



**Customized
breeding for a
future-proof
cultivation**

Floritec.eu



*Creating resilient varieties
tailored to local climates
and cultivation needs*



Moving forward together

The future doesn't wait — and neither do we. In a world marked by rapid change, uncertainty is the only constant. But where others see unpredictability, we see opportunity. At Floritec, we remain firmly focused on the road ahead — and on building a blooming future, together.

You're holding the latest edition of the Floritec magazine — showcasing groundbreaking innovations and trusted varieties. Each one reflects bold decisions made years ago, developed through consistent strategy, a forward-thinking mindset, and the agility to respond to today's challenges.

This year marks a new chapter. From the opening of our new facility in Rionegro, Colombia, to the continued global expansion and professionalization of our team, we are scaling up our impact — investing in people, technology, and lasting partnerships. Because growth isn't just about numbers. It's about shared vision.

We believe collaboration drives progress. What direction are you taking in today's world? And how can we support your ambitions? Whether by supplying high-performing existing varieties or co-creating tomorrow's bestsellers — we're ready to explore the path forward, together.

As one wise voice once said, "Whoever watches the wind will not plant; whoever looks at the clouds will not reap." In other words: *stick to the plan*. Especially when the road ahead is unclear. Let's keep cultivating what is honest, bold, and purposeful. Let's put our hands to the plow — and grow a flourishing future, side by side.

Jeroen W. Ravensbergen
General Manager



About Floritec

Floritec is a dynamic and forward-thinking international breeder that specializes in chrysanthemums, pot celosia, and pot asters. With over eighteen years of experience, we have built a strong reputation as a trusted partner in plant breeding—backed by outstanding varieties such as Rossi, Ellison, Miller, Calimero, Dynamic, and Jackson.

What sets Floritec apart is our innovative breeding philosophy: Customized Breeding. By working closely with growers worldwide, we develop varieties that are tailor-made to thrive under diverse cultivation and climate conditions. Core traits such as resilience, shelf life, transport tolerance, and climate adaptability are central to every breeding decision we make.

A practical, market driven approach

At Floritec, we go beyond off-the-shelf solutions. For us, customization means aligning genetic development with the specific needs of each market from day one. The result? Unique varieties that are not only visually striking but also practical and economically viable for growers. Our approach is hands-on. From an early stage, we test our varieties with growers at global trial sites. Each variety is rigorously evaluated and refined as needed, ensuring top performance where it matters most: on the grower's floor.

A period of strong growth

In 2023, we reached a significant milestone by launching our own greenhouse facility in Honselersdijk. This new location is a strategic step toward expanding our operations, enhancing our professionalism, and showcasing our genetics through flower trials. It also enables us to integrate the genetic innovations from our parent company into our breeding programs more effectively.

This facility is a cornerstone of our Customized Breeding strategy. Some clients are involved from the very first stages of selection at their own sites, while others benefit from broader testing phases. Thanks to our in-house capabilities, we can thoroughly test new selections and host customers in person, which deepens collaboration and drives innovation.

Looking ahead, 2025 will mark another significant milestone: the opening of our own facility in Colombia. The pace of development in this region is rapid and energizing. We're incredibly proud of our team's passion and commitment to building a future proof breeding hub in this vibrant market.





Innovation in cut chrysanthemums: strong, reliable and versatile

At Floritec, we focus on breeding chrysanthemum varieties that perform excellent under a wide range of conditions. By testing our crops in less controlled environments where temperatures, humidity, and soil quality fluctuate, we cultivate plants that are inherently more robust and resilient. The result is sustainable, dependable varieties that thrive on a global scale.

Powerful genetics, proven varieties

Breeding is in our DNA. With years of experience in the Santini market, we've developed a broad and diverse portfolio of proven performers.

And we're not stopping there. We're also making bold strides in spray chrysanthemums and disbuds.

We continue to refine and expand our portfolio by actively listening to the market and responding to the evolving needs of growers and traders.

Our focus remains crystal clear: strong, reliable varieties with distinctive visual appeal, superior resilience, and outstanding post-harvest performance.

Miller series

The Miller series was only recently introduced, yet it's already a hit. With a reaction time of just six weeks, this series outpaces all others—making it the fastest on the market. It perfectly meets the needs of retail growers looking for a double flowered chrysanthemum that combines speed with quality. On top of that, the series offers excellent uniformity and strong stem weight. Market demand is high, and pricing remains very strong.



