

LE PROFUMATISSIME DELLA RIVIERA DEI FIORI®



A SELECTION OF THE BEST AND MOST FRAGRANT GARDEN ROSES VARIETIES NIRP INTERNATIONAL EDITION

**Large flowered bush rose varieties,
very fragrant, exceptional colours,
re-blooming, disease-resistant, worldwide awarded,
with an amazing packaging, studied for Garden Centres**

THE CHARACTERISTICS OF THIS COLLECTION

VERY FRAGRANT

Each variety has a different, intense scent. Classic rose, fresh and flowery notes, or fruity ones, such as peach, apricot, pear, strawberry, red fruits, exotic fruits. Intense citrus notes, such as lemon, bergamot and grapefruit. Touches of musk, powder, violet.

WIDE RANGE OF COLOURS

From the most delicate to the brightest, from the most classic colors to the most 'trendy'. Pure colours, two-tone and mottled varieties.

REBLOOMING

Generous bloomings from Spring to frost.

RESISTANCE

Thanks to its dark green and 'varnished' foliage, particularly resistant to rose diseases.

DOUBLE USE

In the garden, on the balcony, in small or large beds, in large pots. At home: you can cut and create beautiful fragrant bouquets with a very good longlasting in vase.

WORLDWIDE AWARDED

The varieties of this collection won more than 100 prizes for their beauty and fragrance at main international new rose competitions such as Bagatelle, Lyon, Orleans, Nantes, Saverne, Den Haag (The Hague), Baden-Baden, Nyon, Rome, Faenza, Le Roeulx, Hradec Kralove, Glasgow, Madrid, Barcelona and many others.

AMAZING PACKAGING!

We studied a specific marketing concept that accompanies the product in every aspect. The roses are ready to be displayed in a Garden Centre with a super attractive "dress" and many appealing accessories:

- The Vase: blue as the sea
- The Banner, The Poster, The Gift Brochures,
- The Gift Cards, the Picture Labels.

THE COORDINATED IMAGE: A UNIQUE ATMOSPHERE

All the accessories recall the coordinated image, a unique atmosphere.

We are in the 1960s, the Italian Flowers Riviera is the heart of floriculture and tourism, thanks to the mild climate, the sun and the fantastic sea. A delightful Pin Up has just picked a basket of roses, she smells one... Wow it is so fragrant! She sends you a Postcard from a flowering terrace overlooking the fantastic blue sea of the Riviera.



The Brochure can be adapted at your needs:

- it can be translated in your language
- it can be personalized with your logo and/or contact info

Each one has a different FRAGRANCE!

Head notes of citrus fruits: lemon, orange, bergamot.
Floral heart notes, recalling old roses, jasmine, lilac, hyacinth, violet; or fruits, such as peach, apricot, pear, strawberry, red fruits or exotic fruits.
Base notes of vanilla, amber, powder, musk.

Together with your rose plant AS A GIFT FOR YOU:
this fantastic Postcard and the mini Catalogue

Wide Range of COLOURS:

From the most delicate to the brightest, from the most classic colors to the most "trendy". Pure colours, two-tone and striped varieties.
BLOOMING: Generous bloomings from Spring to frost.
GOOD RESISTANCE: the dark green and "varnished" foliage is particularly resistant to diseases.
WORLDWIDE AWARDED: These varieties won more than **80 prizes** at the main International New Rose Competitions.
GUARANTEED by NIRP International: for over 60 years a leader in the research, breeding and selection of new rose varieties.

COLLECT THEM ALL

Ask for **Le PROFUMATISSIME della Riviera dei Fiori®** to your favourite **plant nursery or garden centre**

Don't forget to follow us on social media for lots of news, curiosity and tips on growing your **PROFUMATISSIME**

f **NIRP INTERNATIONAL Roses**
nirp.roses

NIRP INTERNATIONAL S.A. - International Office
27 Porte de France - 06500 Menton - France
E-mail: info@nirpinternational.com
WWW.NIRPINTERNATIONAL.COM

