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MPS
Sustainable Quality



FAIRYTALE FLOWERS®

2011

More than 10,000 buds

We focus on our spring cactus, FAIRYTALE FIRE®, and decorate the 'Egg' – the world-famous chair designed by Arne Jacobsen – with FAIRYTALE FIRE® mini-plants.

With approximately eight buds per plant, there will be a total of around 10,000 Rhipsalidopsis buds on the beautiful designer chair that will be exhibited at IPM 2011, at the GASA Group stand in Hall 5.

Read more about FAIRYTALE FIRE® and FAIRYTALE FLAME® inside the magazine.



THE SNOW WHITE FAIRYTALE

In 2011, THE CROWN PRINCESS' BELLFLOWER® White has been nominated for the Floradania Innovation Award and the Elmia Garden Award. Both THE CROWN PRINCESS' BELLFLOWER® White and the new, dark GET MEE® have been nominated for the IPM Award 2011.

Read more on page 3



New, darker GET MEE® with improved shelf life performance

The PKM R & D department 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 decorative value that has been improved by approximately 10 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 approximately 10 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.



10 DAYS
improved
shelf life
performance



PRESENT
after 3 weeks



IMPROVED
after 3 weeks



See the new films and get good advice about FAIRYTALE FLOWERS®

We have made three new films about our beautiful flowers. One of the films shows the many potential uses of Campanula – both indoors and outdoors. The other two films

are about our fantastic FAIRYTALE FLAME®. The films provide inspiration and tips on plant care, and show just how beautiful FLAME® is, both in bud and in flower.



MODERN AND CLASSIC

By Anett Madsen - Grower's wife - Gartneriet PKM A/S

When you are a gardener's wife and have free access to lots of autumn cactus, it is not hard to come to appreciate this beautiful plant. And there are lots of good reasons for that:

- It is easy to look after in a modern home
- It lights up the dark autumn days
- The plant is compact and durable, and can cope with being transported
- The buds take three to four weeks to mature into beautiful silky flowers
- It makes a fantastic table decoration, and keeps up to three weeks longer than a bouquet

Most people know Schlumbergera as November cactus or Christmas cactus, but we call it AUTUMN CACTUS, because we feel that it has so much more to offer, and can easily be sold as early as August.

Schlumbergera is a native of Brazil, from the coastal region around Sao Paulo and Rio de Janeiro, where it grows in the mountains at a height of around 800 metres. The first Schlumbergera plants came to Europe approximately 200 years ago, and since the early 60s the PKM horticultural nursery has produced this beautiful and durable plant, which we market under our brand name FAIRYTALE FLOWERS®.

The many buds resemble small flames, so we call our autumn cactus FAIRYTALE FLAME®. The plant has beautiful green leaves which help to highlight its buds and flowers. It takes approximately three weeks for the buds to develop into fantastic silky flowers.

Most people know Schlumbergera with buds of approximately 1-1½ cm, and many believe that the buds can easily fall off. But thanks to modern cultivation techniques and many years of inten-

sive breeding, FAIRYTALE FLAME® is an extremely durable plant that is also easy to look after. FAIRYTALE FLAME® autumn cactus requires very little care and can return year after year.

That's why FAIRYTALE FLAME® is ideal for busy families who like to surround themselves with flowering plants. FAIRYTALE FLAME® is available in white, yellow, orange, red, pink or purple, in pot sizes from 5½ cm and 9 cm to 11½ cm.

The seedlings for our autumn cactus actually come from Kenya. In 2008, we entered into a joint venture with a Kenyan partner, and we have now built 10,000 square meters of greenhouse areas in Limuru, north of Nairobi.

I am fond of the pure colours, and I like to use many plants when I set the table for guests. If you consider the price of a bouquet of flowers, and then spend the same amount on a nice bowl of autumn cactus, you'll have a beautiful table decoration that you can use when you have guests AND enjoy for up to three weeks afterwards, whereas a floral bouquet typically only lasts a week.

FAIRYTALE FLAME® is easy to style and suits both classic decor and modern design. On page 3, you can see how easy it is to create a beautiful and simple decoration with FAIRYTALE FLAME®.



THE SNOW WHITE FAIRYTALE

Continued from page 1:

In August 2010, THE CROWN PRINCESS' BELLFLOWER® White won the gold medal at Plantarium – the international trade fair for horticultural products in Boskoop, the Netherlands. FAIRYTALE FLOWERS® also received the international press award for THE CROWN PRINCESS' BELLFLOWER® in both white and blue, and last but not least, PKM won first place in the nominations for best stand in the "Business" category. The jury was impressed by the Danish stand, as one which was highly targeted at garden centres.

Kristian Madsen, owner of Gartneriet PKM A/S - FAIRYTALE FLOWERS®, is very satisfied with the nursery's success: "I'm very surprised and pleased on behalf of the entire PKM team in Denmark," he said. "We have come to the world centre of plant production, and have won no less than three separate awards. That is a major success for our company, and a great recognition of the efforts we have put in to ensure high quality, both in our products and in the way we present them."

