

MPS
Sustainable Quality



Fairytales

FAIRYTALE FLOWERS®

2011

Le Jardin du Fairytale Flowers®



FLOWER FAIRS

FAIRYTALE FLOWERS® is now ready to meet our customers at the autumn exhibitions all over Europe.

With the concept "Le Jardin du FAIRYTALE FLOWERS®" we have created a French-inspired florist's shop, so that our customers can see just how beautifully our range can be presented in the sales chain. This is the perfect way to enjoy the early autumn days in the garden, with classic French café chairs in lots of beautiful colours, combined with Campanula and Schlumbergera.

New darker GET MEE® with improved shelf life performance

The PKM R&D works continuously to improve its existing product range. FAIRYTALE FLOWERS® is therefore now expanding its Campanula range with a new GET MEE® which is both darker in colour and has a shelf life performance that has been improved by approximately 14 days.

Over the past 25 years we have tested more than 750,000 new GET MEE® plants, and the new, darker GET MEE® is the result of this testing process. The plant has a darker and more intense flower colour, as well as a decorative value which has been improved by 14 days. In addition to this, the flowers do not lose their colour as they fade. These improvements will benefit both the retail trade and the end consumer.

Dark GET MEE® won the IPM NEUHEIT 2011 prize in the category "Perennials".

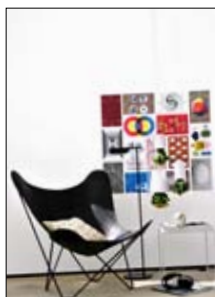
14 DAYS
improved shelf life performance



PRESENT
after 3 weeks



IMPROVED
after 3 weeks



INTERIOR DESIGN WITH FAIRYTALE FLOWERS®

Find inspiration for your home with Mie Lerche Bach - LERCHE design - and FAIRYTALE FLOWERS®. Available in many different colours, FAIRYTALE FLOWERS® can be used indoors

and outdoors. Our assortment covers the whole year, so you can always find a flower that suits you and your home.

Read more on page 3



A LITTLE FLORAL NOOK

By Anett Madsen - grower's wife at PKM

It is an easy matter, and need not be expensive, to bring a little life to a dull corner of the garden. I got out all my old pots and pot holders, and went out and bought some flowers. Then I fetched a lot of different Campanulas from the nursery, because of course the gardener's wife cannot do without her own flowers in the garden. Campanula is available in purple, blue, white and red in many different shades, so mixing them produces a fantastic play of colour.

After that I found an old wooden pallet which gives a slight level difference, and a big sack of peat moss so that I could replant the flowers in pots and crocks, and VOILÀ: I had a colourful and beautiful floral nook with lots of FAIRYTALE FLOWERS®, combined with other lovely blooms. You just can't go wrong, as the flowers' colours complement each other in the most fantastic way, especially in the sunlight on a lovely summer morning.



GOOD HINTS

drop in to
www.pkm.dk



NEW TIPS FOR INTERIOR DESIGN



FIND INSPIRATION
drop in to
www.pkm.dk



THE POWER OF A FLOWER



The idea behind FAIRYTALE FLOWERS®' new inspiration pages is to show consumers just how easy it is to decorate your home with flowers.

According to Mie Lerche Bach, owner of LERCHE design in Odense, plants have found their way back into our homes. "Plants are lovely, life-affirming elements that help to support our style," she says. One tip from the stylish interior designer is that you

should choose your plants with care and ensure that they complement your house decor. We put Mie to the test, and asked her to show us how to support a home's style with FAIRYTALE FLOWERS®. The result was six exciting stylings.

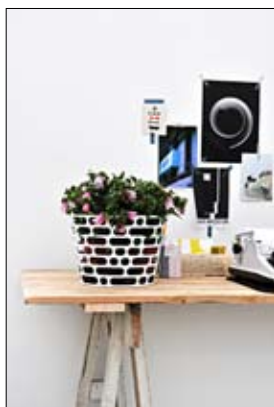
Just as the fashion industry shows off its products, we show our products – in this case GET MEE® – just as they look when you buy them at the shop. After that, we

show pictures of what the finished result may look like. Finally, we take it all apart and show the accessories we have used for the styling. In this way, consumers can either copy the styling or add their own personal styles.

