

Selected

TRENDS



SOLUTIONS

Customized concepts for the plant business

NETWORKING

Take advantage of the power of social media for blooming sales concepts

selecta^{one}
we love to grow

From left to right: Sabina Reiner, Markus Eiermann, Sebastian Mainz



THE NEW NETWORKERS

Even the most beautiful cultivars and the best plants must first find their way from the nursery to the retail outlet. Our Selecta one retail team lends support to wholesalers and retailers, from the selection of the best varieties to the marketing and sale of the plants to the consumer. For this reason, we have spent many years researching the latest trends and developing sales promotion concepts and individually-tailored POS tools. Driving this force are Sabina Reiner, Sebastian Mainz and Markus Eiermann – all experienced professionals with a solid basis of knowledge from hands-on practice in the business.

From his background as manager of a garden centre and a horticultural consultant, Markus Eiermann is familiar with every aspect of trade. He brings his wealth of experience to the Selecta one retail team and is a valuable link between the breeders and retailers.

Sebastian Mainz also knows the green business like the back of his hand. Formerly a procurement manager for a major trading company, in the Selecta one retail team he is primarily in charge of making contacts on an international level.

Sabina Reiner is the creative mind behind the Selecta one retail team. As an expert for trade in Europe and North America, she enriches the new team with her considerable know-how in creating concepts, layout and marketing.

Give us a challenge! We would be happy to work with you to develop an individual concept for the marketing and sale of your plants. Our current trend magazine is sure to provide you with plenty of ideas for this.

We hope you have fun perusing the new issue and find lots of inspiration!

Your Selecta one team

Find out more about our latest inspirations at:
www.selecta-one.com/de/inspiration/selected





CONTENTS

COLOUR YOUR LIFE

04 BABYDOLL®

06 NIGHTSKY®

08 TRIXI®

RECARNATION®

10 COLORES

12 CAPITÁN®

14 PINK KISSES®

HOMELAND

18 VRONI, LUIS AND MARCADA®

20 ALPENGÄRTNER® RECOMMENDS

WILD GARDEN

22 SERENGETI® GRASSES



SOCIAL GARDEN

24 FLORAL MOMENTS®

SERVICE

26 SELECTA ONE FOR YOU

GET DRESSED!



BabyDoll

The new lightness of summer: BabyDoll®. This incredibly cute, gaily-dotted petunia will bring the optimistic mood of the 1950s to your balcony.

Photo: © izusek - istockphoto.com



Take advantage of the positive image of the rocking fifties for showcasing your products at the Point of Sale! Indispensable for a perfect presentation: polka dots and pastel colours.



UNIQUE LIFE FEELING

The youth of the 1950s wanted one thing most of all: fun. Rock'n'roll blared from the juke-box, girls wore swinging circle skirts and everyone loved polka dots. In 1957 couturier Jacques Griffe added a few centimetres to girls' nighties and the babydoll dress was born. Even now, this loosely flowing top is a must-have in the wardrobe of every fashionista. A cheerful product that is perfectly aligned to today's zeitgeist – just like our BabyDoll® petunias for the balcony!



