



MOREL

NOVELTIES 2022-23

FI HYBRID CYCLAMEN

PRESS RELEASE 2022 - 1/3

Innovation & Diversity

A passion for Cyclamen for more than 100 years, a varietal selection done in the South of France and a rich catalogue of 280 varieties of Cyclamen.

From standard cyclamen to very fancy varieties, to use indoors and outdoors, with a large assortment from mini to maxi flower size. With 100% of production and research carried out in Fréjus - France, MOREL is committed to local, responsible and environmentally friendly production.

Heat resistance is in our DNA

The Morel family has been growing cyclamen since 1919. The selection of cyclamen varieties is done since 1945 in the south of France, in a Mediterranean climate.

This climate is characterized by heat, high light intensity and strong variations of relative humidity. Long and very dry periods alternate with short periods of intense and abundant rainfall.

Years of research combined to this breeding pressure narrowed parental lines down to those with unique genetic traits. (Vigour, heat tolerance, intense light tolerance, vivid colours).

Therefore, the combination of two robust parental lines creates SUPER RESISTANT FI hybrids!

Constantly creating, improving, always innovating!
MOREL rejuvenates cyclamen for your customers and for consumers

Latinia CRISPINO®: Rococo style for Fall fiesta

This new rococo fringed mix can be used as an early variety with large flowers. It blooms before Halios CURLY®, offering a fancy ruffled cyclamen from September.

Consumer benefit: in addition to its very original flower shape, CRISPINO® has a variation of foliage that offers a nice diversity.

ABSOLU® de Morel: elegance & refinement of the perfumed cyclamen
Morel's research team keeps innovating by creating the 1st scented mini VICTORIA FI. The plant size of this unique variety is equivalent to METIS®, with a very round plant habit, and gets 100% VICTORIA flower type. It is recommended for flowering in summer and autumn. The beautiful dark green foliage creates a strong contrast with the colour of the flowers.

Distributors benefit:

ABSOLU® de MOREL is proposed with a mandatory label, and a complementary marketing kit on demand (poster, bench card, custom made banners).

Consumer benefit:

Very pleasant fragrance with notes of citrus and lily of the valley. Excellent outdoor performance, in window boxes or on balconies.

CONTACT US FOR PICTURES :

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COLLECTION
NATIONALE





10

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Smartiz®

STANDARD

A COLOURFUL GETAWAY

- 2 new colours, including a deep Bordeaux
- Very round foliages with abundant flowers
- High density per m²
- Growing time from seed:
 - 27-28 weeks for Rose Bengal
 - 28-29 weeks for Bordeaux



Ø 6/10,5 cm



6084

Rose Bengale • Rose Bengale



6110

Bordeaux • Bordeaux

Metis®
ABANICO®

**SMALL IN SIZE,
BIG IN STATURE**

Abanico® : miniature-fan-shaped flowers

- Fancy forms right at the start of the season
- Same size as METIS®
- Sharp contrast of colours
- Vigorous plant growth
- Growing time from seed: 30-32 weeks



Ø 9/12 cm



45507

ABANICO® Magenta foncé • Deep magenta

Latinia®

CRISPINO®

**ROCOCO STYLE
FOR FALL FIESTA**

- New ruffled flowers mix (6 colours)
- Flowering 3-5 weeks before Curly®
- Suited to flowering from early autumn
- Mix of green and marbled leaves
- Growing time from seed: 30-32 weeks



Ø 12/15 cm



1591

Mélange Crispino® • Crispino® mix

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Halios®

FANTASIA®

COMBINED IMPROVEMENTS



Ø 12/17 cm

- A more even distribution of FANTASIA® bicolor tones across all plants
- Enhanced colours; larger flowers and more regular growth
- Low sensitivity to Botrytis
- Growing time from seed: 32-34 weeks
- Replace 2305 FANTASIA® Magenta, 2370 FANTASIA® Rose, 2371 FANTASIA® Deep rose, 2395 FANTASIA® Purple



2306

FANTASIA® Magenta évolution
FANTASIA® Magenta evolution



2397

FANTASIA® Violet foncé évolution
FANTASIA® Purple evolution



2373

FANTASIA® Fuchsia vif évolution
FANTASIA® Bright rose evolution

CURLY®

TWO NEW SPARKLING COLOURS



Ø 15/22 cm

- Two new colours in the Curly® range
- Large petals, abundant and centred flowering
- Round and compact plant habit
- Part of the 2582 Curly® early mix evolution
- Growing time from seed: 35-37 weeks



2430

CURLY® Saumon
CURLY® Salmon



2575

CURLY® Rose indien
CURLY® Indian Rose

Very Special

ABSOLU® DE MOREL
SCENT AND ELEGANCE



Ø 9/12 cm

- Same size as METIS®
- 100% VICTORIA flowers, summer and autumn flowering
- Very round plant, evenly marbled dark green leaves
- Striking contrast between leaf and flower
- Growing time from seed: 28-30 weeks



4702

ABSOLU® de Morel • ABSOLU® de Morel

