



SURFINIA[®]

SIMPLY THE BEST



THE COLLECTION
2019/2020

30 YEARS SIMPLY THE BEST

30 years Surfinia® and
still “simply the best” trailing
Petunia there is.





SURFINIA[®]

SIMPLY THE BEST







CELEBRATING 30 YEARS OF SURFINIA®

This year, MNP flowers and Suntory® Flowers Ltd. proudly celebrate the 30th anniversary of Surfinia®. What began as a real breakthrough to breed a perfect trailing Petunia from cuttings, has resulted in the best and most widely sold Petunia in the world. It is no coincidence that you will find trailing Surfinia's wherever you go. With its strong garden performance, spectacular free flowering habit and its superior weather tolerance, Surfinia® stands for quality that is still top-of-the-bill. Whether you wish to create a flourishing garden or a colourful city, there is always a Surfinia® variety that suits you. You probably know the iconic images from old city centres somewhere in Europe where Purple, Hot Pink or White Surfinia's are brilliantly cascading from lampposts, bridges and ornamental window boxes at grand hotel windows and cosy homes. Nowadays, the Surfinia® collection not only consists of these famous and classic trailing types, but also of very new and early trailing Petunias. By continuously innovating and improving the collection, it is ensured that Surfinia® will remain the world's top favourite for many more years to come.





SURFINIA®

ABOUT

Summertime in the early nineties.. A little girl is running around through the thrilling streets of Disneyland. Feelings of wonderment and happiness delight her. The castles sparkle. The movie figures make her laugh. And the spectacular parades bring the magical parc alive. But there's one moment that enchants her more than anything around her: it's this extraordinary trailing plant with big and colourful, long lasting flowers. She discovers it hanging on a lamppost. While she is passing by, it dances in the wind. As if it happily reaches its petals to wave at her. Gracefully she touches its purple flowers and smiles. Like a little princess in a loving fairytale world.

Road tripping in the millennium.. A young woman traveling with her friends through Europe. Sleeping in cosy chalets in the refreshing mountains of Tirol, eating ice cream on the famous Spanish steps of Rome, catching a glimpse of the dazzling nightlife in Amsterdam, and enjoying the creative spirit in Berlin - their bucket list wishes are endless. While they are strolling around though the monumental streets of London, the young woman realises that although every city in Europe has its own unique character and beauty, there is one thing that they all seem to have in common. It's this extraordinary plant with big and colourful, long lasting flowers. She finds it perfectly trailing on lampposts, hanging on bridges, and cascading from little ornamental window boxes at grand hotels and cosy homes, in every colour imaginable.

This time next year.. A loving mother going on summer holiday with her husband and children. They will drive along the coast of the French Riviera and spend their lasting days in the marvelous cities of Southern Spain. The charm and diversity that Europe has to offer - it will amaze her, as it did 30 years ago. But there is one thing that will strike her to the core. It's this thought that, although cities and people change throughout the years, one thing always seems to remain the same. Wherever she goes and whatever she does, it's there. Still, perfectly trailing on lampposts. Still hanging on bridges. Still cascading from ornamental window boxes at grand hotels and cosy homes. As an icon of every city. It's Surfinia®. An extraordinary plant with big and colourful, long lasting flowers. Shaping the street views of the world for almost 30 years.

Without a doubt Surfinia® is simply the best hanging Petunia in the world. It is not a coincidence that you will find trailing Surfinia's wherever you go. It is the oldest, and most popular Petunia in the world. This beautiful, colourful plant, has been on the market for almost 30 years, and is still one of the top favourites with consumers. Surfinia® is a high quality plant that fits all. Whether you wish to create a flourishing garden or a colourful city, there is always a variety that suits you.

HOW IT ALL BEGAN...

Japan, 1987, Suntory®, a Japanese company famous for its whisky's, beers and wines, decides to set up a flower division. The reason is the discovery of a new, botanical, wild Petunia variety with great growing and flowering characteristics. Suntory® decides to plant the Petunias for test in a field next to the rose fields.

At the same time, MNP flowers, what was then known as Moerheim New Plant BV, is busy making professional connections with foreign companies. Through these connections, they hear about the steps that Suntory® is taking into the horticultural market. MNP flowers sees potential in the new Petunia that they have created and soon the first conversations with the breeders of Suntory® start. The result is a unique cooperation between Suntory® and MNP flowers, in which MNP flowers obtained the European rights for all Suntory® genetics. Together, they introduce Surfinia®: the first hanging Petunia produced from seed.

What began as a real breakthrough to breed a perfect trailing Petunia from cuttings, resulted in the best and most widely sold Petunia in the world today. As a consequence, Surfinia® is one of the few brands that has asserted itself on the market in such a way that it is recognised by European consumers and far beyond. In addition, Surfinia® has been the market leader in the trailing Petunia segment. It is not a coincidence that you will discover Surfinia® wherever you go. You will find it perfectly trailing on lampposts, hanging on bridges, and cascading from little ornamental window boxes at grand hotels and cosy homes. This extraordinary plant with its big and colourful, long lasting flowers is shaping the street views of the world, for almost 30 years.

**IN A WORLD FULL OF
TRENDS, SURFINIA®
WILL ALWAYS
REMAIN A CLASSIC.**





SURFINIA[®]

SIMPLY THE BEST



SURFINIA® IDENTITY



With its strong garden performance, spectacular free flowering habit and it's superior weather tolerance, Surfinia® stands for quality that is still top of the bill. To emphasize this premium standard, a new brand identity is developed. A beautiful new feeling, that corresponds with the high standard perception of this extraordinary plant.

The brand logo that has been designed for Surfinia®, consists of a shield, topped with a crown. Symbols that perfectly communicate the identity by enhancing the royal feeling of this high quality brand. The purple and bright pink brand colours are specially selected to give Surfinia® it's premium touch. The colour purple is often associated with royalty, nobility and grandeur. It also represents the meaning of extravagance, creativity, wisdom, luxury, peace, independence and magic. Hence, pink is seen as the universal colour of love. Together the two colours perfectly fit the identity of Surfinia® worldwide: a beautiful, strong, high quality plant that fits all. Every person. Every garden. Every city. Because Surfinia® revolutionized the world then, now, and in the future, specially labels were designed by FloraMedia. The labels are biodegradable, what makes them sustainable and environmental friendly. An important precedent, that perfectly suits the high quality that Surfinia® stands for.

By continuously developing our products to the newest standards, we ensure that Surfinia will remain top favourite of the world.





SURFINIA®

VAR. SUNSURF AKATORA

www.mnpflowers.com

Plants are protected by trademark and plant variety rights. Breeding product of Suntory Flowers Ltd. Distributor for Europe, MNP flowers



MAY - OKT



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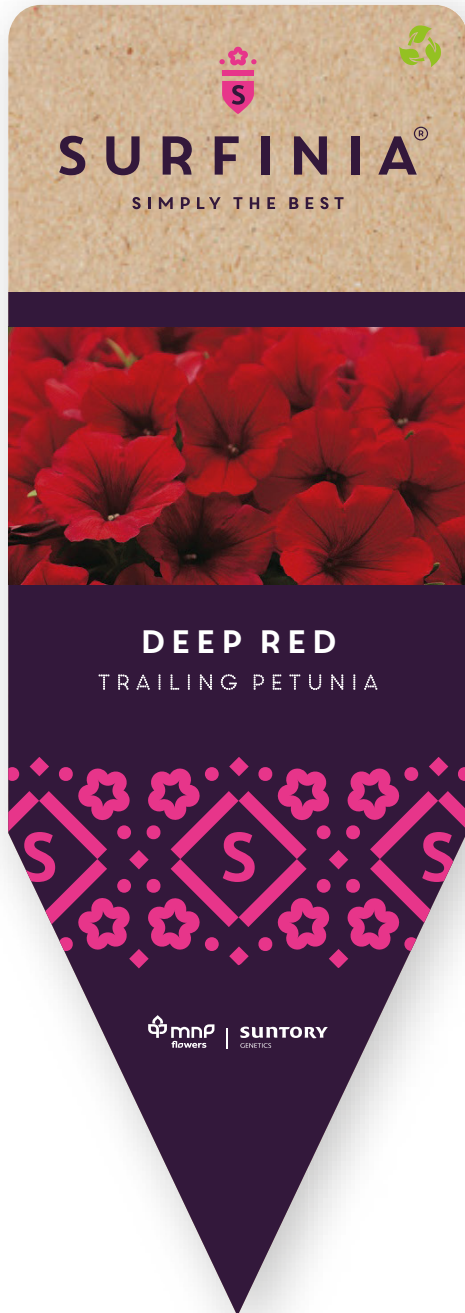
100% BIO
DEGRADABLE



