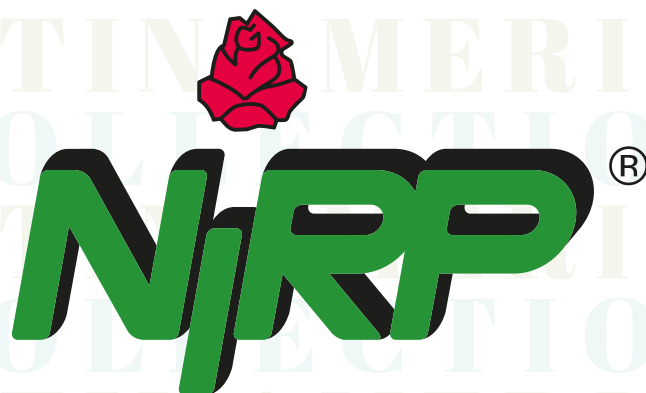


nirp international

ROSE COLLECTION ROSE
2024 LATIN AMERICA 2024
ROSE COLLECTION ROSE
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2024 LATIN AMERICA 2024



ROSE COLLECTION
LATIN AMERICA 2024

ROSE COLLECTION
2024 LATIN AMERICA 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 Latin America, NIRP Ecuador C. Ltda takes care of selection, representation and marketing of Nirp varieties.

The beautiful and updated show case is located at Rosaprima (Cayambe) and it is always open to customers visits.

In Colombia, Nirp is very active with its Representative and a very interesting Show Case, located at Sunshine Bouquet, (finca El Rocio).

In Brasil as well, Nirp is active with its Representative and a show case, located at Vale das Flores (Andradas, Minas Gerais).

In Kenya, NIRP East Africa Ltd., located in Naivasha, is dedicated to a specific breeding program for the East African market, as well as show casing and budwood production.

NIRP has show cases and agents also in 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

HYBRID TEA COLLECTION

CAFÉ DEL MAR®	<i>Nirptoffee</i>	9	GOLDEN GLOBE®	<i>Nirpglob</i>	23
SNOWBALLET®	<i>Nirpsnob</i>	10	GRAN DONNA®	<i>Nirpgrando</i>	24
MI VIDA®	<i>Nirpdavi</i>	11	CARAMEL MACCHIATO®	<i>Nirpcaramel</i>	25
ALBA®	<i>Nirpal</i>	12	SWEET CITY®	<i>Nirpgarze</i>	26
RED FLAME®	<i>Nirpflair</i>	12	DESERT ROSE®	<i>Nirpsting</i>	27
3D®	<i>Nirp3d</i>	12	ESSENTIAL®	<i>Nirpessen</i>	28
BLACK PEARL®	<i>Nirpeack</i>	12	HAPPY BRIDE®	<i>Nirpbrida</i>	29
ORANGE BOWL®	<i>Nirpraw</i>	13	ROSEMANTIC®	<i>Nirptican</i>	30
ORANGE PARTY®	<i>Nirpaty</i>	14	VANIA®	<i>Nirpalfin</i>	30
HARD ROCK®	<i>Manock</i>	15	HAVANA®	<i>Nirpana</i>	30
GRAN TURISMO®	<i>Nirpturi</i>	16	RAGAZZA®	<i>Nirprag</i>	31
BREAKING NEWS®	<i>Nirpbreak</i>	16	SWEETSPOT®	<i>Nirphopimut</i>	32
COPACABANA®	<i>Nirpranja</i>	16	WHISPER®	<i>Nirpwanian</i>	33
ENCANTO®	<i>Krican</i>	16	DOUBLE FASHION®	<i>Nirpverdi</i>	34
NATACHA®	<i>Nirpnacht</i>	17	HOT FLAME®	<i>Nirpflairmut</i>	34
WILD CITY®	<i>Nirpkitgard</i>	18	FAMOUS®	<i>Nirphzo</i>	34
TROPIC VERSILIA®	<i>Nirpvertic</i>	19	RUSTIC®	<i>Nirpair</i>	34
FASHION GOLD®	<i>Nirpcomgold</i>	20	WATERGAME®	<i>Nirperg</i>	35
MOONPHASE®	<i>Nirphase</i>	20	HOT PARTY® / SOLITAIRE®	<i>Nirpinex</i>	36
STARDUST®	<i>Nirprush</i>	21	HOTSPOT®	<i>Nirphopi</i>	37
BELLA DONNA®	<i>Nirpmuj</i>	22	BLUEBERRY®	<i>Nirpber</i>	38

