



EDITORIAL

TO A YEAR FULL OF COLOUR

BOUNCING BACK

It was with great joy that we were able to see some of you again in the year gone by after these times of collective uncertainty. Despite the obstacles, **we remain at your side**, via videoconferencing, videos and social media, more energetic and determined than ever. Whether in person of via video, our team of technical experts is here to give you advice and tailored assistance however, whenever and wherever you need.

In this year's **special novelties catalogue** we are proud to introduce three Halios® FANTASIA® with a larger flower, two fringed CURLY® with a round and compact shape, and an early flowering fringed CRISPINO® mix. Our Mini series is joined by ABSOLU® de MOREL, a scented VICTORIA of irresistible charm with its own marketing kit, and by two additions to the SMARTIZ® line, Bordeaux and Rose Bengal.

Be sure not to miss our special new promotion campaign targeting end consumers: **SHARE THE JOY** with our INDIAKA® flagship variety.

Browse through this catalogue as you would read a magazine and discover our range of Reds for every season and pot size, as well as our methodology for attributing the OUTstanding Cyclamen[®] label to deserving plants. You'll also love learning about **the vigour of Morel cyclamen** and their secular tolerance to heat.

It is in this vein and with confidence in the future that Morel continues to cultivate its expertise to best meet your needs and offer you ever more technical and marketing support, to further enhance your own know-how.

Many other cyclamen creations are in the pipeline. I hope to share them with you very soon.

Eric Beaude, CEO

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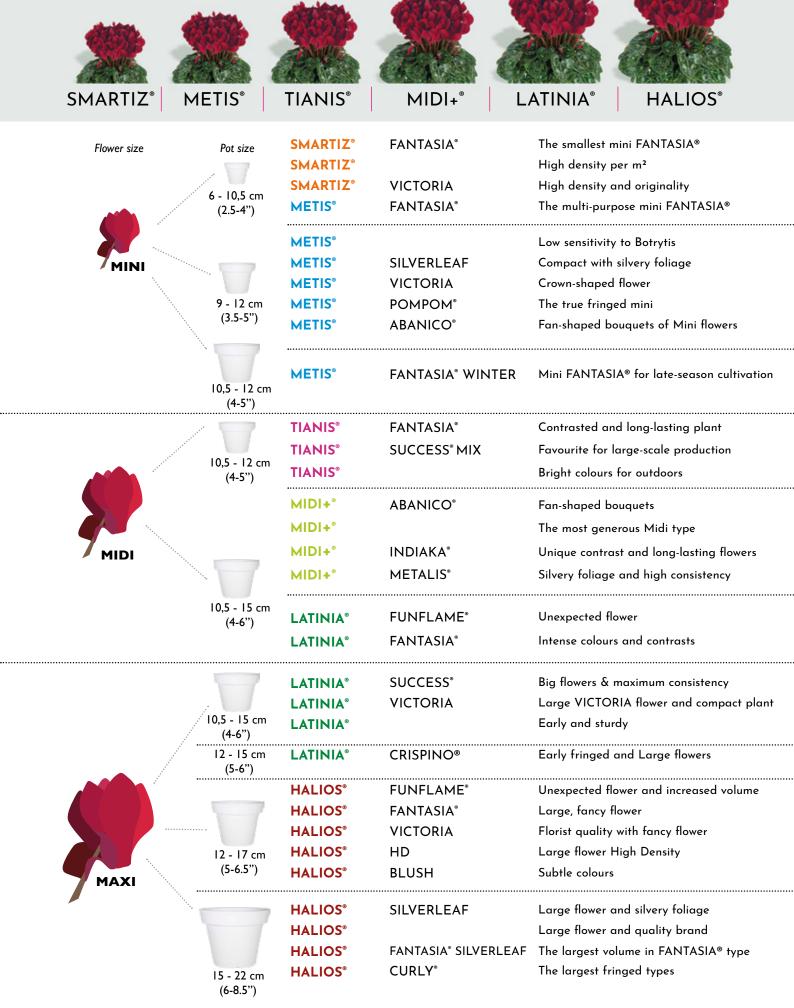
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6 SERIES

32 SOLUTIONS FROM SMALLEST TO BIGGEST





A COLOURFUL GETAWAY



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



6110 Bordeaux





SMALL IN SIZE, BIG IN STATURE

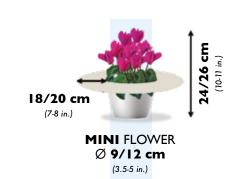


45507

ABANICO® Deep magenta • Magenta foncé

- 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







ROCOCO STYLE FOR FALL FIESTA







COMBINED IMPROVEMENTS



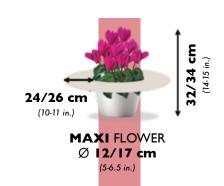
2306FANTASIA® Magenta evolution FANTASIA® Magenta évolution



FANTASIA® Deep rose evolution FANTASIA® Fuchsia vif évolution



FANTASIA® Purple evolution
FANTASIA® Violet foncé evolution







TWO NEW SPARKLING COLOURS



2430 CURLY® Salmon CURLY® Saumon



2575
CURLY® Indian rose
CURLY® Rose Indian







SCENT AND ELEGANCE



- 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

NOTE: The scent comes through best in midday, in natural light at a temperature of 15-25°C (59-77°F).

