

**120 year history of Moerheim**

**(1888-2008):** The company was started by Mr B. Ruys, grandfather of the present managing director Mr Th. Ruys; the "Moerheim" company name originates from the nursery's location "in the moors". The first introductions such as the Delphinium Pink Sensation, Helenium Moerheim Beauty together with phlox and astilbe varieties started a longstanding breeding reputation. A unique business arrangement with both the French rose breeder Meilland and the Japanese company Suntory has expanded the Moerheim business; Moerheim Roses and Trading today represents rose breeders in worldwide locations with various other activities in cut flowers while Moerheim New Plant has pursued the concept of "annuals" with the introduction of many innovative crops. General manager, Jeroen Egtberts, pointed out a couple of the Flower Trials highlights for 2009 from the Suntory Collection (1): the new Surdiva Scaevola varieties are noted for their breakthrough in compact scaevola breeding (2); the compact, dense branching Surdaisy Brachyscome series in White, Mauve and Blue.



**Surprising Potplants show:** The Royal Van Zanten introductions included the novelty breeding achievements of the begonias Bon Bon White and Dragone Champagne, which combine big double flowers, familiar to the Barkos-types, with the rapid cultivation characteristics of the Netja-group. The first colour and best seller in Royal Van Zanten's Celosia Merida series,

Dark Caracas, continues to prove its hardiness and tolerance to transport and is joined by a new variety colour Maripa. Maripa is similarly positioned as a multiuse plant for indoor and outdoor with a long shelf life.



gulliver

**September  
11-13, 2008**  
the "green" heart  
of Europe is beating  
at Padua Fair - Italy  
International Nursery-gardening  
and Gardening Exhibition

**September  
2007's data:**

**1,200** exhibitors  
**26,400** visitors

**Spring Exhibition  
of Nursery-gardening,  
and Gardening:**

**February  
19-21, 2009**

**PadovaFiere Spa**  
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representative, please visit:  
**www.flormart.it**



**Flormart/Miflor** is the only European event running in September, an ideal time of the year for the successful planning of the next production designed to meet the expectations of the general public. The most complete show of typical Mediterranean floriculture with its many varieties and colors, and with new opportunities created by changes in the climate. Flormart will also be host to machinery, technology and products for the entire product line, as well as florist articles, and equipment for public and private parks and gardens.

*Opening hours:*

**Thu & Fri: 9am-7pm**  
**Sat: 9am-5pm**



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