BENEFITS OF THE CONCEPT

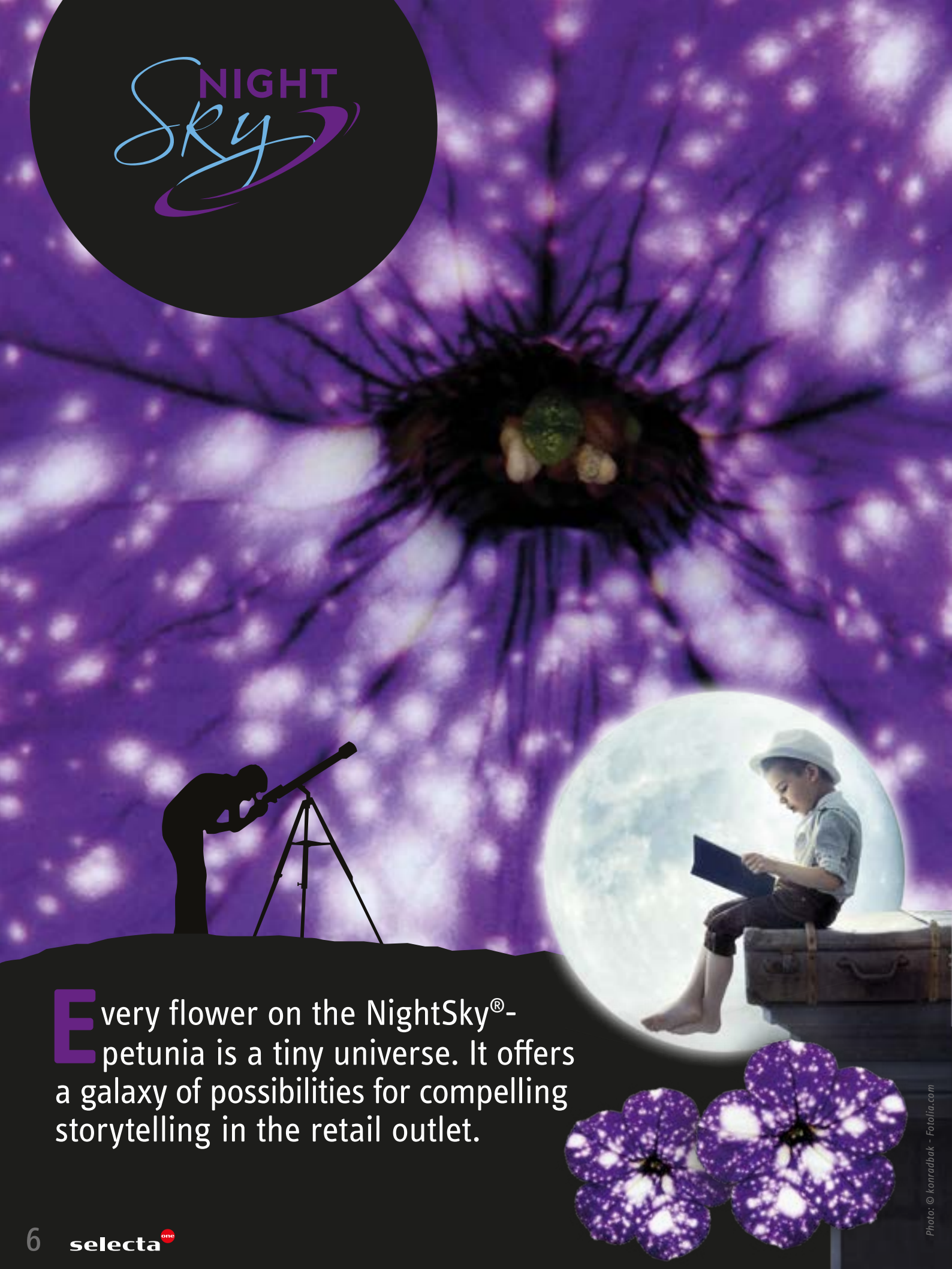
Potential: Petunia sensation with a unique colour pattern. The pink flowers with their white spots are rich in contrast. Convincing short- and long-range visual impact. Excellent weather resistance, semi-trailing growth habit and reliable flowering vitality.

Target group: Consumers of all age groups looking for something special, whether as a gift with an inspiring story or for personal use.

Sales: Secondary placement with a special display, in single pots or mixed plantings.



NIGHT
Sky



Every flower on the NightSky®-
petunia is a tiny universe. It offers
a galaxy of possibilities for compelling
storytelling in the retail outlet.

COLOUR YOUR LIFE

FETCH THE STARS FROM THE SKY

NightSky® tells a tale of a thousand journeys through the starry skies, awakens the poetry of life every second and inspires us to make discoveries. The unique and extraordinary petunia cultivar gives endless flight to the imagination. It creates room for emotions, touching our hearts deeply and with yearning. This shooting star on the flower horizon recites a compelling story that has already sold hundreds of thousands of times – and will continue to do so.



Photo: © picsfive - Fotalia.com



“We’ve been NightSky®-producers from the get-go. The potential of this new variety caught our attention right away. For us producers, the short culture period of only 6 weeks makes this vigorous petunia a very lucrative product. The stability of its flower pattern has boosted demand enormously. The best way for the cultivar to display its benefits and tell its story is in the special NightSky® pot, which further underscores the value of the plant. We also produce hanging plants in colour-coordinated pots: an absolute eye-catcher for the end consumer and a bestseller for us!”

Christian Filla, Owner of Gartenbau Filla

BENEFITS OF THE CONCEPT

Potential: Unique innovation, one-of-a-kind storytelling. Added value through multiple awards, for example “Best Bedding and Pot Plant” 2017 (GB), “Medal of Excellence” 2016 (USA), “Gold Innovert Award” 2016 (F), “FleuroStar Award” 2015 (EU) and many more.

Target group: Consumers of all age groups, whether as a gift with an inspiring story or for personal use.

Pull effect: High demand due to widespread communication about the cultivar in social networks and print media.

Sales: Secondary placement with a special display.



Greenhouse Grower's
MEDAL OF
EXCELLENCE



TAKE IT EASY



Trixi® - Hot Petticoat



Trixi® - Cherry Kiss



Trixi® - Coco Bello

EASY GOING



Trixi® - Pink Petticoat

Never before has choosing harmonious plant combinations been easier than with these trendy triplets. Trixi® simply promises an all-round perfect balcony experience.

SO SMART. SO EASY. SO TRIXI®.

