Welcome to Roses Forever
License to grow all kinds of roses

<table>
<thead>
<tr>
<th>Mini roses on own roots</th>
</tr>
</thead>
<tbody>
<tr>
<td>10 weeks culture time</td>
</tr>
<tr>
<td>Long lasting roses</td>
</tr>
</tbody>
</table>

Roses Forever

Infinity Rose
Longer lasting

I am Different

---

Romantic garden roses
Roses for budding
Barerooted rose plants

Plant 'n' Relax

Sweet Home Roses

PLANT'N'CUT
Roses for you

---

Nostalgic cut roses
Mini roses for cooking
Stem roses

Rosa Loves Me

Gourmet Roses

---

www_roses-forever.com
Breeding • License • Know-how
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 35 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**
Mini roses from Roses Forever ApS
Grown on own roots from cuttings

- **Objective for breeding of Roses Forever®, Infinity® and I am Different® mini roses**
  - Production suitability
  - Resistance
  - Longevity
  - Sellable colors and shapes
  - Natural compact growth

- **Method/basis for breeding of Roses Forever®, Infinity® and I am Different® 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.

- **Short culture, 9 and 12 weeks, in high-tech greenhouses**
  Roses Forever delivers cuttings for startup production, including know-how

  Recommended pot sizes:
  - 2.5” / 6 cm
  - 3-3.5” / 8-9 cm
  - 4-5.5” / 10.5-14 cm
  - 5.5+” / 14+ cm

- **Long culture**
  Roses Forever has developed varieties that are especially suitable for growing in pots on own roots in fields or in cold houses.

  5” – 11” / 12 - 28 cm

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.

**3 series of mini roses**

Roses Forever®
Infinity®
I am Different®
Mini roses from Roses Forever ApS
Advice and know-how

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 main mini rose nurseries in Europe. 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  www.rosa.dk

• Situated in Aarhus, Denmark
• Total area: 30,000 sqm.
• Founded in 1988 by Rosa and Harley Eskelund
• Annual production:
  5 million Roses Forever®, Infinity® and I am Different® mini roses
  in pot sizes 6 - 9 - 10.5 - 12 - 15 - 23cm / 2.5'' - 3.5'' - 4'' - 5'' - 6'' - 9''
• Sales to all of Europe
Mini roses from Roses Forever ApS
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.
Roses Forever®
Small mini roses
Flower size 2-4 cm
Recommended pot size: 6 - 10.5 cm / 2.5" - 4"
Roses Forever®
Medium mini roses
Flower size 3-5 cm
Recommended pot size: 10.5 - 12 cm / 4" - 5"

Many more varieties available
I am Different®

Spectacular and unique mini roses

Recommended pot size: 10.5 - 12 cm / 4”- 5”

• A brand new series of spectacular mini roses.
• The roses are developed for customers who look for something special and really different.
Infinity®

Long lasting mini roses
Flower size 6-7 cm - Large filled flowers
Recommended pot size: 9 - 15 cm / 3.5” - 6”

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

Infinity® Evergreen™

WINNER
Best Indoor Plant
Roses Forever®

Extra large strong-growing mini roses
Flower size 7-8 cm
Recommended pot size: 15 - 21 cm / 6" - 8"

• All Roses Forever®, Infinity® and I am Different® 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:**

<table>
<thead>
<tr>
<th>Rooted cuttings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ø30mm</td>
</tr>
<tr>
<td>104 pcs.</td>
</tr>
<tr>
<td>110x104</td>
</tr>
<tr>
<td>11440 pcs.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Pot size</th>
<th>Pr. box</th>
<th>Pr. CC</th>
<th>Total pr. CC</th>
</tr>
</thead>
<tbody>
<tr>
<td>6 cm</td>
<td>40 pcs.</td>
<td>88x40</td>
<td>3520 pcs.</td>
</tr>
<tr>
<td>9 cm</td>
<td>24 pcs.</td>
<td>60x24</td>
<td>1440 pcs.</td>
</tr>
<tr>
<td>10.5 cm</td>
<td>11 pcs.</td>
<td>72x11</td>
<td>792 pcs.</td>
</tr>
<tr>
<td>12 cm</td>
<td>12 pcs.</td>
<td>48x12</td>
<td>576 pcs.</td>
</tr>
<tr>
<td>15 cm</td>
<td>6 pcs.</td>
<td>40x6</td>
<td>240 pcs.</td>
</tr>
</tbody>
</table>

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

Rooted cuttings

Young plants ready to finish or to re-pot
Sweet Home Roses®
Garden terrace roses
Recommended container size: 3-5 litre
Forcing time in greenhouses: 5-8 weeks

