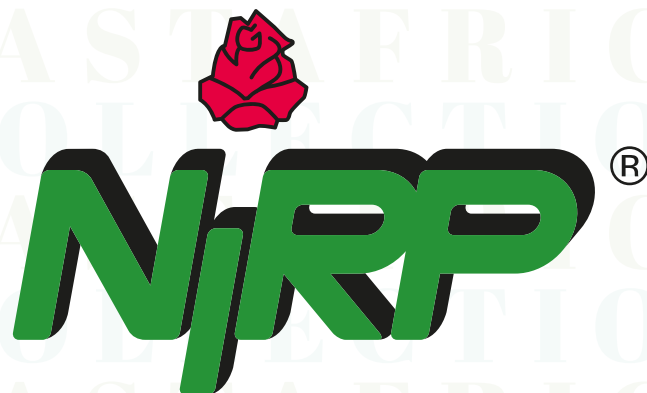


nirp international

ROSE COLLECTION ROSE
2024 EAST AFRICA 2024
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ROSE COLLECTION
EAST AFRICA 2024

ROSE COLLECTION ROSE
2024 EAST AFRICA 2024
ROSE COLLECTION ROSE



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 Korea 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 proved 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 maintenance of the IP titles are constantly under control.

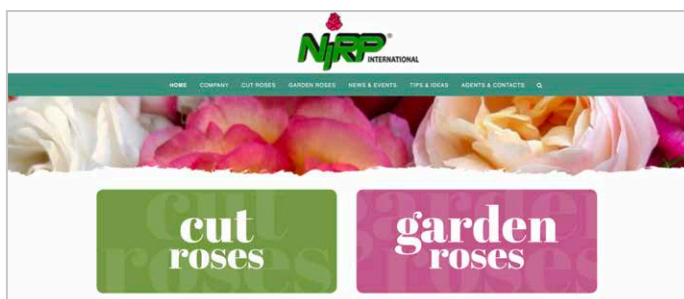
ANTI-INFRINGEMENT (ANTI PIRACY)

NIRP International is fighting a real battle against the illegal exploitation 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 successful 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 CIOFORA (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

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DIRECT LINE®

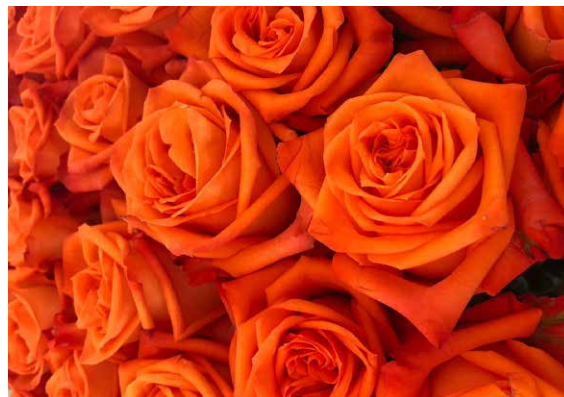
COLLECTION

**HIGHT PRODUCTIVITY
INTERMEDIATES
FOR RETAIL MARKETS**

DIRECT LINE®

COPACABANA®

Nirpranja



ALCHEMY®

Mantavel



ORANGE ROMA®

Nirpgrom



RUSH®

Nirpcatch



HAPPY DAYS®

Nirphaps



GREEN FASHION®

Nirpgrek



RED AMBIANCE®

Nirpuppered



OPERA®

Nirpnewfred



PURISSIMO®

Nirpissimo



WHITE ANGEL®

Nirpangel



CHERRY FASHION®

Nirp chess



DOUBLE PARTY®

Nirp daey



ROSEMANTIC®

Nirp tican



PURPLE RAIN®

Nirp unk



PREMIUMHYBRIDTEACOLLECTION
COLLECTIONPREMIUMHYBRIDTEA
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HYBRID TEA COLLECTION

