

THE 2009 FLEUROSELECT GOLD MEDAL WINNERS

January 2008

www.fleuroselect.com

ARMERIA AND PRUNELLA STEAL THE SHOW!

Fleuroselect proudly presents 3 performers as its 2009 Gold Medal Winners.

ARMERIA PSEUDARMERIA
'BALLERINA RED'
bred by Kieft Seeds Holland



new, all-round performers for a multitude of audiences

ARMERIA PSEUDARMERIA
'BALLERINA WHITE'
bred by Kieft Seeds Holland



PRUNELLA GRANDIFLORA
'FREELANDER BLUE'
bred by Clause, France



an exceptional, compact carpet of colour for a long flowering season

FLEUROSELECT ORGANISATION

Fleuroselect is the international organisation for the ornamental plants industry providing a unique platform for its members, 90 companies involved in breeding, producing and distributing ornamentals. Its main activities include **the testing, protecting and promoting of new flower varieties**. In order to support and stimulate the development of new varieties Fleuroselect conducts **field and greenhouse trials** of new cultivars entered by its members on **private Trial Grounds spread across Europe**, each representing different geographical and climatic conditions. In addition to awarding the prestigious Fleuroselect **Gold Medal**, the trials also test for uniqueness granting **Fleuroselect Novelty Status** to varieties which are found to be new and distinct versus existing marketed varieties. Fleuroselect Novelties receive **protection** based on the Fleuroselect code of conduct. Members **may not reproduce** these protected varieties without explicit authorisation from the breeder and may only make purchases either directly from the breeder or from those authorised by the breeder.

THE FLEUROSELECT GOLD MEDAL

The Fleuroselect Gold Medal is awarded to cultivars that have been tested by Fleuroselect's team of independent, expert judges and **proven to clearly surpass any existing variety in terms of breeding innovation and beauty**. Fleuroselect Gold Medal winners are the trendsetters of the moment.

AVAILABILITY

The 2009 Gold Medal winners are available for sampling **from 1st May 2008** via the original breeder or through the Fleuroselect membership. www.fleuroselect.com/member-list.

High quality images and full technical details may be downloaded from www.fleuroselect.com. Images and information are free for publication provided the correct variety names are used and Fleuroselect is referenced. For more information, please mail us at: info@fleuroselect.com.