VINTAGE®	<i>Nirptag</i>	39
GREEN FASHION®	<i>Nirpgrek</i>	40
SILVERY LIGHT®	<i>Nirpright</i>	40
METALLICA®	<i>Nirpmetica</i>	41
GOTICA®	<i>Nirpgica</i>	41
BLUE GIRL®	<i>Nirpenglaw</i>	42
AMNÉSIA®	<i>Nirpul</i>	43

GARDEN LOOK COLLECTION

HARD ROCK®	<i>Manock</i>	45
BREAKING NEWS®	<i>Nirpbreak</i>	45
WILD CITY®	<i>Nirpkitgard</i>	45
SWEET CITY®	<i>Nirpgarze</i>	45
TROPIC VERSILIA®	<i>Nirpvertic</i>	45
SUPERGREEN®	<i>Nirpgreenl</i>	45
JAPANESE TALE®	<i>Nirpjata</i>	45

ROSEVER® SPRAY COLLECTION



HYBRID TEA
COLLECTION



SNOWBALLET®

Nirpsnob





ALBA®
Nirpal



3D®
Nirp3d



RED FLAME®
Nirpflair



BLACK PEARL®
Nirpeack



ORANGE BOWL®

Nirpraw



ORANGE PARTY®

Nirpaty





GRAN TURISMO®

Nirpturi



BREAKING NEWS®

Nirpbreak



COPACABANA®

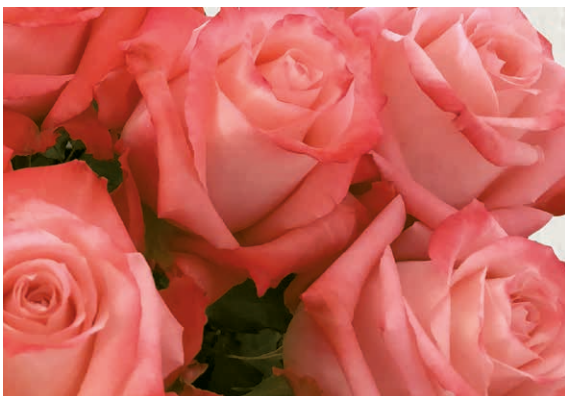
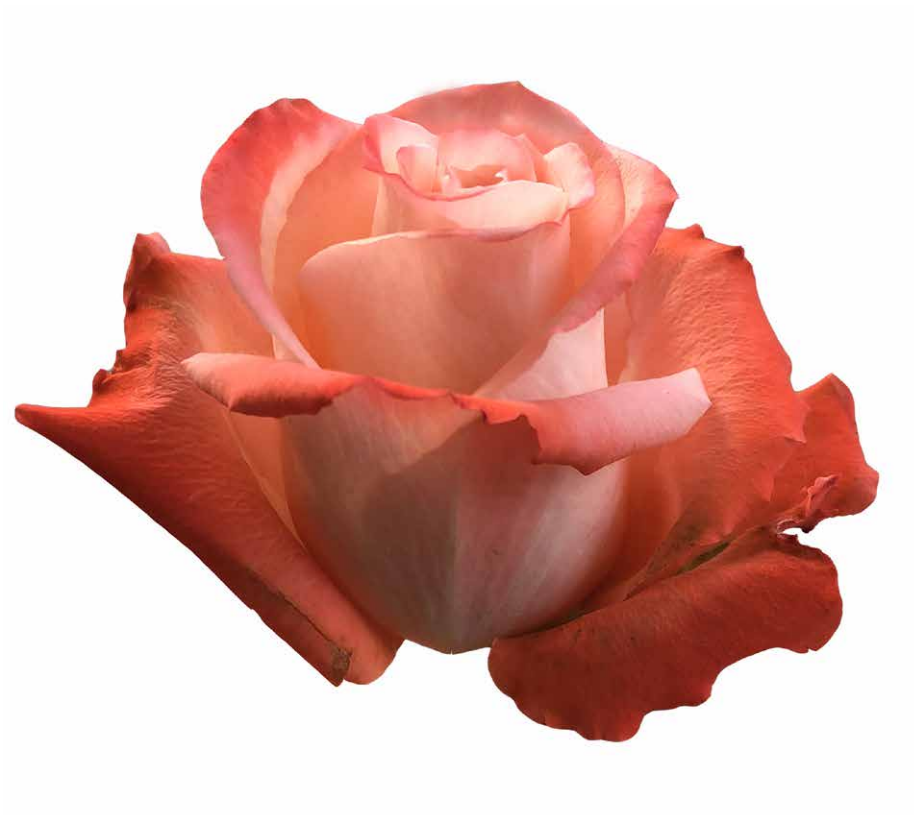
Nirpranja



