



VARINOVA

CYCLAMEN CATALOGUE 2018/2019



Preface

With pleasure we give you knowledge of our first digital catalogue. This digital catalogue is designed to make it easier for you, our customer, to choose from our extensive Cyclamen range. In these times of rapid development, we can provide you with more up-to-date information on innovations and additions to our range via a digital catalogue.

A digital catalogue and leaflets naturally give you a good idea of our Cyclamen varieties. It is even better if you are able to see our varieties in real life. You are always welcome to join us and we will be happy to think along with you about your Cyclamen choice.

Because of our many years of extensive knowledge of Cyclamen, we can advise you well, especially in the field of cultivation techniques.

It is also possible to support you in the area of promotion. You can read about the possibilities in the chapter Marketing & Communication.

We are Varinova and we have something for you!



Bart Kuijer and Marga Janus

Contents

Mini

Midi

Large flower standard

Extra large flower

Fringed



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Chamber of Commerce: 27271976
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Piccola

pot size 6-10.5 cm/2-4"
 micro and mini type
 very compact round shape
 short cultivation period
 including SHINE colours



Piccola

Assortment Picola



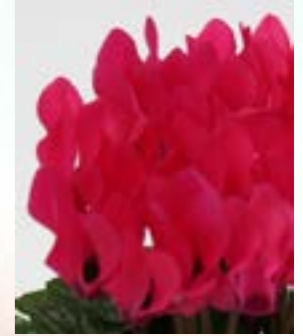
9331 White



9306 Red



9335 Scarlet



9324 Deep Rose



9349 Light Pink Eye



9353 Wine Red



9372 Purple



9358 Shine Red



9367 Shine Deep Rose



9378 Shine Wine Red



9358/9366/9367/9378 Shine Mix
 Red/Purple/Wine Red/Deep Rose

Special sales packaging

To support the sales of our Shine Cyclamen a special retail label is available, which can be ordered through Varinova.



Facila

pot size 10.5-12 cm/4”
 Summer and Winter type
 many leaves
 abundant flowering
 including SHINE colours



Facila

Assortment Facila Facila Winter



9131 White



9099 Scarlet



9128 Purple



9103 Neon Rose



9105 Light Pink



9119 Light Pink Eye



9120 Light Salmon Eye

Facila Summer



9131 White



9115 Red



9101 Bright Pink



9116 Rose



9119 Light Pink Eye



9128 Purple



9123 Shine Scarlet



9271 Shine Pink



9124 Shine Purple



9125 Shine Wine Red

Special sales packaging

To support the sales of our Shine Cyclamen a special retail label is available, which can be ordered through Varinova.



Melody Outdoor®

pot size 9-10.5 cm/4”
for landscaping
strong weather tolerance
long lasting flowering
including SHINE colours



Melody Outdoor®

Assortment Melody Outdoor®



9243 White



9234 Deep Rose



9245 Light Pink Eye



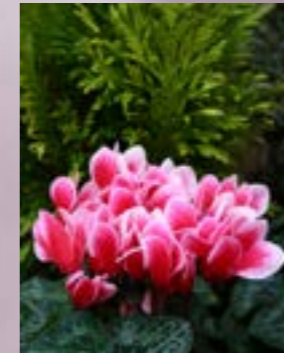
9246 Red



9075 Salmon Flamed



9088 Purple



9254 Fire



9125 Shine Wine Red



9261 Shine Scarlet



9262 Shine Purple



9271 Shine Pink

Special sales packaging

To support the sales of our Melody Outdoor® Cyclamen-series a special retail label is available, which can be ordered through Varinova.



Goblet

pot size 9-10.5 cm/4”
flower shape as a goblet
new garden trend
strong weather tolerance
SHINE colours