TRAILING
PETUNIA



PARTNERS IN SUSTAINABILITY



NEW BIO LABELS



Because Surfinia® revolutionised the world then, now, and in the future, special labels were designed by Floramedia. The labels have a natural look and feel and are 100% biodegradable, what makes them sustainable and environmental friendly. An important precedent, that perfectly suits the high quality that Surfinia® stands for.



100% BIO
DEGRADABLE





ADVANTAGES WHAT'S NEW & UPCOMING

People often ask what is the difference between Surfinia® and Petunia. The answer is simple.. Every Surfinia® is a Petunia, but not every Petunia is a Surfinia®. Worldwide, many Petunia varieties are available on the market. But none of them are as good, and as strong, as the Surfinia® brand. Surfinia® is created by Suntory® Flowers Ltd. (Japan) and introduced onto the European market by MNP flowers (The Netherlands). These days, many regular Petunias are sold under the name Surfinia®, but chances are that these plants won't give you the same results as an original Surfinia®. Therefore, we recommend to always ask for the real Surfinia® at your retailer. Only then, you are ensured of the high quality that Surfinia® stands for, for 30 years.

EARLY TRAILING 🌸

Surfinia® is always improving. Although the classic trailing Surfinia® varieties are still popular, there is always room for improvements and new varieties. And therefore we present to you the Early trailing collection.

The early trailing Surfinia® collection is the second and improved generation of trailing Surfinia® varieties. Not only do they accommodate the high quality characteristics of the classic Surfinia® collection, such as good branching, vigorous growing habit and a very strong performance outdoors, but moreover they are the most early blooming of all Surfinia® varieties. This means that you can enjoy the beautiful colours of Surfinia® from early spring till fall.

Discover our newest varieties!

CLASSIC TRAILING ✿

The classic trailing Surfinia® collection consist of the beautiful Surfinia® varieties that you have known for the past 30 years. What began as a real breakthrough to breed a perfect trailing Petunia from cuttings, has resulted into worlds No. 1 trailing petunia brand! It is no coincidence that you will find trailing Surfinia's wherever you go. With it's strong garden performance, spectacular free flowering habit and its superior weather tolerance, Surfinia® stands for quality that is still top-of-the-bill.

Enjoy the beautiful classic collection of Surfinia®

SPECIALS ✿

The Specials collection of Surfinia® is a happy mix of everything. The collection contains all the Surfinia® varieties without a trailing habit. Imagine for example Surfinia's that are double flowered. Or that lend themselves perfectly as an outstanding table piece. Hence, the colours in this collection are endless.. From deep red, till bright blue. All with their own unique style.

Discover our jewellery box of Surfinia® Specials!



**#NEXT
GENERATION
THE EARLY
TRAILING
PETUNIA**





SURFINIA[®]

SIMPLY THE BEST

Early trailing

The early trailing Surfinia[®] collection is the second and improved generation of trailing Surfinia[®] varieties. Not only do they accommodate the high quality characteristics of the classic Surfinia[®] collection, such as good branching, vigorous growing habit and a very strong performance outdoors, but moreover they are the most early blooming of all Surfinia[®] varieties. This means that you can enjoy the beautiful colours of Surfinia[®] from early spring till fall.

Discover our newest varieties!

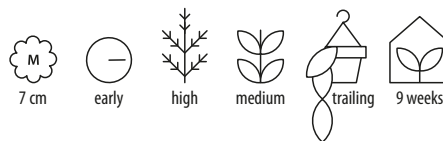


SURFINIA® TRAILING RED

The Surfinia® Trailing Red is the most early trailing petunia on the market! It's striking red colour and beautiful free flowering habit will brighten up your day in an instant. The Surfinia® Trailing Red starts flowering two weeks earlier than the classic trailing types, has superior weather tolerance, a vigorous habit and very good branching power.



Surfinia® Trailing Red
Var. Surf Goprehana





mnp
flowers | sunpat



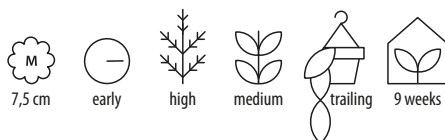
SURFINIA®

BLUE OCEAN

The deep blue colour of Surfinia® Blue Ocean will remind you of beautiful white sanded beaches and a perfect blue sky. The vigorous flowering and good branching of these remarkable flowers will turn your city, your garden or your balcony box in a delightful blue resort. All Surfinia® varieties have a strong outdoor performance and are strong against diseases.



Surfinia®
Blue Ocean
Var. Keipeblocnul





**# THE
ORIGINALS
CLASSIC
TRAILING
PETUNIA**





SURFINIA[®]

SIMPLY THE BEST

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Enjoy the beautiful classic collection of Surfinia[®]!