Short daylight leads to less marked Victoria characteristics. For a winter Victoria, choose ORIGAMI®



MINI FLOWER

Ø 9/12 cm

(3.5-5 in.)



CONSUMERS ASKED FOR A SCENTED CYCLAMEN: SO WE CREATED ONE!

INCREASE YOUR SALES WITH OUR MARKETING TOOLS

Take advantage of our marketing kit:

- Mandatory variety labelling with a free hang tag* delivered to you
- Digital templates for A5 bench cards; posters and banners designed to order; extra free pictures available
- POS displays made to order



Hang tag



Bench cards



Poster and banner







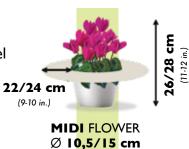
A STRONG BRAND

INDIAKA® is an excellent outdoor variety!

Not only does it generate a pretty profusion of flowers, INDIAKA® thrives outdoors as well as indoors.

Yearly tests and the OUTSTANDING CYCLAMEN® label are a guarantee of vigour and long-lasting blooms on terraces, balconies and in gardens.

Eye-catching contrasts in colours will work perfectly for window boxes and flowerbeds.



INDIAKA® A NEW COMMUNICATION CAMPAIGN



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NEW INDIAKA WEBSITE in the brand's new colours www.indiaka.eu

The new website targets end consumers and features inspirational contents, videos,

decoration ideas posted on social media. (including also a section for professionals)

See what's new on SOCIAL MEDIA #INDIAKA





A BRAND NEW LOGO

A NEW HANG TAG

More appealing with a QR code linking to www.indiaka.eu

Have it delivered free by your young plant supplier, or order online at www.indiaka.eu*
*Free shipping within Europe only

DIGITAL TEMPLATES

Revamped POS displays, posters and banners made to order

UPLIFTING PHOTOS

Capturing INDIAKA MOMENTS in different settings and life style





OUTSTANDING CYCLAMEN®

THE LABEL FOR THE BEST OUTDOOR VARIETIES



Our OUTstanding Cyclamen® varieties are tested every year at Fréjus where the outdoor performance of several varieties is assessed on a regular basis with the utmost rigour.

OUTstanding Cyclamen® is our label for a selection of the cyclamen varieties most suited to outdoor conditions. It attests to long-lasting flowers in gardens and on balconies and terraces.







131 VARIETIES TESTED



NOTE:BIG FLOWERS ALSO LOVE TO GO OUTSIDE!

Large flower varieties like HALIOS® and LATINIA® also feature prominently outdoors in a dry Mediterranean climate type. Their substantial flowers and large plant diameter are unfailingly eye-catching.

They have shown to be heat tolerant and long lasting flowering in southern Europe, where they are widespread in cities such as Cannes (France), Barcelona (Spain) and Monaco, as well as in other parts of the world with similar climates, such as Los Angeles (USA) and Melbourne (Australia).

TESTING METHODOLOGY

LOCATION:

Fréjus, Southern France

CLIMATE:

Mediterranean; hot dry summers, mild wet winters

QUANTITATIVE & QUALITATIVE DATA:

Every week each variety is evaluated according to the following criteria:

- Vigour and resistance, especially to hydric stress and fluctuations in temperature
- Average number of flowers per plant
- Quality and lifespan of foliage
- Uniformity of plants behaviour per group
- Combined appreciation of multi criteria
- A minimum score of 7/10 is required to obtain the OUTstanding® label.

View the 66 OUTstanding cyclamen® varieties in the list of varieties on pages 22-23, with two new additions:

- SMARTIZ® Rose Bengal 6084
- ABSOLU® de Morel 4702

TESTING CONDITIONS:

Containers put out in the full sun without shade in an area exposed to wind and torrential rain.

DATA COLLECTION:

The 2021-2022 season was the driest on record in recent years.

Temperatures were relatively lower than the averages recorded in recent years. Temperatures dipped below 0°C (28°F) in early December before rising over a two-week period at the end of the year.



MOREL CYCLAMEN, HEAT TOLERANCE IS IN OUR DNA



The Morel family has been growing cyclamen since 1919. They start in 1945 the breeding of cyclamen varieties in the south of France (Mediterranean climate).

This climate is characteristically hot with intense daylight and sizable fluctuations in rainfall. Long very dry spells alternate with brief intervals of heavy rainfall.

These climatic factors all affect how cyclamen are grown in various ways (temperature, light and hydric stress).

The cyclamen's natural defences against these stresses take the following forms:

- Larger sized first leaves when the plant grows at an ADT of over 25°C (77°F)
- Slowing or halting of root development and plant growth
- Delayed flowering by up to six weeks
- Fading of colours

Combining two resistant parental lines results in FI Hybrids that are SUPER RESISTANT!

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).

The inherent vigour of hybrids allows growers to grow crops under stressful conditions while ensuring a quality end product.

The stems are robust even when growing in very shady conditions. Varieties that do not tolerate heat are automatically removed.