Goblet

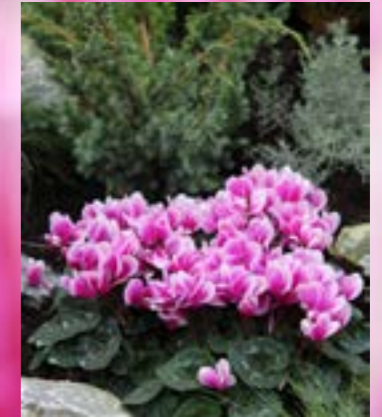
Assortment Goblet



9257 Shine Wine Red



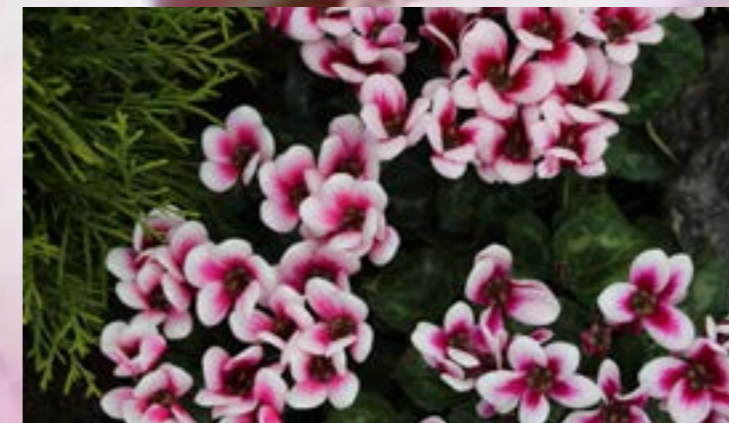
9269 Shine Pink



9270 Shine Purple

Special sales packaging

To support the sales of our Goblet Cyclamen-series a special retail label is available, which can be ordered through Varinova.



Outsider

pot size 9-10.5 cm
“botanical” looks
very small flowers
decentralised flowering
for outdoor use



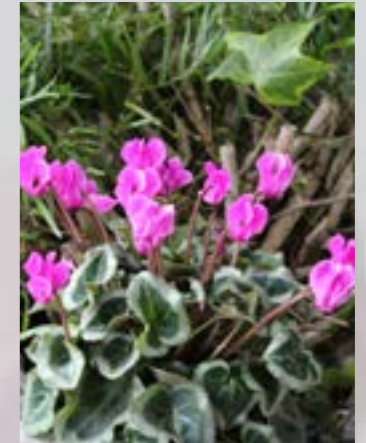
Assortment Outsider



9701 Pink



9702 Deep Purple



9703 Lilac



9704 Light Pink Eye



9705 White

Outsider

Merita

pot size 10.5-12 cm/4”
compact plant shape
large midsize flowers
abundant flowering
including Flamed and SHINE colours



Merita

Assortment Merita



8140 Red



8165 White



8155 Light Pink



8156 Purple



8161 Wine Red



8147 Wine Red Flamed



8148 Purple Flamed



8159 Pink Flamed



8135 Shine Red



8137 Shine Deep Rose



8170 Shine Purple

Special sales packaging

To support the sales of our Shine Cyclamen a special retail label is available, which can be ordered through Varinova.



Contiga

pot size 12-15 cm/4-6"

large flowers

compact growth

uniform flowering

including Flamed colours



Contiga

Assortment Contiga



7168 White



7164 Red



7080 Red (vroeg)



7109 Salmon



7173 Magenta



7172 Light Pink Edge



7195 Purple



7196 Deep Salmon



7197 Neon Rose



7082 Salmon Flamed



7099 Lilac Flamed



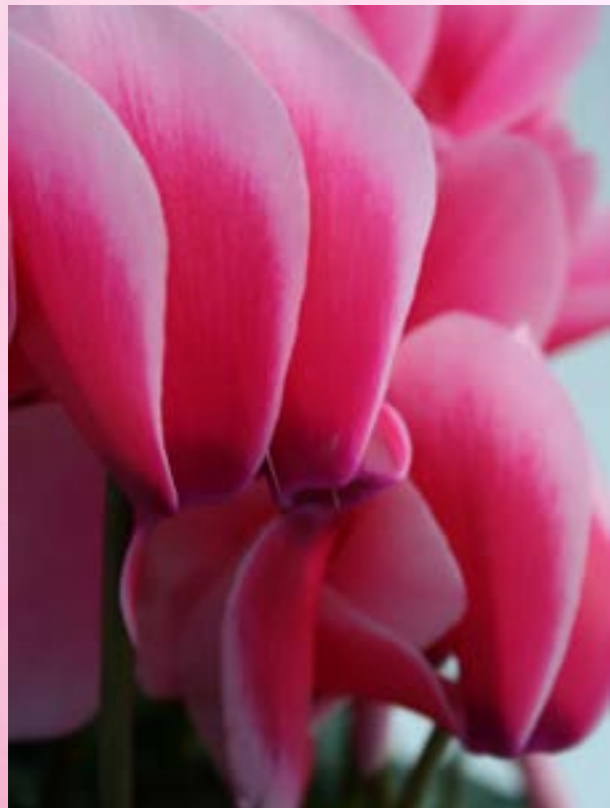
7174 Purple Flamed



7175 Wine Red Flamed

Magnia

pot size 14-20 cm/6-8"
extra large flowers
robust plant shape
abundant flowering
ideal for large containers