Buy it, plant it and enjoy the diversity of the flowers. Trixi® is every balcony gardener's best friend, because in every combination there are three tried-and-tested complementary varieties growing in one pot. The result: a constantly flowering summer dream without any compromises. Easy as one-two-three, with minimal care, no need for a green thumb and ever-changing new combinations.



Trixi® Cracker

“ I need flowers that fit to my lifestyle. I want my balcony to look pretty but without having to spend too much time on it. ”

Anna, 23, fashion blogger



“Trixi® combinations are harmonious and have bright, luminous colours that appeal particularly to younger consumers. Trixi® exhibits her charms especially well in small pots, as not a lot of space is needed to show a lot of colour. For plant retailers it's becoming increasingly important to give customers ideas for their deco projects and Trixi® combinations do their part. And that's why Trixi® has been a permanent fixture in our B&B assortment for years now.”

Bettina Lipp, Department Manager B&B, Garden Center Mauk

BENEFITS OF THE CONCEPT

Potential: Convenience product that virtually sells itself, even without special sales advice. Offers perfect balcony solutions for the customers of garden centres and flower shops – without taking up a lot of space. Excellent flowering of tested combinations of homogeneous varieties, no extensive knowledge of plants and plant care necessary.

Target group: Consumers without much experience with plants with little time and space. Consumers with a distinct trend awareness.

Pull effect: Information brochures, printed pots, poster, photo material and much more support for the plant retailer.

Sales: Secondary placement with a special display.



CARNATION RELOADED



New and retro needn't contradict one another. Looking back can inspire the here and now. The result: a brightly-coloured carnation world!



Colores Nieve

Colores Oro



Colores Amor

Colores Dulce



Colores Sangre



Colores Beso

GAMA DE COLORES – COLOUR RANGE

The vigorous Colores varieties cover the entire colour spectrum of pot carnations. And its colours are more striking than ever. But Colores stands for much more than that. Longer shelf life. Easier care. More flowers. Thanks to cutting-edge cultivation techniques, these carnations have developed into a real high-tech product that knows how to appeal to today's trendsetter with a penchant for retro trends.