Le PROFUMATISSIME della Riviera dei Fiori

The VERY FRAGRANT roses of the Flowers Riviera

SANREMO MAY 6 P.M. 1967 ITALY

www.nirpinternational.com

<p>GRANGE CLASSE* <i>Absoluta</i></p>  <p>This tea hybrid variety has turbaned flowers (25 petals) of a beautiful dark velvet color. Height: 80/100 cm.</p> <p>A great perfume that professionals describe as a 'fruity raspberry fragrance with a classical rosy touch and scents of wine and sea'.</p> <ul style="list-style-type: none"> 2002 Hamilton: Best Fragrant Rose 2003 Baden-Baden: Gold Medal 2003 Monza: Prix 2003 Roma: Prix 1999 Monza: The Rose of the Year 	<p>Le PROFUMATISSE della Riviera dei Fiori</p>  <p>Hybrid tea varieties with very fragrant flowers!</p> <p>Each variety has a different fragrance! Reblooming from spring until frost.</p> <p>Dark green, glossy foliage very resistant to diseases!</p> <p>To be planted alone, in groups, in pots.</p> <p>Super awarded varieties!</p> <p>Large flowered bush rose (50/60 petals). Big, romantic flowers, rich of petals. The color is sweet and elegant, crests with a light pink heart shape. Height: 70/80 cm.</p> <p>The experts described the fragrance as "Incomparable floral and fruity scent with notes of bergamot, green banana and raspberry".</p> <ul style="list-style-type: none"> 2020 Grand Prix de la Rose SHNF: 1st Prix 2018 Roma: Gold Medal - 1st 2018 Roma: Fragrance Prix 2018 Naples: Public Award 2018 Naples: Merit for Fragrance 2017 Severne: Certificate of Merit 	<p>GRUAU LAROSE* <i>Absoluta</i></p>  <p>Large flowered bush rose (50 petals). The flowers, open in a big cup. The color is amazing: white with a yellow touch and carmine pink edges. Height: 90/100 cm.</p> <p>The fragrance is intense, fruity, delicious, with notes of peach.</p> <ul style="list-style-type: none"> 2020 Genova: Euroflora Gold Medal Fragrance Prix 2020 Genova: Euroflora Silver Medal 2020 Grand Prix de la Rose SHNF: Grand Prix - 1st Category 2014 Baden-Baden: Honour Prize of the Casino 2014 Angerer: Alternative Public Award 	<p>SWEET DELIGHT* <i>Absoluta</i></p> 
<p>ANASTASIA* <i>Absoluta</i></p>  <p>Large flowered bush rose. The flowers (50/40 petals) are really elegant: white with a light amber yellow heart. Turbaned shape. Height: 100/120 cm.</p> <p>The fragrance is strong, with notes of citrus fruits.</p> <ul style="list-style-type: none"> 2002 Genova: Euroflora 1st Prix 2002 Den Haag: Certificate of Recommendation 2000 Warsaw: Gold Medal - 1st - commercial 2002 Germany: ADR Rose Award Certificate of Excellence 2002 Scheide: The Best Tea Hybrid 2003 Saint Albans: Tenthred Award 2003 Saint Albans: Certificate of Merit 	<p>Large flowered bush rose (40/45 petals). The color is incredible: cherry red with creamy-yellow stripes. Height: 120/130 cm.</p> <p>The fragrance is intense and persistent, with notes of classic rose and tropical fruits.</p> <p>The Experts described the amazing scent as "fantastic rose, marine notes, red fruits and citrus, with a touch of violet and pear".</p> <ul style="list-style-type: none"> 2002 Glasgow: Gold Medal 2003 Orleans: FR Certificate of Merit 2002 Genova: Euroflora Fragrance Prix 2002 Warsaw: Public Award - commercial 2002 Genova: Euroflora Fragrance Prix 2002 London: Fragrance Cup 2003 Baden-Baden: Fragrance Prix 2003 Monza: Fragrance Prix - Europa Teedolenden Award 2002 Roma: FR Fragrance Prix and Bronze Medal 	<p>Large flowered bush rose (50 petals). The flowers, open in a big cup. The color is amazing: white with a yellow touch and carmine pink edges. Height: 90/100 cm.</p> <p>The fragrance is intense, fruity, delicious, with notes of peach.</p> <ul style="list-style-type: none"> 2020 Genova: Euroflora Gold Medal Fragrance Prix 2020 Genova: Euroflora Silver Medal 2020 Grand Prix de la Rose SHNF: Grand Prix - 1st Category 2014 Baden-Baden: Honour Prize of the Casino 2014 Angerer: Alternative Public Award 	<p>EUDORA* <i>Hybrid</i></p> 
