



# Presentation

## Roses Forever ApS

### Roses Forever®

Mini roses on own roots  
Flowers with strong colors  
Series for various pot sizes  
from 6 - 29 cm / 2.4"-11.4"  
Both short and long culture



Garden roses  
For budding  
Ideal for forcing in containers  
Exclusive logo and label  
Also suitable for producing on own roots



Mini roses for cooking  
On own roots  
Can be grown organically  
Exclusive recipe booklet and logo available



Romantic mini roses  
With very small flowers  
For production on mini stems  
Stem sizes: from 20 cm and up  
Pot sizes: 12-15 cm/19-21 cm

### Infinity Rose®

*Longer lasting*

Mini roses on own roots  
New extravagant line  
Extra large flowers  
Extra long life  
Suitable for various pot sizes



Romantic roses for budding  
Ideal for forcing early spring in greenhouses  
Very uniform plants with lots of  
well shaped filled flowers  
Many strong colors



Mini roses on own roots  
Exclusive store concept, sleeve and logo  
[www.rosasroser.dk](http://www.rosasroser.dk)



Cut roses  
Special colors  
Beautiful Bourbon-shaped flowers  
Delicate fragrance  
Excellent vase life

# Presentation

## Roses Forever ApS

Roses Forever is a Danish rose breeding company founded in 1996, owned by the Eskelund family.

### Breeding

The focus of the breeding program, besides production suitability, is on the novelty value, color, scent, size of the flower, appearance and usability for different series and pot sizes. Equally important parameters in the selection process are longevity and resistance.

### Know-how

Breeding of new varieties cannot stand alone. Quality, with special focus on durability all the way to the consumer, is important to Roses Forever. Higher quality means more joy and satisfaction, increasing demand, and thus higher prices. The optimal quality is ensured through ongoing development of growing techniques along with the breeding. Development is founded in more than 30 years of experience growing mini roses.

### High quality ensures higher value

At Roses Forever we believe that consumers are very conscious about quality, and therefore have an interest in origin and methods of production.

This presupposes that the quality is always the best, regardless of where in the world a Roses Forever rose is produced and sold. To ensure this high level of quality, we will turn every licensed producer into an active partner. Fast and easy access to knowledge and experience regarding production of Roses Forever varieties, ensuring that licensed producers will get their share of the added value which can be achieved by producing Roses Forever products in high quality.

For more information please visit:

[www.roses-forever.com](http://www.roses-forever.com)



**HARLEY ESKELUND**  
Director

[he@roses-forever.com](mailto:he@roses-forever.com)  
Tel.: +45 51 57 19 80



**ROSA ESKELUND**  
Rose breeder

[re@roses-forever.com](mailto:re@roses-forever.com)  
Tel.: +45 51 57 19 90



**ANDERS ESKELUND**  
Rose grower consultant

[ae@rosa.dk](mailto:ae@rosa.dk)  
Tel.: +45 51571993

# Assortment

## Roses Forever® and Infinity® mini roses

- **All varieties are available for producers under license.**
- **Objective for breeding of Roses Forever® and Infinity® mini roses**

Production suitability  
Resistance  
Longevity  
Sellable colors and shapes

- **Method/basis for breeding of Roses Forever® and Infinity® mini roses**

Very good knowledge of market development/trends/tendency is one of the forces in our breeding program. Staying in touch with current and coming trends ensures that Roses Forever can offer colors and shapes that match the present trend.

- **Roses Forever® and Infinity® mini roses - short culture, 9 and 12 weeks**

Recommended pot sizes:

2.5" / 6 cm  
3-3.5" / 8-9 cm  
4-5.5" / 10.5-14 cm  
5.5+" / 14+ cm

- **Roses Forever® and Infinity® mini roses - long culture**

Roses Forever have developed varieties that are especially suitable for growing on own roots in fields or in cold houses.

5" – 11" / 12 - 28 cm

- **Roses Forever® and Infinity® mini roses - semi finished**

Roses Forever offers young plants from licensed growers.

We will continuously be updating information regarding our assortment, both via our webpage and through our consultant service to make sure the necessary technical data follow the varieties.