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PREMIUMHYBRIDTEACOLLECTION

BAROLO®

Nirptima



CABERNET®

Nirptera



AMARONE®

Nirpbello



GRAN COUPÉ®

Nirpgroup



LOVELY MORNING®

Nirplover



FIRE ON ICE®

Nirpcinghia



3D®
Nirp3d



PROGRESS®
Nirpress





TIGER

Nirpleo



FIESTA FLAMENCA®

Nirpsari



BOXEUR®

Nirspana



TABASCO®

Nirpasc



ENCANTO®

Krican



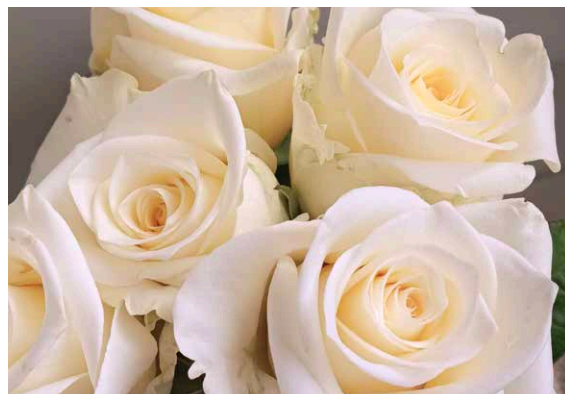
GARDEN CITY

Nirpgard



QUITE WHITE®

Nirpwhite



ALBA®
Nirpal



CLOUD®
Nirpnube



GOLD FURY®

Nirpkefu



GOLDEN GLOBE®

Nirpglob



FASHION GOLD®

Nirpcomgold



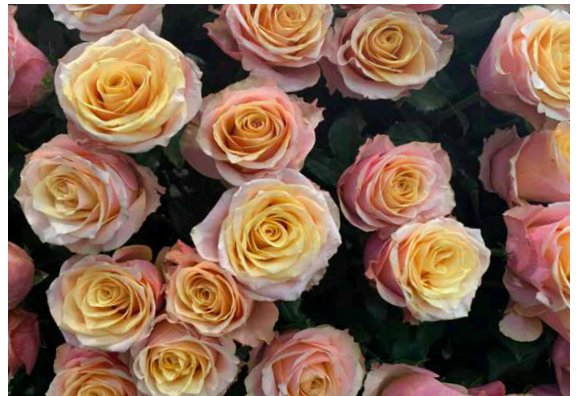
EASY FASHION®

Nirpeasy



GRAN DONNA®

Nirpgrando



DESERT ROSE®

Nirpsting



CARAMEL MACCHIATO®

Nirpcaramel



BLUEBERRY®

Nirpber



INEVITABLE®

Nirpkevit



WATERGAME®

Nirperg



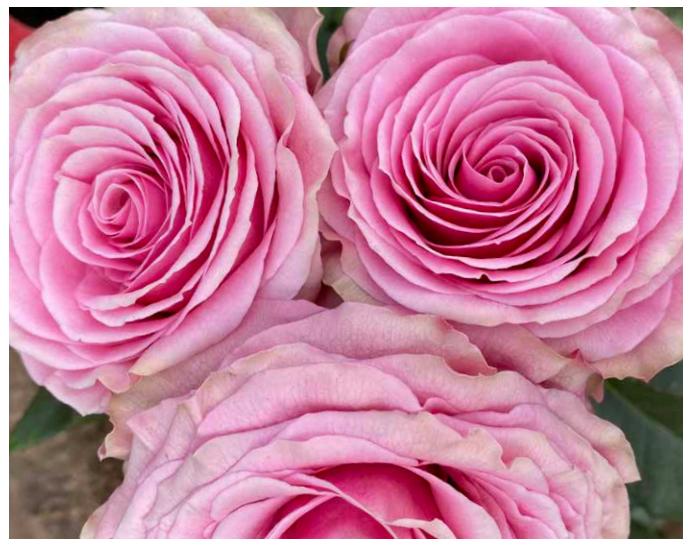
HOTSPOT®

Nirphopi



SWEETSPOT®

Nirhopimut



PURPLE BREEZE®

Nirpurple



ATMOSPHERE®

Nirpsphere



CITY CENTRE®

Nirpkill



DOUBLE FASHION®

Nirpverdi



FAMOUS®
Nirph2o



POP STAR®
Nirpop



PACIFIC BREEZE®
Nirpmar



FASHION GIRL®

Nirpfarl



BYBLOS®
Nirpolby



PRETTY FASHION®
Nirpazzina

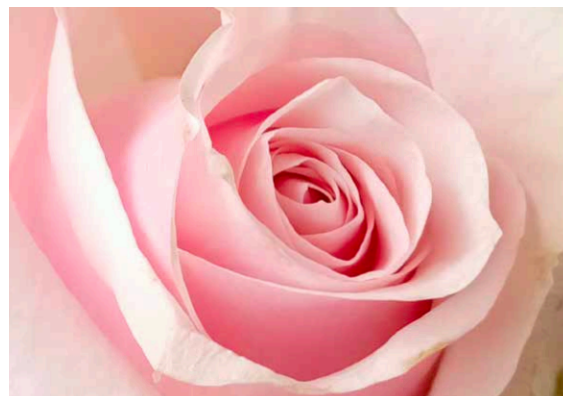


LOVELY AMBIANCE®
Nirpvaldi



ORGANZA®

NirpJBtulle



CREME CARAMEL®

Nirpcamelot



SHABBY CHIC®

Nirptagmut



MOKA LOKA®

Nirpkoko



BLUE JEANS®

Nirplans



PRONTO®
Nirpro



AMNÈSIA®

Nirpul





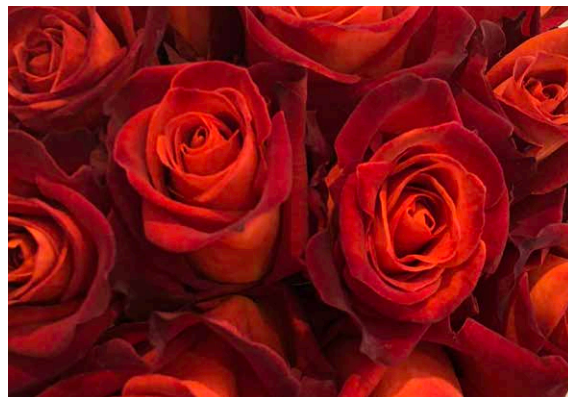
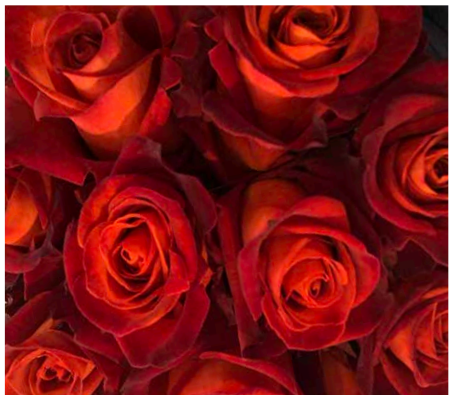
VINTAGE®

Nirptag



CAFÈ DEL MAR®


Nirptoffee



GARDEN LOOK COLLECTION

summary





GARDEN CITY®



*Garden
Look*



JAPANESE TALE®



WEDDING TALE®



SOLENZARA®



SUPER GREEN®

ROSEVER®

SPRAY COLLECTION

Available now our new

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



Collect it
from our
Representatives
and download it
from our website

TRADEMARK	Var. Denomin.	VBN Auction Code	Colour	N. of Petals	Bud Size	Stem Length (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®	Nirp chess	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®	Nirp grek	101516	green cream	35	medium	50/70	very good	14
