nirp international

ROSECOLLECTION EASTAFRICA2023

THE COMPANY

NIRP International S.A. is a worldwide leading Company in the field of research, breeding, selection and marketing of new cut rose and garden rose varieties.
Established in France in the '60ties, Nirp has been able, over the years, to conquer a large market share thanks to a tradition made of professionalism and passion.

THE SITES

NIRP International S.A. Headquarters are located in Europe, in the South of France.
NIRP is also based in Italy (Ventimiglia), on the Italian Riviera very close to the French border.
This site is dedicated to the breeding and selection, pre-commercial tests and propagating material production.
In Kenya NIRP East Africa Ltd., located in Naivasha, is dedicated to the selection of new varieties, the production of propagation material and the commercial development.
Here it is carried out a strategic specific breeding program entirely dedicated to the East African markets.
This site is very important for the commercial development: it is a great show case where customers can evaluate Nirp current varieties together with many pre-commercial codes.
Nirp East Africa is also a flower producer, in order to support the commercial release of the selected varieties.
NIRP is also very active in Latin America with NIRP Ecuador C. Ltda and has show cases and agents also in Colombia Brasil Mexico Ethiopia Iran China Japan South Corea and Australia.

THE PEOPLE

At NIRP, the fundamental importance of human capital is evident. The members of the Ghione Family participate actively, according to their assigned roles, in the management of the various companies in permanent symbiosis with the agents, representatives, managers and partners, ensuring constant support and guidance.

In order to satisfy its customers and better respond to the local needs NIRP has agents, representatives and partners in Europe, Latin America, Africa, Asia and Oceania.

RESEARCH & BREEDING

Important human, financial and technological resources are dedicated to the research, breeding and selection of new cut rose and garden rose varieties.

Nirp breeding program is one of the largest of any ornamentals' breeder in the world.Every year, on the different breeding lines, 40.000 crossings are performed and 300.000 seeds are produced and grown for selection.

SELECTION & COMMERCIAL INTRODUCTION

The codes are grown specific testing and pre-commercial areas, subject to a strict supervision.

Starting from the second year of selection, the best codes are sent to NIRP testing premises in each production Country for further evaluations.

This means that during the following years the codes are tested in each specific climate conditions (Ecuador, Colombia, Brasil, Kenia, Ethiopia, Iran, China, Japan, South Korea, etc.).

Nirp sends "trials" of the pre-commercial varieties also to its best customers in each Country, in order to test the varieties in other further locations and also with different growing systems.

The flowers of new varieties are also shown to the main buyers and traders, in order to test the appreciation of the commercial side and final customers.

Thanks to all the information collected by the Nirp managers, technicians, local and international agents, and best customers, after 5 or 6 years, only the very best varieties are chosen by Nirp for the commercial introduction: they prooved to be very performing on agronomical, aesthetical and commercial sides.

On an initial population of some hundreds thousands seedlings, every year only few codes receive a name and are patented worldwide, to become a commercial variety for the international markets.

PRODUCTS

NIRP International has a wide range of cut rose varieties for each typology today requested by the market: Large flower, Intermediate and Spray. Following the new trends, recently also "garden look" and fragrant varieties were introduced.

PROTECTION

NIRP International protects its creations through Plants' Breeders Rights and Registered Trade Marks. Such IP rights are then licensed to rose growers and propagators through commercial agreements.

NIRP International owns a significant portfolio of Breeders' Rights in all the main UPOV Countries, such as Colombia, Ecuador, Kenya, European Union, U.S.A., China, South Korea, Japan, Russia, Australia, South Africa, Brazil, Canada and Israel.

NIRP International also protects its commercial names through international Trade Marks based on the Madrid Convention. The whole IP portfolio is managed through a fully integrated software in order to make sure that the IP management and the maintainance of the IP titles are constantly under control.

ANTI-INFRINGEMENT (ANTI PIRACY)

NIRP International is fighting a real battle against the illegal exploitaiton of its IP rights worldwide by all juridical instruments on the basis of the different national and international legislations and treaties.