# Brands and concepts

## Roses Forever® mini roses

Recommended pot size: 10.5 - 29 cm / 4" - 11.4"

*Roses Forever.*

NEW LINE



**Moscow by Night™**  
Roses Forever®

NEW LINE



**Pink Moscow™**  
Roses Forever®

- Beautiful mini roses
- Big flowers and strong colours
- Long lasting roses
- Very suitable for indoor use
- Also highly suitable for planting out in tubs and bed
- Winter hardy
- Ongoing improvement of varieties through breeding
- A selection of the wide range is shown below
- See more varieties on [www.roses-forever.com](http://www.roses-forever.com)



**Marina™**  
Roses Forever®



**Maasland Gold™**  
Roses Forever®



**Como™**  
Roses Forever®



**Maasland™**  
Roses Forever®



**Moscow™**  
Roses Forever®



**Roma™**  
Roses Forever®



**Sunny Beach™**  
Roses Forever®



**Monte Cristella™**  
Roses Forever®

PARFUMÉ



**El Paso™**  
Roses Forever®



**Bergamo™**  
Roses Forever®



**Molde™**  
Roses Forever®

PARFUMÉ



**Greenland™**  
Roses Forever®



# Brands and concepts

## Roses Forever® mini roses

Recommended pot size: 6 - 10.5 cm / 2.4" - 4"

*Roses Forever.*



**Riva™**  
Roses Forever®



**Bikini™**  
Roses Forever®



**Ancona™**  
Roses Forever®



**Messina™**  
Roses Forever®



**Korinth™**  
Roses Forever®



**Bari by Night™**  
Roses Forever®



**Bermuda™**  
Roses Forever®



**Pisa™**  
Roses Forever®



**Ibiza™**  
Roses Forever®



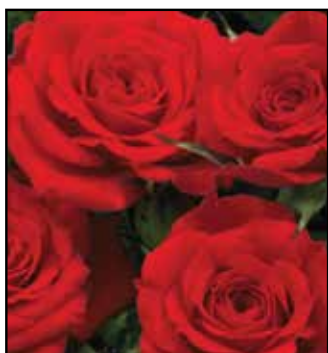
**New York™**  
Roses Forever®



**Canazei™**  
Roses Forever®



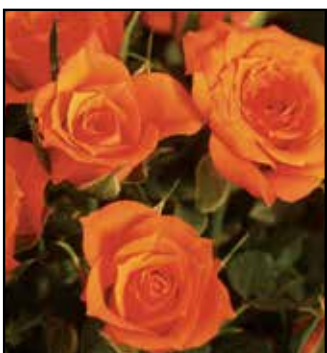
**Hot Yellow™**  
Roses Forever®



**Bari™**  
Roses Forever®



**Apple Blossom™**  
Roses Forever®



**Cuba™**  
Roses Forever®



**Pink Bari™**  
Roses Forever®



# Brands and concepts

## Infinity®

- Extravagant and very durable roses
- Very long durability of each flower (+5 weeks)
- The thick leaves prevent the plant from drying out quickly
- Big well-shaped flowers with a diameter of 7cm
- Very suitable for indoor use - keep moist
- Also suitable for planting out in the garden beds and tubs.
- Winter hardy if planted from May to September



Winner  
"Best Indoor Plant"