IN THE MIX

Surfinia® Lime
var. Keiyeul

pag. 21

Surfinia® Purple
Var. Sunpurple

pag. 25

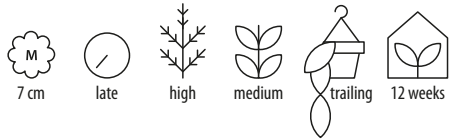
Surfinia® Blue Vein
Var. Sunsolos

pag. 21

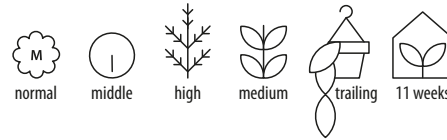




Surfinia® White
Kesupite



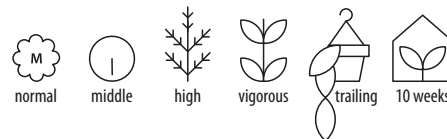
Surfinia® Lime
Var. Keiyeul

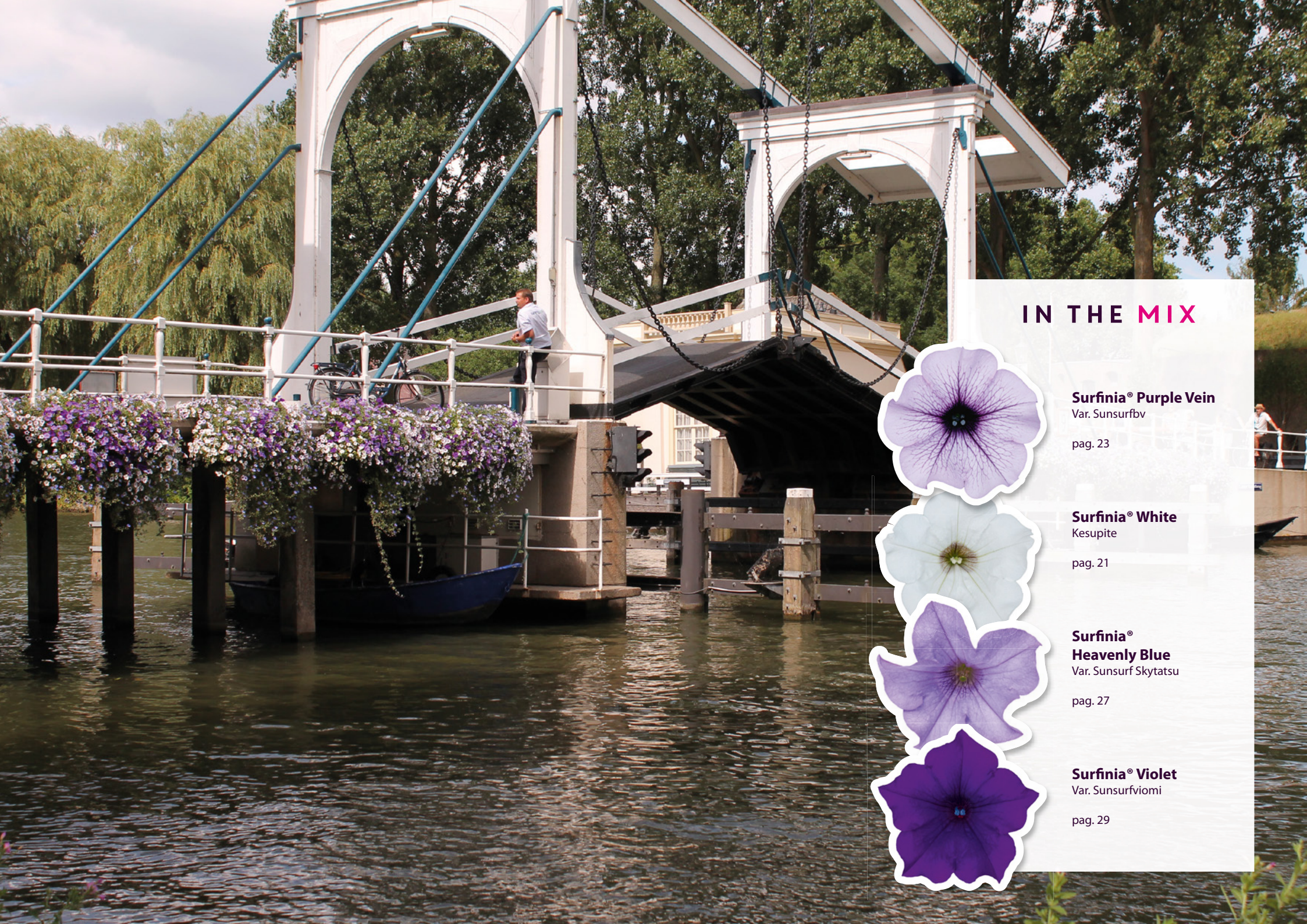


Surfinia® Yellow
Var. Sunsurf Kitatsu



Surfinia® Blue Vein
Var. Sunsolos





IN THE MIX

Surfinia® Purple Vein
Var. Sunsurfbv

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Surfinia® White
Kesupite

pag. 21

**Surfinia®
Heavenly Blue**
Var. Sunsurf Skytatsu

pag. 27

Surfinia® Violet
Var. Sunsurfviomi

pag. 29

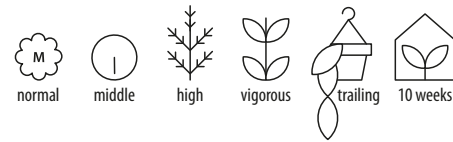




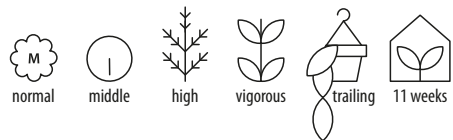
**Surfinia®
Purple Vein**
Var. Sunsurfbv



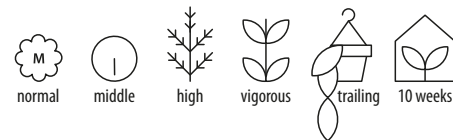
**Surfinia®
Sweet Pink**
Var. Sunsurfmomo



**Surfinia®
Rose Vein**
Var. Sunrove



**Surfinia®
Pink Vein**
Var. Sunbapive





IN THE MIX

Surfinia® Hot Pink
Var. Sunrovin

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Surfinia® Purple
Var. Sunpurple

pag. 25

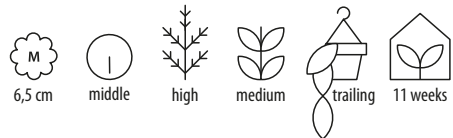
Surfinia® White
Kesupite

pag. 21

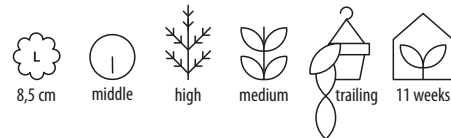




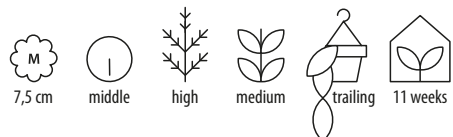
**Surfinia®
Hot Pink**
Var. Sunrovein



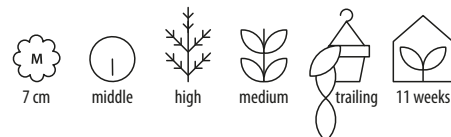
**Surfinia®
Giant Purple**
Var. Sunlapur



**Surfinia®
Purple**
Var. Sunpurple



**Surfinia®
Burgundy**
Var. Keiburtel





IN THE MIX



**Surfinia®
Heavenly blue**
Var. Sunsurf Skytatsu

pag. 27



**Surfinia®
Impulz White**
Var. Sunsurfkuri

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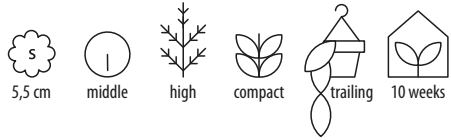


**Surfinia®
Bouquet Denim**

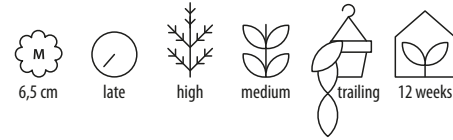
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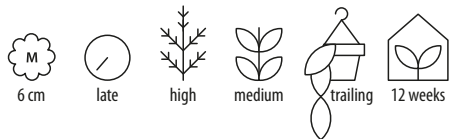
**Surfinia®
Deep Red**
Var. Sunsurf Akatora



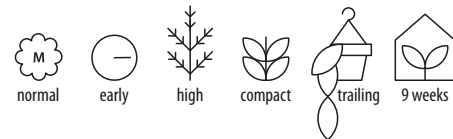
**Surfinia®
Hot Red**
Var. Sunhore



**Surfinia®
Sky Blue**
Var. Keilavbu



**Surfinia®
Heavenly Blue**
Var. Sunsurf Skytatsu



IN THE MIX

**Surfinia®
Giant Blue**

Var. Sunsurfgigablu

pag. 29

**Surfinia®
Sky Blue**

Var. Keilavbu

pag. 27

Surfinia® Lime

Var. Keiyeul

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**Surfinia®
Blue Vein**

Var. Sunsolos

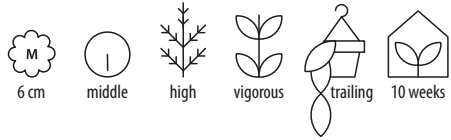
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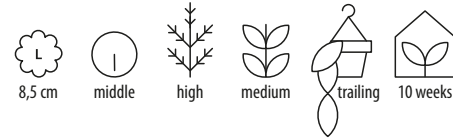
Surfinia®



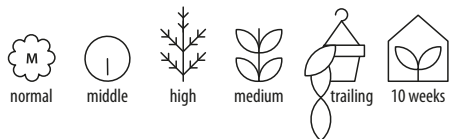
Surfinia® Violet
Var. Sunsurfviomi



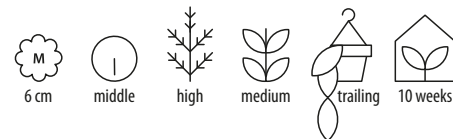
Surfinia® Giant Blue
Var. Sunsurfbigablu



Surfinia® Blue
Var. Sunblu



Surfinia® Velvet Blue
Var. Sunsurf Aotatsu



**# UNIQUE
STYLE:
SPECIAL
PETUNIA
VARIETIES**





SURFINIA[®]

SIMPLY THE BEST

The Specials collection of Surfinia[®] is a happy mix of everything. The collection contains all the Surfinia[®] varieties without a trailing habit. Imagine for example Surfinia's that are double flowered. Or that lend themselves perfectly as an outstanding table piece. Hence, the colours in this collection are endless.. From deep red, till bright blue.