HAPPY DAYS®	Nirp haps	126808	orange	40	large	50/70	good	12
OPERA®	Nirp newfred		red	36	large	50/60	good	12
ORANGE ROMA®	Nirp grom	116864	orange	35	medium	50/60	very good	14
PURISSIMO®	Nirp issimo		white	37	medium	50/60	very good	12
PURPLE RAIN®	Nirp unk		white / purple	78	medium	50/70	very good	14
RED AMBIANCE®	Nirp uppered	126284	red	31	medium	50/70	very good	15
ROSE MANTIC®	Nirp tican	113806	white / pink edge	32	medium	50/70	very good	13
RUSH®	Nirp catch		yellow / orange-red	35	medium	60/80	very good	15
WHITE ANGEL®	Nirp angel		white	24	medium	50/60	very good	12
HYBRID TEA COLLECTION								
3D®	Nirp 3d	117244	orange/peach/yellow	45	large	60/90	good	15
ALBA®	Nirp al	112889	ivory white	40	large	60/90	good	15
AMARONE®	Nirp bello		red	40/50	large	60/70	very good	13
AMNESIA®	Nirp ul	100814	lavender / green	30	medium	40/60	very good	14
ATMOSPHERE®	Nirp sphere		cream / red edges	60	large	50/70	good	12
BAROLO®	Nirp tima	129736	red	40/50	large	60/70	very good	13
BLUE JEANS®	Nirp lans		lavender / green	50/60	large	60/70	very good	13
BLUEBERRY®	Nirp ber	112329	dark lavender	45	medium	40/60	very good	15
BOXEUR®	Nirp spana		orange / pink blend	39	medium	50/70	good	11
BYBLOS®	Nirp olby		light pink / green	40/45	large	60/70	good	13
CABERNET® (new)	Nirp tera		red	40/50	large	60/70	very good	13
CAFÉ DEL MAR®	Nirp toffee	122858	coffee	30/35	medium	50/60	good	11
CARAMEL MACCHIATO®	Nirp caramel	129758	sand/peach/green blend	55/59	medium	50/80	good	15
CITY CENTRE®	Nirp hill	118938	pink	60	large	50/70	good	15
CLOUD®	Nirp nube		white	45	large	50/70	very good	14
CREME CARAMEL®	Nirp camelot		caramel cream	62	large	60/70	good	13
CURAÇAO®	Nirp arca		orange / red	40/50	large	60/70	very good	13
DESERT ROSE®	Nirp sting		peach pink	44/48	large	40/60	good	16
DOUBLE FASHION®	Nirp verdi	117930	white / cherry edges	50	medium	60/80	very good	14
ENCANTO®	Nirp easy	121649	yellow / orange	42	large	50/60	very good	15
FAMOUS®	Krican	108525	cream yellow / orange edge	32	large	50/60	good	13
FASHION GIRL®	Nirp h2o	112862	lavender pink	35	large	50/70	very good	15