*Infinity Rose®*  
Longer lasting



**Infinity®**



**Infinity® 10,5 cm**



**Infinity® 9 cm**



# Brands and concepts

## Infinity®

*Infinity Rose®*  
Longer lasting



**Princess of Infinity®**



NEW

**Pink Infinity®**



**Princess of Infinity®**

named by HRH Crown Princess Mary of Denmark



**Pink Infinity®**

New strong pink Infinity® rose

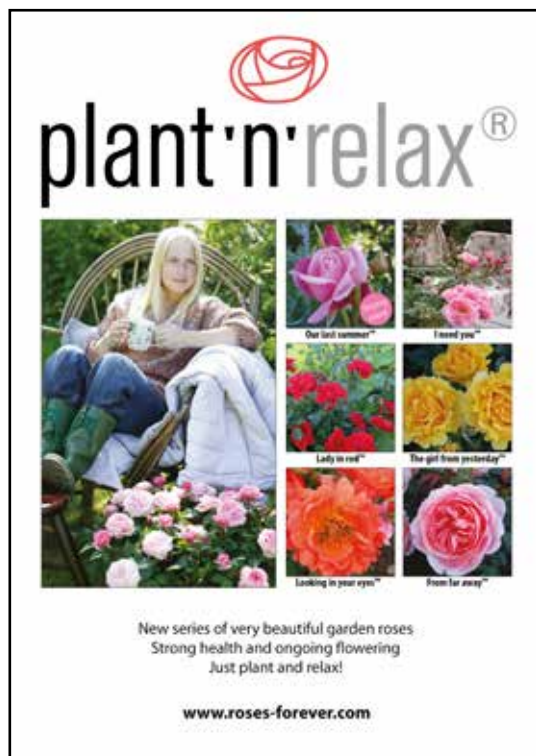




# Brands and concepts

## Plant'n'Relax®

- Garden roses for budding
- Ideal for forcing in containers
- Some also suitable for producing on own roots
- Exclusive logo and label



Banner, A3 or A4 sign



Wallpaper



Individual labels in a modern look



Inspirational material for the consumers



# Brands and concepts

## Sweet Home Roses®

Recommended container size: 3-5 litre



## Sweet Home Roses®

Romantic roses

- For budding
- Ideal for forcing early spring in greenhouses
- Very uniform plants with lots of filled flowers
- Well shaped flowers with strong colors
- Sales promotion material available
- Recommended container size 3-5 litre



Sweet life™



Sweet love of mine™



Sweet family™



Sweet love forever™



Sweet baby™



Sweet paradise™



Sweet day™



Sweet summer™

# Brands and concepts

## Edible Roses™

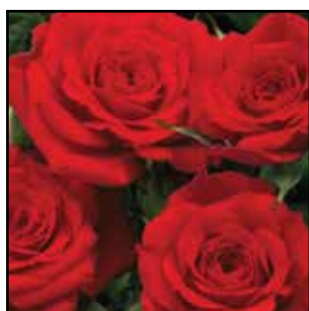


Edible Roses™ is a series of mini roses that can be used for cooking. The petals, whole flowers and buds are perfect for edible decorations or as an ingredient in dishes.

Roses Forever has developed the Edible Roses™ that are not just beautiful, fragrant and have a symbolic value, they are also edible since they can be grown organically and without spraying.

The Edible Roses™ concept can be used by licensed growers, and Roses Forever offers both logos and other marketing materials ready to use for promotional activities.

The Roses Forever roses suitable for growing as Edible Roses™ are listed below.



*Romantic date™*  
Edible Roses™



*Picnic™*  
Edible Roses™



*Birthday rose™*  
Edible Roses™



*Tapas™*  
Edible Roses™



*Candyfloss™*  
Edible Roses™



*Saturday night™*  
Edible Roses™



*Tiramisu™*  
Edible Roses™



*Enjoy me™*  
Edible Roses™



# Brands and concepts

## Rosas Roses®

- Mini roses on own roots
- Exclusive retail store concept
- Beautiful designed sleeve and instore material
- Many romantic photos available
- [www.rosasroser.dk](http://www.rosasroser.dk)