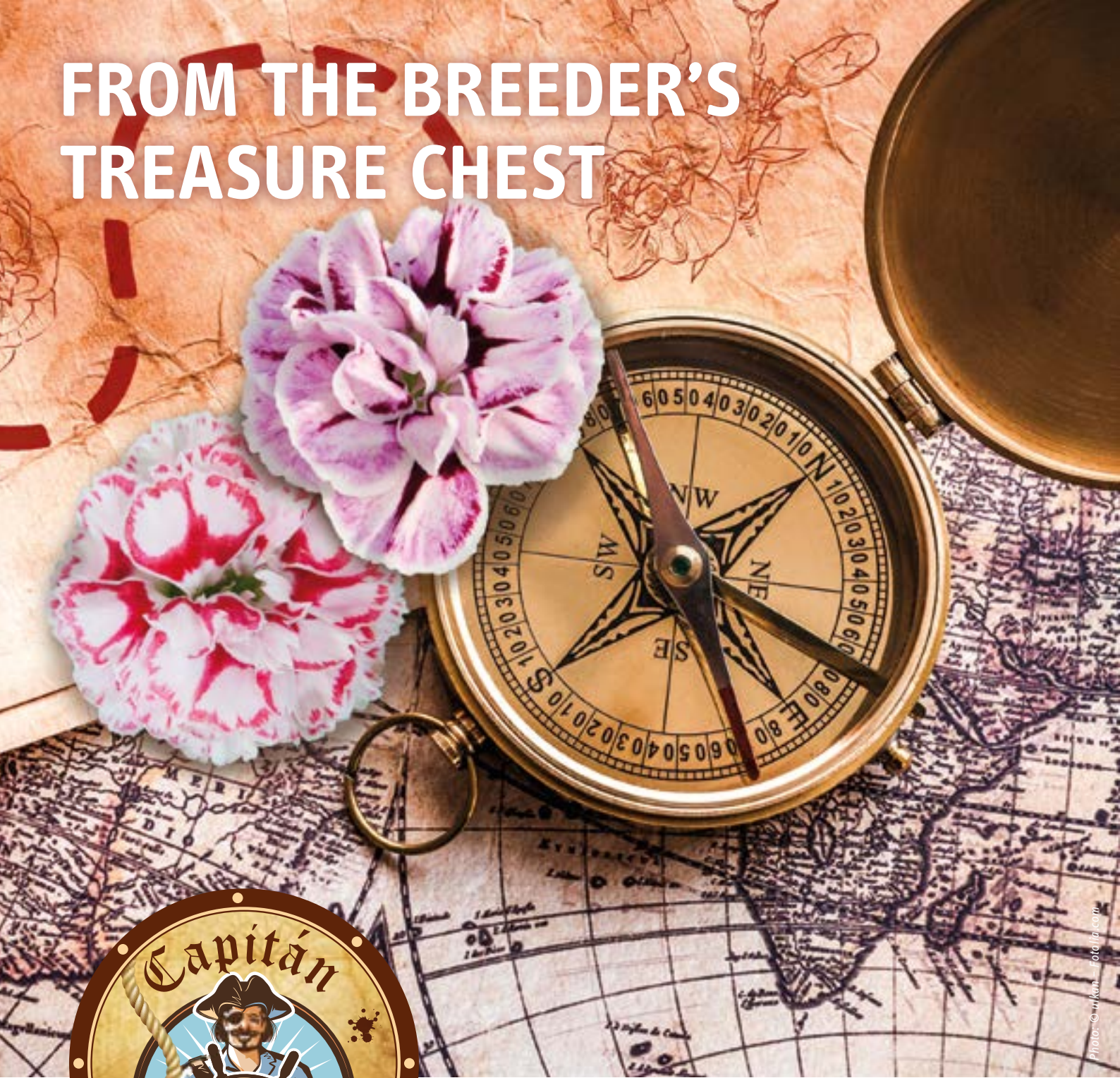
OUTSTANDING STABILITY IN PREMIUM QUALITY

“Colores varieties are often cultivated to produce plants for the premium segment. Thanks to the outstanding stability of each bloom and the long flowering period, consumers get their money’s worth. Retail outlets also profit from the breeding success of these cultivars, as even plants that stay longer on the shelf retain their quality. Their long-range impact is also commendable. With such intensive colours, these carnations attract end customers to the garden centre from afar.”

Georg Ripkens, Owner of Gartenbau Ripkens



FROM THE BREEDER'S TREASURE CHEST



Travelling means discovery. Wanderlust sometimes leads us to foreign lands and often back to familiar places. We bring back little treasures from every place we visit.

FRESHEST EVER

The four varieties from the Capitán® line develop their full strength in big pots and containers, where they appeal not only to customers as pot carnations. They are also well-suited for spontaneous floral decorations. Simply cut them, place them in a vase and reap the compliments.



“The classic carnation as a cut flower or pot plant is currently enjoying resurgent popularity among floral designers – a **RECARNATION**®! The Capitán® line is very much a part of this trend and offers real added value for the customer: easy maintenance in flower beds or planters, reliable flowering and ideal suitability as cut flowers. So with just a flick of the wrist, anyone can create a perfect table decoration in retro style in fantastic colours.”

Manuela Ostertag, Self-employed Master Florist, Florasign

*A real eye-catcher,
not only as a
pot carnation!*



BENEFITS OF THE CONCEPT

Potential: Vigorous varieties for big pots, optimum marketing product for the premium sector. Excellent transport efficiency and long shelf life at the Point of Sale. Good article for impulse buyers, attracts the customer with its sweet appearance.

Target group: Consumers of all age groups, whether as a gift with a retro effect or for personal use.

Pull effect: Easy-care, undemanding plant. Capitán® cultivars have great added value as they can also be used as cut flowers. Combines well with summer perennials. True treasures for any balcony and patio planting!

Sales: Secondary placement with a special display.





PINK
KISSES

JUST FOR YOU



Pink Kisses® – the perfect way to say, “I’m glad to know you”. A little present without a lot of fuss yet chosen with care.

THE SOCIAL SIDE OF GIFT-GIVING

Giving gifts is a difficult task. Even Roman philosopher Seneca was aware of this. One requires a bit of imagination and a fine instinct for the other person to make the right choice. Giving a gift with love can stabilize a relationship, as a present is also an expression of appreciation. And Pink Kisses® are really good at this. The name says it all. Never before was gift-giving so easy!



There are thousands of ways to tell someone how much you like them. Plants with gift character are an especially sympathetic choice.



Photo: © Katarzyna Białasiewicz - istockphoto.com



BENEFITS OF THE CONCEPT

- Potential:** Interesting and striking flower shape with charming petal variegation and appealing scent, triggers buying impulse. Positioning as a gift item through target group-oriented communication by Selecta one. Emotionally charged product. Convincing for retailers due to excellent storage efficiency.
- Target group:** Consumers of all age groups, especially young women and girlfriends.
- Pull effect:** Nationwide B2C campaign. High demand due to widespread communication about the cultivar in social networks and print media.
- Sales:** Secondary placement with a special display.

AS BEAUTIFUL AS OUR FRIENDSHIP



PINK KISSES® – CALLING ALL BESTIES



SAY IT WITH PINK KISSES®

Direct connection to the consumer. On Instagram, Facebook, YouTube and in collaboration with strong media partners, the Pink Kisses® carnation sends out a call to action for a girlfriend selfie photo competition.



Campaign video and Pink Kisses® “friendstick” template to download:
www.pink-kisses.eu/

sophiagaleria

On the *sophiagaleria* lifestyle blog the talk is all about deco, DIY, interiors, food and flowers. For Pink Kisses® the site showcases two quick & easy table deco ideas with these enchanting miniature carnations on National Pink Day.