If you would like some small sweet postcards with pictures of the various stylings and QR codes, send an email to Anett Madsen at am@pkm.dk for more information.



BLOOMING ROMANCE



PLEASURE IN BUSINESS



MEMORY LANE



REVIVAL OF THE FITTEST



FUNKED UP



Beautiful white Campanula

The internationally renowned floral designer Nicolai Bergmann was in Denmark in connection with the floral exhibition "My home is my castle". He was also responsible for the floral decorations in connection with the presentation of the Danish Fashion Awards.

At our website, www.pkm.dk, you can see pictures from both the exhibition and the Danish Fashion Awards, where Nicolai, with great creativity and a flair for creating simple yet stunning effects, produced some fantastic decorations with White GET MEE® and WHITE WONDER®.

And the winner is.....

The Floradania Innovation Award 2011 went to THE CROWN PRINCESS' BELLFLOWER® White, which had already won several other awards in 2010. The beautiful white bellflower won in the category "Flowering indoor plants". The diploma and the handsome statuette were presented by Danish Minister of Transport Hans Christian Schmidt.

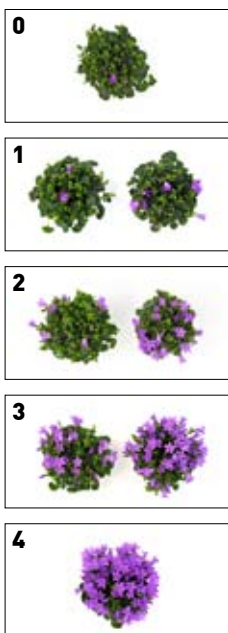


Plant development stages

To ensure consistency between what our customers want and what we deliver, we have created an overview of how Campanula GET MEE® looks at the five different stages of development in which we pack it here at PKM A/S.

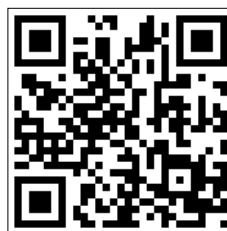
Scan the QR-code and see the different stages for GET MEE® 5½ cm, GET MEE® 10½ cm, Sweet MEE® 11½ cm and THE CROWN PRINCESS' BELLFLOWER® 11½ cm. When you order plants from FAIRYTALE FLOWERS®, please order on the basis of the development stage and NOT on the basis of a certain number of open flowers.

GET MEE® from PKM has over 1,000 buds, and therefore blooms for a very long time. Fifty open flowers actually corresponds to just 5% of the total number of buds.



The pictures show Blue GET MEE® 5½ cm in five different stages of development. *Read more on page 7*

SCAN THE QR-CODE
drop in to
www.pkm.dk



DO IT YOURSELF

You will need one FAIRYTALE FLAME® autumn cactus, a large glass vase and some wood chips.

1. Pour some wood chips into the bottom of the glass vase and make a small depression for the plant
2. Take the plant out of the plastic pot
3. Place the plant in the centre of the vase
4. Cover the root ball with some wood chips



DURABLE
and easy to keep



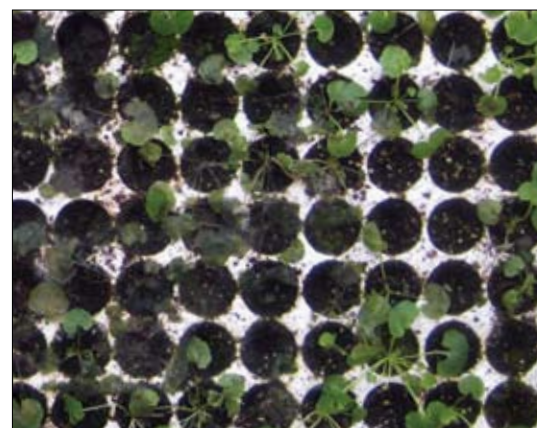
Healthy plants manage best

Every year, PKM invests around 5% of its turnover in product development, including both the development of new species and the refinement of the existing product range. One area on which our product development programme focuses a great deal is the development of disease-resistant plants.

