



Welcome to Roses Forever

license to grow all kinds of roses

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



Barerooted rose plants
Budded cut roses
Consumer brand
Make your own rose bouquets

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



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



Cut roses with garden look
Romantic and nostalgic flower shapes
Beautiful colors
Exceptional long vase life

Roses Forever ApS

Presentation

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

Breeding in focus

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 ensures high quality and higher value

Breeding of new varieties cannot stand alone. Quality, with special focus on durability all the way to the consumer, is important for 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.

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

Become an active partner

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



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Roses Forever® and Infinity® mini roses

Grown on own roots from cuttings

- **Objective for breeding of Roses Forever® and Infinity® mini roses**

- Production suitability
- Resistance
- Longevity
- Sellable colors and shapes
- Natural compact growth

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

Very good knowledge of market development/trends/tendency is some 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®



Infinity®

- **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 - young plants and rooted cuttings**

Roses Forever offers young plants and rooted cuttings from licensed growers in all pot sizes.

- Suitable for both short and long culture
- Both indoor and outdoor growing
- Short culture - 5 weeks
- Can be finished in delivered pots
- Possible to re-pot in larger pots

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

Roses Forever® and Infinity® mini roses

Advice

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, 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

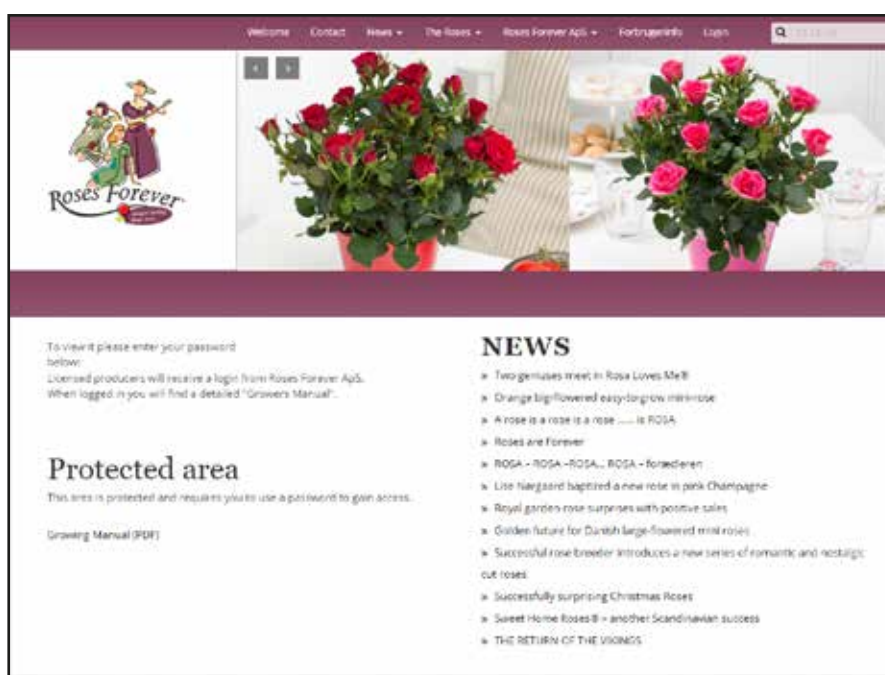
- Situated in Aarhus, Denmark
- Total area: 30,000 sqm.
- Founded in 1988 by Rosa and Harley Eskelund
- Annual production:
5 million Roses Forever and Infinity mini roses in pot sizes 6 - 10.5 - 12 - 15 - 23cm / 2.5"- 4"- 5"- 6" - 9"
- Sales to all of Europe
- www.rosa.dk



Roses Forever® and Infinity® mini roses

Grower's Manual

- 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 password in order to view the manual online.
- Please see following images to get an idea of how the manual looks.



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Roses Forever®

Small mini roses

Flower size 2-4 cm

Recommended pot size: 6 - 10.5 cm / 2.5" - 4"

Roses Forever.



