

BRANDING CONCEPT

The background of the slide is a close-up photograph of several large, overlapping red leaves. The leaves have prominent veins and serrated edges, creating a textured, organic pattern. The color is a deep, vibrant red.

Breeder

Decock

Marketing

Psenner

Distribution

Decock: Worldwide

Psenner: Italy & Austria

TARGET

Decock Poinsettia Breeding originated from the demand of many poinsettia producers for innovative varieties for a **simpler cultivation, optimized steadiness** of the growth features in view of the instable wheather situation during summer, as well as a **higher permanency** with the final costumer. The **eyecatcher effect** on the point of sale is an absolute must!

WHO WE ARE

In **collaboration** with the most renowned **poinsettia breeders** and the most expert poinsettia young plants companies and **production companies** in the whole world, we realized a breeding programme that brought us an **impressive diversity of varieties**. Several hundreds of poinsettia novelties were tested for several years in several proving grounds and differing climatic conditions, in order to fulfil the most challenging requirements.

GOAL

From this large diversity of varieties we selected the one which have proved themselves three years in a row and met our high standards:

Simplicity

Easier culture management

Differentiation

Properties for different requirements

Innovation

Innovative varieties

Sustainability

Sustainable varieties

Gloriette™

Gloriette™ varieties embody these objectives.

As the name suggests, we refer to magnificent buildings in a historic garden. The architects of the time knew how to create **unique, beautiful** buildings that remain **timelessly attractive** and seem statically **indestructible**.

We combine the art with the enchanting beauty of our varieties, the architecture with the **outstanding growth** characteristics and the nature in the garden with our efforts to produce in a **sustainable** manner at all points.

NAMING, SERIES AND COLOURS

Cultivation TM	Naming for varieties	Type	Colours
Gloriette TM	Glamour	For high quality plants	Red, Pink, White, Glitter, Marble
Gloriette TM	Brilliant	Shining clours	Red, Pink, White, Glitter, Marble
Gloriette TM	Early	Early varieties	Red, Pink, White, Glitter, Marble
Gloriette TM	Works, Joyride, Simply, Easy	For mass production, easy cultivation	Red, Pink, White, Glitter, Marble
Gloriette TM	Superior, Power, Stellar	Varities with powerful growth for 12-17 cm pots	Red, Pink, White, Glitter, Marble

GLORIETTE™ GLAMOUR

Breeder Code: 4484

Key arguments:

- // A variety for high quality
- // Medium growth
- // Strong branching
- // Many medium sized bracts in bright red and numerous cyathia
- // Very good V-shaped growth
- // Harmonious and round structure
- // Excellent and very safe branching for beautiful round plants
 - » Pinch out deeply, branches very easily
 - » Due to the strong shoots, this variety is not suitable for wet greenhouses





GLORIETTETM BRILLIANT RED

Breeder Code: 4511

Key arguments:

- // Unique bright colour
- // Dark foliage
- // Extremely uniform growth
- // Beautiful brilliant red over dark foliage
- // Well-formed cyathia
- // Very good branching and reliable shoots
- // Flowering time of 7 weeks
- // Strong and stable shoots in V-shape
 - » Pinch out deeply, branches very easily
 - » No inhibitor should be used after the first short day's week

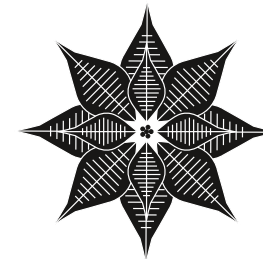
GLORiette™ EARLY RED

(name can be changed)

Breeder Code: 2419

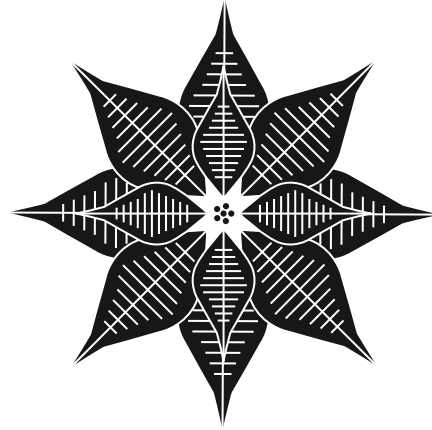
Key arguments:

- // Variety for the sales launch
- // Medium growth
- // Very early variety with 6.5 weeks induction time
- // Round bracts
- // V-shaped shoots
- // Moderate growth up to max. 16 cm pot
- // Airy structure in the interior
- // Optimal variety to open the sale

