



one magazine

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FROM PAGE 10

Selecta on tour:
trade fair and event recaps

MARKETING SERVICE

Autumn Friends success story,
newcomer Kaleida® Kalanchoe
and Poinsettia trends.



HIGHLIGHT

Christmas Universe – THE high-flyer. All expectations were far exceeded and the future offers even greater potential for this versatile and globally applicable variety.

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WELCOME ...

... to only the second edition of our ONE Magazine! Encouraged and assured by the great response to the first issue, we have decided to publish a sequel. Of course, we have kept the digital format with this online version for you to click through. Once again, you can expect interesting news and fascinating background information.

The title story is dedicated to our Christmas Universe Poinsettia highlight. The name of the variety says it all. This unique red Poinsettia has impressed customers all over Europe with its universal characteristics. The variety was able to demonstrate this impressively in November at the Magic Stars events in various European countries.

Our Kaleida® Kalanchoe series radiates a beautiful ambience and enchants the senses with its pleasant bright colours (page 8). Starting on page 10, we take a look back at various trade fairs and events where we took part or exhibited.

Comfortable and cosy, or, as our friends in Denmark say, hygge, is what you will find on pages 14 and 15.

We would also like to take this opportunity to draw your attention to our new website.

At the usual address of www.selecta-one.com, you will now find a clear and modern platform with up-to-date and interesting information and images. Discover the new appealing and straightforward design, the user-friendly structure, tried-and-tested functions and new services. The optimised presentation of our product range makes it easier to find your way around our large portfolio and helps you with targeted searches for products as well as the latest digital catalogues, culture guides and image downloads. You can also take advantage of the option to directly check availabilities and place orders via our renewed web shop, equipped with new features.

We look forward to your reactions and opinions about both this magazine and our new website.

Enjoy the magazine and everything it has to offer!

Yours, Klaus Gaumann





Get in touch with your Autumn Friends

IT'S ALL IN THE MIX

Gorgeous late summer and golden autumn days make you want to spend more time in the garden and out on the patio, and perhaps even to give your garden or home a makeover. As the nights get cooler again, and summer flowers start to fade and the first leaves fall, it's time for a change of décor and for robust plants with texture, attractive colours and variety. Our Autumn Friends line makes it so simple.

That's because anything is possible with our Autumn assortment, whether you want to grow single pots for mixed trays, whole layers or whole containers, or grow Twinni®, smaller trays or pots. That way, Autumn Friends makes everyone happy - both the convenience-loving customers and hobby gardeners are sure to get their money's worth. The variety of possible Autumn Friends combinations is endless, from strong splashes of colour from our hardy pot carnations to heucheras in autumnal colours and beautiful grasses in a range of heights, as well as various architectural plants. The tested varieties guarantee an attractive and

colourful appearance with long-lasting and late blossoms well into November. The cultivation times are short, and there is no need for special growing conditions or further expenditure. Many varieties are available as rooted seedlings and as MiniRooter®. The great variety of this concept covers the entire price spectrum, from entry level to premium. The long durability for selling in shops and for consumers is a further advantage of this concept.

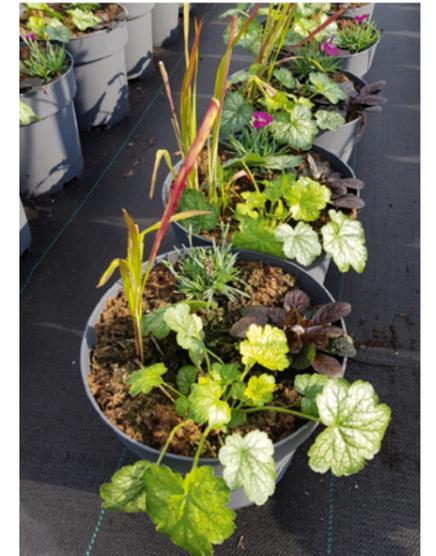
For Twinni® production, we recommend combinations of single young plants with pot carnations and Muehlenbeckia,

Helichrysum, Sedum and Ajuga. In tests and opinion polls in cooperation with LVG Straelen, these duos with a flowering component and a leafy ornamental or architectural plant were very well received. The existing Twinni® Carlo ♥ Becki is a harmonious duo that brings a beautiful architectural effect, especially when planted in autumn. The possibilities are endless when it comes to combinations involving the duo, whatever the colour scheme.