TRADEMARK	Nirpfarl		pink / green	44	large	60/70	good	13
FASHION GOLD®	Nirpcomgold		yellow	60	large	50/60	good	12
FIESTA FLAMENCA®	Nirpsari		orange blend	32	large	60/80	good	12
FIRE ON ICE®	Nirpcinghia		red / light pink double face	35	large	60/70	good	13
GARDEN CITY®	Nirpgard		orange blend	75	medium	50/60	good	15
GOLD FURY®	Nirpkifu		yellow	37	medium	50/70	good	12
GOLDEN GLOBE®	Nirpglob		yellow	38/42	large	50/60	very good	15
GRAN COUPÉ®	Nirpgroup	124656	red	48	large	50/70	very good	13
GRAN DONNA®	Nirpgrando		orange / pink blend	43/48	large	60/80	very good	15
HOTSPOT®	Nirphopi	122191	cherry	44/50	large	50/70	good	17
INDIGO®	Nirpgin	128925	lavender	48	large	50/60	very good	12
INEVITABLE®	Nirpkevit		magenta purple	36	large	50/70	good	15
LOVELY AMBIANCE®	Nirpvaldi	126067	wedding pink	73	large	70/90	good	15
LOVELY MORNING®	Nirplover		red	43	large	50/60	good	13
MOKA LOKA®	Nirpkoko		lavender / coffee	54	large	60/70	good	13
ORGANZA®	NirpJbtulle		light pink	50/60	large	60/70	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
PRETTY FASHION®	Nirpazzina		light pink	40/45	large	60/70	good	13
PROGRESS®	Nirpress		cream / red	28	large	60/80	good	14
PRONTO!®	Nirpro		silvery lavender	35	medium	50/60	very good	15
PURPLE BREEZE®	Nirpurple		purplish pink	36	medium	60/70	good	12
QUITE WHITE®	Nirpwhite		white	34	large	50/70	good	14
SHABBY CHIC®	Nirptagmut		cream-green / purple	32	large	60/70	very good	15
SWEETSPOT®	Nirphopimut		pink	45/50	large	50/70	good	18
TABASCO®	Nirpasc	116706	orange	65	large	60/70	good	15
TIGER®	Nirpleo	129450	bicolor red / yellow	42/50	large	60/80	good	14
VINTAGE®	Nirptag	119730	pink / purple bicolour	40/45	large	50/70	good	15
WATERGAME®	Nirperg	127541	pink	30/33	large	50/70	good	13
GARDEN LOOK COLLECTION								
GARDEN CITY®	Nirpgard		orange blend	75	medium	50/60	good	15
JAPANESE TALE®	Nirpjata		pink blend	28/30	large	50/70	very good	14
SOLENZARA®	Nirpzar		peach	63	large	50/70	very good	15
SUPERGREEN®	Nirpgreenl	18974	green	75	medium	50/60	good	15
WEDDING TALE®	Nirpweta		white	70	large	50/60	very good	14
ROSEVER® SPRAY COLLECTION								
Available now our new ROSEVER® SPRAY COLLECTION Catalogue entirely dedicated to our enlarged and exciting Range of Sprays Varieties! Collect it from our representatives and download it from our website								

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.



HOTSPOT®



COPACABANA®



NIRP INTERNATIONAL S.A.

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WWW.NIRPINTERNATIONAL.COM

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 **INSTAGRAM: [nirp.roses](https://www.instagram.com/nirp.roses)**

EAST AFRICA

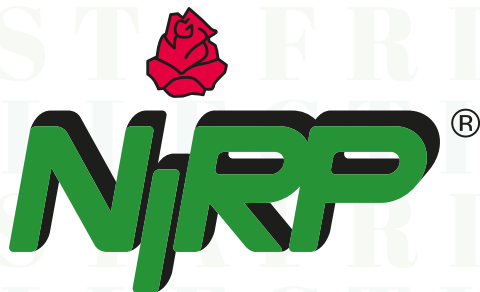
NIRP East Africa Ltd

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nirp international



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WWW.NIRPINTERNATIONAL.COM

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 **INSTAGRAM: [nirp.roses](https://www.instagram.com/nirp.roses)**

EAST AFRICA

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