<p>VEDETTE* <i>Absoluta</i></p>  <p>Beautiful large flowered bush rose (about 35/40 petals) with turbaned opening. The color is sprightly with an original ochre hue. Height: 90/120 cm.</p> <p>The fragrance is strong and recalls scents of red fruits.</p> <ul style="list-style-type: none"> 2002 Genova: Euroflora 1st Prix 2004 Orleans: Fragrance Prix 2004 Orleans: Gold Medal of the City 2004 Saint Albans: Fragrance Prix 2004 Saint Albans: Certificate of Merit 	<p>CRAZY FASHION* <i>Hybrid</i></p>  <p>Large flowered bush rose, romantic and big bud (50/60 petals) with a wonderful color: cherry pink, white striped petals. Height: 90/120 cm.</p> <p>The Experts described the amazing scent as "fantastic rose, marine notes, red fruits and citrus, with a touch of violet and pear".</p> <ul style="list-style-type: none"> 2002 Warsaw: Public Award - commercial 2002 Genova: Euroflora Fragrance Prix 2002 London: Fragrance Cup 2003 Baden-Baden: Fragrance Prix 2003 Monza: Fragrance Prix - Europa Teedolenden Award 2002 Roma: FR Fragrance Prix and Bronze Medal 	<p>PROCELIANDE* <i>Absoluta</i></p>  <p>Large flowered bush rose (40/45 petals). The color is incredible: cherry red with creamy-yellow stripes. Height: 120/130 cm.</p> <p>The fragrance is intense and persistent, with notes of classic rose and tropical fruits.</p> <ul style="list-style-type: none"> 2002 Glasgow: Gold Medal 2003 Orleans: FR Certificate of Merit 2002 Genova: Euroflora Fragrance Prix 2002 Warsaw: Public Award - commercial 2002 Genova: Euroflora Fragrance Prix 2002 London: Fragrance Cup 2003 Baden-Baden: Fragrance Prix 2003 Monza: Fragrance Prix - Europa Teedolenden Award 2002 Roma: FR Fragrance Prix and Bronze Medal 	<p>EURODA* <i>Hybrid</i></p> 
<p>ROBERTO ALAGNA* <i>Absoluta</i></p>  <p>Large flowered bush rose, with elegant flowers (38/40 petals). A very sunny two-tone, yellow-orange, with red accents. Height: 70/80 cm.</p> <p>Perfumes described the fragrance as "powerful, floral, soft, with fruity notes of peach, apricot, mango, passion fruit, crowned by a fresh note of citrus".</p> <ul style="list-style-type: none"> 2002 Genova: Euroflora 1st Prix 2002 Genova: Euroflora 1st Prix 2002 Naples: Certificate of Merit 2002 Naples: Certificate of Merit 2002 Naples: Certificate of Merit 	<p>BLUE GIRL* <i>Sauzon</i></p>  <p>Large flowered bush rose, very elegant bud (40 petals) that opens in a perfect cup shape. The petals of a silky texture will delight you with a unique lavender color. Height: 80/120 cm.</p> <p>The fragrance is intense, fruity, with violet and powdery notes.</p> <ul style="list-style-type: none"> 2001 Genova: Euroflora Fragrance Prix 2001 Genova: Euroflora Prix - 1st 	<p>MARIE CAROLINE* <i>Absoluta</i></p>  <p>Large flowered bush rose (50 petals). The flowers are rich of petals and open in a majestic, romantic shape. Beautiful coral pink color. Height: 80/90 cm.</p> <p>The fragrance is intense and persistent, with nuances of summer fruits, peach and fresh lemon notes.</p>	<p>SHIRLEY* <i>Absoluta</i></p> 
<p>GOLDEN SILK* <i>Sauzon</i></p>  <p>Large flowered bush rose (25/30 petals). It opens into a large, majestic flower. The yellow color is bright and elegant. Height: 80 cm.</p> <p>The experts described the fragrance as "very intense with dominance of citrus notes, an extraordinary freshness of lemon and bergamot".</p>	<p>RAGAZZA* <i>Absoluta</i></p>  <p>Large flowered bush rose (80/90 petals). The flowers, with a beautiful romantic shape, are big and full of petals. The color is very delicate and elegant: light pink with a stronger baby pink heart. Height: 70/80 cm.</p> <p>The fragrance is intense, delicate and fruity.</p> <ul style="list-style-type: none"> 2018 Baden-Baden: 1st Prix - Breeders Jury 2018 Baden-Baden: Honour Prize of the Casino 	<p>JINGLE BELLS* <i>Absoluta</i></p>  <p>Large flowered bush rose (50/40 petals). The big flowers are full and romantic; the shape reminds the Peony.</p> <p>The dark magenta color is really unique.</p>	