Magnia

Assortment Magnia



7157 White



7154 Salmon Eye



7161 Light Pink Eye



7176 Red



7169 Deep Purple



7156 Deep Rose Light Edge



7206 Light Rose



7207 Purple



7208 Pink

Rocolina

pot size 10.5-12 cm/4-5"
unique Rococo flower shape
compact plant shape
high decorative value
nice fragrance (White)



Rocolina

Assortment Rocolina



8505 Lilac



8513 Deep Salmon



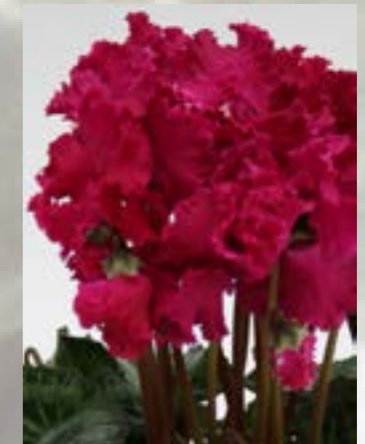
8515 White



8516 Dark Pink



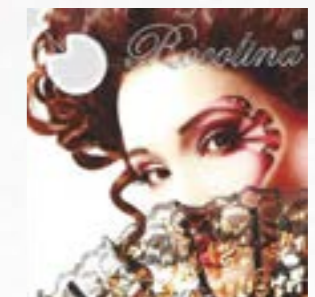
8517 Light Pink



8519 Deep Purple

Special sales packaging

To support the sales of our Rocolina Cyclamen-series a special retail label is available, which can be ordered through Varinova.



Maxora Fringed

pot size 11-15 cm/4-6"
large fringed flowers
compact plant shape
abundant flowering
decorative plant



Maxora Fringed

Assortment Maxora Fringed



7546 Red



7501 Deep Salmon



7503 Light Salmon



7504 White



7506 Deep Rose



7507 Light Pink Eye



7508 Purple



7517 Magenta

Cultivation, Cyclamen

High product quality

With over 35 years of experience and research in growing techniques Varinova succeeded in developing plant varieties which are characterised by compactness, uniform growth and Botrytis tolerance. This is why Varinova's products are easy to cultivate and to sell.



Cyclamen variety	Number of colours	Pot size in cm'''	Spacing per m ²	Indoor or Outdoor (NW Eur circumstances)
Picola	11	6-10.5/2-4	40-60	Indoor
Facila Winter	7	10.5-12/4	20-25	Indoor
Facila Summer	10	10.5-12/4	20-25	Indoor
Melody Outdoor®	11	9-10.5/4	30-35	Outdoor
Goblet	3	9-10.5/4	30-35	Indoor + Outdoor
Outsider	5	9-10.5	30-35	Outdoor
Merita	11	10.5-12/4	16-20	Indoor
Rocolina	6	10.5-12/4-5	25	Indoor
Maxora Fringed	8	11-15/4-6	12-16	Indoor
Contiga	13	12-15/4-6	12-20	Indoor
Magnia	9	14-20/6-8	8-12	Indoor + Outdoor

Cultivation, Cyclamen

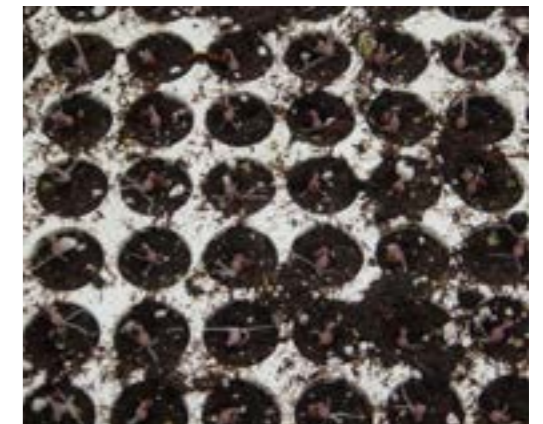
Growth schedule

The following growth schedule displays the number of weeks needed for cultivation.

