



Press release – “Ocean of Roses”

Her Royal Highness Princess Benedikte of Denmark opens the IPM exhibition in Essen on January 23rd. On that occasion, she will reveal a new cooperation between Thoruplund A/S and Queen(R)Genetics.

The new rose-series is a result of a close cooperation between one of the most prominent breeders in Denmark, Queen®Genetics and the nursery Thoruplund A/S with more than 70 years of experience in breeding different potted plants. Realizing the importance of breeding new cultures with several distinct characteristics in respect of the environment. This new series of roses set new and high standards for potted roses, as selection criterias are:

- Well documented improved life and decorative value
- Well documented high level of ethylene resistance
- Cultivation with reduced or no need for chemical growth regulation, leading to improved quality
- Highly resistant to mildew and low water consumption
- Large, luxurious flowers in vibrant long-lasting colors
- Varieties suitable for optimal plant quality throughout the season
- Varieties that is applicable to production under other climatic conditions in other parts of the world

Thoruplund will market the new rose series under the brand “Ocean of Roses”



Further information at:

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