ENCANTO®

Krican





WILD CITY®

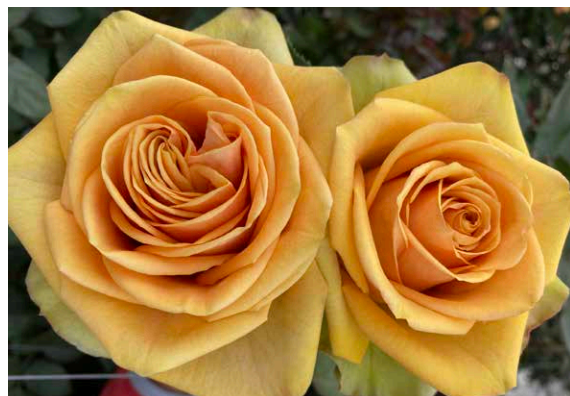
Nirpkitgard





TROPIC VERSILIA®

Nirpvertic



FASHION GOLD®

Nirpcomgold



MOONPHASE®

Nirphase





BELLA DONNA®

Nirpmuj



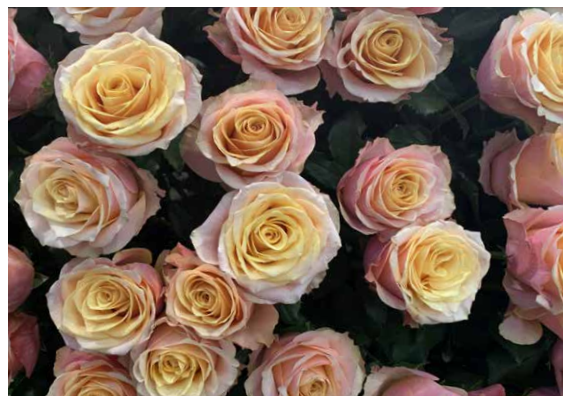
GOLDEN GLOBE®

Nirpoglob



GRAN DONNA®

Nirpgrando



CARAMEL MACCHIATO®

Nirpcaramel



SWEET CITY®

Nirpgarze



DESERT ROSE®

Nirpsting



ESSENTIAL®

Nirpessen





ROSEMANTIC®

Nirptican



VANIA®

Nirpalfin



HAVANA®

Nirpana





SWEETSPOT®

Nirphopimut





DOUBLE FASHION®

Nirpverdi



HOT FLAME®

Nirpflairmut



FAMOUS®

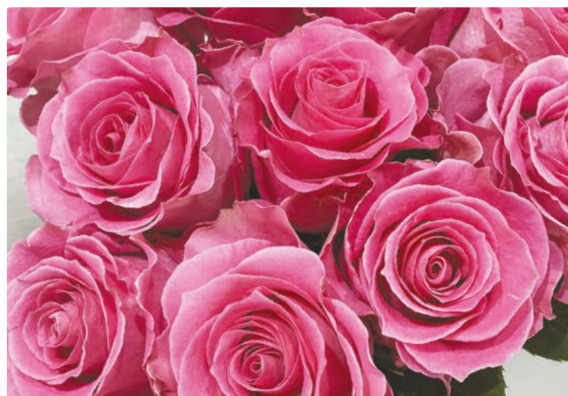
Nirph2o



RUSTIC®

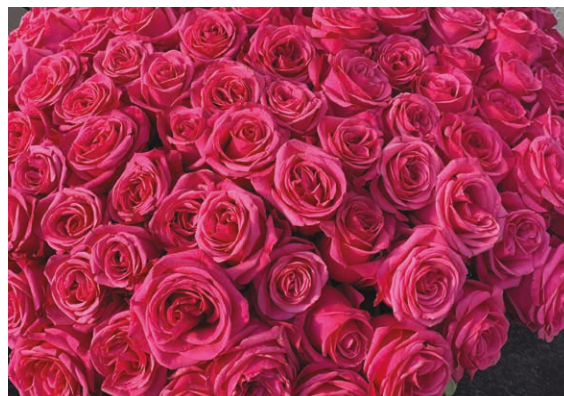
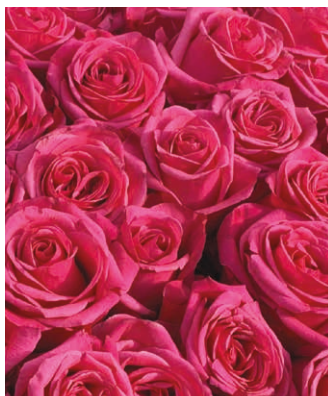
Nirpair

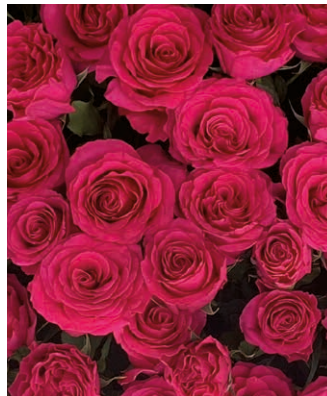




HOT PARTY® / SOLITAIRE®

Nirpinex





BLUEBERRY®

Nirpber





GREEN FASHION®

Nirpgrek



SILVERY LIGHT®

Nirpright



METALLICA®
Nirpmetica



GOTICA®
Nirpgica



BLUE GIRL®

Nirpenglaw





GARDEN LOOK COLLECTION

summary



HARD ROCK®



TROPIC VERSILIA®



JAPANESE TALE®



BREAKING NEWS®



SWEET CITY®



SUPER GREEN®



WILD CITY®

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)
HYBRID TEA COLLECTION								
3D®	Nirp3d	117244	orange/peach/yellow	45	large	60/90	good	15
ALBA®	Nirpal	112889	ivory white	40	large	60/90	good	15
AMNÉSIA®	Nirpul	100814	lavender / green	30	medium	40/60	very good	14
BELLA DONNA®	Nirpmuj		light yellow	35/40	large	50/70	very good	12
BLACK PEARL®	Nirpeack		dark red	35	large	60/90	good	15