Cyclamen variety	sowing	transplanting	potting	spacing	1 st flowering	delivery
Picola	1	n.a.	12	18	23	25-27
Facila Winter	1	n.a.	12	18	24	26-28
Facila Summer	1	n.a.	12	18	24	26-28
Melody Outdoor®	1	n.a.	12	18	23	25-27
Goblet	1	n.a.	12	18	23	25-27
Outsider	1	nvt	12	18	23	25-27
Merita	1	n.a.	12	18	25	27-29
Rocolina	1	n.a. (11)	12 (15)	18 (20)	27	30-32
Maxora Fringed	1	11	12 (15)	18 (20)	29	32-34
Contiga	1	11	12 (15)	18 (20)	27	30-32
Magnia	1	11	15	20	29	32-34

Sowing, germination and transplanting

During the period of sowing and germination we advise you to cover the sowing trays with vermiculite and keep them for 20-23 days in full darkness at a temperature of 18°C and with a humidity of 95%. After germination the seedlings should be kept sufficiently humid to get a well developed first cotyl. We have good experience with covering with non-woven cloth during the first 14 days keeping the cloth slightly moist. During transplanting plant the tuber just under the soil with the heart of the plant just above the soil.



Potting

For a good drainage we recommend the use of pots with many holes. By cultivation on ebb and flow systems it is better for the drainage to choose a pot with a sufficiently high bottom edge. Because of this the pot's bottom will not be standing in a puddle of water.



Fertilisation

In the schedules listed below you will find 2 fertilisation advices: the 1st advice is meant for northwest European (cool) circumstances; the 2nd advice is meant for southern European (warm) circumstances.

northwest European (cool) circumstances	N-P-K	EC
Potting: 6 weeks	1-0.5-1	1,2
Spacing: 6 weeks	1-0.5-2	1,8
Flowering period: 3-6 weeks	1-0.5-3	2,5

Cultivation, Cyclamen



southern European (warm) circumstances	N-P-K	EC
Potting: 6 weeks	1-0.5-1	1.2
Spacing: 1st phase, 6 weeks	1-0.5-2	1.8
Spacing: 2nd phase, 4 weeks	1-0.5-2	1.8
Flowering period: 3-6 weeks	1-0.5-3	2.5

Both advices are based on an EC of clear water of 0.1. In all stages and in both climates micro elements as basic portion have been added to the fertilisation.

For more information please contact our fertilisation specialist through info@varinova.nl.

Phosphate

If limiting the phosphate gift - instead of the normal 1.0 mmol - to 0.25 mmol, the plants will grow even more compact. An optimal phosphate gift requires precision. A too low phosphate gift can cause damage. Visit our website for more information about this.

Irrigation

Varinova's Cyclamen genetically grow compact and restraining the plant by keeping it dry or by fertilizing it with a lot of potassium is not necessary. However, during the cultivation the potting soil needs to be sufficiently moist. Prevent an excessive water gift, as this will be bad for the root development.

Plant protection

Prevent fungal infections by working with hygienic methods in an aery climate. Follow the development of the insect population by checking the signal labels and the plants frequently. Keep the insect populations small by interfering on time. If using chemical plant protection methods a frequent change in chemicals is advisable.

Climate

The optimal climate for Cyclamen is aired with a humidity of 65-80% and a day and night temperature of 16-14°C. It is advisable to keep temperatures below 25°C as much as possible to prevent excessive leave growth. Cyclamen grow best with lots of light, but cover the plants above 500W/m² to prevent damage by direct sunbeam.



Cultivation, Cyclamen

Potting soil

As potting soil use a well aired drainage mixture. Your potting soil supplier will be able to advise you.

Hints & points of attention per growth fase

- *Sowing and germination:* cover the sowing trays with vermiculite and keep them for 20-23 days in full darkness at 18°C with a humidity of 95%.
- *After germination:* keep seedlings sufficiently humid to get a well developed first cotyl.
- *Transplanting:* plant the tuber just under the soil, the heart of the plant just above the soil. Keep the soil humid, but remember, too much water gives bad roots!
- *Potting:* use potting soil with enough air and drainage with an EC of 1.0 and a pH of 5.8-6.0. Plant the tuber just under the soil with the heart of the plant and the upper side of the tuber just above the soil.
- *Spacing:* space plants in time, before the first leaf stems are stretching.
- *1st Flowers:* remove the first flowers if the plant size is yet too small.
- *Delivery:* keep the potting soil moist, but the leaves and the flowers must be kept dry to avoid Botrytis during transportation

More information

We have exercised the utmost accuracy in compiling this cultivation information. However, considering local circumstances, the data should be handled by the user in accordance with own knowledge and experience.