The outcomes of this activity are very succesfull and substantially contribute to a reduction of the violations of Breeders' Rights, which is definitely important for the whole flower industry.

NIRP International is also proud to be member of CIOPORA (the International community of breeders of asexually reproduced ornamental and fruit-tree varieties), and

gives its active contribution to the activities of legislations improvements, anti infringement strategies and safeguard of IP rights in the field of ornamentals.

AGENTS & DISTRIBUTORS

NIRP International is strongly present in the international market, assuring many commercial visits to all the main rose Countries during the year.
NIRP International has also local agents, representatives and partners in each most important floriculture Countries to serve its clients in the best way.

EXHIBITIONS & OPEN DOORS

NIRP International is happy to participate to all the most important Floriculture Exhibitions in the world in order to show its varieties and latest introductions and meet its customers and partners. During the year NIRP International organizes Open Doors in the most important floriculture Countries, such as Ecuador, Colombia, Brasil, Kenya, Ethiopia, Iran, China, Japan, South Korea, etc where NIRP has its own show cases.

WEB SITE, FACEBOOK & INSTAGRAM

On our Web Site and on our Facebook and Instagram pages, you can find all the information about our company, products, agents, show cases and events.

www.nirpinternational.com

FACEBOOK: NIRP.INTERNATIONAL.Roses

INSTAGRAM: nirp.roses

INDEX

DIRECT LINE® COLLECTION

RED AMBIANCE®	*Nirpuppered*	10
OPERA®	*Nirpnewfred*	11
RED COPACABANA®	*Nirprosso*	11
COPACABANA®	*Nirpranja*	12
ORANGE ROMA®	*Nirpgrom*	13
HAPPY DAYS®	*Nirphaps*	13
RUSH®	*Nirpcatch*	14
ALCHEMY®	*Mantavel*	14
CHERRY FASHION®	*Nirpchess*	15
DOUBLE PARTY®	*Nirpdaey*	15
ROSEMANTIC®	*Nirptican*	16
GREEN FASHION®	*Nirpgrek*	16
PURISSIMO®	*Nirpissimo*	17
WHITE ANGEL®	*Nirpangel*	17

BIG INTERMEDIATES COLLECTION

TIGER®	*Nirpleo*	20
SUNFIRE®	*Nirpmayo*	21
BOXEUR®	*Nirpspana*	22
FIESTA FLAMENCA®	*Nirpsari*	22
INDIGO®	*Nirpgin*	23
PRONTO!®	*Nirpro*	24
AMNÉSIA®	*Nirpul*	25

PREMIUM HYBRID TEA COLLECTION

GRAN COUPÈ®	*Nirpgroup*	28
LOVELY MORNING®	*Nirplover*	29
FIRE ON ICE®	*Nirpcinghia*	29
3D®	*Nirp3d*	30
PROGRESS®	*Nirpress*	31
GARDEN CITY®	*Nirpkaha*	32
TABASCO®	*Nirpasc*	33
ENCANTO®	*Krican*	33
EASY FASHION®	*Nirpeasy*	34
GRAN DONNA®	*Nirpgrando*	35
SOLENZARA®	*Nirpzar*	36
GRAN TURISMO®	*Nirpturi*	36
DESERT ROSE®	*Nirpsting*	37
GOLDEN GLOBE®	*Nirpglob*	38
FASHION GOLD®	*Nirpcomgold*	39
GOLD FURY®	*Nirpkefu*	40
GALACTICA®	*Nirpgal*	40
SUPER GREEN®	*Nirpgreenl*	41
WEDDING TALE®	*Nirpweta*	41
QUITE WHITE®	*Nirpwhite*	42
CLOUD®	*Nirpnube*	42
IGLOO®	*Nirpgoo*	43
ALBA®	*Nirpal*	43
BLUEBERRY®	*Nirpber*	44
INEVITABLE®	*Nirpkevit*	45
PURPLE BREEZE®	*Nirpurple*	45
HOTSPOT®	*Nirphopi*	46
FASHION TIME®	*Nirptesh*	47