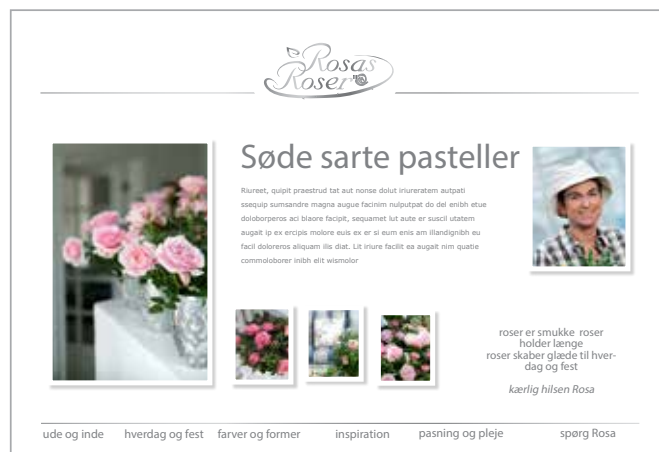
### Exclusive sleeve design



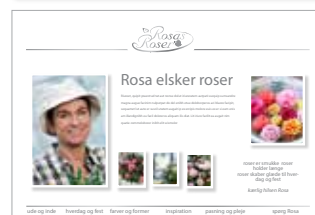
### Instore material



### Website - [www.rosasroser.dk](http://www.rosasroser.dk)



### Many professional photos available



# Brands and concepts

## Love Forever™ by Roses Forever®

- Mini roses on stems
- Recommended stem and pot size:
  - 12 cm pot for 23 cm stem
  - 15 cm pot for 40 cm stem
  - 19-21 cm pot for 55 cm stem
- Multiflora stems



Canazei™ Roses Forever®



Hot yellow™ Roses Forever®



Bari™ Roses Forever®



Pink Bari™ Roses Forever®



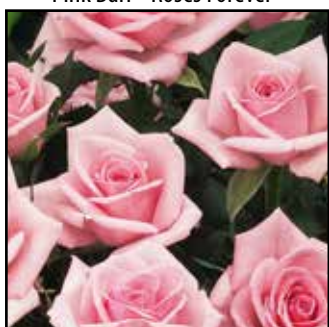
Canazei™ Roses Forever®



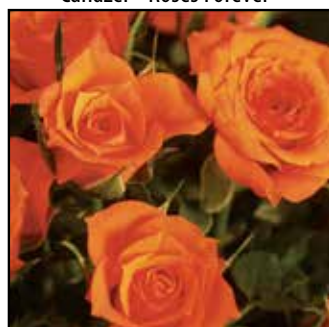
Oslo™ Roses Forever®



Korinth™ Roses Forever®



New York™ Roses Forever®



Cuba™ Roses Forever®



Hot yellow™ Roses Forever®



Bari by Night™ Roses Forever®



# Brands and concepts

## Viking Roses®

### True Vikings:

enduring, vigorous, healthy and CHARMING



Viking Roses® is a new generation of unique cut roses

- Special colors
- Novelty flower forms
- Beautiful Bourbon-shaped flowers
- Stunning flower opening
- Excellent vase life
- Delicate fragrance

Since 2004 Rosa Eskelund has been breeding cut roses in order to develop beautiful perfumed and unique cut roses, and the range is now marketed under the name Viking Roses® - [www.vikingroses.com](http://www.vikingroses.com)

Today, the first of the Viking Roses® are grown and tested in The Netherlands, Kenya, Ethiopia, Colombia and Ecuador. Before entering the greenhouse trials, the Viking Roses® first undergo outdoor testing for resistance and open air production.

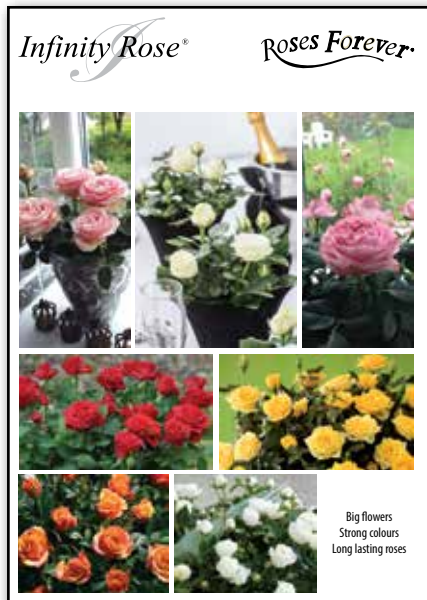




# Marketing

## Roses Forever ApS

Roses Forever offers photos in high resolution for licensed producers. Also logos, trademarks, brochures, files for banners and advertisements, among others, are available for licensed producers.





# Events

## Roses Forever ApS

Roses Forever presents the many rose brands and products on several international exhibitions every year. In the calendar on [www.roses-forever.com](http://www.roses-forever.com) you can see which fair we are joining the next time. Below some impressions from the latest shows.



Roses Forever has had the great pleasure of having some of the most famous people in Denmark baptizing new rose varieties. An event like this is a great opportunity to attract the public and get extremely valuable press coverage.