Miller Pearl



Miller Sweet



Miller Lavender



Miller Orange



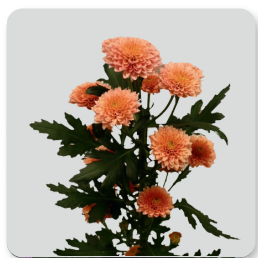
Miller Sunny



Miller Salmon



Miller Apricot



Miller Smokey



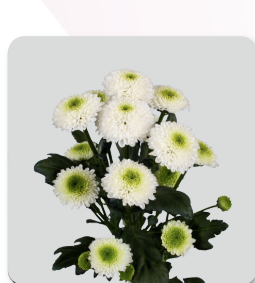
Miller White



Maverick series

The Maverick family features three striking colors —white, light green, and sunny yellow—each with a vibrant green center that provides a fresh, contemporary look. This series has already earned its place in the market, with traders consistently enthusiastic—and for good reason.

- Exceptional vase life
- Strong, sturdy stems
- Consistent quality and uniformity
- The fresh green center that remains visible until the end of the bloom



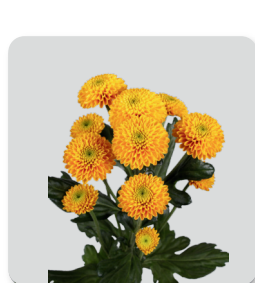
Maverick White



Maverick Lime



Maverick Yellow



Maverick Sunny



Maverick Orange

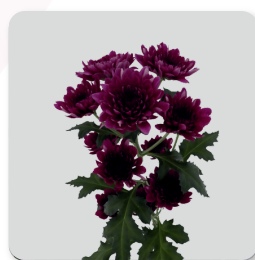
The Lovato series is a striking family of decorative chrysanthemums, available in stunning color variations. Each bloom features fine ray petals with a rich, dark center that gradually fades into a lighter hue toward the edges, creating depth, contrast, and elegance. Thanks to their excellent color retention, the flowers maintain their beauty for a very long time.

The abundance of finely shaped petals forms sturdy, full blooms with a generous, voluminous appearance. What truly sets the Lovato series apart is its exceptional uniformity, ensuring a consistently impressive visual impact across every stem.

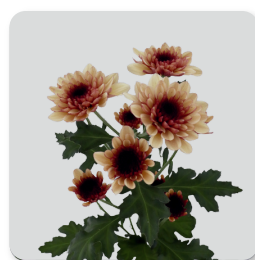
- Decorative chrysanthemum family in vibrant colors
- Fine ray petals with a dark center and lighter outer edges
- Superior color retention for lasting beauty
- Robust, full blooms with a luxurious presence
- The Lovato series is distinguished by outstanding uniformity



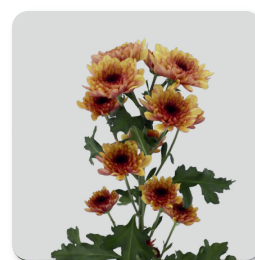
Lovato



Lovato Purple



Lovato Apricot



Lovato Yellow



Calimero Series

Available in: Cream, Snow, Minty, Pink, Purple, Red, Salmon, Sunrise, Apricot, Sunny, Shiny, Lobster en Classic



Laporta

Disbud chrysanthemums in development — promising results ahead

We have made exciting progress in our disbud chrysanthemum segment, with promising results already. One of the most notable introductions is the Laporta variety, which is available in yellow and white. It represents a significant advancement in this category.

Our breeders are intensively working on new large-flowered varieties, incorporating premium Japanese genetics. This powerful blend of international expertise and practice-driven, hands-on selection is producing strong, distinctive types with clear commercial potential.

This is just the beginning—there's much more in the pipeline. In the near future, we expect a wave of new introductions that will strengthen and enrich our disbud chrysanthemum portfolio.



At Floritec, innovation is an ongoing process, especially when it comes to disbud chrysanthemums.



Florencia



Pristine series



Karymsky



Floritec: the specialist in premium santinis

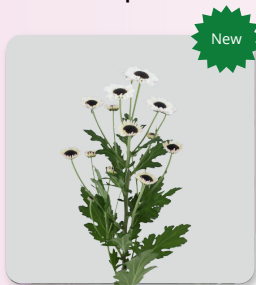
When it comes to high-quality Santinis, Floritec has long been the trusted name. Innovation is at the heart of everything we do, from striking bicolor varieties to cultivars with exceptional vase life and outstanding cultivation traits.