General information

Expert in plant breeding and seed production

Varinova concentrates on plant breeding and seed production.

With over 35 years of experience and research in growing techniques Varinova succeeded in developing plant varieties which are characterised by compactness, uniform growth and Botrytis tolerance.

This is why Varinova's products are easy to cultivate and to sell.



Large assortment F1 Cyclamen-series

At this moment Varinova has 10 F1 Cyclamen-series with a large number of bright colours available, from the very small micro Cyclamen Picola until the standard with extra large flowers Magnia, for indoor as well as for outdoor use. The very appealing Shine colours are available in several mini- and midi-series.

- Picola, micro type, in 11 different colours among which several Shine colours
- Facila, mini type, summer and winter variety, in 14 different colours, among which a few very attractive Shine colours
- Melody Outdoor®, mini type for outdoor, in 11 different colours, including some very appealing Shine colours
- Goblet, mini type, in 3 appealing Shine colours
- Outsider, mini type with botanical look for outdoor, in 5 different colours
- Merita, midi type, in 11 bright colours including several Shine colours
- Rocolina, midi Rococo type, in 6 different colours
- Maxora Fringed, compact large-flowered type with fringed flowers, in 8 different colours
- Contiga, compact type, in 13 different colours, among which some very attractive flamed colours
- Magnia, compact robust large-flowered type, in 9 different colours



Easy growing...

With new breeding techniques Varinova is constantly looking for possibilities to develop new types, shapes, colours and also for innovative possibilities to make the cultivation even easier. Not surprisingly our most important motto is "Easy growing...".



General information

Worldwide sales

With the help of an extensive network of distributors and in cooperation with young plant growers, Varinova's seeds and young plants are available anywhere from Europe, America and Australia until Asia. Please visit our website for more information.

Personal advice and sales support

With the help of clear cultivation instructions and personal advice Varinova assists you to cultivate as smoothly as possible. To assist you in making your choice you will find a comparison of hundreds of cyclamen varieties on our website www.varitrials.nl.

To support the sales of our Cyclamen-series a special retail label for several series is available, which can be ordered through Varinova.



Involved and flexible

Varinova works with a small team of involved employees.

On a daily basis we work to improve the quality of the product and we anticipate on changing (climate) circumstances. We are also occupied with answering the - sometimes new and challenging - questions from the customers. Do you have a question? Visit our website or call us for more information. We would be happy to be of any assistance.

Excellent accessibility

Varinova is located very favourably. The Airport of Rotterdam/The Hague is reachable in less than ten minutes and the Airport of Amsterdam (Schiphol) is only an hour of travelling away, so a visit is easy to plan for.

General terms and conditions of sale and delivery

For our general terms and conditions of sale and delivery, please refer to [this](#) page on our website.


Marketing & Communication

Successful entrepreneurship and marketing go hand in hand. With good marketing you can easily reach your (potential) customers and work on increasing your brand awareness.

We can support you with your sales activities in various areas:

- Labels: We have designed labels for our Cyclamen series Melody Outdoor®, Goblet and Rocolina. In addition, we have designed a label for the Shine colours, in the range of our Picola, Facila and Merita series.



- Pictures: We have a large number of photos of our Cyclamen, in both low and high resolution.
- Banners: We can support you in designing a banner.
-  Cyclamen Kleuren (Cyclamen Colour): On our Facebook page [Cyclamen Kleuren](#) you will find in autumn and winter tips and advice to give the Cyclamen a beautiful and long-lasting bloom in the garden.
- Fairs: Every year we are represented at various (international) fairs with a stand. IPM Germany, Californian Spring Trials USA, Flower Trials Netherlands and Flower Trials Japan.
- Varitrials: Every year Varinova tests many different Cyclamen varieties, from micro's to large flowering plants, on their cultivation and flowering characteristics. Every year in weeks 43, 44 and 45 we organise our open days, so that you too can view this trial. More information can be found at www.varitrials.nl.

Will you let us know if we can help you?