FOX TROT®	*Nirptox*	47
ATMOSPHERE®	*Nirpsphere*	48
DOUBLE FASHION®	*Nirpverdi*	48
VISUAL STORY®	*Nirpvisto*	49
CITY CENTRE®	*Nirpkill*	49
WATERGAME®	*Nirperg*	50
POP STAR®	*Nirpop*	51
FAMOUS®	*Nirph2o*	51
SWEETSPOT®	*Nirphopimut*	52
FASHION GIRL®	*Nirpfarl*	53
PACIFIC BREEZE®	*Nirpmar*	54
RUSTIC®	*Nirpair*	54
LOVELY AMBIANCE®	*Nirpvaldi*	55
CAPODIMONTE®	*Nirpodessa*	55
CAFÉ DEL MAR®	*Nirpcoffee*	56
RATATOUILLE®	*NirplMarat*	57
VINTAGE®	*Nirptag*	58
CARAMEL MACCHIATO®	*Nirpcaramel*	59
JAPANESE TALE®	*Nirpjata*	59

GARDEN LOOK COLLECTION summary

GARDEN CITY®	*Nirpkaha*	60
JAPANESE TALE®	*Nirpjata*	60
SUPER GREEN®	*Nirpgreenl*	60
SOLENZARA®	*Nirpzar*	60
WEDDING TALE®	*Nirpweta*	60
RATATOUILLE®	*NirplMarat*	60

ROSEVER® COLLECTION preview

BABY ROSEVER®	*Nirpbaro*	64
ELEGANT ROSEVER®	*Nirpharv*	64
GREEN ROSEVER®	*Nirphomar*	64
ORANGE ROSEVER®	*Nirpakir*	64
TWINKLE BRIDE®	*Nirpspride*	64
SAHARA ROSEVER®	*NirpCRsah*	64
SUNSET ROSEVER®	*NirpGNsun*	64
TANGERINE ROSEVER®	*NirpJBtan*	64
VINTAGE ROSEVER®	*NirplMasp*	65
HOT ROSEVER®	*Nirpiro*	65
WEDDING ROSEVER®	*Nirpweder*	65
CRAZY ROSEVER®	*Nirphorse*	65
CREAM ROSEVER®	*Nirpcros*	65
ROMANTIC ROSEVER®	*Nirpmant*	65
OLYMPIC ROSEVER®	*Nirpym*	65
LIME ROSEVER®	*Nirpim*	65
BELLA ROSEVER®	*NirpGNhaes*	66
BON BON ROSEVER®	*NirpGNobles*	66
CLASSIC ROSEVER®	*Nirprosev*	66
LAMINUETTE ROSEVER®	*NirpCRlam*	66
LULÙ ROSEVER®	*Nirpoly1*	66
MAJESTIC ROSEVER®	*Nirpmantmut*	66
PONY ROSEVER®	*NirpJBexpr*	66
RED POP ROSEVER®	*NirpCRedo*	66
ROUGE ROSEVER®	*NirpGNred*	67
RUMBA ROSEVER®	*Nirpdance*	67
SHOCKING ROSEVER®	*NirpGNrosock*	67
SMART ROSEVER®	*NirpGNart*	67
SPLENDID ROSEVER®	*Nirpharvmut*	67
TONIC ROSEVER®	*NirpGNapero*	67
VIRGIN ROSEVER®	*Nirpvirgo*	67
CANDY ROSEVER®	*Nirpcany*	67