Roses Forever will be happy to help you arranging an event in your own country by giving the possibility to get exclusive rights on a new rose variety suitable for baptizing.



HRH Crown Princess Mary of Denmark baptizes the light pink "Princess of Infinity" in pink champagne at a big flower show.



The famous Danish actress Ghita Nørby names the Plant'n'Relax garden rose "Our last summer" at a popular garden rose event.



The public loves an event with famous people baptizing a new rose, and the demand increases significantly after such a show.

# Awards

## Roses Forever ApS

With a great passion for roses and a unique sense of creativity and innovation Roses Forever has over the years developed many new roses and concepts that has achieved great recognition and success internationally. Below are some of the recent prices:



**2015**

Rose garden "Rosenneuheiten-garten Beutig" in Baden-Baden, Germany

**Gold medal:**

Plant'n'Relax® I am grateful™



**2014**

51e Concours International de Roses Nouvelles du Roeulx, Belgium

**Prix de Public – La Plus Parfumée:**

(Public Prize – Best Perfume)

Plant'n'Relax® Our last summer™



**2014**

Plantarium, Boskoop, Holland

**Press Prize, Concept:**

Plant'n'Relax® Bio Tube™

**Silver medal:**

Roses Forever® Maasland Gold™

**Bronze medal:**

Plant'n'Relax® From far away™



**2013**

Flormart, Padova, Italy

**1st prize Flormagazine:**

Plant'n'Relax® Our last summer™



**2013**

Plantarium, Boskoop, Holland

**Gold medal:**

Plant'n'Relax® Our last summer™

**Bronze medal:**

Plant'n'Relax® I am grateful™

**Bronze medal:** Princess of Infinity®



**2012**

Flora Dania Innovation Award

**Best Indoor Plants:** Infinity®

**Best Concept:** Edible Roses™



# Public Relations

## Roses Forever ApS

Roses Forever has a good relationship to the international press, and below you will find some examples of the many articles and front covers from magazines and newspapers.



# Advice

## Roses Forever® and Infinity® mini roses

We offer every producer the advice needed for starting up and maintaining a production. In addition to the initial advice, we have an experienced Roses Forever consultant, who is available after agreement. After each consultancy visit, the producer receives a written report from the consultant.

In addition to the above we also offer training programs at Rosa ApS, [www.rosa.dk](http://www.rosa.dk), in Denmark. With an annual production around 5 million Forever roses, Rosa ApS is one of the leading mini rose nurseries in the world. All Roses Forever varieties are tested thoroughly at Rosa ApS before they are released for full-scale production and made available for producers around the world.

### Nursery Rosa ApS

- Situated in Aarhus, Denmark
- Total area: 30,000 sqm.
- Founded in 1988 by Rosa and Harley Eskelund
- Annual production:  
5 million Roses Forever and Infinity mini roses in pot sizes 6 – 10.5 – 12 – 15 cm / 2.5"- 4"- 5"- 6"
- Sales to all of Europe
- [www.rosa.dk](http://www.rosa.dk)