A significant portion of our Santini portfolio is the result of our Customized Breeding approach: a close collaboration with growers to develop varieties that deliver peak performance under specific growing conditions. At the same time, we offer a wide selection of proven varieties, ready to meet diverse cultivation and market demands. The result is a versatile, market-ready assortment tailored to real-world needs.

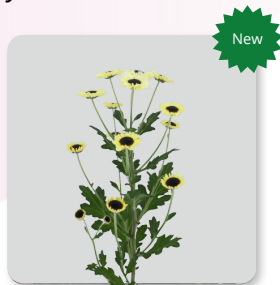
Novelties

Patrese

Patrese is a stunning single-flowered Santini known for its uniform growth and strong year-round performance. It features a well-filled, deep black center throughout the year and comes in an attractive color family. With excellent vase life and consistent top-tier quality, Patrese is a standout performer in any season.



Patrese White



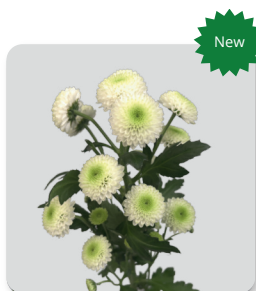
Patrese Cream



Patrese Sunny

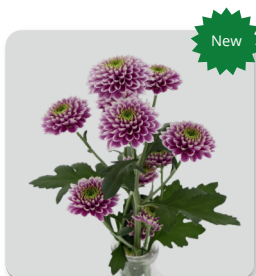


Patrese Pink



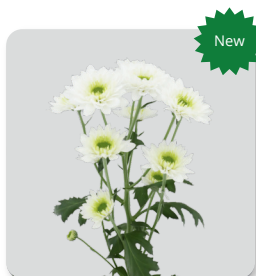
Collin

Collin is a bright white Santini with a fresh green center. Thanks to its high quality, vigorous growth, fast cultivation time of just 6 weeks, and uniform stems, Collin is a reliable choice for both growers and florists. The sturdy blooms are easy to handle and maintain their beauty during transport.



Luca

A standout in the Santini segment, Luca is a pompon style variety with a semi flat flower shape. Its unique pink-and-white blooms, paired with a vivid green center, gives it a fresh and eye-catching appearance that immediately draws attention. Its highly uniform stems carry a rich floral display, making Luca an ideal choice for a wide range of floral arrangements and bouquet designs.



Emperor

Emperor is an impressive spray chrysanthemum that stands out for its quality and reliability. With its exceptional vase life and longevity, it is a favorite among both traders and consumers. The stems are strong and well-weighted, ensuring excellent transportability.

Highlights pot mum

The genetics of our varieties form the basis of consistency and quality. We select cultivars that have proven successful in cultivation and in the marketplace. The result is a collection of families that consistently excel in performance and appearance.

Forward-Thinking Innovation

In recent years, the horticultural sector has undergone significant changes, one of the most impactful being the shift from traditional lighting to LED systems. These evolving conditions demand a new approach. Thanks to our flexible and adaptive breeding strategy, we can respond quickly and develop varieties perfectly suited to the future of modern cultivation.