WINTER: 84 or 63 "GREEN" PLANTS



SPRING: 42 "FLOWERED" PLANTS



**5,5 Lt. POT
ROUND-SQUARE
BLUE COLOR**



AUTENTICITY LABEL
(1 on each plant)



**VARIETY
PICTURE
LABEL**

in Polypropylene
12 cm. x H 20 cm.
1 for each pot)

1 BIG RIGID BANNER
135 cm. x H 35 cm.



1 POSTER
50 cm. x H 70 cm.
(in protective envelope)



KIT OF BROCHURES
GIFT FOR THE FINAL CUSTOMER:
1 for each plant



**KIT OF LAMINATED
POSTCARDS**

in Polypropylene - 12 cm. x H 20 cm.
GIFT FOR THE FINAL CUSTOMER:
1 for each plant



WINTER / EARLY SPRING:

84 "GREEN" PLANTS

63 "GREEN" PLANTS

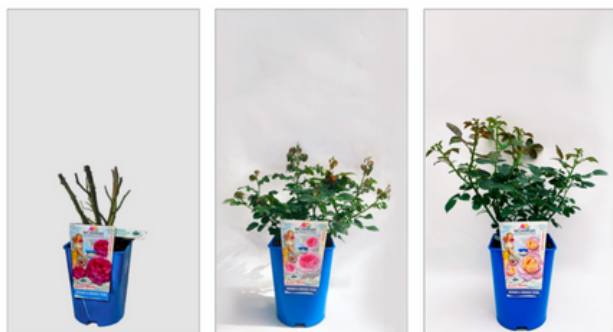
21 PLANTS EACH LAYER



SPRING:

42 "FLOWERED" PLANTS

21 PLANTS EACH LAYER



"GREEN PLANTS" = as long as it is possible to put 84 or 63 plants in one CC.

"FLOWERED PLANTS" = when the plants are bigger and it is possible to put 42 plants in one CC (regardless of the flowering stage)

20 VERY FRAGRANT LARGE FLOWERED BUSH ROSE VARIETIES

GRANDE CLASSE®

ROBERTO ALAGNA®

RAGAZZA®

CRAZY FASHION®

GOLDEN SILK®



VEDETTE®

ANASTASIA®

ANNE VANDERLOVE®

BLUE GIRL®

ISABELLE AUTISSIER®



MARIE CAROLINE®

BROCELIANDE®

SWEET DELIGHT®

SHIRLEY®

EUDORA®



JULIA®

GRUAUD LAROSE®

THE PRIDE®

JINGLE BELLS®

TRESOR®



Le
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 della Riviera dei Fiori

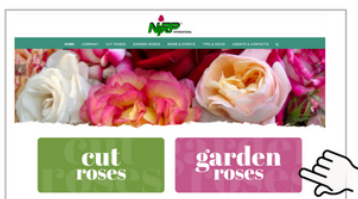


NIRP INTERNATIONAL S.A.
 Tel: +33 (04) 93287590
 Mobile: + 39 391 3227620
 info@nirpinternational.com

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