Bari™
Roses Forever®



Hot Yellow™
Roses Forever®



Cuba™
Roses Forever®



New York™
Roses Forever®



Pink Bari™
Roses Forever®



Canazei™
Roses Forever®



Riva™
Roses Forever®



Mini El Paso™
Roses Forever®



Messina™
Roses Forever®



Bari by Night™
Roses Forever®



Bari Sunshine™
Roses Forever®



Nice™
Roses Forever®

Roses Forever®

Medium mini roses

Flower size 3-5 cm

Recommended pot size: 9 - 12 cm / 3.5" - 5"

Roses Forever.



Bergamo™
Roses Forever®



Pink Moscow™
Roses Forever®



Moscow by Night™
Roses Forever®



Sunny Beach™
Roses Forever®



Maasland Gold™
Roses Forever®



Monte Cristella™
Roses Forever®



Greenland™
Roses Forever®



Roma™
Roses Forever®



Val de Sole™
Roses Forever®



Maasland™
Roses Forever®



El Paso™
Roses Forever®



Sandbanks Sunset™
Roses Forever®

Roses Forever® and Infinity®

Large mini roses

Flower size 5-7 cm

Recommended pot size: 12 - 21 cm / 5" - 8"

Infinity Rose®
Longer lasting



Maasland™
Roses Forever®



Maasland Gold™
Roses Forever®



Infinity®



Princess of Infinity®

Roses Forever®

Extra large mini roses

Flower size 7-8 cm

Recommended pot size: 15 - 21 cm / 6" - 8"



**Strong-growing line
for very big pots !**



Malaga™
Roses Forever®



Milano™
Roses Forever®



Malfa™
Roses Forever®



Marina™
Roses Forever®



Madrid™
Roses Forever®

Infinity®

10.5 cm pot size

Flower size 6-7 cm

Recommended pot size: 10.5 - 29 cm / 4" - 11"

Infinity Rose®
Longer lasting



Infinity® Evergreen™



Infinity®



Princess of Infinity®



Pink Infinity®



Jinfinity™



Infinity® roses

- 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 August



Roses Forever®

Special product possibilities

Roses Forever.

21 and 23 cm cup size



It is also possible to grow mixed colors in the same pot !



Roses Forever® mix



Infinity®



Roses Forever® mix



Roses Forever® cup

4 and 6 pack



- All Roses Forever® and Infinity® mini roses can be grown as short culture
- High quality and fast production
- Production time only 9-10 weeks

Rooted cuttings and Young Plants

Roses Forever® and Infinity®

- Rooted cuttings
- Young plants pot size from 6 - 15 cm
- Short delivery time
- Suitable for both short and long culture
- Both indoor and outdoor growing
- Short culture - 5 weeks - indoor
- Can be finished in delivered pots
- Possible to re-pot in larger pots
- Growers manual is available when order is signed
- Rooted cuttings are very suitable for air freight

Packaging:

Rooted cuttings

Ø20mm	204 pcs.	88x204	17952 pcs.
Ø30mm	104 pcs.	110x104	11440 pcs.

Pot size	Pr. box	Pr. CC	Total pr. CC
6 cm	40 pcs.	88x40	3520 pcs.
9 cm	24 pcs.	60x24	1440 pcs.
10.5 cm	11 pcs.	72x11	792 pcs.
12 cm	12 pcs.	48x12	576 pcs.
15 cm	6 pcs.	40x6	240 pcs.

It is possible to become an official grower of Roses Forever® Young Plants and deliver to other growers.
Please contact re@roses-forever.com for more information.



Rooted cuttings



Young plants ready to finish or to re-pot

Sweet Home Roses®

Garden roses

Recommended container size: 3-5 litre

Forcing time: 5-8 weeks



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
- Long lasting roses
- Sales promotion material available
- Recommended container size 3-5 litre



Sweet Home Roses®

Garden roses

Recommended container size: 3-5 litre



Sweet love forever™

Sweet Home Roses®



Sweet baby™

Sweet Home Roses®



Sweet Paradise™

Sweet Home Roses®



Sweet summer™

Sweet Home Roses®



Sweet love of mine™

Sweet Home Roses®



Sweet life™

Sweet Home Roses®



Sweet heart™

Sweet Home Roses®



Sweet day™

Sweet Home Roses®



Production time on
open field 1½ year



Forcing time in
greenhouse 5-8 weeks



Sweet Home Roses® label



Sweet family™

Sweet Home Roses®

Plant'n'relax®

Garden roses for budding

Ideal for forcing in containers

Some also suitable for producing on own roots

Exclusive logo, label and in-store material available



Roll-up banner 85x200cm



Wallpaper



Individual labels in a modern look



Inspirational material for the consumers

Plant'n'relax[®]

