



syngenta



Syngenta Flowers

introduces 22 new products during Plantarium

During the 26th edition of the "**Plantarium**", a major international professional nursery trade fair, which will be held in week 35, from Wednesday 27th till Saturday 30th of August in Boskoop (close to de Lier), **Syngenta Flowers** presents 22 new products. The first Gaillardia's from cuttings and a new variety Lavandula: The Aromatico™ are two examples of the introductions which will be presented during "**Plantarium**".

Perennials are becoming more attractive. Retail and consumers all over the world show an increasing interest for perennials. **Syngenta Flowers** is one of the leading companies who are actively breeding in this market segment. The carefully built knowledge and experience enables the dedicated people of **Syngenta Flowers** to make significant steps in the development of new varieties. The quest for vitality, uniformity, attractiveness, richness in flowering and earliness are the most important criteria. *"According to the customers of Syngenta Flowers the Perennial product group is seen as a perfect addition to our annual assortment"*, says Jos van der Wielen, Flowers Business Manager BeneScan at Syngenta Flowers.

Syngenta Flowers translated the theme of Plantarium '**Global Trading**' to the different experience worlds the market for flowers and plants recognises. We take this opportunity to invite you to our stand (nr. **229** en nr. **230**).

For more information you can visit our website: <http://www.sg-flowers.com>



Perennial breeder Har Stemkens at our breeding location



Lavandula AROMATICO™ BLUE

Operating on a global scale, **Syngenta Flowers** breeds, markets and distributes superior quality pot- and bedding plants in the form of seeds, cuttings and young plants to the horticultural industry. Our commitment is to create value through beautiful flowers for growers, retailers and consumers worldwide.



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