



GARDEN to VASE

GROW. CUT. ENJOY. REPEAT.



**GROW.
CUT.
ENJOY.
REPEAT.**



Grow your own bouquet

Allows the home gardener to grow, nurture and collect fresh flowers from their own garden – from the garden to the vase.

DIY.

Enjoy the ride while growing your own natural-looking bouquet.

You don't need to be a florist or a professional gardener to get the best from your cut flowers garden.

GROW. CUT. ENJOY. REPEAT.



Pick your favorites



Plant in your garden



Harvest your bouquets



 DANZIGER

GROW. CUT. ENJOY. REPEAT.

GARDEN
to VASE

POP

Short and clear message explaining the product and how to use it, DIY style



Grow your own bouquet

- 01 Pick your favorites
- 02 Plant in your garden
- 03 Harvest your bouquets





Grow your own bouquet
 Garden to Vase allows the home gardener to grow, nurture and collect fresh cut flowers from their own garden. **DIY.** You don't need to be a florist or professional gardener to get the best from your cut flower garden. Simply **GROW.CUT.ENJOY.REPEAT.**

DANZIGER



Motivate customers with
an **INSPIRING DISPLAY**
at the point of sale.



Accessories to
compliment
the atmosphere

Bouquet
in a vase
with fresh
cut flowers

A garden
simulation
of planted
flowers

Enjoy fresh flowers
from your own garden
ALL SUMMER LONG



WE KNOW CUT FLOWERS

- The varieties in the GTV program are **Cut flowers genetics** breed by Danziger
- We **trialed and selected** the best varieties to fit this program
- Similar **vase life** as cut flowers – 7-10 days



DANZIGER





GARDEN TO VASE VARIETIES

GOLF™ BEAUTY IMPROVED | Craspedia

FESTIVAL® PINK LADY | Gypsophila

FESTIVAL® WHITE | Gypsophila

FOCAL SCOOP™ DARK PURPLE | Scabiosa

FOCAL SCOOP™ LILAC | Scabiosa

MARSHMALLOW SCOOP® | Scabiosa

RASPBERRY SCOOP® | Scabiosa

BLACKBERRY SCOOP® | Scabiosa

SOLAR GLORY® | Solidago

SKYLER™ BLUE | Veronica

SKYLER™ WHITE IMPROVED | Veronica

LUCILLE™ GRACE | Leucanthemum

UK

BOOTHS

THE GOOD GROCERS

BoothsCountry
June 30

NEW! Grow, nurture and then display fresh cut flowers from your garden with the Garden to Vase pot. Simply grow, cut, enjoy, repeat!
Now in store, £18. While stocks last

NEW
Garden to Vase

£18

Grow, nurture and then display fresh cut flowers from your garden with the Garden to Vase pot. Simply grow, cut, enjoy, repeat!
While stocks last

Belgium



The Netherlands

Wintratuin



Israel



Germany



France

Du jardin au vase
Livraison de la semaine 47 à 16.



Nous vous proposons un nouveau concept fleurs coupées destiné à votre clientèle grand public, vous pouvez utiliser ces mêmes variétés pour votre production de fleurs coupées.

Une sélection de plusieurs variétés de différentes formes et de différents couleurs permet de composer des bouquets harmonieux pour embellir l'intérieur de la maison.

La sélection des variétés et couleurs :

En plaque de 84	En plaque TRIO Garden to Vase
<p>Crospedia Globosa Golf Beauty Imp. Gypsophila Paniculata Festival Pink Lady Gypsophila Paniculata Festival White</p>	<p>TRIO FLORAL 28 Scabiosa Facial Scoop lilac, 28 Scabiosa Scoop Blackberry, 28 Scabiosa Scoop Raspberry</p> <p>TRIO ROSALIE 28 Salvia Sola Glory, 28 Veronica Skyler blue, 28 Leucanthemum Lucille Grace</p>

Comment les produire ?
Rempotage en pot de 13 cm pour vente à l'unité ou rempotage en gros pot dico pour le prêt à couper






VERSATILE PROGRAM



Single small pots
for gardeners



Combinations
as a premium product
Great item for balcony



71%

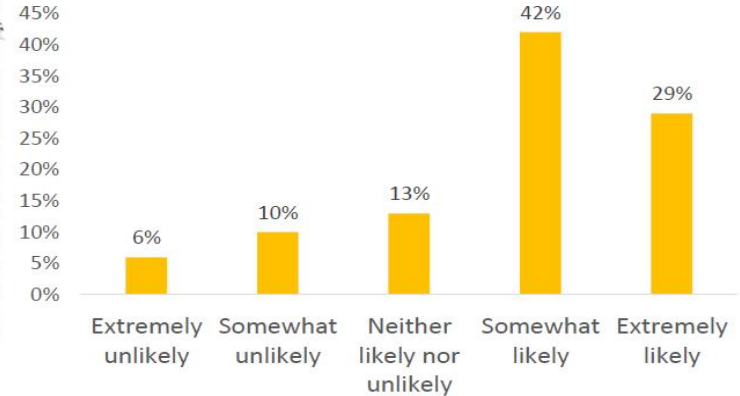
Reacted **positively**
and were likely to
make a purchase

Question: Shown below is a display featuring plants that can be used to grow your own cut flower garden. How likely would you be to purchase a plant from this display?