Garden roses for budding



From far away™
Plant'n'relax[®]



I am grateful™
Plant'n'relax[®]



Lady in red™
Plant'n'relax[®]



I have a dream™
Plant'n'relax[®]



Looking in your eyes™
Plant'n'relax[®]



She loves you™
Plant'n'relax[®]



Our last summer™
Plant'n'relax[®]



Never ending story™
Plant'n'relax[®]



So much love™
Plant'n'relax[®]



I need you™
Plant'n'relax[®]



The girl from yesterday™
Plant'n'relax[®]



This is my life™
Plant'n'relax[®]



Lise Nørgaard™



Fru Nørby™



Charity rose
Inner Wheel Forever™



Fall in love again™

Love Forever™ by Roses Forever®

Mini roses on stems

- 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
- Forcing time 5-8 weeks
- Get a license to bud or just pot



Canazei™ Roses Forever®



Hot yellow™ Roses Forever®



Bari™ Roses Forever®



Pink Bari™ Roses Forever®



Canazei™ Roses Forever®



Oslo™ Roses Forever®



Hot yellow™ Roses Forever®



Maasland™ Roses Forever®



El Paso™ Roses Forever®



Como™ Roses Forever®



Bergamo™ Roses Forever®

Edible Roses™

Roses for cooking



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™

Viking Roses®

Cutroses

True Vikings:

enduring, vigorous, healthy and CHARMING



Viking Roses® has 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

After a series of selection rounds in Denmark, the Viking Roses® undergo outdoor testing for resistance and open air production in The Netherlands. Those that still look promising after that are planted indoors with a top Dutch grower for specific cut rose selection. From there trial material is sent to specific production areas and altitudes for further testing. Today, this strict quality and sustainability route has resulted in the commercial introduction of the spectacular **Rosa Loves Me®** series. The marketing is selective and gradual, following market response.



Rosa Loves Me®

Cutroses

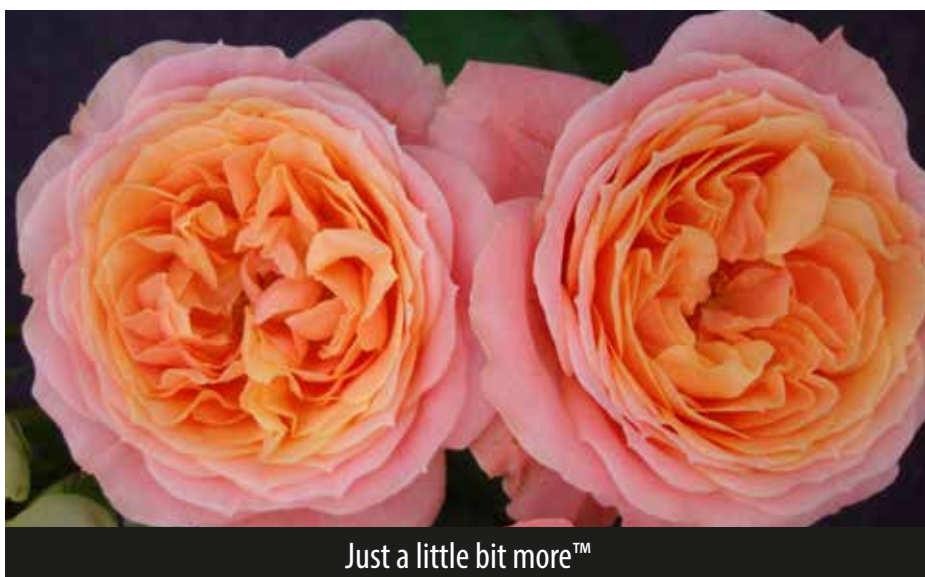
A new series of romantic and spectacular cutroses
With nostalgic *garden look* and incredible vaselife