Copacabana®

DIRECT LINE®
COLLECTION

HIGHT PRODUCTIVITY
INTERMEDIATES
FOR RETAIL MARKETS

DIRECT LINE®

RED AMBIANCE®

Nirpuppered

OPERA®

Nirpnewfred

RED COPACABANA®

Nirprosso

COPACABANA®

Nirpranja

HAPPY DAYS®

Nirphaps

ORANGE ROMA®

Nirpgrom

RUSH®
Nirpcatch

ALCHEMY®
Mantavel

CHERRY FASHION®

Nirpchess

DOUBLE PARTY®

Nirpdaey

ROSEMANTIC®

Nirptican

GREEN FASHION®

Nirpgrek

PURISSIMO®
Nirpissimo

WHITE ANGEL®
Nirpangel

Indigo®

BIG INTERMEDIATES
COLLECTION

TIGER

Nirpleo

SUNFIRE®

Nirpmayo

BOXEUR®

Nirpspana

FIESTA FLAMENCA®

Nirpsari

INDIGO®

Nirpgin

PRONTO®

Nirpro

AMNÈSIA®

Nirpul

Hotspot®

PREMIUM HYBRID TEA
COLLECTION

GRAN COUPÈ®

Nirpgroup

LOVELY MORNING®

Nirplover

FIRE ON ICE®

Nirpcinghia

3D®

Nirp3d

PROGRESS®

Nirpress

GARDEN CITY

Nirpkaha

TABASCO®

Nirpasc

ENCANTO®

Krican

EASY FASHION®

Nirpeasy

GRAN DONNA®

Nirpgrando

DESERT ROSE®

Nirpsting

GRAN TURISMO®

Nirpturi

SOLENZARA®

Nirpjbtan

GOLDEN GLOBE®

Nirpglob

FASHION GOLD®

Nirpcomgold

GOLD FURY®

Nirpkefu

GALACTICA®

Nirpgal

SUPER GREEN®

Nirpgreenl

WEDDING TALE®

Nirpweta

QUITE WHITE®

Nirpwhite

EAST AFRICA • EUROPE

CLOUD®

Nirpnube

EAST AFRICA

IGLOO®

Nirpgoo

EAST AFRICA • LATIN AMERICA

ALBA®

Nirpal

EAST AFRICA • LATIN AMERICA

BLUEBERRY®

Nirpber

INEVITABLE®

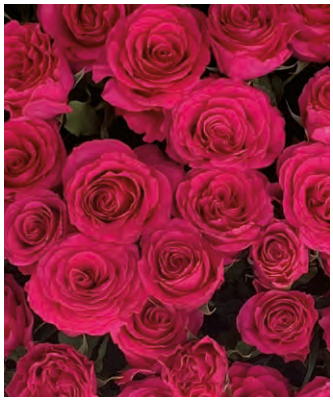
Nirpkevit

PURPLE BREEZE®

Nirpurple

HOTSPOT®

Nirphopi



FASHION TIME®

Nirptesh

FOX TROT®

Nirptox

ATMOSPHERE®

Nirpsphere

DOUBLE FASHION®

Nirpverdi

VISUAL STORY®

Nirpvisto

CITY CENTRE®

Nirpkill

WATER GAME®

Nirperg

POP STAR®

Nirpop

FAMOUS®

Nirph2o

SWEETSPOT®

Nirphopimut

FASHION GIRL®

Nirpfarl

PACIFIC BREEZE®

Nirpmar

RUSTIC®

Nirpair

LOVELY AMBIANCE®

Nirpvaldi

CAPODIMONTE®

Nirpodessa

CAFÈ DEL MAR®

Nirpcoffee

RATATOUILLE®

NirplMarat

VINTAGE®

Nirptag

CARAMEL MACCHIATO®

Nirpcaramel

JAPANESE TALE®

Nirpjata

Garden Look

GARDEN CITY®

JAPANESE TALE®

WEDDING TALE®

SOLENZARA®

SUPER GREEN®

RATATOUILLE®

GARDEN LOOK
COLLECTION

summary

Rosever® varieties

ROSEVER® SPRAY
COLLECTION

preview

Available now our new
ROSEVER® COLLECTION CATALOGUE
entirely dedicated to our enlarged and exciting
Range of Sprays Varieties!