Jackson White



Jackson Pink



Jackson Purple



Jackson Sunny



Jackson Bronze



Jackson Salmon

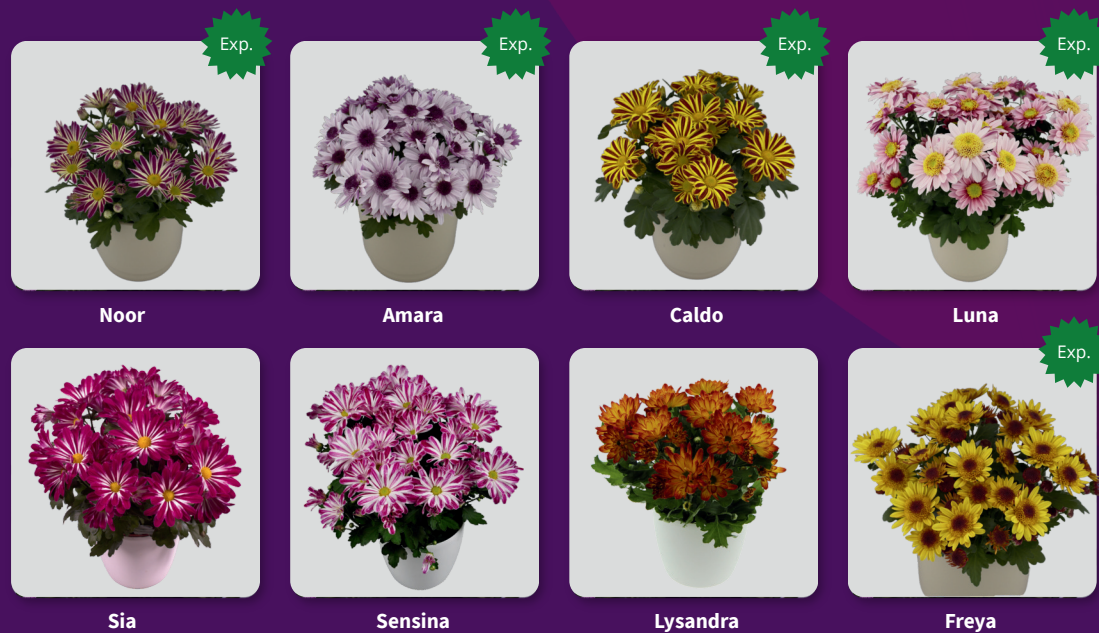
Jackson series

The Jackson series is a stunning family of single-flowered pot chrysanthemums with exceptionally large, attractive blooms. These varieties offer long-lasting vase life and consistent quality, making them a reliable choice for any grower. Easy to cultivate, they are ideal for vibrant pot mixes and offer growers a versatile chrysanthemum that never fails to impress.



Beatles series

The Beatles series is a compact pot mum family known for its impressively large blooms and striking floral display. This series delivers consistent, reliable performance in cultivation, making it the ideal choice for growers seeking a fully double-flowered pot that excels in appearance and quality.



Specialties

Within our breeding program, our breeders are passionately committed to developing unique specialty varieties. These standout cultivars are distinguished by their striking flowers, ranging from vibrant bicolors to unusual shapes. Each variety is carefully selected for its distinctive features and exclusive visual appeal.

Innovation and growth in Colombia

Floritec strengthens its position in Colombia

Colombia is a key strategic market in the global chrysanthemum industry. With our new breeding facility in Rionegro, we are investing in a strong, future-proof infrastructure. There, we develop and test varieties that align with local growing conditions and market demands.

Local breeding, global impact

Our approach is based on customization. By breeding and selecting directly in Colombia, we can develop chrysanthemum varieties that are better adapted to the local climate and perform exceptionally well in production.

With 6,000 m² of breeding space and an additional 500 m² of quarantine area, we are establishing a solid genetic foundation for the future.

Sustainable and innovative

Our mission is clear: to develop market-leading, competitive, and sustainable varieties for all global production regions. Through our expansion in Colombia, we are strengthening our presence in South America and taking a significant step toward offering innovative varieties tailored to the needs of local growers and the market.



Floritec & Inochio Seikoen: Innovation in tradition

Since its acquisition by the renowned Japanese breeding company Inochio Seikoen in 2019, Floritec has strengthened its international position even more. With over 100 years of expertise in chrysanthemum breeding, Inochio Seikoen is a leading force in the industry.

This collaboration has opened the door to cutting-edge research and development facilities, new genetic lines, and expanded access to the Asian market. Japan has a rich heritage of breeding disbud chrysanthemums, which are known for their unique and refined genetics. By combining our strengths, we are accelerating innovation and expanding our impact on the global chrysanthemum market.

inochio
FLOWERS

Inochio Seikoen Inc.





Xclusive Chrysanthemum: sustainable cutting production with care for people and planet

Our cutting production takes place at Xclusive Chrysanthemum in Uganda, where the finest cuttings are carefully harvested and selected daily. Quality control begins at the source and continues throughout the process to ensure that only the best plant material reaches our growers.

Our mother plants are cultivated on substrate, that allows for more efficient management of water and nutrients, as well as environmentally friendly disinfection through steaming. We also invest in the well-being of our team by providing safe working conditions, housing, childcare, and medical care.

Our production site meets the highest international standards and is certified for:

- **MPS-GAP** – Safe and sustainable cultivation
- **MPS-A** – Environmentally responsible production
- **MPS-ETI & MPS-SQ** – Ethical trade and social responsibility

This way, we deliver high quality cuttings and contribute to a sustainable future for people and the planet.



Twisted Series

Available in: Amethyst, Papaya, Pink, Magenta, Pink Bright, Orange Light en Yellow

**With its customized
breeding and
advanced
techniques, Floritec
is ready for the
future.**