BLUE GIRL®	Nirpenglaw		lavander	30/38	medium	40/60	very good	14
BLUEBERRY®	Nirpber	112329	dark lavender	45	medium	40/60	very good	15
CAFÉ DEL MAR®	Nirptoffee	122858	coffee	30/35	medium	50/60	good	11
CARAMEL MACCHIATO®	Nircaramel	129758	sand/peach/green blend	55/59	medium	50/80	good	15
COPACABANA®	Nirpranja	118939	orange	40	large	50/70	very good	15
DESERT ROSE®	Nirpsting		peach pink	44/48	large	40/60	good	16
DOUBLE FASHION®	Nirpverdi	117930	white / cherry edges	50	medium	60/80	very good	14
ENCANTO®	Krican	108525	cream yellow / orange edge	32	large	50/60	good	13
ESSENTIAL®	Nirpessen		light pink	35/40	large	50/70	very good	14
FAMOUS®	Nirph2o	112862	lavender pink	35	large	50/70	very good	15
FASHION GOLD®	Nirpcmgold		yellow	60	large	50/60	good	12
GOLDEN GLOBE®	Nirpglob		yellow	38/42	large	50/60	very good	15
GOTICA®	Nirpgica		antik purple	38/40	medium	60/70	good	13
GRAN DONNA®	Nirpgrando		orange / pink blend	43/48	large	60/80	very good	15
GRAN TURISMO®	Nirpturi	122896	cream / pink	58/64	large	60/90	good	15
GREEN FASHION®	Nirpgrek	101516	green cream	35	medium	50/70	very good	14
HAPPY BRIDE®	Nirpbrida		light pink	32/38	medium	50/70	very good	15
HAVANA®	Nirpana		pink blend	44	large	60/80	very good	15
HOT FLAME®	Nirpflairmut		hot pink	32/38	medium	50/70	very good	13
HOT PARTY®/SOLITAIRE®	Nirpinex		hot pink	42/45	large	50/70	very good	15
HOTSPOT®	Nirphopi	122191	cherry	44/50	large	50/70	good	17
METALLICA®	Nirpmetica		green / lavender	38/42	medium	60/70	good	14
MI VIDA®	Nirpdavi		red	36/40	large	50/80	good	15