All with their own unique style.

Discover our jewellery box of Surfinia[®] Specials!



IN THE MIX



**Surfnia®
Impulz White**
Var. Sunsurfkuri

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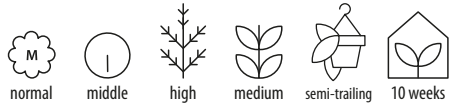


Surfnia® Purple
Var. Sunpurple

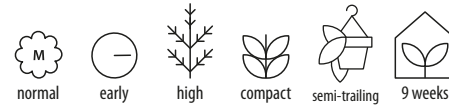
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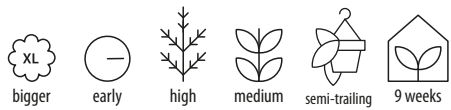
**Surfinia®
Impulz White**
Var. Sunsurfkuri



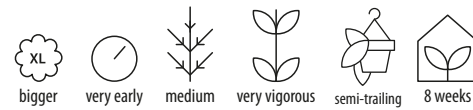
**Surfinia®
Impulz Yellow**
Var. Sunpatiki



**Surfinia® Impulz
Picotee Purple**
Var. Sunsurfpafure.



**Surfinia®
Sumo Rose**
Var. Sunbui Mirekui



IN THE MIX

**Surfinia®
Table Dark Red**
Var. Sunsurfired

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Surfinia® Lime
Var. Keiyeul

pag. 21

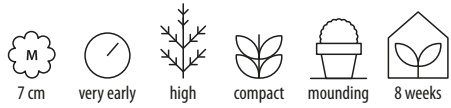
Surfinia® Hot Pink
Var. Sunrovein

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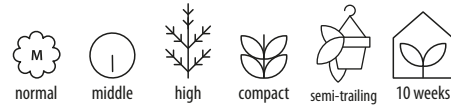




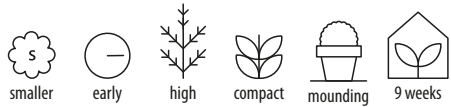
**Surfinia®
Coral Morn**
Var. Surf Gonitomi



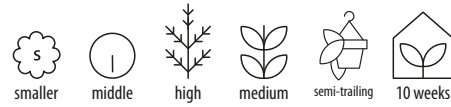
**Surfinia®
Table Dark Red**
Var. Sunsurfred



**Surfinia®
Double Red**
Var. Keidoreral



**Surfinia®
Bouquet Denim**
Sunsurf Denuisa



INFORMATION





SURFINIA[®]

SIMPLY THE BEST

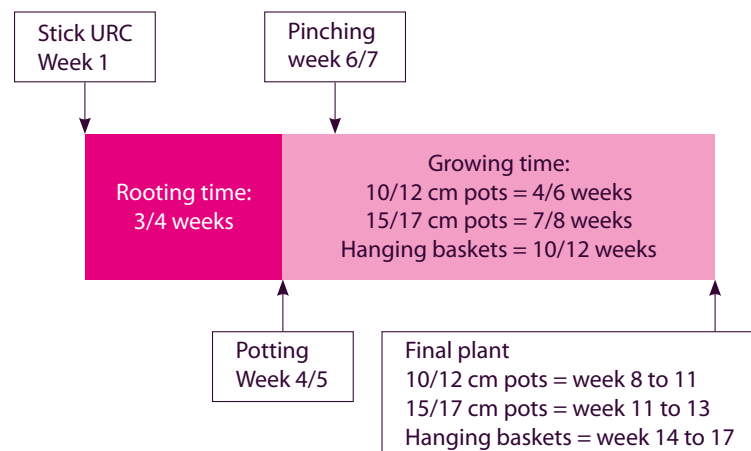


CULTIVATION

How To Use

Surfinia® is a bedding plant suitable for a wide range of uses from hanging baskets, window or balcony boxes to pots and landscape ground cover. It can be planted under almost every climate and what makes it so famous and appreciated worldwide is its strong resistance. Surfinia® is well-known for its abundance of long lasting flowers and its very strong garden performance in all kind of weather. It is a strong and famous trademark renowned for its premium quality and a wide choice of colours, sizes, series etc. Surfinia® are all vigorous varieties which bloom profusely, are easy to grow and are self-cleaning, with an excellent rain tolerance and suitable to full sun or part shade. It is perfect to use on its own, to mix with similar growing varieties or to mix with other crops. Plants will flower from planting (April/May) to autumn frost (November).

Growing Scheme



Propagation

Take cuttings from vegetative stems: a cutting without a flower bud will root better. Surfinias are easy to root: regarding the season it will take 3 to 4 weeks to have a rooted cutting ready to be potted. The last week of rooting, start to reduce the humidity, watering and temperature to acclimate your cuttings.

Potting

Start with certified clean material from one of the official MNP flowers dealers. Because cuttings can grow fast or flower early, it is recommended to pinch them all while still in the trays. This will allow a better branching and a more homogeneous culture. Surfinia® are suitable for all kind of pots from 12cm to hanging baskets. It is recommended to use 3 plugs/pots for hanging baskets. Use a good quality bedding plant mixture that can contain enough moisture and has a good structure. Recommended pH of mixture is around 5,0/5,5. For a harvest in April – May – June, pot plants can be potted in February – March – April and hanging baskets in January – February – March.

Pinching

If you use un-pinned cuttings, it is recommended to pinch your Surfinia® in the first 2 weeks after potting, regarding plant size. A 2nd pinching can be useful for bigger plants, especially hanging baskets or big pots. Pinching can slightly delay flowering.



Growing

1. Growing time

Crop time is highly dependent of parameters such as pinching, variety, climate, use of growth regulator, final desired product, etc ...

2. Media and fertilizer

Keep the pH around 5,0/5,5 for a better iron absorption and use constant feed at 2/3 g/L with additional iron if needed (promote good leaf color). Surfinias are heavy feeders due to their fast growth. A full complement of minor elements can be provided.

3. Temperature

A warm day temperature around 20°C is indicated to grow your Surfinia®. A higher temperature can be applied at early stages to reduce the crop time but can cause too vigorous plants if applied too long. A colder temperature will promote a compact crop but will delay flowering. Colder night temperatures is a good compromise between crop time and compactness.

4. Environment

Flowering will be promoted by light and long days. The more light and the longer the day the better for flowering and growth.

5. Watering

To get a compact and earlier plant it is wise not to water excessively, avoid soil saturation and allow the plants to dry between irrigations. Can require frequent watering during summer time

6. Growth regulation

Growth can also be controlled with less watering/growing without pinching/using negative DIF, cold morning strategy (from ≈4:00AM and during ≈6h T°C at ≈ 8°C) Your Surfinia® can be kept compacter by regulating the given amount of water (not water excessively), keeping the temperature cooler, pinching 2 times, using cold morning strategy or negative DIF, growing the crop under a lighted environment or using growth regulator. We have a good experience with Alar at 3 to 4 g/L and Alar mixed with Cycocel at 0.75 to 1.0 g/L can also be used. PGR applied late in the crop cycle can delay flowering from 1/2 weeks and reduce flower size. We highly recommend to start early and avoid application once flower buds appear.