From week 5 to week 30, the duo is delivered as a double staked MiniRooter®, with a cultivation time of 8-14 weeks. In future, we will most certainly be including five new Twinni® young plants with two components in our line-up, including Helichrysum combined with Muehlenbeckia, Helichrysum combined with Sedum and Ajuga combined with Helichrysum.

We also offer attractive Twinni® potted together with two single young plants. These include potted carnations with partners such as Hebe, grasses, Muehlenbeckia, Calocephalus and various other perennials such as Ajuga, Sedum, Helichrysum and many more.

Whether it brings an Indian summer or rainy days, Autumn Friends is sure to add variety and a good mood to the third season.



IT'S ALL IN THE MIX!

The great variety of this concept covers the entire price spectrum, from entry level to premium. The long durability for selling in shops and for consumers is a further advantage of this concept.





CHRISTMAS UNIVERSE

The name says it all.

Wikipedia describes the universe as 'all of space and time and their contents'. Perhaps, then, Selecta's Christmas Universe is 'all of the good qualities and characteristics in terms of form, colour, growth and branching.'

Get more information



Selecta has been synonymous with expertise in red for many years. We are known for our extensive range of red Poinsettias and hold a leading market position in this segment in Germany, Europe and worldwide. Whether vivid orange-red, brilliant light red or even velvety dark red, Selecta impressively covers the entire colour palette of this dominant market segment. Of course, it is always a great challenge to breed new varieties that will be as successful on the market as the already legendary Christmas Feelings®.

But we have once again succeeded in producing a big hit: **Christmas Universe**. With its intense dark red colour, coupled with high-quality foliage, upright and streamlined growth with thick, V-shaped stems and good, stable branching, Christmas Universe is the high-flyer of the season and the name on everyone's lips.

This new Poinsettia is easy to grow and keep under control, with little need for growth inhibitors, and exhibits a medium-early response time. It is well suited to high-density production, is compact and extremely easy to pack and keeps well throughout the supply chain when stored in a cool environment. It can be used in all market segments, different climates and all pot sizes.

Its great performance was recently confirmed by professional audiences at various Magic Stars events across Europe from Denmark to the Netherlands and from Switzerland to Italy and Spain. Christmas Universe has already far exceeded our expectations in its first year. The future for this versatile and globally applicable variety offers even greater potential. It lives up to its name – it really is universal!

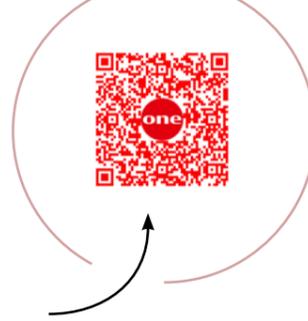


A TRUE ALL-ROUNDER
Perfectly suited to high-density production, easy to cultivate and easy to keep height under control.

Kalanchoe Kaleida®

ENCHANTS THE SENSES

A touch of well-being – this is the feeling that our Kaleida® Kalanchoe series brings. Let yourself be enchanted by the bright variety of colours.



These succulent plants originate from the tropical regions of Africa and Asia. In Europe, they are currently among the most widespread and popular house-plants. They have few demands, are easy to care for and are fully on trend with their variety of colours.

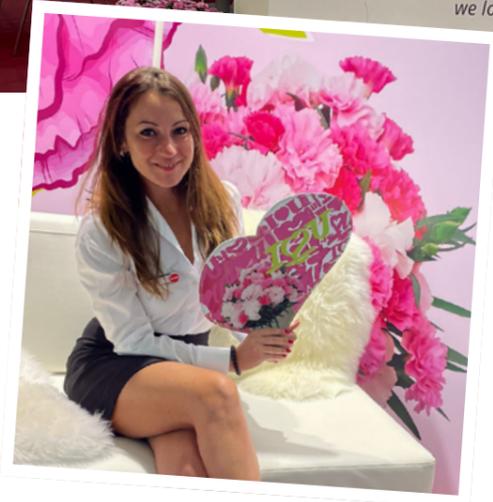
Selecta's assortment of Kalanchoe includes both single- and double-flowered varieties. All current new additions are part of their own series, which is managed as a brand under the name Kaleida®. The attractive marketing concept features a striking flower and a warm and calm colour concept that underlines its special impact – Kaleida® enchants the senses.

The individual varieties are characterised by beautiful large flowers, bright colours, rich, long-lasting flowering and strong branching. They are naturally compact and therefore require very little or no growth inhibitors. They are resistant to powdery mildew and perform well outdoors.