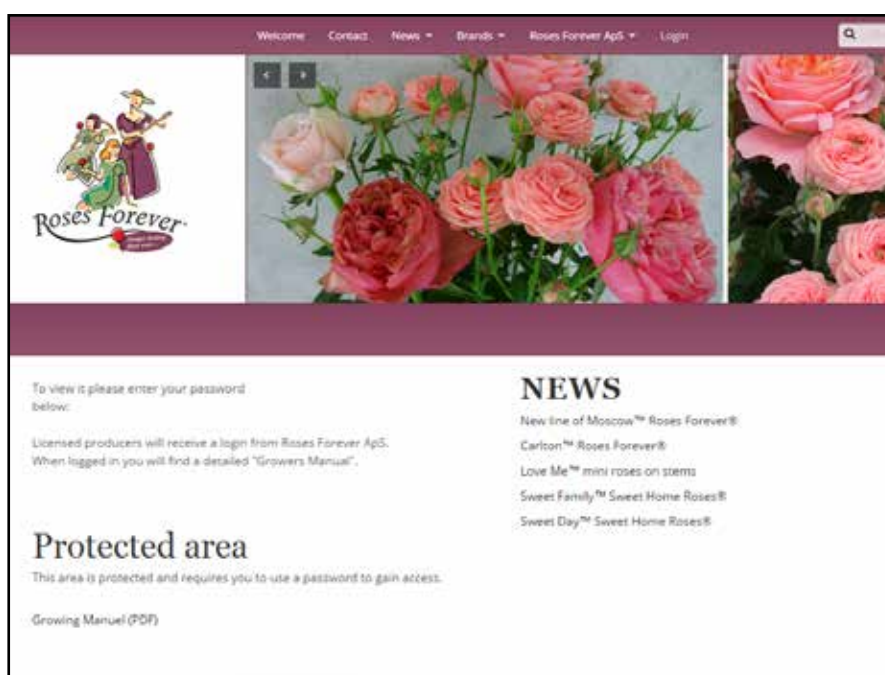




# Grower's Manual

## Roses Forever® and Infinity® mini roses

- Roses Forever has established a complete growing manual for licensed producers of mini roses for short culture, 9-12 weeks.
- The manual, to be used on a daily basis, contains a series of effective tools for managing production and quality, and for follow-up.
- Licensed producers will receive a username and password in order to view the manual online.
- Please see following images to get an idea of how the manual looks.



Content:	Page
Roses Forever® concept manual version 2011.03.31.....	1
Introduction to the concept manual: .....	3
1: Soil mix: .....	5
2: Pot filling: .....	6
3: Cuttings and sticking: .....	7
4: Rooting: .....	9
5: 1 <sup>st</sup> shear: .....	11
6: 2 <sup>nd</sup> shear: .....	13
7: Spacing: .....	14
9: Fertilizer .....	16
Link to Ec/pH form: .....	16
Weekly Ec .....	16
10: Ec/pH management: .....	17
11: Light management .....	18
12: Climate management: .....	19
13: Water management: .....	21
14: Plant – Pest & Disease: .....	23
15: Packing and shipping .....	25
16: Initial planning of flow and production .....	26
17: Cultivation schedule.....	27
18: Alternative culture.....	28
19: Forms: .....	29
20: Quality: .....	30
21: Roses Forever Catalog: .....	33

# Brand protection

## Roses Forever ApS

### Brands

Brands are registered / applied for in the following countries:



Australia



Bahrain



Belarus (White Russia)



Bulgaria



Canada



China



Denmark



Egypt



EU



India



Japan



Jordan



Lebanon



Mexico



Norway



Oman



Romania



Russia



Saudi Arabia



Switzerland



South Africa



South Korea



United Arab Emirates



USA



Roses Forever is a member of CIOPORA.  
International Community of Breeders of  
Asexually Reproduced Ornamental and  
Fruit Plants



# References

## Roses Forever ApS

Roses Forever products are produced in several countries. Please find some of the producers mentioned below:

### **Denmark:**

Rosa ApS  
[www.rosa.dk](http://www.rosa.dk)

Hviids Planteskole  
[www.hviidsplanteskole.dk](http://www.hviidsplanteskole.dk)

Grønløkke Planteskole

### **Netherlands:**

BM Roses  
[www.bmroses.nl](http://www.bmroses.nl)

Pligt Professionals  
[www.pligtpprofessionals.nl](http://www.pligtpprofessionals.nl)

### **Norway:**

Ra Gartneri A/S

### **France:**

Metaflöre  
[www.cerdys.fr](http://www.cerdys.fr)

### **Japan:**

Roses Forever Club of growers in Japan  
[www.rosesforever.jp](http://www.rosesforever.jp)

Floritech Co. Ltd.