BABY ROSEVER®
Nirpbaro

ELEGANT ROSEVER®
Nirpharv

GREEN ROSEVER®
Nirphomar

ORANGE ROSEVER®
Nirpakir

TWINKLE BRIDE®
Nirpspride

SAHARA ROSEVER®
NirpCRsah

SUNSET ROSEVER®
NirpGNsun

TANGERINE ROSEVER®
NirpJBtan

VINTAGE ROSEVER®
NirplMasp

HOT ROSEVER®
Nirpiro

WEDDING ROSEVER®
Nirpweder

CRAZY ROSEVER®
Nirphorse

CREAM ROSEVER®
Nirpcros

ROMANTIC ROSEVER®
Nirpmant

OLYMPIC ROSEVER®
Nirpym

MAJESTIC ROSEVER®
Nirpmantmut

BELLA ROSEVER®
NirpGNhaes

BON BON ROSEVER®
NirpGNobles

CLASSIC ROSEVER®
Nirprosev

LAMINUETTE ROSEVER®
NirpCRlam

CANDY ROSEVER®
Nirpcany

LULÙ ROSEVER®
Nirpoly1

PONY ROSEVER®
NirpJBexpr

RED POP ROSEVER®
NirpCRedo

ROUGE ROSEVER®
NirpGNred

RUMBA ROSEVER®
Nirpdance

SHOCKING ROSEVER®
NirpGNrosock

SMART ROSEVER®
NirpGNart

SPLENDID ROSEVER®
Nirpharvmut

TONIC ROSEVER®
NirpGNapero

VIRGIN ROSEVER®
Nirpvirgo

LIME ROSEVER®
Nirpim

TRADEMARK	Var. Denomin.	VBN Auction Code	Colour	N. of Petals	Bud Size	Stem Lenght (cm.)	Productivity	Vaselife (days)
DIRECT LINE® COLLECTION - HIGH PRODUCTIVITY INTERMEDIATES FOR RETAIL MARKETS								
ALCHEMY®	*Mantavel*	109913	strong peach	40	medium	50/60	very good	15
CHERRY FASHION®	*Nirpchess*	126260	cherry	35	medium	50/70	very good	12
COPACABANA®	*Nirpranja*	118939	orange	40	large	50/70	very good	15
DOUBLE PARTY®	*Nirpdaey*		intense pink / white	40	medium	50/70	good	12
GREEN FASHION®	*Nirpgrek*	101516	green cream	35	medium	50/70	very good	14
HAPPY DAYS®	*Nirphaps*	126808	orange	40	large	50/70	good	12
OPERA®	*Nirpnewfred*		red	36	large	50/60	good	12
ORANGE ROMA®	*Nirpgrom*	116864	orange	35	medium	50/60	very good	14
PURISSIMO®	*Nirpissimo*		white	37	medium	50/60	very good	12
RED AMBIANCE®	*Nirpuppered*	126284	red	31	medium	50/70	very good	15
RED COPACABANA®	*Nirprosso*		terracotta red	48	medium	50/70	very good	12
ROSEMANTIC®	*Nirptican*	113806	white / pink edge	32	medium	50/70	very good	13
RUSH®	*Nirpcatch*		yellow / orange-red	35	medium	60/80	very good	15
WHITE ANGEL®	*Nirpangel*		white	24	medium	50/60	very good	12
BIG INTERMEDIATES COLLECTION								
AMNÉSIA®	*Nirpul*	100814	lavender / green	30	medium	40/60	very good	14
BOXEUR®	*Nirpspana*		orange / pink blend	39	medium	50/70	good	11
FIESTA FLAMENCA®	*Nirpsari*		orange blend	32	large	60/80	good	12
INDIGO®	*Nirpgin*		lavender	48	large	50/60	very good	12
PRONTO!®	*Nirpro*		silvery lavander	35	medium	50/60	very good	15
SUNFIRE®	*Nirpmayo*		bicolor orange / yellow	31	small	50/70	good	10
TIGER®	*Nirpleo*		bicolor red / yellow	50	large	70/80	good	14
PREMIUM HYBRID TEA COLLECTION								
3D®	*Nirp3d*	117244	bicolor pink/peach	45	large	60/90	good	15
ALBA®	*Nirpal*	112889	ivory white	40	large	60/90	good	15
ATMOSPHERE®	*Nirpsphere*		cream / red edges	60	large	50/70	good	12
BLUEBERRY®	*Nirpber*	112329	dark lavender	45	medium	40/60	very good	15
CAFÉ DEL MAR®	*Nirpcoffee*	122858	coffee	35	medium	50/60	good	10
CAPODIMONTE®	*Nirpodessa*		bridal pink	51	large	50/60	good	13
CARAMEL MACCHIATO®	*Nirpcaramel*		sand	59	medium	50/80	good	12
CITY CENTRE®	*Nirpkill*	118938	pink	60	large	50/70	good	15
CLOUD®	*Nirpnube*		white	45	large	50/70	very good	14
DESERT ROSE®	*Nirpsting*		peach pink	48	large	50/60	good	16
DOUBLE FASHION®	*Nirpverdi*	117930	white / cherry edges	50	medium	60/80	very good	14
EASY FASHION®	*Nirpeasy*	121649	cream / red	42	large	50/60	very good	15