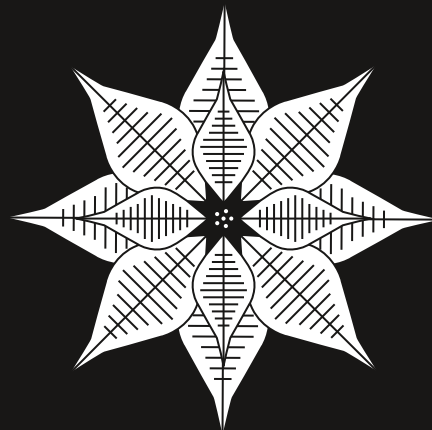


Gloriette™
EARLY

BRANDING



Gloriette™



Gloriette™

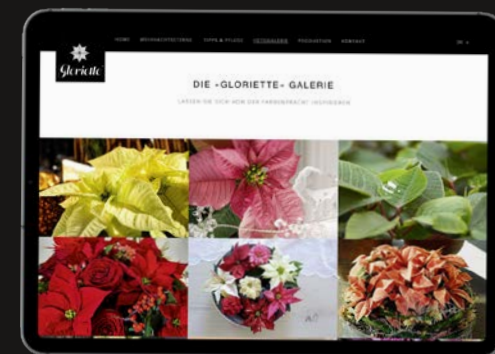


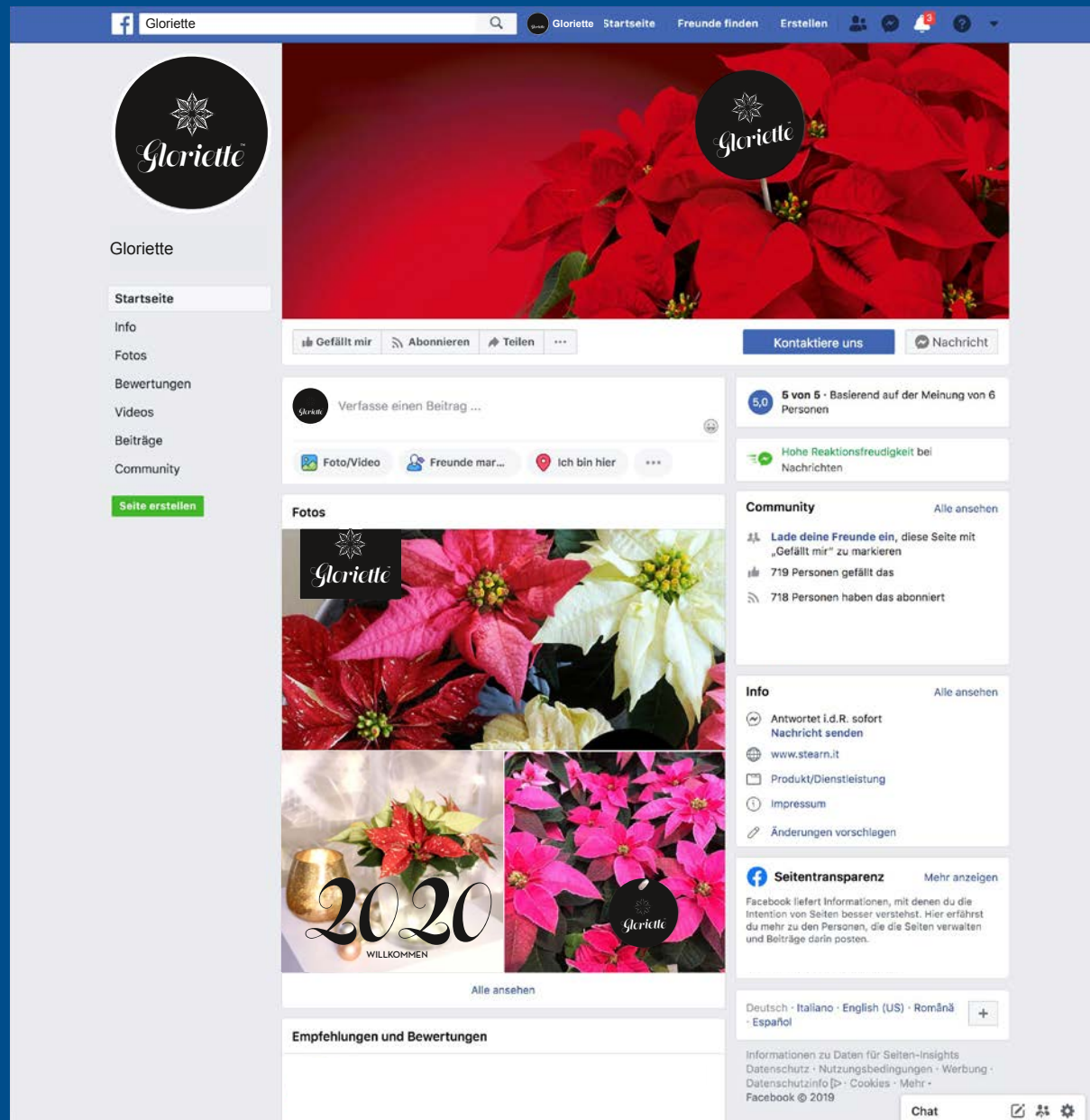
ONLINE

WWW.GLORIETTE.ORG



Website





Facebook-Page

PRODUCT BRANDING



Pot-Branding



Label

POINT OF SALE



Poster



Packing bag



*Gloriette*TM