The *sophiagaleria* blog can be found at www.sophiagaleria.de



“It’s always a special challenge to get a target group interested in a product that was never part of their lives, which is unfortunately the case with young people and flowers.

Pink Kisses® has the potential to turn the heads of even non-flower buyers by appealing to young women with their pink flowers and

luscious kiss logo. Additionally, these flowers are very easy-care and can be purchased right where the target group shops, for example in supermarkets and online shops. With the motto “As beautiful as our friendship” we link Pink Kisses® to a subject that is important to these young women – friendship – and show them how Pink Kisses® fits into their world. The extremely positive feedback from media partners, bloggers and influencers at the launch of the campaign proved us right.”

*Marrin Twisselmann and Tanja Beckmann
Strategy & Communication, pro in space gmbh*

Photo: © Sophia Galeria – www.sophiagaleria.de; © NH HOTEL GROUP – www.nh-hotels.de

Pink Kisses® plus friendsticks



THE PHOTO COMPETITION

Every girl who has a best friend is very lucky and should show the whole world. With the selfie photo competition, Pink Kisses® creates a shared experience. The task: Take a selfie with the Pink Kisses® friendstick and link it with @pinkkisses_flowers by posting it on Instagram with the hashtags #pinkkisses and #bff.

WIN A GIRLFRIENDS DAY

Attractive prizes are in store. Pink Kisses® is raffling off five girlfriend weekends in the stylish and definitely pinkest hotel in Berlin, the *nhow* in Friedrichshain, the cool hub of Berlin’s creative scene. Fifty participants can also look forward to a Pink Kisses® friendship greeting.

DAHOAM



Photo: © by pauli - Fotolia.com - © Azenon - istockphoto.com

Off to DaHoam! The whole world is looking for a feeling of belonging. Familiar, well-loved traditions help people find their inner compass.



Luis

Gentiana was also a regular in the scripts of the "Heimat" films in the 1950s. Alpine panoramas, verdant mountain meadows and between them masses of bright blue flowers. The intensive azure of these flowers, extremely rare in the plant world, has made them a symbol of "true blue" loyalty. Our gentian cultivar Luis is not only interesting for its colour, but also for the profuse branching and lush green leaves.



The edelweiss myth. There are many tales about the Alpine plant with its fuzzy blossoms. It is the symbol of countless Alpine associations, it stands for beauty, rarity and purity, the promise of fresh air and an idyllic Alpine world. The sudden cinematic fame of this perennial in the "Heimat" films of the 1950s had a lasting impact on its image. The Vroni Selection edelweiss is a perfect depiction of nature, a vision of hiking holidays on your own balcony.



MARCADA®

A dream balcony without geraniums – unthinkable! The interspecific Marcada® pelargonium line is extremely uniform, rich-flowering and self-cleaning. The best way to bring the beautiful Alpine world of semi-trailing flowers to even smaller balconies and terraces.



Photo: © juli_bel - © Jenny Sturm - Fotolia.com

ALPENGÄRTNER® RECOMMENDS



The magic word is long-range visual impact – for the customer but also at the Point of Sale. Anyone can have a dream balcony à la Bavaria!



For our small business in the Allgäu region, AlpeTunia® petunias are a really good cultivar. We can cultivate them under cool and compact conditions and don't need a lot of plant protection. Our customers are also very satisfied with their AlpeTunia® plants, which grow well into October and can withstand wind and rain. Since we tested them for Selecta one here in Scheidegg in 2016, our customers have been actively requesting AlpeTunia®. It doesn't get much better than that!

Ulrich Pfanner, Gardner and Mayor of Scheidegg



JUST LIKE IN THE ALPS

AlpenGärtner® radiates the homey flair of Alpine landscapes, where long cascades of flowers tumble down from balconies and hanging pots. This effect created with trailing geraniums and AlpeTunia® petunias can be seen all the way from Bremerhaven to Berchtesgarden. All AlpenGärtner® varieties are tested weatherproof, vigorous and extremely disease resistant. They sell not only the plant but also a holiday feeling.

BENEFITS OF THE CONCEPT

Potential: Unique storytelling that not only sells plants but also a holiday feeling. Takes advantage of growing consumer confidence in authentic products.

Target group: Consumers of all age groups, whether as a gift with an inspiring story or for personal use. Especially suited for consumers who value sustainability.