TRADEMARK	Var. Denomin.	VBN Auction Code	Colour	N. of Petals	Bud Size	Stem Lenght (cm.)	Productivity	Vaselife (days)
ENCANTO®	*Krican*	108525	cream yellow / orange edge	32	large	50/60	good	13
FAMOUS®	*Nirph2o*	112862	lavender pink	35	large	50/70	very good	15
FARFALLA®	*Krifar*	100815	cream / orange	40	large	50/60	good	14
FASHION GIRL®	*Nirpfarl*		pink / green	44	large	60/70	good	13
FASHION GOLD®	*Nirpcomgold*		yellow	60	large	50/60	good	12
FASHION TIME®	*Nirptesh*		hot pink	47	large	60/80	very good	15
FIRE ON ICE®	*Nirpcinghia*		ligh pink / red double face	35	large	60/70	good	13
FOX TROT®	*Nirptox*		hot pink	40	large	60/80	good	13
GALACTICA®	*Nirpgal*	126283	light yellow	32	large	50/70	good	13
GARDEN CITY® GARDEN LOOK	*Nirpkaha*		orange blend	75	medium	50/60	good	15
GOLD FURY®	*Nirpkefu*		yellow	37	medium	50/70	good	12
GOLDEN GLOBE®	*Nirpglob*		yellow	40	large	50/60	very good	15
GRAN COUPÈ®	*Nirpgroup*	124656	red	48	large	50/70	very good	13
GRAN DONNA®	*Nirpgrando*		orange / pink blend	51	large	60/70	very good	15
GRAN TURISMO®	*Nirpturi*	122896	cream / pink	63	large	60/80	very good	15
HOTSPOT®	*Nirphopi*	122191	cherry	50	large	60/70	very good	18
IGLOO®	*Nirpgoo*	126282	white	45	large	50/70	very good	18
INEVITABLE®	*Nirpkevit*		magenta purple	36	large	50/70	good	15
JAPANESE TALE® GARDEN LOOK	*Nirpjata*		pink blend	30	large	50/60	very good	14
LOVELY AMBIANCE®	*Nirpvaldi*	126067	wedding pink	73	large	70/90	good	15
LOVELY MORNING®	*Nirplover*		red	43	large	50/60	good	13
PACIFIC BREEZE®	*Nirpmar*		light pink / pink	40	large	50/70	very good	13
POP STAR®	*Nirpop*	116718	pink	40	large	50/70	very good	15
PROGRESS®	*Nirpress*		cream / red	28	large	60/80	good	14
PURPLE BREEZE®	*Nirpurple*		purplish pink	36	medium	60/70	good	12
QUITE WHITE®	*Nirpwhite*		white	34	large	50/70	good	14
RATATOUILLE® GARDEN LOOK	*NirplMarat*		special pink blend	105	medium	50/60	very good	16
RUSTIC®	*Nirpair*		pink	50	medium	50/70	very good	14
SOLENZARA® GARDEN LOOK	*Nirpzar*		peach	63	large	50/70	very good	15
SUPER GREEN® GARDEN LOOK	*Nirpgreenl*	18974	green	75	medium	50/60	good	15
SWEETSPOT®	*Nirphopimut*		pink	50	large	60/70	very good	18
TABASCO®	*Nirpasc*	116706	orange	65	large	60/70	good	15
VINTAGE®	*Nirptag*	119730	pink / purple	45	large	50/70	good	15
VISUAL STORY®	*Nirpvisto*		hot pink / white striped	57	large	50/70	very good	14
WATERGAME®	*Nirperg*		pink	33	large	50/70	good	13
WEDDING TALE® GARDEN LOOK	*Nirpweta*		white	70	large	50/60	very good	14