By deliberately infecting selected clones with various plant diseases, it is possible to select the plants that do best, and further develop those that show the greatest resistance to disease.

The mother plants are monitored on an ongoing basis to ensure plant health. PKM's product development department also exposes the plants to drought stress to ensure that they will cope well with being transported, and thereby present themselves at their best in the retail outlets.

Healthy plants mean a reduced use of chemicals and less product loss in the retail sector, and ensure a good experience for the end-user every time he or she chooses a product from FAIRYTALE FLOWERS®.



Campanula indoors and outdoors



INSPIRATION

check-in at
www.pkm.dk



PKM's Campanula is registered by variety and can only be purchased from the PKM horticultural nursery in Denmark. We market our Campanula under the well-known quality brand FAIRYTALE FLOWERS®.

Campanula is a popular plant because it is beautiful and decorative, and has an incredible number of uses. Campanula can be enjoyed both indoors and outdoors, and is available in a wealth of different colours.

When Campanula has faded indoors, you can remove the withered flowers and plant it out in the garden. Campanula is perfect to provide ground cover in the garden bed, or as a border plant in a rock bed, and it can easily be planted out in pots or window boxes.

We recommend between six and eight plants per square metre when planting out in a garden bed. In this way, your Campanula will gradually come

to form a continuous ground cover. Campanula should be planted out in spring when the risk of night frost has passed, or in the autumn no later than August. It is important that the root has time to become well established in the soil BEFORE the frost sets in.

Most Campanula are herbaceous perennials, and GET MEE®, WONDER® and Pretty MEE® are winter-hardy Campanula varieties, which means that they can overwinter in the garden bed. They will however be more vulnerable if they are planted in pots – not so much because of the frost, but because there is a risk that the plant may dry out if temperatures drop much below zero. Place Campanula in a bright and sunny spot indoors or outdoors, but not in direct sunlight. Campanula thrives best at temperatures of between 10 - 32° C.

If you plant Campanula in pots, they should be watered in the saucer. It is always a good idea to

make sure that the plants are well watered, both when they are inside the house and when you plant them out in the garden.

Campanula is the botanical name for 'bell flowers'. Campanula grows wild all over the world, and there are more than 300 different varieties.



FAIRYTALE FLOWERS® CAMPANULA MEE® ASSORTMENT



GET MEE®



WONDER®



THE CROWN PRINCESS'
BELLFLOWER®



Sweet MEE®



Pretty MEE®

SCHLUMBERGERA

FAIRYTALE FLAME® ASSORTMENT



White FLAME®



Yellow FLAME®



Orange FLAME®



Red FLAME®



Pink FLAME®



Purple FLAME®

RHIPSALIDOPSIS

FAIRYTALE FIRE® ASSORTMENT



White FIRE®



Orange FIRE®



Red FIRE®



Pink FIRE®



Purple FIRE®

LAVANDULA STOECHAS

FAIRYTALE FLOWERS® LAVANDULA ASSORTMENT



Bella Lavender



Bella Lavender - Close up



Bella Pink



Bella Pink - Close up

ADDITIONAL SERVICE ITEMS

FAIRYTALE FLOWERS® PACKING AND SLEEVES



Normpack



Mix



Sleeves



Label/sticker

PLANT DEVELOPMENT

OPTIMUM PLANT DEVELOPMENT



STAGE 0

0 open flowers =
0 % covered by flowers*



STAGE 1

1 - 15 open flowers =
1,5 % covered by flowers*



STAGE 2

10 - 50 open flowers =
5 % covered by flowers*



STAGE 3

40 - 100 open flowers =
10 % covered by flowers*



STAGE 4

500 open flowers =
50 % covered by flowers*

* for Blue GET MEE® 10½ cm, on the basis of the largest number of open flowers at each stage, at 1,000 buds per flower.

OPTIMUM BUD SIZE

FAIRYTALE FLAME®



FAIRYTALE FIRE®



CARE INSTRUCTIONS



HELLEBORUS

Helleborus – also known as Christmas rose and Easter bell – is part of the FAIRYTALE FLOWERS® assortment for the year.

Call PKM's sales team for further information on this beautiful and long-lasting plant.



Jacob



Josef Lempert



Cinnamon Snow