In September 2010, THE CROWN PRINCESS' BELLFLOWER® White won a first prize at Floramart in Padua, Italy.

FACTS on THE CROWN PRINCESS' BELLFLOWER® White:

- Derived from the variety *Campanula formanekiana*, which grows wild in the mountains of Greece
- Pyramid-shaped plant with lots of white flowers and buds, beautifully highlighted by its green leaves
- Can easily stand for three to six weeks in the living-
- The plant is annual, but can cope with being placed outside in pots and window boxes
- Has won two prizes in 2010
- Is currently in the running to be named New Flower of the Year at IPM 2011, Germany, in January 2011
- Nominated for the Floradania Innovation Award and the Elmia Garden Award in 2011

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

WHITE WONDER® Snowflake



SNOWFLAKE
does not melt

Can you sell Campanula in the winter?

Campanula WHITE WONDER® from FAIRYTALE FLOWERS® might not be the first thing you think of when the winter season arrives, but the answer to the above question is actually YES!!!

And why not try something new? Double-flowered Campanula WHITE WONDER® from FAIRYTALE FLOWERS® has beautiful snow-white flowers which resemble the finest small snowflakes.

WHITE WONDER® Snowflake is a pleasant and easy way to bring a little snow into the home which can be placed anywhere and does not melt.

THE LITTLE DIFFERENCE BETWEEN SPRINGCACTUS AND AUTUMNCACTUS



Many people do not know the difference between *Schlumbergera* autumn cactus and *Rhipsalidopsis* spring cactus, but here is a little rule that is easy to remember:

Rhipsalidopsis has star-shaped flowers, and *Schlumbergera* is double-flowered.

We call our *Schlumbergera* FAIRYTALE FLAME®, and our *Rhipsalidopsis* FAIRYTALE FIRE®.





GET MEE® IN THE ROYAL THEATRE

FAIRYTALE FLOWERS® was the sponsor of some of the flowers used in the decoration of the Royal Theatre in Copenhagen on the occasion of the seventieth birthday of HM Queen Margrethe.

Floral designer Mogens Grønbech was responsible for decorating the Royal Theatre, where a magnificent gala performance was held in honour of HM Queen Margrethe. GET MEE® was beautifully illuminated every time the cameras zoomed in on the royal guests.



THE GREAT WALL OF CHINA IN FLOWERS

For some years now, the Flower Festival in Odense and FAIRYTALE FLOWERS® have been jointly responsible for the annual decoration of Lotze's Garden at the Hans Christian Andersen Museum in Odense.

In 2010, the theme was "China's Cultural Treasures", and so we built the Great Wall in flowers, and the beautiful swan could once more gaze upon its reflection in the lake, just like in the story "The Ugly Duckling", to the delight of the many visiting tourists.



Good advice on Helleborus

Helleborus – perhaps better known as "Christmas rose" – is a fantastic plant. Despite frost and snow, the winter-hardy *Helleborus* stands proudly with its large white flowers, beautifully highlighted by its evergreen leaves, from the arrival of winter and right up until late spring.

You can also accelerate the flowering by creating a slightly warmer climate for your Christmas roses. If you place a clear glass bell over the plant's buds,

you may already see the flowers unfold just before Christmas. Place the glass bell in the middle of the plant when the small flower buds become visible. It is important that you do not cover the leaves, but only the budding flowers. You can also sprinkle a little chalk around the plant's roots, outside the glass bell.

Most *Helleborus* sow their own next generation. If you look closely at the plant, you will probably see a few new shoots that are

ready to come out and get some more space and their own lives.

Wait until spring before digging up Christmas roses, as they will then be better able to cope with being moved. The new plants will not bloom until after three to four years of growth, but in return they will continue to bloom for ten to twenty years.

Read more about *Helleborus* from FAIRYTALE FLOWERS® at www.pkm.dk.

Campanula indoors and outdoors



CAMPANULA
For inspiration
and good advice
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



Colour-indicating buds



1 - 15 open flowers



15 - 40 open flowers



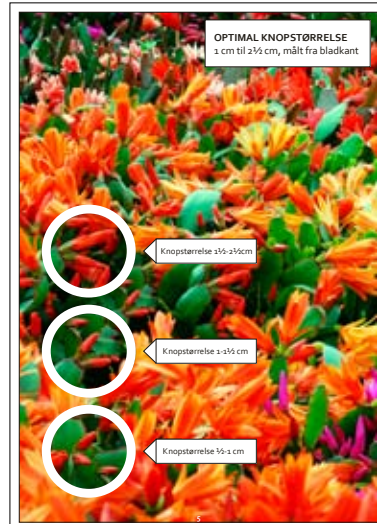
> 40 open flowers

OPTIMUM BUD SIZE

FAIRYTALE FLAME®



FAIRYTALE FIRE®



CARE INSTRUCTIONS



HELLEBORUS

Helleborus – also known as Christmas rose – 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