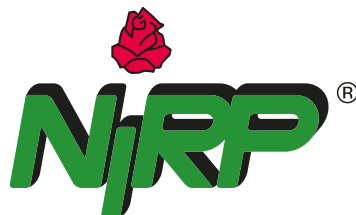
TRADEMARK	Var. Denomin.	VBN Auction Code	Colour	N. of Petals	Bud Size	Stem Length (cm.)	Productivity	Vaselife (days)
MOONPHASE®	Nirphase		yellow	35/38	large	50/70	very good	15
NATACHA®	Nirpnacht		salmon/orange	40/46	large	50/80	very good	13
ORANGE BOWL®	Nirpraw		orange	40/46	large	50/70	very good	15
ORANGE PARTY®	Nirpaty		orange	28/32	medium	40/60	good	10
RAGAZZA®	Nirprag	121332	white / light pink	30	large	60/80	very good	15
RED FLAME®	Nirpfair		red	47	large	50/70	very good	14
ROSEANTIC®	Nirptican	113806	white / pink edge	32	medium	50/70	very good	13
RUSTIC®	Nirpair		pink	50	medium	50/70	very good	14
SILVERY LIGHT®	Nirpright		silvery lavender	42	large	60/80	very good	15
SNOWBALLET®	Nirpsnob		white	28/32	large	60/80	very good	12
STARDUST®	Nirprush	112863	yellow	50	large	60/80	very good	15
SWEETSPOT®	Nirphopimut		pink	45/50	large	50/70	good	18
VANIA®	Nirpalfin	105725	cream / pink	35	medium	50/60	very good	13
VINTAGE®	Nirptag	119730	pink / purple bicolour	40/45	large	50/70	good	15
WATERGAME®	Nirperg	127541	pink	30/33	large	50/70	good	13
WHISPER®	Nirpwania		lavender pink	36/40	large	40/60	good	12
GARDEN LOOK COLLECTION								
BREAKING NEWS®	Nirpbreak		yellow / orange / red	30/35	large	60/70	very good	12
HARD ROCK®	Manock	121331	orange / pink	50	large	60/80	very good	15
JAPANESE TALE®	Nirpjata		pink blend	28/30	large	50/70	very good	14
SUPERGREEN®	Nirpgreenl	18974	green	75	medium	50/60	good	15
SWEET CITY®	Nirpgarze		peach	76/80	large	50/70	very good	15
TROPIC VERSILIA®	Nirpvertic		intense peach	55/60	medium	50/70	very good	14
WILD CITY®	Nirpkitgard		orange	42/46	medium	40/60	very good	15
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.



CARAMEL MACCHIATO®



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 **INSTAGRAM: nirp.roses**

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carlosc@nirpinternational.com • Mob.: +593 99 397 9545

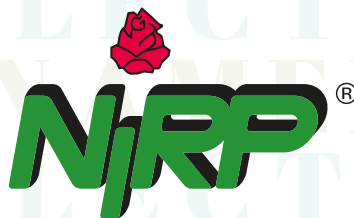
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