Please note that the need of growth regulation is highly dependent of the variety characteristics

7. Crop protection

Surfinia® plants are sturdy and strong plants. They can be occasionally subject to thrips or powdery mildew. In the garden plants can be attacked by white flies, aphids, leaf miners, mites, snails or slugs.



PRODUCT OVERVIEW

EARLY TRAILING

CLASSIC TRAILING

NEW 	INTRODUCTION (YEAR) 	GENUS	BRAND	VARIETY NAME	DENOMINATION (VAR.) 	TYPE	FLOWER COLOUR 	FLOWER SIZE (CM) 	EARLINESS (WK) 	BRANCHING 	GROWTH TEMP. (°C) 	HEIGHT (CM)
new	2018	Petunia	Surfinia ®	Trailing Red	Surf Goprehana	early trailing	red	7	early	high	18/20°C	-
new	2018	Petunia	Surfinia ®	Blue Ocean	Keipebloclul	early trailing	dark blue/violet	7.5	early	high	18/20°C	-
-	-	Petunia	Surfinia ®	White	Kesupite	trailing	white	7	late	high	18/20°C	-
-	-	Petunia	Surfinai ®	Lime	Keiyeul	trailing	pale yellow	normal	medium	high	18/20°C	-
2014	-	Petunia	Surfinia ®	Yellow	Sunsurf Kitatsu	trailing	yellow	normal	medium	very high	18/20°C	-
-	-	Petunia	Surfinia ®	Blue Vein	Sunsolos	trailing	light blue with dark blue veins	normal	medium	high	18/20°C	-
2008	-	Petunia	Surfinia ®	Purple Vein (impr.)	Sunsurfbv	trailing	light violet with violet veins	normal	medium	very high	18/20°C	-
2008	-	Petunia	Surfinia ®	Sweet Pink	Sunsurfmomo	trailing	light pink with dark veins	normal	medium	high	18/20°C	-
-	-	Petunia	Surfinia ®	Rose Vein	Sunrove	trailing	pink with dark pink veins	normal	medium	high	18/20°C	-
-	-	Petunia	Surfinia ®	Pink Vein	Sunbapive	trailing	pink with dark pink veins	normal	medium	high	18/20°C	-
-	-	Petunia	Surfinia ®	Hot Pink	Sunrovein	trailing	pink with dark pink veins	6.5	medium	high	18/20°C	-
-	-	Petunia	Surfinia ®	Giant Purple	Sunlapur	trailing	purple	8.5	medium	high	18/20°C	-
-	-	Petunia	Surfinia ®	Purple	Sunpurple	trailing	purple	7.5	medium	high	18/20°C	-
-	-	Petunia	Surfinia ®	Burgundy	Keiburtel	trailing	burgundy	7	medium	high	18/20°C	-
2013	-	Petunia	Surfinia ®	Deep Red	Sunsurf Akatora	trailing	dark red	5.5	medium	high	18/20°C	-
-	-	Petunia	Surfinia ®	Hot Red	Sunhore	trailing	light red with red veins	6.5	late	high	18/20°C	-
-	-	Petunia	Surfinia ®	Sky Blue	Keilavbu	trailing	blue	6	late	high	18/20°C	-
2015	-	Petunia	Surfinia ®	Heavenly Blue	Sunsurf Skytatsu	trailing	light blue/violet	normal	early	high	18/20°C	-
2007	-	Petunia	Surfinia ®	Violet	Sunsurfvioimi	trailing	Violet	6	medium	high	18/20°C	-
-	-	Petunia	Surfinia ®	Giant Blue	Sunsurfgigablu	trailing	dark blue	8.5	medium	high	18/20°C	-
-	-	Petunia	Surfinia ®	Blue	Sunblu	trailing	dark blue	normal	medium	high	18/20°C	-
2015	-	Petunia	Surfinia ®	Velvet Blue	Sunsurf Aotatsu	trailing	dark violet	6	medium	high	18/20°C	-



ROOTING TIME (WKS)	VIGOUR	GROWTH HABIT	ADVISED POT SIZE (CM)	GROWING TIME (WEEKS)	PINCHING	GROWTH REGULATOR	FERTILIZATION	PLANTING ADVISE	FLOWERING PERIOD	WATERING	LIGHT EXPOSURE	INTERIOR USE
4	medium	trailing	from 12 to hanging baskets	9 weeks	1x / 2x	medium	high	suitable for all uses	april - frost	medium	full sun	x
4	medium	trailing	from 12 to hanging baskets	9 weeks	1x / 2x	medium	medium	suitable for all uses	april - frost	medium	full sun	x
4	medium	trailing	from 12 to hanging baskets	12 weeks	1x / 2x	medium	medium	Suitable for all uses	april/mei - frost	medium	full sun	x
4	medium	trailing	from 12 to hanging baskets	11 weeks	1x / 2x	medium	medium	suitable for all uses	april/mei - frost	medium	full sun	x
4	compact	trailing	from 12 to hanging baskets	10 weeks	1x / 2x	medium	medium	suitable for all uses	april/mei - frost	medium	full sun	x
4	vigorous	trailing	from 12 to hanging baskets	10 weeks	1x / 2x	medium	medium	suitable for all uses	april/mei - frost	medium	full sun	x
4	compact	trailing	from 12 to hanging baskets	10 weeks	1x / 2x	medium	medium	suitable for all uses	april/mei - frost	medium	full sun	x
4	vigorous	trailing	from 12 to hanging baskets	10 weeks	1x / 2x	medium	medium	Suitable for all uses	april/mei - frost	medium	full sun	x
4	vigorous	trailing	from 12 to hanging baskets	11 weeks	1x / 2x	medium	medium	Suitable for all uses	april/mei - frost	medium	full sun	x
4	vigorous	trailing	from 12 to hanging baskets	10 weeks	1x / 2x	medium	medium	suitable for all uses	april/mei - frost	medium	full sun	x
4	medium	trailing	from 12 to hanging baskets	11 weeks	1x / 2x	medium	medium	suitable for all uses	april/mei - frost	medium	full sun	x
4	medium	trailing	from 12 to hanging baskets	11 weeks	1x / 2x	medium	medium	Suitable for all uses	april/mei - frost	medium	full sun	x
4	medium	trailing	from 12 to hanging baskets	11 weeks	1x / 2x	medium	medium	suitable for all uses	april/mei - frost	medium	full sun	x
4	compact	trailing	from 12 to hanging baskets	10 weeks	1x / 2x	medium	medium	suitable for all uses	april/mei - frost	medium	full sun	x
4	medium	trailing	from 12 to hanging baskets	12 weeks	1x / 2x	medium	medium	Suitable for all uses	april/mei - frost	medium	full sun	x
4	medium	trailing	from 12 to hanging baskets	12 weeks	1x / 2x	medium	medium	suitable for all uses	april/mei - frost	medium	full sun	x
4	compact	trailing	from 12 to hanging baskets	9 weeks	1x / 2x	medium	medium	Suitable for all uses	april - frost	medium	full sun	x
4	vigorous	trailing	from 12 to hanging baskets	10 weeks	1x / 2x	medium	medium	suitable for all uses	april/mei - frost	medium	full sun	x
4	medium	trailing	from 12 to hanging baskets	10 weeks	1x / 2x	medium	medium	Suitable for all uses	april/mei - frost	medium	full sun	x
4	medium	trailing	from 12 to hanging baskets	10 weeks	1x / 2x	medium	medium	suitable for all uses	april/mei - frost	medium	full sun	x
4	medium	trailing	from 12 to hanging baskets	10 weeks	1x / 2x	medium	medium	suitable for all uses	april/mei - frost	medium	full sun	x
4	medium	trailing	from 12 to hanging baskets	10 weeks	1x / 2x	medium	medium	suitable for all uses	april - frost	medium	full sun	x