Purely™



With heart and soul™



Just a little bit more™



Tender™



Sweet™



Two times™



Over the moon™

Plant'n'cut™

Roses for you



Get a license to grow the Plant'n'cut™ roses

Cut the most beautiful bouquets again and again and for many years

- Plant the barrooted Plant'n'cut™ rose in a pot or bed in your hobby greenhouse
- Heat is not necessary
- Water regularly
- When the sun shines in spring the Plant'n'cut™ will begin to grow
- Cut the beautiful long-stemmed roses throughout the summer and fall - even until Christmas
- The more roses you cut, the more will grow
- Plant'n'cut™ can also be planted outside directly in your garden beds and containers - it will only bloom later
- Plant from November to April



Barerooted rose ready to plant



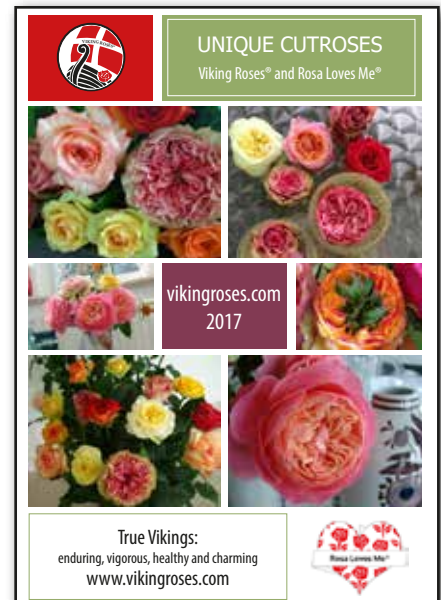
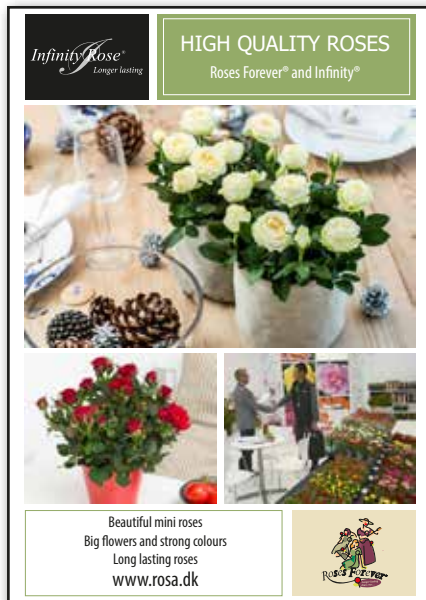
Inspirational label including care instructions



Roses Forever ApS

Marketing

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.



Roses Forever ApS

Awards

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 prizes:



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™

Roses Forever ApS

Exhibitions and events

Roses Forever presents the many rose brands and products on several international exhibitions every year. In the calendar on www.roses-forever.com you can see which fair we welcome you 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.

Roses Forever ApS

Brand protection

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

Roses Forever ApS

References

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

Denmark:

Rosa ApS
www.rosa.dk

Hviids Planteskole
www.hviidsplanteskole.dk

Grønløkke Planteskole
www.gronlokke.dk

Højgård Planteskole
www.hoejgaardplant.dk

Buddes Planteskole
www.buddesplanteskole.dk

Salling Planteskole
www.sallingplanteskole.dk

Netherlands:

BM Roses
www.bmroses.nl

Pligt Professionals
www.pligtprofessionals.nl

Norway:

Ra Gartneri A/S

France:

Metaflore
www.cerdys.fr

UK:

Double H Nurseries Ltd
www.doublbleh.co.uk

Japan:

Roses Forever Club of growers in Japan
www.rosesforever.jp

Floritech Co. Ltd.

Central Rose
www.rakuten.ne.jp/gold/centralrose/items/minibara/forever

Malaysia:

YG Park

Roses Forever ApS

References

“ **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'.

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

I expect her breeding effort to bring 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



Roses Forever ApS

References

“ **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



Roses Forever ApS

Contacts

For all products



Infinity Rose®
Longer lasting


plant'n'relax®




Edible Roses™



PLANT'N'CUT™
ROSES FOR YOU



Rosa & Harley Eskelund

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