degree of uniformity and cuttings are inserted to order so the material can be delivered just in time and as fresh as possible. The cuttings are rooted under ideal conditions, such as a high level of lighting and in a modern rooting greenhouse.



MARKETING AND PROMOTION

Deliflor is constantly on the look out for ways of providing its chrysanthemums with an ever-stronger market position. Therefore, there is a lot of attention to marketing and promotion. Promotional campaigns are developed in cooperation with growers and traders worldwide, in order to increase the success rate of new varieties. Furthermore, Deliflor is often present at prominent flower shows and regularly organizes workshops and demonstrations at wholesalers and importers in its main sales countries.

CONTACT

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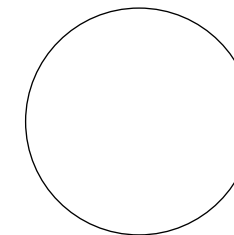
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