Central Rose  
[www.rakuten.ne.jp/gold/centralrose/items/minibara/forever](http://www.rakuten.ne.jp/gold/centralrose/items/minibara/forever)

### **UK:**

Double H Nurseries Ltd  
[www.doubleh.co.uk](http://www.doubleh.co.uk)

### **Mexico:**

Comercializadora de Ornamentales Premium  
[www.ornamentalespremium.mx](http://www.ornamentalespremium.mx)

# References

## Roses Forever ApS



### ***The reason we selected Roses Forever***

*I respect Ms. Rosa Eskelund as a breeder. Her passion for the breeding is always positive and creative for new market. We produce Roses Forever from 6cm pot to 18cm pot as mix basket. There are many type of colors and size of flowers which are suitable for all pot sizes. Also the flowers last longer as the trademark 'Roses Forever'.*

*There is another good help from her that we can get technical support to produce them. She has a sister company as with production in greenhouses, so that they can evaluate the productivity of new varieties before introducing by themselves. Therefore she knows well on/about the characters of the varieties how to grow and give us helpful information on how to grow.*

*I expect her breeding effort is brings new varieties and new marketing ideas continuously from now on.*

*Teruo Takatomi  
Managing Director & C. E. O.  
Floritech Co., Ltd., Japan*

**FLORITECH CO., LTD.**



### ***What Roses Forever says is true***

*We started working together in 2011, when Roses Forever was able to grant us the exclusive rights to grow seven of their large-headed varieties in 12 cm pots. I am very impressed by their extremely large flower buds, their bushy but uniform growth habit and strong colours.*

*Working with Roses Forever is a real pleasure. Dutch and Danish entrepreneurs are similar in many ways. We are both precise and attach great importance to reliable relationships.*

*Ad van Marrewijk  
C.E.O.  
BM Roses, the Netherlands*





# References

## Roses Forever ApS



### **Why is Roses Forever so great?**

*I think the reasons are very clear. Roses Forever shows excellent taste in flowers.  
Colors, shapes and size of flowers...  
There are a lot of reasons Roses Forever fascinate people  
I think these roses say a lot about Rosa herself.  
That is why I love Roses Forever and people do too.*

Makoto Onishi  
Grower of mini roses  
Central Rose, Japan



### **Trustworthy, friendly and very pleasant to cooperate with.**

*We came to know Roses Forever during the Hortifair in The Netherlands and we were impressed by their wide assortment of varieties offered. We think that Roses Forever has great potential for our market and decided to be Roses Forever's licensed grower.*

*The reasons for choosing Roses Forever are many. Roses Forever's breeds are special, heat tolerant and longer lasting (3 – 5 weeks lifespan) and some varieties are even nice scented. Roses Forever is constantly coming up with new breeds and unique innovations and is willing to provide planting know-how for growing their roses.*

*We received growing manual and from there we started up with production. We sought consultation from Roses Forever when we were met with challenges and were in need of technical assistance.*

*The breeder Rosa Eskelund is very inspiring and her burning passion for Roses has fascinated many through her story via international agricultural magazine and newspapers.*

*Both Mr. Harley Eskelund and Mrs. Rosa Eskelund are trustworthy, friendly and very pleasant to cooperate with.*

Ms. Lee Chiat Wong  
Production Manager of YG Park Sdn. Bhd.  
Cameron Highlands, Malaysia



# Contacts

## Roses Forever ApS

### Europe, North & South America

Rosa & Harley Eskelund

Roses Forever ApS  
Fiskervaenget 9, Dyreborg  
5600 Faaborg  
Denmark

Mail: re@roses-forever.com  
Phone Rosa: + 45 51 57 19 90  
Phone Harley: + 45 51 57 19 80  
Fax: + 45 86 94 92 89

### Japan

Katsuyoshi Mizuno

J&H Japan Inc.  
Sunago 607  
Nagakute  
Aichi 480-1112  
Japan

Mail: mizuno@jh-japan.com  
Phone: + 81 0561 635313

### Korea

Michael H. Chae

NARA Horticultural Co., Ltd.  
#200 Juam-dong  
Gwacheon Gyeonggi-do  
Korea

Mail: michael@narahort.com  
Phone: + 82 2 504 1034  
Fax: + 82 2 504 1036

### Australia

Craig Bryson

Sprint Horticulture Pty Ltd  
PO Box 3282 Fountain Plaza  
Erina NSW 2250  
Australia

Mail: craigbryson@sprinthorticulture.com  
Phone: + 61 (0)2 4385 4440  
Fax: + 61 (0)2 4385 5727



Roses Forever ApS • Fiskervaenget 9, Dyreborg • DK-5600 Faaborg • Denmark  
Tel.: +45 5157 1990 • re@roses-forever.com • www.roses-forever.com