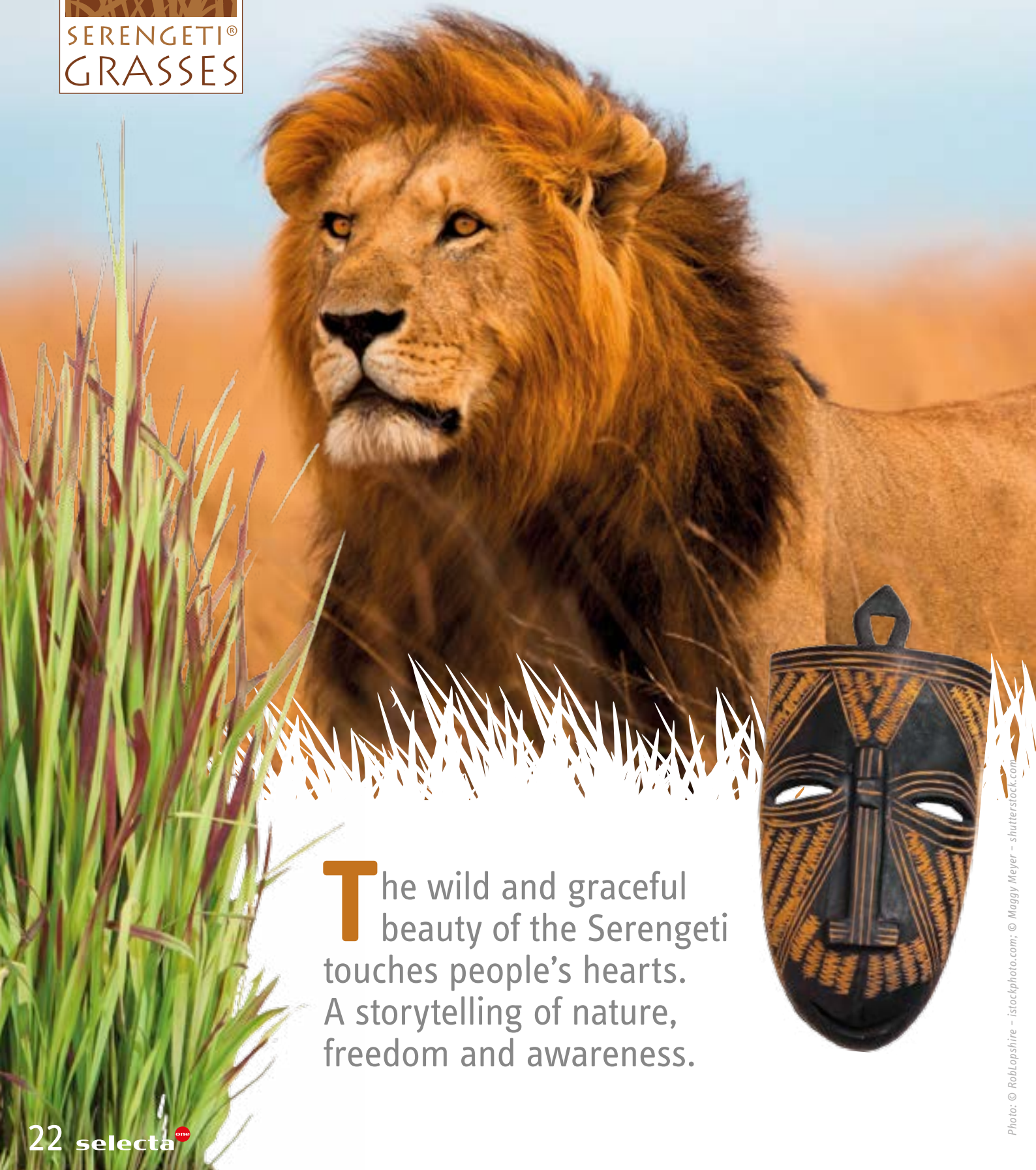
Pull effect: Ideal product for supporting classic retail themes such as "Oktoberfest", the "Bavarian Weeks", beer garden season, etc.

Sales: Secondary placement with a special display. Premium plants for marketing following the classic bedding and balcony plant selling season.





WILD AND NOBLE



The wild and graceful beauty of the Serengeti touches people's hearts. A storytelling of nature, freedom and awareness.

Photo: © LilliGraphie - Fotolia.com; © sivanadar - shutterstock.com



Form without flowers - grasses can also be colourful.



"With approx. 3000 lions, the Serengeti grasslands are the most significant nature reserve for one of the largest remaining lion populations in Africa. Selecta's donation of over 6,000 euros will cover provisions for our rangers for months."

Sonja Steiger, Frankfurt Zoological Society

YEARNING FOR WILDERNESS

Grasses are true trendsetters. Not only do they always create an attractive setting for temporary plantings, they also look great as stand-alone plants. New varieties and species are constantly being added to the range, making sure things never get boring. And, yes: Seregenti® grasses also add a touch of wilderness to balconies, terraces and gardens. But only as much as our cultivated thirst for adventure can stand.



Combining various growth habits adds impact to stand-alone grasses.

BENEFITS OF THE CONCEPT

Potential: Unique storytelling for the trendy theme "grasses" through support for the Serengeti project. Constantly growing selection; thanks to outstanding shelf life, low risk for retailers. Very easy-care for the end consumer.

