

License to grow

# High Quality Pot Roses

Roses Forever ApS



Pink Infinity®



Maasland Gold™ Love Forever®



Moscow by Night™ Love Forever®



Infinity® white

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

Beautiful pot roses • Big flowers and strong colours • Long lasting roses

# Roses Forever ApS

## Presentation

Roses Forever ApS 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](http://www.roses-forever.com)**



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# Mini roses from Roses Forever ApS

## Grown on own roots from cuttings

- **Objective for breeding of Love Forever®, Infinity®, Love Fragrance Forever® and I am Different® mini roses**

Production suitability  
Resistance  
Longevity  
Sellable colors and shapes  
Natural compact growth

- **Method/basis for breeding of Love Forever®, Infinity®, Love Fragrance Forever® 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.

## 4 series of mini roses



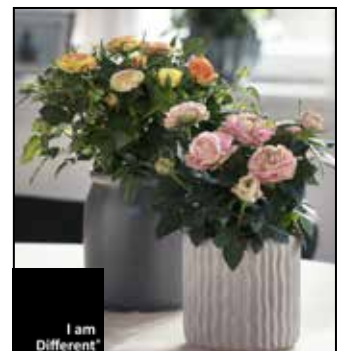
Love Forever®



Infinity®



Love Fragrance Forever®



I am Different®



# Love Fragrance Forever®

10.5 cm pot size

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

*Fragrance*  
**Love Forever®**  
PERFUME



**Creme**  
**Love Fragrance Forever®**



**Pink**  
**Love Fragrance Forever®**



**Rosa**  
**Love Fragrance Forever®**

**NEW**  
**fragrant**  
**roses**

## Love Fragrance Forever®

- Large-flowered fragrant pot roses
- Fantastic fragrance
- Novelty with long-lasting flowers
- Especially suitable indoor
- Perfect in pots outdoor
- Bright colors
- Wonderful scent

STOP AND SMELL THE ROSES

*Fragrance*  
**Love Forever®**  
PERFUME

# Infinity®

## Long lasting pot roses

Flower size 6-7 cm - Large filled flowers

Recommended pot size: 9 - 15 cm / 3.5" - 6"

*Infinity Rose®*  
Longer lasting



WINNER  
Best  
Indoor  
Plant

Gold  
Winner  
Moscow  
2018



Infinity®



Princess of Infinity®



Pink Infinity®



King of Infinity®



Infinity® Evergreen™



Jinfinity™



NEW

Jia Infinity®  
(syn. Queen of Infinity®)



Infinity® in 21 cm bowls  
Same production time !

- Easy to grow
- High quality in only 9-10 weeks production time
- Only 4 cuttings in 10-12 cm pots
- Very big well-shaped flowers
- Thick dark green leaves



# Love Forever<sup>®</sup>

## Small pot roses

Flower size 2-4 cm

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



**Bari™**  
Love Forever®



**Pink Bari™**  
Love Forever®



**Hot Yellow™**  
Love Forever®



**New York™**  
Love Forever®



**Canazel™**  
Love Forever®



**Messina™**  
Love Forever®



**Riva™**  
Love Forever®



**Mini El Paso™**  
Love Forever®



**Bari by Night™**  
Love Forever®



**Cuba™**  
Love Forever®



**Havana™**  
Love Forever®

# I am Different<sup>®</sup>

## Spectacular and unique pot roses

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



**Look at Me™**  
I am Different®



**I am a Specialty™**  
I am Different®



**Peek a Boo™**  
I am Different®

# Love Forever®

## Large pot roses

Flower size 3-5 cm

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

Many more  
varieties  
available



**Pink Moscow™**  
Love Forever®



**Moscow by Night™**  
Love Forever®



**Sunny Beach™**  
Love Forever®



**Monte Cristella™**  
Love Forever®



**Maasland Gold™**  
Love Forever®



**Greenland™**  
Love Forever®



**Roma™**  
Love Forever®



**Val de Sole™**  
Love Forever®



**Maasland™**  
Love Forever®



**Bergamo™**  
Love Forever®



**El Paso™**  
Love Forever®



**Sandbanks Sunset™**  
Love Forever®



**Santa Barbara™**  
Love Forever®



**Portus Cale™**  
Love Forever®



**Molde™**  
Love Forever®

# Love Forever®

## Extra large strong-growing pot roses

Flower size 7-8 cm

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



**Malaga™**  
Love Forever®



**Milano™**  
Love Forever®



**Malfa™**  
Love Forever®



**Marina™**  
Love Forever®



**Madrid™**  
Love Forever®



# Welcome to Roses Forever ApS



Easy grow high quality in short time



Only 4 cuttings in each pot



Cuttings for upstart



Know-how

## CONTACT INFORMATION

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*Infinity Rose*<sup>®</sup>  
Longer lasting

*Fragrance*  
**Love Forever**<sup>®</sup>  
PERFUME



/Roses Forever



/Rosas Roses



/roses.forever.dk

For garden roses, cut roses and edible roses, please ask for special catalogues.