Sweet Home Roses®
Romantic roses
• For budding
• Ideal for forcing early spring in greenhouses
• *Very uniformed* 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 terrace roses

Sweet Love Forever™
Sweet Baby™
Sweet Paradise™
Sweet Summer™
Sweet Love of Mine™
Sweet Family™
Sweet Perfume™
Sweet Day™

Production time on open field 1½ year
Bare rooted Sweet Home Roses®
Forcing time in greenhouse 5-8 weeks
Sweet Home Roses® label
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

Our last summer™
Climbing rose
Winner of Best Perfume

Individual labels in a modern look
Inspirational material for the consumers

www.roses-forever.com
Plant’n’relax®
Garden roses for budding
More varieties and information available on www.roses-forever.com
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

More varieties available
Cut the most beautiful bouquets again and again and for many years

- Plant the barrodeted 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

Inspirational label including care instructions
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 Denmark. Those that still look promising after that are planted indoors with a top Dutch grower for specific cut rose selection. After this trial material is sent from Denmark 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
Gourmet Roses™
Roses for cooking

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

The Gourmet Roses are not just beautiful - they also have lots of symbolic value. They express both love and exclusivity, which makes them very suitable for weddings, anniversaries and birthdays, as well as all the special days in life where you want to serve something extraordinary.

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

- Grown by licensed producers
- Sold as cutted rose flowers in a box
- Durable up to 3 weeks

See all colours below.

For license to grow, prices and more information please contact:
Rose breeder Rosa Eskelund at re@roses-forever.com
or visit our website www.roses-forever.com

Gourmet Roses™ are beautiful as decoration on a wedding cake
Use Gourmet Roses™ in a fresh and colourful salad

Romantic date™
Gourmet Roses™

Picnic™
Gourmet Roses™

Birthday rose™
Gourmet Roses™

Tapas™
Gourmet Roses™

Candyfloss™
Gourmet Roses™

Saturday night™
Gourmet Roses™

Tiramisu™
Gourmet Roses™

Enjoy me™
Gourmet Roses™
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 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™

**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™

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.

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 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.
Roses Forever ApS
Brand protection

**Brands**
Brands are registered / applied for in the following countries:

<table>
<thead>
<tr>
<th>Australia</th>
<th>Lebanon</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bahrain</td>
<td>Mexico</td>
</tr>
<tr>
<td>Belarus (White Russia)</td>
<td>Norway</td>
</tr>
<tr>
<td>Bulgaria</td>
<td>Oman</td>
</tr>
<tr>
<td>Canada</td>
<td>Romania</td>
</tr>
<tr>
<td>China</td>
<td>Russia</td>
</tr>
<tr>
<td>Denmark</td>
<td>Saudi Arabia</td>
</tr>
<tr>
<td>Egypt</td>
<td>Switzerland</td>
</tr>
<tr>
<td>EU</td>
<td>South Africa</td>
</tr>
<tr>
<td>India</td>
<td>South Korea</td>
</tr>
<tr>
<td>Japan</td>
<td>United Arab Emirates</td>
</tr>
<tr>
<td>Jordan</td>
<td>USA</td>
</tr>
</tbody>
</table>

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

- Grønløkke Planteskole
  www.gronlokke.dk

- Højgård Planteskole
  www.hoejgaardplant.dk

- Buddes Planteskole
  www.buddesplanteskole.dk

- Legro Gartneri A/S
  www.legro.dk

**Netherlands:**
- BM Roses
  www.bmroses.nl

- Pligt Professionals
  www.pligtprofessionals.nl

**Norway:**
- Ra Gartneri A/S
  www.ragartneri.no

**France:**
- Metaflor
  www.cerdys.fr

**UK:**
- Double H Nurseries Ltd
  www.doubleh.co.uk

**Japan:**
- Roses Forever Club of growers in Japan
  www.rosesforever.jp

- Floritech Co. Ltd.
  www.floritechjapan.com

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

**Malaysia:**
- YG Park

**China:**
- Ai Bi Da Horticultural Co. Ltd.
- Beijing Bozon Agriculture Technical Co. Ltd.
- Yunnan Kunmao Commercial & Trading Co
- Yan Cheng Colorful Roses Horticulture Co. Ltd.
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. Therefore 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

Rosa & Harley Eskelund
Roses Forever ApS
Fiskervaenget 9, Dyreborg
5600 Faaborg
Denmark

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

For Viking Cutroses
EU, Africa, North & South America

John Pouw
Viking Roses ApS
Zijde 55
NL-2771 EK Boskoop
The Netherlands

Mail: john@vikingroses.com
Tel.: +31 6 41 68 68 80

4/2017 - All varieties and trademarks in this catalogue are protected. Propagation can only take place if a License Agreement has been signed with Roses Forever ApS - www.roses-forever.com