Target group: Consumers of all age groups, whether as a gift with an inspiring story and a "clear conscience" or for personal use.

Pull effect: Climate protection: Grasses are C4 plants and absorb a lot of carbon dioxide. Species protection: Donation for preservation of the Serengeti.

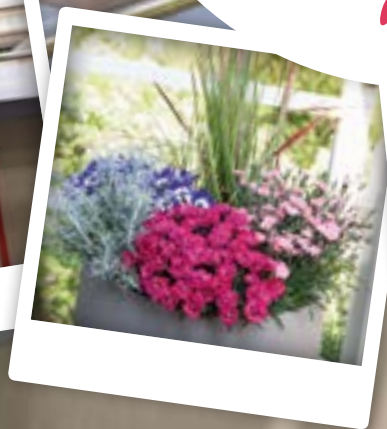
Sales: Secondary placement with a special display. Much of the range can be produced and marketed all year. An excellent combination plant for every occasion.



GARDENING IN POTS



Floral Moments®



Our favourite place to be in summer is outdoors. So decorating gardens and balconies is as important as the living room.



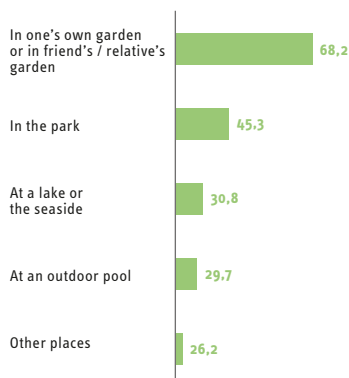
“Weber-Stephen and millions of barbeque enthusiasts have relocated their kitchens to the outdoors. The “outdoor kitchen” has become a trend over the past few years, making the garden a social venue. Our aim here is to meet the needs of modern barbeque fans for highest quality, variety and comfort. The two brand-new high-tech barbeque lines,

Genesis II and Genesis II LX, combine our high-performance grilling technology, unmistakable good taste thanks to the perfected stainless steel cooking grates, controlled grill lighting and super-easy cleaning. Every step of the way, barbecuing has never been this easy.”

*Michael Reuter, Vice President Sales & Markets EMEA
Weber-Stephen Products (EMEA) GmbH*

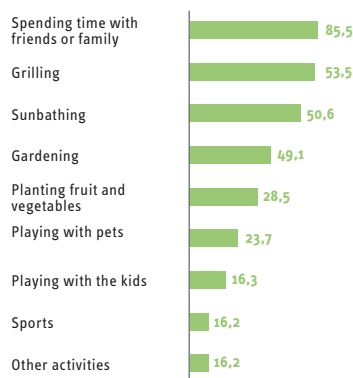
Backyard joys – one’s own garden is and continues to be a favourite spot on beautiful summer days

Place to be in summer
Figures in %



Other popular places include: balcony, terrace, beer garden, campground and forest

Popular activities
Figures in %



Other popular activities include: swimming, bathing, drinking coffee, relaxing and reading

Source: Study “Social Trends Wohnen und Garten” by BurdaForward Advertising



FOR FRIENDS & FAMILY

The idea of living outdoors is becoming fascinating to more and more people. Just being outside, enjoying the sun, having meals with friends and family and relaxing on the terrace. Grilling and eating outdoors are the biggest growth factors driving the German garden equipment market. In the summer our gardens become open-air homes and so obviously they should also be attractive. Some quick redecoration measures are needed to spruce up the not so presentable areas and make everything look nice for oneself and one’s guests. And pot plants often come to the rescue in such “emergencies”. So be ready for these “floral moments”, with products that convince the consumer with their outstanding shelf life and instant deco effects, and with a product range that makes it easy to choose.





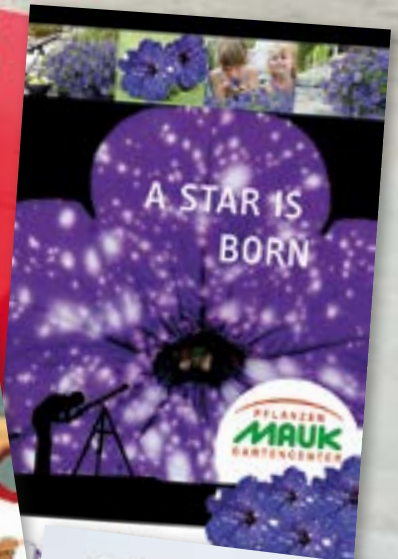
selecta

we love to grow



SELECTA ONE FOR YOU

Our interest in our products doesn't end when we pass on the nursery stock. We keep on helping - along the entire trade chain.



SELECTA MARKETING

It takes a long time for our varieties to be ready to market. By this time, we know the properties of our plants better than anyone else. And during cultivation we have plenty of time to think about what compelling story the plants will tell and what lifestyles the varieties suit. You can benefit from all these considerations. Just get in touch with us and ask for our support! We will be at your side with individual solutions.



