



Favourite
Roses

TO LOVE & TO BE LOVED



NEW FOR 2019



THE FAVOURITE ROSES COLLECTION OF TODAY! THREE NEWLY-DESIGNED SLEEVES FOR ALL SPECIAL OCCASIONS, SEASONS AND CELEBRATIONS.



THE FAVOURITE ROSES COLLECTION IS A WHOLE YEAR PROGRAMME, CAREFULLY DESIGNED FOR THE DEMANDING CONSUMER.



PANTONE®
565C



PANTONE®
10133C



PANTONE®
1797C

FASHION RED



AVAILABLE
FEB-MAY

THE HEARTBEAT
SLEEVE IN RED
TONES, WITH
AN EMPHASIS
ON LOVE.

FASHION GREEN



AVAILABLE
JUN-SEPT

THE SUMMER
BREEZE SLEEVE
IS FRESH IN
COLOUR AND
VERY STRIKING.

FASHION GOLD



AVAILABLE
OCT-JAN

A BEAUTIFULLY-
PACKAGED GIFT
FOR ALL SPECIAL
OCCASIONS AND
CELEBRATIONS.





Products

VIREÓ-HPD POTPLANTEN SPECIALIZES IN THE CULTIVATION OF POTTED ROSES, WHICH WE BRING ONTO THE MARKET UNDER THE FAVOURITE ROSES LABEL.

MORE THAN 8 MILLION POTTED ROSES IN POTS ARE CULTIVATED EACH YEAR ON 80,000 M² OF GREENHOUSE AREA.

MOST UP-TO-DATE RANGE

VIREÓ-HPD POTPLANTEN WORKS CLOSELY TOGETHER WITH THE BREEDER DIFFERENCE ROSES. THIS ENABLES US TO OFFER THE MOST UP-TO-DATE RANGE OF ROSES IN POTS.

IN OUR TEST AREA, WE ASSESS THE LATEST SELECTIONS ON THE BASIS OF QUALITY, COLOUR AND SHELF LIFE.

IN THIS WAY, WE PROVIDE OUR CUSTOMERS WITH TOP QUALITY ALL YEAR ROUND.



Easy to care for

POTTED ROSES ARE A FAMILIAR PRODUCT TO CONSUMERS AND REALLY EASY TO CARE FOR: A LITTLE WATER EVERY DAY FOR LONG-LASTING PLEASURE.



The company

VIREŌ-HPD
POTPLANTEN
MARKETS POTTED
ROSES UNDER
THE BRAND NAME
'FAVOURITE ROSES'.

THESE ARE AVAILABLE
IN THREE DIFFERENT
SEASONAL SLEEVES:
FASHION RED,
FASHION GREEN AND
FASHION GOLD.
IN THIS WAY, VIREŌ
DISTINGUISHES ITSELF
EVERY SEASON. THE
BASIC SLEEVE DESIGN
IS THE SAME, BUT
THE COLOURS ARE
DIFFERENT.

VIREŌ-HPD
POTPLANTEN IS
A TRENDSETTER
IN DISTINCTIVE
SALES CONCEPTS.
THE DESIGN OF
CUSTOMER-SPECIFIC
SLEEVES IS ONE OF
THE POSSIBILITIES.





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POWERED BY



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