

New lines of garden roses with unique features

The specialty of the Danish company Roses Forever ApS is breeding. This goes hand in hand with marketing, in which the company also excels. The company knows well how to promote their products and how to meet the needs of consumers. This is shown again by the company with the latest introduction of two lines of garden roses.



Shortly after each other, Roses Forever introduced two new lines of garden roses on the market. First came Plant'n'Relax two years ago, followed, a year later, by Sweet Home Roses. The introductions were the results of nearly a decade of crossing and selecting by Rosa Eskelund, owner and breeder of the company which she runs together with her husband Harley. The first year of introducing the garden roses for sales on the market, they were quickly

sold out. A big garden center chain in Norway bought every rose from growers in both Holland and Denmark. Eskelund has presented her two new 'baby's on fairs like the IPM in Germany and the IFTF in Vijfhuizen in The Netherlands. She offers license to grow the roses, and is still looking for growers all over the world to produce the roses. Retailers who come to the fairs to look for new products, has also shown great interest in both the Plant'n'relax and Sweet Home Roses to meet the needs of their customers. Eskelund: 'There is a lot of interest from many growers, and we are constantly looking for new cooperation with the best growers on each market.'

Plant'n'Relax

The first line of garden roses introduced by Roses Forever ApS was Plant'n'Relax. In the selections of the line the focus is on the beauty of the flowers and on the health. This is where the line really outshines. 'The plants are very strong and for that reason we choose the name of the line. You plant and after that you can relax and enjoy the roses', says Eskelund. The line consist of many different varieties, and many are also suited for growing on own roots. They are produced by growers outdoor and is sold both potted and bare rooted. Growers who pot the roses can buy them from December until May. They can be potted outdoor or in a cold greenhouse to sell them



with small shoots or with flowers, just as they prefer. For the moment there are seven growers: 4 in Denmark, two in The Netherlands and one just started in Japan. 'For 2015 all plants are sold out', says Eskelund.

Just as she did with her other products, Eskelund created an experience around the Plant 'n'Relax line, with names of love songs like Lady in Red, The Girl from Yesterday, When you are near and Like Dreamers Do. The names are printed on labels with a modern look including with photos of the flower so buyers can see what the can expect. And the line has its own exclusive logo.

Sweet Home Roses

The second line Eskelund introduced, Sweet Home Roses, was introduced last year at the IPM in Essen. Also in this line a unity is created through the names which all start with Sweet, like Sweet Day, Sweet Love Forever and Sweet Family. The other unifying feature is the early flowering, which is the unique selling point of the line. Other characteristics of the line are the

compact size and uniform growth. In a greenhouse in early Spring, the plants can be forced into early flowering. 'The Sweet Home Roses can be sold early in the year, so they can even be ready for Easter and Mother's Day', says Eskelund.

The bare rooted roses are sold from December until June. From potted plant to full flowering, the production time is only 5-8 weeks, depending on the light and temperature. This gives the possibility to force the right colors for the right season. For example only yellow for Easter, and only red and pink varieties for Mother's Day.

According to Eskelund, Sweet Home Roses are easy to grow and force. 'They have been specially selected for forcing in greenhouses. The roses are presented beautifully in the shops with the uniform growth and big flowers on all the Sweet Home Roses varieties. By the way, the production of 2016 is already sold out, but for 2017 it is possible to buy', says Eskelund.