BENEFITS FOR YOU

Whether product photos, a macro shot or ambience image, we provide you with picture material for all the varieties in our range. Our in-house photographer will be happy to help you with any special wishes.

With detailed descriptions of all the plants we breed, we support you with your press releases, information and advertising measures. And all that in numerous languages.

Be it flyers, posters or other advertising material, our team will help you with everything from the layout idea to the final print-out.

We also develop and produce concepts that are specially customized to your needs with Selecta varieties. Get in touch with us for your individually-tailored solution!



Packaging idea:
Dillewijn Zwapak
www.dillewijnzwapak.nl

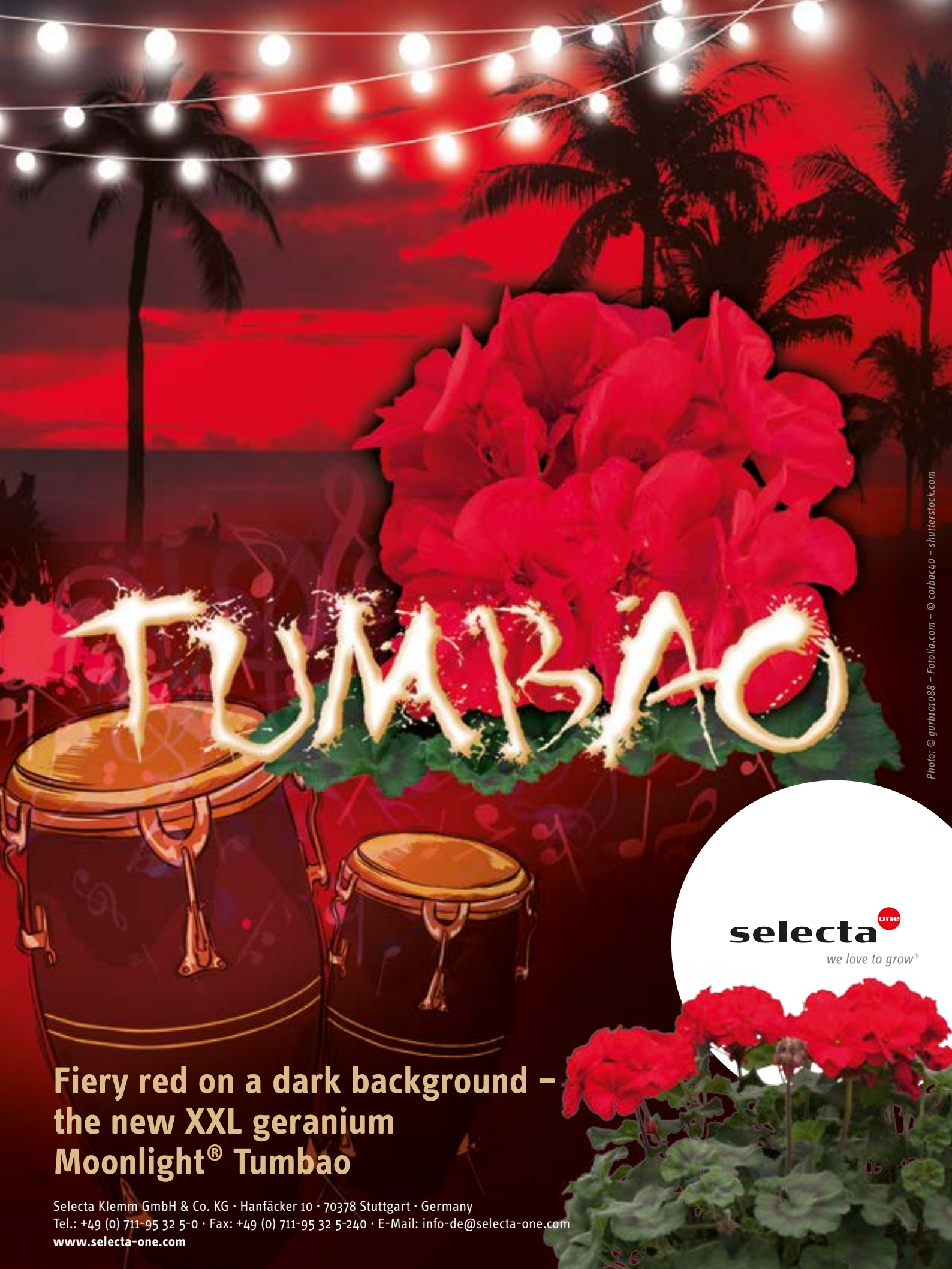


Photo: © gurb101088 - Fotolia.com - © corbac40 - shutterstock.com

selecta^{one}
we love to grow®

**Fiery red on a dark background –
the new XXL geranium
Moonlight® Tumbao**

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