PRODUCT OVERVIEW

SPECIALS COLLECTION

NEW	INTRODUCTION (YEAR)	GENUS	BRAND	VARIETY NAME	DENOMINATION (VAR.)	TYPE	FLOWER COLOUR	FLOWER SIZE (CM)	EARLINESS (WK)	BRANCHING	GROWTH TEMP. (°C)	HEIGHT (CM)
	2010	Petunia	Surfinia ®	Impulz White	Sunsurfkuri	impulz	white	normal	medium	high	18/20°C	-
	-	Petunia	Surfinia ®	Impulz Yellow	Sunpatiki	impulz	yellow	normal	early	high	18/20°C	-
	2009	Petunia	Surfinia ®	Impulz Picotee Purple	Sunsurfpafure	impulz	bright purple with white edge	bigger	early	high	18/20°C	-
	2016	Petunia	Surfinia ®	Sumo Rose	Sunbui Mirekui	sumo	bright rose	bigger	very early	medium	18/20°C	-
	2018	Petunia	Surfinia ®	Coral Morn	Surf Gonitomi	mounding	coral with white eye	7	very early	high	18/20°C	-
	2007	Petunia	Surfinia ®	Double Red	Keidoreral	double	red	normal	medium	high	18/20°C	-
	2008	Petunia	Surfinia ®	Table Dark Red	Sunsurfred	table	dark red	smaller	early	high	18/20°C	-
	2015	Petunia	Surfinia ®	Bouquet Denim	Sunsurf Denuisa	Bouquet	dark blue	smaller	medium	high	18/20°C	-

ROOTING TIME (WKS)	VIGOUR	GROWTH HABIT	ADVISED POT SIZE (CM)	GROWING TIME (WEEKS)	PINCHING	GROWTH REGULATOR	FERTILIZATION	PLANTING ADVISE	FLOWERING PERIOD	WATERING	LIGHT EXPOSURE	INTERIOR USE
4	medium	semi-trailing	from 12 to hanging baskets	10 weeks	1x / 2x	medium	medium	balcony boxes, pots, hanging baskets	april/mei - frost	medium	full sun	x
4	compact	semi-trailing	from 12 to hanging baskets	9 weeks	1x / 2x	medium	medium	balcony boxes, pots, hanging baskets	april - frost	medium	full sun	x
4	medium	semi-trailing	from 12 to hanging baskets	9 weeks	1x / 2x	medium	medium	balcony boxes, pots, hanging baskets	april - frost	medium	full sun	x
4	very vigorous	semi-trailing	from 12	8 weeks	2x	high	low	landscape	april - frost	medium	full sun	x
4	compact	mounding	from 12	8 weeks	1x / 2x	medium	medium	pot, big pots	april - frost	medium	full sun	x
4	compact	semi-trailing	from 12 to hanging baskets	10 weeks	1x / 2x	medium	medium	balcony boxes, pots, hanging baskets	april/mei - frost	medium	full sun	x
4	compact	mounding	from 12	9 weeks	1x / 2x	medium	medium	balcony boxes, pots, big pots	april - frost	medium	full sun	x
4	medium	semi-trailing	from 12 to hanging baskets	10 weeks	1x / 2x	medium	medium	suitable for all uses	april - frost	medium	full sun	x

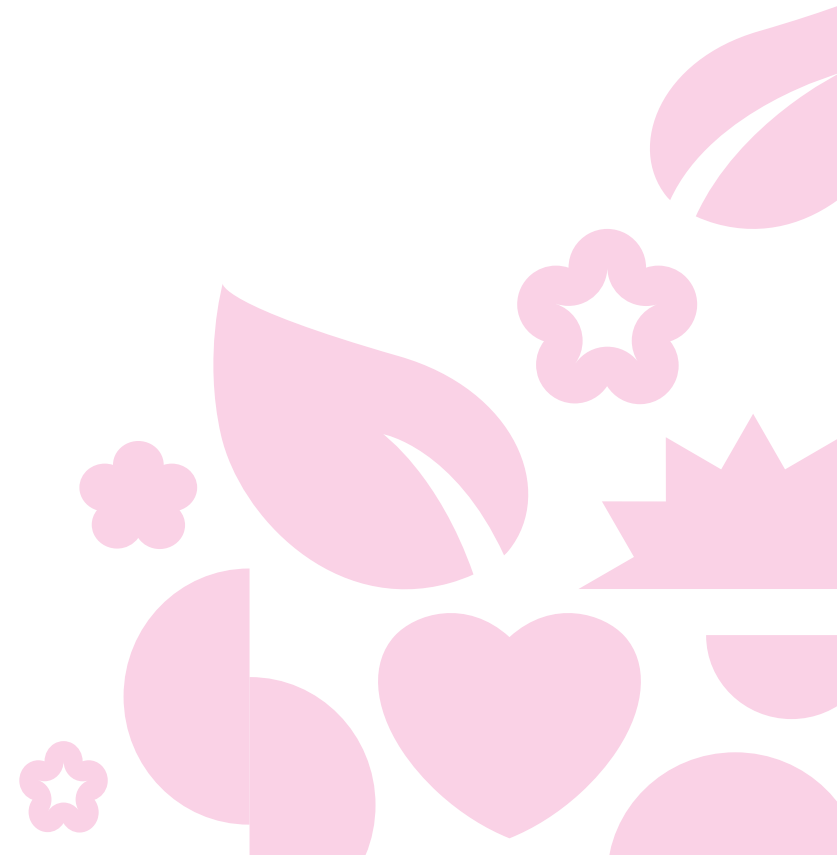




AVAILABILITY LICENSEES, GROWERS & EXPORTERS

We are very proud to collaborate with innovative and professional partners throughout Europe. We work with propagators and growers in every European country. If you would like to become our partner, please feel free to contact us. Looking for cuttings or Surfinia® young plants? Check out the list of official licensees on the right side.

The licensees, growers & exporters short lists are carefully composed (September 2018) out of companies which can be easily found on the internet. If you are a licensee, grower, exporter or (online) retailer on the European market and want to be published on this list and on the Surfinia® website (www.surfinia.info/availability), please send an e-mail to e.giezen@mnppflowers.com.



GROWERS & LICENSEES (PROPAGATORS)



Belgium

- BVBA DeCock Plants
www.decockplants.be
- Rudi Raes Bloemzaden N.V.
www.raes.be

Croatia

- Vrtni centar Jug
www.vrtni-centar-jug.hr

Czech Republic

- TU-Flor Spol s.r.o.
www.tuflor.cz

Finland

- Schetelig Oy
www.schetelig.com

France

- EARL Haberschill
www.haberschill-vegetal.fr

Germany

- Brandkamp GmbH
www.brandkamp.de

- Elsner Pac Jungpflanzen
www.pac-elsner.com
- Kientzler GmH & Co. KG
Jungpflanzen
www.kientzler.eu
- Selecta Klemm GmbH & Co. KG
www.selecta-one.com
- Volmary GmbH
www.volmary.com

Israël

- Cohen Propagation Nurseries
www.cohennur.co.il

Italy

- Andreas Psenner e.G./s.s.
www.psenner.it
- Gruppo Padana
Ortofloricoltura Dei F.Lli
Gazzola S.S.
www.gruppopadana.com
- Lazzeri Società Agricola a R.L.
www.lazzeri.com
- Planta s.s. Agr
www.planta.it