Insight: Respondents reacted positively with 71% selecting they'd be "somewhat" or "extremely" likely to purchase from the display



71% Top 2 Box



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GUIDELINES FOR THE END CONSUMER



WHEN TO HARVEST

Cut stage know how



GOLF™ BEAUTY IMPROVED

Craspedia

- Opening of the flowers starts from bottom to top
- Harvest when about one third (1/3) – half (1/2) of the flowers in the cluster are open



FESTIVAL® Gypsophila

Harvest when 40%-60%
of the flowers on each stem
are open



LUCILLE™ Grace

Leucanthemum

Harvest when the flowers
starts open – brush look



SCOOP® & FOCAL SCOOP® Scabiosa

Harvesting is done when
the inflorescence have
between 2-3 whorls
of open flowers



Solar GLORY® Solidago

Harvest when the flowers are open
on the top of the inflorescence



SKYLER® Veronica

Harvesting is done when the inflorescence have 20%-30% of open flowers



BEST PRACTICE & TIPS



Maximize vase life

Adding flower solution after harvesting like Long Life, Flora Life or others, will contribute to the vase life at home



How many flowers would I be able to harvest per plant?

- **GOLF™** – ~20 stems per plant per season
- **LUCILLE™** – 20-25 stems per plan per season
- **FESTIVAL®** – ~10 stems per plant per season
- **SKYLER®** – 10-15 stems per plant per season
- **GLORY®** – ~10-15 stems per plant per season
- **SCOOP®** – ~25-30 stems per plant per season



TECHNICAL GROWING GUIDELINES

GTV– Usage Recommendations

- Use 1 cutting in 15 cm pots and above
- As these varieties are season-extenders, from wk. 12 and onwards one can benefit from extended day-length and thus save energy – stop artificial lighting, which is required until then
- Extending daylight will help obtaining a product with an appropriate height suitable for shipping



Detailed info per crop/variety in the following slides >>>

GTV– Usage Recommendations

- Single pots can be planted in 13 cm- 17cm pots
- Combo/Mix of GTV – Rooted cuttings/liners can be planted directly to containers (20-35 cm), 3-6 plants per container. Needs to be pinched like the following slides.
- In zones 7 and – we advise to reserve the cuttings 10-12 and onward, plant the plants in week 14-15 and onward and ready to sell in week 26 and onward



Detailed info per crop/variety in the following slides >>>

GTV– Usage Recommendations

- Craspedia – Annual
- Scabiosa– Annual
- Gypsophila – Perennial (1st year flower)
- Solidago – Perennial (1st year flower)
- Veronica – Perennial (1st year flower)
- Leucanthemum – Perennial (1st year flower)

All are full sun crops



Detailed info per crop/variety in the following slides >>>

GOLF™ BEAUTY IMPROVED | Craspedia



Propagation:

- Rooting time – 6 weeks
- pH – 5.8 to 6.2
- EC - 0.8 to 0.9
- Rooting Temp. – 72°F/22°C Soil Temperature
- It is recommended to apply artificial lighting and extend day-length to 14 hours, two weeks after stick.
- Pinch - Trim or pinch tall shoots at week 4/5
- Fungicide – Protect for Botrytis day of Sticking and again week 2. Drench for Pythium / Phytophthora

Finishing:

- Stick to Flower – 15 weeks
- pH – 5.8 to 6.4
- EC - 0.9 to 1.2
- Temperature – 65°F/18°C to 68°F/20°C Average Daily Temperature
- Day-length Modification – Day Neutral Flowering
- PGRs – Daminozide Spray Application at 1,750 to 3,000 ppm early in production schedule.

*** Note that PGR's have minimal effects on this genera.



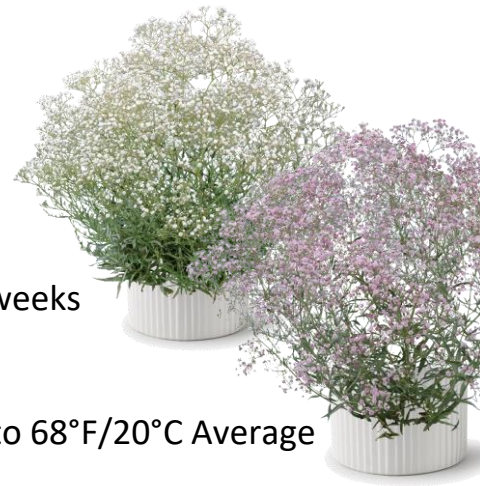
FESTIVAL® | Gypsophila

Propagation:

- Rooting time – 6 weeks (hormone use suggested)
- pH – 5.8 to 6.5
- EC - 0.8 to 0.9
- Rooting Temp. – 72°F/22°C Soil Temperature
- It is recommended to apply artificial lighting and extend day-length to 14 hours, two weeks after stick.
- Pinch - Pinch at week 4 or 5 leaving four to six nodes
- Fungicide – Protect for Botrytis day of sticking and again week 2.
Drench for Pythium/Phytophthora

Finishing:

- Stick to Flower – 16 to 17 weeks
- pH – 5.8 to 6.5
- Ec – 1.1 to 1.4
- Temperature – 64°F/18°C to 68°F/20°C Average Daily Temperature
- Day-length Modification – Extend day-length to 14 hours after transplanting until natural day reach 14 hours day-length.
- PGRs – Daminozide Spray Application at 1,750 to 3,000 ppm early in production. Paclobutrazol is effective as a drench at 1 -2 ppm to maintain shorter flower stems.



LUCILLE™ Grace | Leucanthemum



Propagation:

- Rooting time – 5 weeks
- pH – 5.8 to 6.5
- EC - 0.8 to 0.9
- Rooting Temp. – 72°F/22°C F Soil Temperature
- It is recommended to apply artificial lighting and extend day-length to 14 hours, two weeks after stick.
- Pinch - If needed, pinch at week 4 leaving four to six nodes.
- Fungicide – Protect for Botrytis day of sticking and again week 2

Finishing:

- Stick to Flower – 14 to 15 weeks
- pH – 5.8 to 6.5
- Ec – 1.1 to 1.4
- Temperature – 65°F/18°C to 70°F/21°C Average Daily Temperature
- Day-length Modification – Extend daylength to 12 hours after transplanting until natural day reach 12 hours day-length. Under long days, Grace™ will finish quickly.
- PGRs – Daminozide Spray Application at 1,750 to 2,500 ppm early in production.

**Lucille Grace is naturally more compact
'when used as cut flower'.**



SCOOP® & FOCAL SCOOP® | Scabiosa

Propagation:

- Rooting time – 6 weeks
- pH – 5.8 to 6.5
- EC - 0.8 to 0.9
- Rooting Temp. – 72°F/22°C Soil Temperature
- It is recommended to apply artificial lighting and extend day-length to 14 hours, two weeks after stick.
- Pinch - Pinch at week 4 or 5 leaving four to six nodes
- Fungicide – Protect for Botrytis day of Sticking and again week 2

Finishing:

- Stick to Flower – 16 to 17 weeks
- pH – 5.8 to 6.5
- EC – 1.1 to 1.4
- Temperature – 65°F/18°C to 70°F/21°C Average Daily Temperature
- Day-length Modification – Extend day-length to 14 hours after transplanting until natural day reach 14 hours day-length
- PGRs – Daminozide Spray Application at 1,750 to 3,000 ppm early in production. Paclobutrazol is effective as a drench at 2 to 5ppm to maintain shorter flower stems.



Solar GLORY® | Solidago

Propagation:

- Rooting time – 5 weeks
- pH – 5.8 to 6.5
- EC - 0.8 to 0.9
- Rooting Temp. – 72°F/22°C Soil Temperature
- It is recommended to apply artificial lighting and extend day-length to 14 hours, two weeks after stick.
- Pinch - Pinch week 4 or at transplant leaving 4 nodes
- Fungicide – Protect for Botrytis day of Sticking and again week 2

Finishing:

- Stick to Flower – 13 to 14 weeks
- pH – 5.8 to 6.5
- EC – 1.0 to 1.4
- Temperature – 65°F/18°C to 70°F/21°C Daily Average Temperature
- Day-length Modification – No need to modify day-length during finishing since they will flower under short days.
- PGRs – Should not be required but if needed, Daminozide Spray Application at 1,750 to 2,50



SKYLER® | Veronica

Propagation:

- Rooting time – 5 weeks
- pH – 5.8 to 6.5
- EC - 0.8 to 0.9
- Rooting Temp. – 72°F/22°C Soil Temperature
- It is recommended to apply artificial lighting and extend day-length to 14 hours, two weeks after stick.
- Pinch - Pinch at week 4 or at transplant leaving four to six nodes
- Fungicide – Protect for Botrytis day of Sticking and again week 2.

* Apply Powdery Mildew Fungicide

Finishing:

- Stick to Flower – 14 weeks
- pH – 5.8 to 6.5
- EC – 1.1 to 1.4
- Temperature – 65°F/18°C to 70°F/21°C Average Daily Temperature
- Day-length Modification – Extend daylength to 12 hours after transplanting until natural day reach 12 hours day-length.
- PGRs – Daminozide Spray Application at 1,750 to 3,000 ppm early in production. Paclobutrazol is effective as a drench at 1 to 2 ppm to maintain shorter flower stems.

* Fungicide: Apply Powdery Mildew Fungicide





THANK YOU!

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