Kaleida® brings diversity to life and colour to the home and even the office. The plants are perfect for decoration and offer enormous variety in terms of use.



TIME TO RELAX AND DREAM
Look at this beautiful large flower with its light reflections reminiscent of a kaleidoscope. Be inspired and take a moment to let your mind, body and soul relax and find peace.



TATIANA IJPMA, SELECTA HOLLAND
 I was pleased to represent Selecta one in Moscow this year. In my opinion, our I♥U stand was one of the most eye-catching at the trade fair. The selfie station was very well received by our customers. This meant that you could take a souvenir photo after the business talk about the orders for the next season – a great idea!

DIANTHUS I♥U

...on the rise worldwide

Our I♥U carnation highlight made a striking appearance at FlowersExpo Moscow and at an exhibition in China in the autumn of 2021. The feedback was very positive – not only because of the excellent characteristics of the variety, the special array of colours and the beautiful double flowers, but particularly because of the successful combination of surprise and inspiration that the concept brings. Retailers and the media took notice and we are sure that this success story will continue in the coming years.



TRADE FAIR AALSMEER 2021

MEETING POINT FOR THE ORNAMENTAL PLANT INDUSTRY IN THE NETHERLANDS.

Every year in the first week of November, the entire ornamental plant industry looks to the Netherlands. More specifically, to the Trade Fair Aalsmeer. After the trade fair was cancelled in 2020 and there were hardly any other opportunities for in-person meetings last year, finally being able to gather again at the Royal FloraHolland Aalsmeer Flower Auction Site was a great joy.

From 3 to 5 November 2021, we presented our current product highlights and developments. These included our

SkyStar® and Christmas Surprise Poinsettia highlights, the new Pelargonium varieties from the Tumbao® series, Osteospermum 'Purple Sun' and the SKYfamily Petunias. For the third time, we also exhibited cut flowers there. MissAntic, Kiwi Colour and Grandtastic were real eye-catchers.

After weeks of planning the stand, it was wonderful to see the result live. The excitement could be felt even when the stand

was being set up, including among the other exhibitors. Both visitors and exhibitors were thrilled that the trade fair could take place. It was great to see customers and partners in person again and to have the chance to talk to everyone.



MAGIC STARS

Selecta Poinsettias in the spotlight.

In the last phase of Poinsettia production in November, when the results can be judged properly, our well-known Sternenzauber (Star Magic) events take place every year. This year there were four of these events in Denmark, the Netherlands, Italy and Spain, and our Poinsettia stars made a sparkling grand entrance. Christmas Universe, SkyStar®, Christmas Mouse®, Christmas Surprise, Ice Princess® and many other newcomers and classics shone and delighted the poinsettia experts and visitors.

Magic Stars



SELECTA TRADING, ITALY
 „Torniamo a riveder le stelle/Thence we came forth to rebehold the stars”, said the famous Italian poet Dante Alighieri. This was used as a slogan for when Selecta Trading hosted the Italian Magic Stars event in Latina. The Selecta one team presented tried-and-tested varieties and the season’s new products to customers and growers.

GRUIP ROIG, SPAIN
 In Spain, the Poinsettias event took place in cooperation with our partner Grup Roig. Our experts were on site to showcase our varieties and answer any questions.



FLORIPARTNER, DENMARK
 Our Magic Stars event at FloriPartner in Denmark was a great success once again. Besides a detailed presentation of our Poinsettia range, we also gave our customers a lot of technical information. Visitors were able to learn everything about our Poinsettias.

SELECTA HOLLAND, NETHERLANDS
 The Magic Stars tour in the Netherlands took place in the Westland region, where six growers gave their colleagues a glimpse behind the scenes. Invited speakers provided information on interesting topical issues, such as the use of peat-free substrate (Lensli Substrates), a dehumidifier (DryGair) and the use of energy (Nife Consulting Agency).





#colorful

Every year, the pre-Christmas season exudes a special mood and conjures up images of a cosy atmosphere. And what could better fit this time of traditions than Poinsettias?

But traditions can be experienced in different ways. With their variety of colours, Poinsettias can set the scene anywhere and give any environment a magical ambience. It could be very colourful and vivid with pink and rose, glitter, marble or lime, or modern, simple and minimalistic. It could be comfortable and cosy with hygge style in mind, or even just white, focused on the actual colour of winter.

Selecta has Poinsettias for every style and every idea.



#modern



#hygge



#AllWhite



ICE PRINCESS®

Charming white.

NEW



ICE PRINCESS®