- Sentier Az. Agr. s.s.
www.sentier.it

The Netherlands

- Beekenkamp Plants B.V.
www.beekenkamp.nl
- Florensis B.V.
www.florensis.com
- Schneider B.V.
www.schneiderbv.nl
- M. van Veen B.V.
www.mvanveenbv.com

Norway

- G3 Ungplanter AS
www.g3.no

Poland

- Plantpol Spotka z.o.o.
www.plantpol.com.pl
- Vitroflora Producers Group
www.vitroflora.com

Portugal

- Novo Sol Plantas Lda.
www.novosolplantas.com
- Viveiros Monterosa Lda.
www.monterosa.pt

South Africa

- Plant species Development
Pty Ltd. (PSD)
www.malanseuns.co.za

Spain

- Planteles Roig S.L.
www.gruproig.com

Switzerland

- H. Müller Gärtnerei A.G.
www.blumenland-mueller.ch
- Syngenta Crop Protection A.G.
www.syngenta.com

United Kingdom

- Ball Colegrave Ltd.
www.ballcolegrave.co.uk

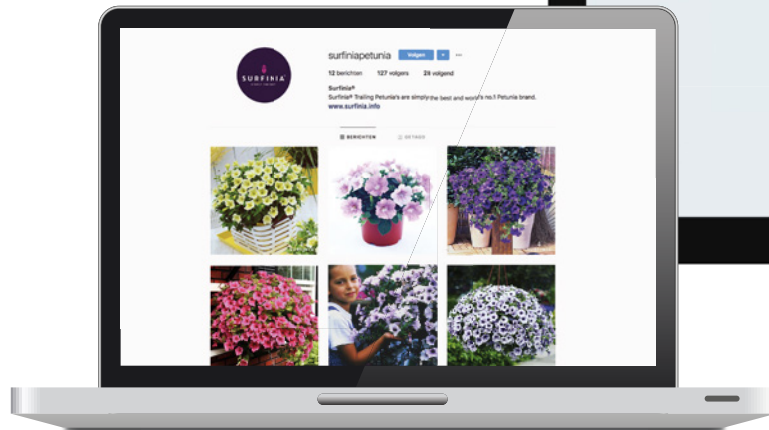
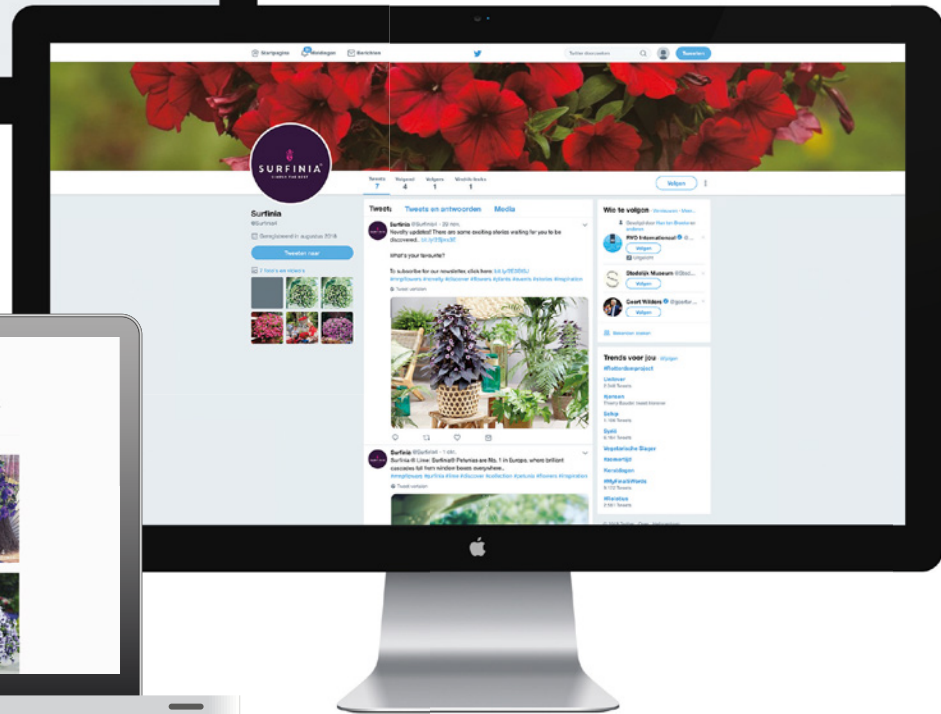


DIGITAL SURFINIA® EXPERIENCE





Social media:
Facebook: /SurfiniaPetunia
Instagram: /SurfiniaPetunia
Twitter: /Surfinia4





#BEHIND
THE BRAND





ABOUT US

Surfinia® is a brand and registered trademark bred by the Japanese breeder Suntory Flowers Ltd. and introduced by MNP flowers. Since 1989 MNP flowers ('Moerheim New Plant') is managing the European rights and is master licensee for all products. The business of MNP flowers can broadly be divided into four activities nowadays. Each year MNP flowers selects new and innovative varieties in close consultation with Suntory Flowers Ltd.

1. TESTING & SELECTION

MNP flowers introduces new genetics from Suntory Flowers Ltd., among others, onto the European market. Breeding takes place in Japan, Vietnam and Australia, where an extensive team of professionals work passionately on creating the perfect plant for gardens and balconies worldwide. MNP flowers specializes in specific R&D areas, including selection. We employ several professionals, who all have in-depth knowledge of the European horticultural market. Together they select plants and varieties that suit this market perfectly. Selected plants and varieties are assessed extensively at several testing locations. Varieties are trialed for earliness, sturdiness, floriferousness, weather resistance, colour consistency, growth and so on.

2. BUILDING BRANDS

After final selection, we decide which varieties will be introduced and which will be either retested or disregarded. This is where we start building brands! The marketing department of MNP flowers is the creative heart of our organization.

We carry out market research for all varieties that will be introduced. We investigate who the customer will be and his

or her perception of the new product. This is very important for positioning the product in the market. We think about product naming plus the total concept and finally we come to the brand design, which is when we start to create a brand with its own logo, labels, pots, leaflets, website, etc., ready to be marketed!

3. INTRODUCTION, SALES AND LICENSING

The most important activity at MNP flowers is bringing our new varieties (novelties) to customers. MNP flowers introduces new varieties three times a year: during the IPM in January, the FlowerTrials® in June and the FloraHolland Trade Fair in November. This means that there is always a reason to visit MNP flowers, both on location during exhibitions and at home during the FlowerTrials®. Business partners can then express their interest in a new product and decide whether they want to run trials at their own site or add the introduction to their catalogue immediately. Growers pay a license fee for every Suntory® plant. MNP flowers recoups this license fee to its business partners by creating marketing concepts, arranging free publicity and PR, safeguarding plant quality, etc.

4. MONITORING AND SUPPORT

Because we charge a license fee, we are obligated to provide our business partners with all the support they need. We therefore keep in close contact with our partners and visit them as often as possible, not only to provide advice about propagating and growing specific Suntory® crops, but also to listen to their own experience in the field so that we can take it into account during the next testing and selection cycle. For questions and advice, please feel free to contact one of our experts.

OUR BRANDS

MNP flowers. A new name, a clear goal and a fresh identity. Since the 1990s, Moerheim New Plant has built a reputation for introducing innovative and successful bedding plants to the European ornamental plant sector. During this time, we have created many major and unique brands, including Surfinia®, Sundaville®, Senetti® and Princettia®. That's why we say: We bring you the champions of tomorrow, today! MNP flowers stands for innovation, quality and creativity. Our mission and vision guides and inspires our organization.

MISSION

"To contribute on creating a beautiful and healthy environment for people, flora and fauna to flourish."