TRADEMARK	Var. Denomin.	VBN Auction Code	Colour	N. of Petals	Bud Size	Stem Lenght (cm.)	Productivity	Vaselife (days)
ROSEVER® SPRAY COLLECTION								
BABY ROSEVER®	*Nirpbaro*	109549	light pink	30	small	50/60	very good	14
BELLA ROSEVER®	*NirpGNhaes*		pink	31	medium	50/70	good	11
BON BON ROSEVER®	*NirpGNobles*		cream / pink heart	32	large	60/80	good	-
CANDY ROSEVER®	*Nirpcany*		red	-	-	-	-	-
CLASSIC ROSEVER®	*Nirprosev*		pink	33	medium	70/80	good	10
CRAZY ROSEVER®	*Nirphorse*		cherry red / white striped	35	small	50/60	good	15
CREAM ROSEVER®	*Nirpcros*		cream	95	large	40/50	good	14
ELEGANT ROSEVER®	*Nirpharv*	106622	pink	30	small	50/60	very good	14
GREEN ROSEVER®	*Nirphomar*		green	40	small	50/60	very good	15
HOT ROSEVER®	*Nirpiro*		hot pink	32	small	40/60	very good	12
LAMINUETTE ROSEVER®	*NirpCRlam*		white / dark pink edge	33	small	50/60	good	10
LIME ROSEVER®	*Nirpim*		green yellow	42	medium	50/70	good	15
LULÙ ROSEVER®	*Nirpoly1*		pink	31	large	70/80	good	10
MAJESTIC ROSEVER®	*Nirpmantmut*		orange pink blend	-	-	-	-	-
OLYMPIC ROSEVER®	*Nirpym*		orange / yellow	30	small	40/60	very good	14
ORANGE ROSEVER®	*Nirpakir*		orange	30	medium	50/60	very good	14
PONY ROSEVER®	*NirpJBexpr*		peach / pink	100	large	60/80	good	-
RED POP ROSEVER®	*NirpCRedo*		red		medium	50/60	good	-
ROMANTIC ROSEVER®	*Nirpmant*		cream / pink edge	40	small	50/70	good	15
ROUGE ROSEVER®	*NirpGNred*		red	100	large	60/80	good	-
RUMBA ROSEVER®	*Nirpdance*		orange red / cream striped	-	-	-	-	-
SAHARA ROSEVER®	*NirpCRsah*		sandy pink	70	medium	50/60	good	13
SHOCKING ROSEVER®	*NirpGNrosock*		pink	43	large	60/80	good	11
SMART ROSEVER®	*NirpGNart*		yellow / red edges	35	medium	60/80	good	11
SPLENDID ROSEVER®	*Nirpharvmut*		coral pink	-	-	-	-	-
SUNSET ROSEVER®	*NirpGNsun*		yellow / orange	50	large	50/60	good	12
TANGERINE ROSEVER®	*NirpJBtan*		orange	50	large	50/60	good	12
TONIC ROSEVER®	*NirpGNapero*		white	58	medium	60/80	good	10
TWINKLE BRIDE®	*Nirpspride*	106624	hot pink	30	large	50/60	very good	15
VINTAGE ROSEVER®	*NirpIMasp*		browny old pink	40	small	40/50	good	12
VIRGIN ROSEVER®	*Nirpvirgo*		white	23	medium	60/80	good	10
WEDDING ROSEVER®	*Nirpweder*		white / light pink	40	medium	40/50	good	12

Datas collected in Naivasha, Kenya. These technical information are a guideline only.
The flower size, stem length and productivity depend on the geographical area, climate and growing methods. For more detailed information, please contact our local agent.

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