VISION

"Quality is the key. We want to grow and give people plants with value for money. We want to innovate and improve our products but also each individual by learning and being challenged every day. To grow and give people plants with value for money. We want to innovate and improve our products but also each individual by learning and being challenged every day."



THE CHAMPIONS OF TOMORROW, TODAY!



STUNNING & FREE MARKETING CONCEPTS!



The marketing department of MNP flowers is the creative heart of our organisation. All the artwork for MNP flowers and our brands is designed by our own marketing team. Dynamic marketing concepts are extremely important if you want to be unique in today's horticultural market. And that's our goal: to create exceptional marketing concepts for our beautiful products.

Our clients are valuable to us. We would love to intensify our contact with you, and respond to all your thoughts and questions about marketing your products. Please feel free to contact us.

LABELS & POTS

Profit from the excellent marketing concepts that are created for all our products. Choose for the new Surfinia® label for example, or grow your Beedance® varieties in the specially designed printed growing pots.

HIGH-RESOLUTION PICTURES

Are you already a client? We have a special high resolution picture database for you where you can download pictures from all varieties! Go to the website and fill in the form to get your own user-name and password.
www.mnpflowers.image-share.nl

ADVERTISING & PRESS

Focused advertising for special target groups which highlights single products from MNP flowers brands, renowned throughout the industry. We have also standard publication texts and info for all of our products.

MERCHANDISING MATERIALS

We offer you a complete package of professionally designed and functional "point of sale" (POS) material for every single brand. This promotional material includes posters, brochures, cultivation flyer's, labels, banners for CC trolleys, etc.



PICTURE DATABASE

Dynamic marketing concepts are extremely important if you want to be unique in today's horticultural market. That's why we put a lot of effort in creating exciting and valuable marketing concepts for our beautiful products.

LOGOS & ARTWORK

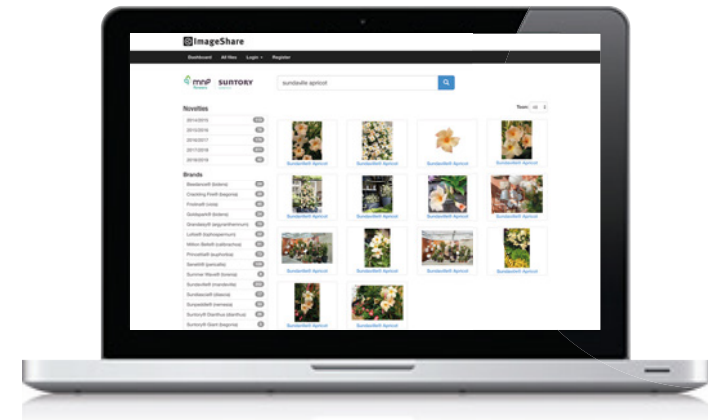
Standing out and making a statement on the store floor is the key. Without any recognition, there will be no successful sales of your product. Therefore, we have digital artwork available for our business partners so that you are ensured to effectively market your Suntory® products.

CATALOGUES & LEAFLETS

You will find detailed information about our beautiful and innovative products in our specified brand catalogues and leaflets. You can check and download them online at www.issuu.com/suntoryflowers or ask us for a printed copy.

WEBSITES & SOCIAL MEDIA

For every brand we have developed a personalized website where you can find everything you need to know about the brand collection, the availability and specialised information for growers. Hence, every brand has personalized social media accounts where you can find informative and beautiful inspirational posts on a day-to-day basis.



ADVERTISING (TEXTS), PRESS AND HIGH-RES PICTURES

If you want to run a beautiful campaign or special advertisement to highlight single products or a whole Suntory® range, we have standard publication texts and additional information available for all our products. Hence, we have a special high resolution picture database where you can download images of every variety. Go to the website and fill in the form to get your own user-name and password. www.mnpflowers.image-share.nl

WEBSITES & SOCIAL MEDIA PLATFORMS



www.mnpflowers.com

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www.suntoryflowers.eu



www.sundaville.com

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www.sundavilleretailexperience.com



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www.grandaisy.com

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SURFINIA[®]

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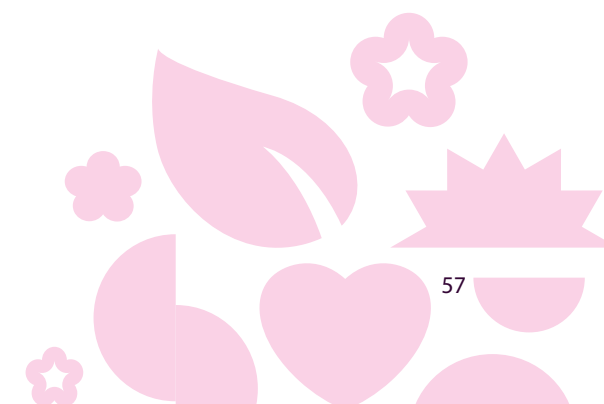
SUNTORY
GENETICS



EVENTS



IPM	22 - 25 January 2019	Essen, Germany
Myplant & Garden	20 - 22 February 2019	Milan, Italy
Royal FloraHolland Seasonal Trade Fair	06 - 07 March 2019	Naaldwijk, The Netherlands
Senetti® Experience, World Horti Center	06 - 07 March 2019	Naaldwijk, The Netherlands
Flower Trials	11 - 14 June 2019	Leimuiderbrug, The Netherlands
Four Oaks Trade Show	03 - 04 September 2019	Cheshire, United Kingdom
Sundaville® Retail Experience	04 - 05 September 2019	Leimuiderbrug, The Netherlands
Glee	10 - 12 September 2019	Birmingham, United Kingdom
Fruit Attraction	October 2019	Madrid, Spain
Royal FloraHolland Trade Fair	November 2019	Aalsmeer, The Netherlands





GET IN TOUCH WITH OUR TEAM OF PROFESSIONALS

At MNP flowers we are happy to guide, advise and provide our business partners in all the support they need. Get in touch with our team of high qualified professionals.



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E p.jackson@mnppflowers.com



CONTACT

GET IN TOUCH

We have a team of professionals standing by to answer all of your questions. If you are interested in one of our products, if you need some high resolution pictures for your catalogue or need some "point of sale" POS materials, please feel free to contact one of our colleagues at MNP flowers. Come and visit the MNP flowers head office & selection centre near Amsterdam Airport Schiphol.

MNP flowers
Weteringweg 3a
2155 MV Leimuiderbrug
The Netherlands





General conditions

All our offers, agreements and deliveries will be concluded according to our General terms of sale and delivery of Plantum, filed with Amsterdam Chamber of Commerce, Amsterdam office, on 23 April 1991.

General conditions of October 2016 for the sale and delivery of products by the limited companies according to Dutch law MNP flowers, Moerheim New Plant B.V. and Rosaflor B.V. with its seat in Leimuiderbrug, all companies hereinafter individually to be called: "MNP flowers".

Disclaimer

The information in this brochure is based on results obtained from trials carried out on test locations of MNP flowers. However this brochure is compiled with great effort, MNP flowers cannot be held responsible for any inaccuracies, given advice and/or incomplete information obtained in this brochure. © MNP flowers

Notifications

Since 1989 MNP flowers is managing the European rights and is master licensee for all genetics from Suntory Flowers Ltd. (Japan).

MNP flowers and/or Suntory Flowers Ltd. varieties are protected by plant variety rights and/or US plant patent. All trademarks in this brochure are sole property of MNP flowers. ® Registered trademark

Chamber of commerce Amsterdam The Netherlands 33228598

Registered trademark

Surfinia® is a brand and registered trademark of hybrids from Petunia, bred by the Japanese breeder Suntory Flowers Ltd.

Colophon

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Design and lay-out

Studio Piraat, the Netherlands





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F +31 (0) 172 506 675



30 YEARS SIMPLY THE BEST

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