What happens when varieties bred in the South of France are grown in a Northern climate?

- · Sharp reduction in average growing times
- More intense colours than usual
- Reduction in flowering time windows, with late bloomers catching up to early ones
- Smaller leaves
- Larger flowers
- Rounder, more compact plants
- More robust plants in greenhouses, retail and at the consumer
- Higher outdoor performance

Global warming is opening up new prospects for cyclamen in more northerly regions by lengthening the period of good quality flowering in autumn.

BEST OF CYCLAMEN BREEDING A RED FOR EVERY SEASON

From Mini to Maxi sized flowers, Morel red cyclamen have undergone continual improvement for close on a century. Their excellence is widely acknowledged on account of their intense, long lasting stable colour and the resistance of the varieties in different climates.

MAKE YOUR CHOICE FROM OUR RANGE OF 19 REDS

SOUTHERN CLIMATE ZONE

NORTHERN CLIMATE ZONE

Sales period	Mini	Midi	Maxi	Mini	Midi	Maxi
Summer	6013	3012	1010	6012 6013 4011 4210	3010 3012 5011	1011 2016
Autumn	4011 4210	3010 3012 5011 52210	1010/1011 2016 2018 2011 2015	6013 4011 4013 4210	3010 3012 5011	1011 2011 2012 2016 2211 2415
Winter	4011 4210	3012 5011 52210	2011 2012 2010 2211 2415	4011 4210	3012 5011 52210	2012 2016 2211 2415
Spring	4011 4210	5011 52210	2012 2211 2415	4011 4210	5011 52210	2012 2211 2415





CYCLAMEN MOREL® HERE FOR YOU IN PERSON AND ONLINE

Morel's team of technical experts is by your side at every stage of the growing process

IN PERSON:

Come see us at our trials in Fréjus

Every November Joan, Eric, Johan, Luigi and Kazu look forward to welcoming you to the Morel Trials so they can help you choose your varieties and answer any technical questions you may have about cultivation with respect to your climate, equipment and needs.

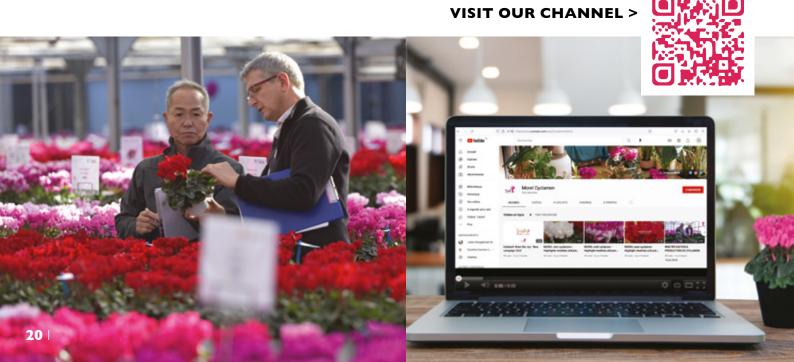
ONLINE:

VIA VIDEO

Can't come to Morel? Morel will come to you!

WATCH ALL OUR VIDEOS ON OUR YOUTUBE CHANNEL:

https://www.youtube.com/user/CyclamensMorel



FEEL FREE TO CONTACT OUR TECHTEAM

(ALL QUESTIONS ARE WELCOME)



TECHNICAL SUPPORT AT HAND:

Our technical advisors are available to offer you personalized support during all phases of cultivation with connected measurement tools.

Data loggers allow you to respond to unforeseen events with minimum delay.

A great help for decision making thanks to the control of essential cultivation parameters, such as:

- Temperature (ADT)
- Light (PAR)
- Watering (water sensor)
- Humidity (RH% dew point)
- Fertilizer

This technical cooperation over time is a real POSITIVE POINT for the success of your crop...

VIDEOCONFERENCING:

Relevant technical matters are discussed throughout the growing process. Advice is given in your language by the person in charge of your area.

Videoconferences are an opportunity to discuss and share on a personal level.

Learn about the three topics covered in 2021:

- · Rooting stage
- · Light management
- Moisture monitoring

Documents and recorded video calls available on request.



RAD







Fell free to contact our Techteam on our website: https://www.cyclamen.com/en/professional/question

VARIETY LIST • 6 SERIES • 32 SOLUTIONS

FLOWER SIZE MINI



6 - 10,5 cm SMARTIZ® 4 6310 FANTASIA® Red 6370 FANTASIA® Rose **FANTASIA®** 6385 FANTASIA® Deep magenta (2.5-4")

6395 FANTASIA® Purple 6960 FANTASIA® Mix

SMARTIZ® 👋 6012 Bright red

> 6070 Rose 6071 Deep rose

👋 6084 Rose Bengal

갤 6090 Light purple 46095 Purple 6107 Deep magenta

6110 Bordeaux

6120 Pure white 6900 Mix

SMARTIZ® VICTORIA 6701 VICTORIA **METIS®** 4310 FANTASIA® Red

> FANTASIA® 3 4311 FANTASIA® ARTIC Red 4315 FANTASIA® Red & deep rose

4320 FANTASIA® Scarlet salmon 4385 FANTASIA® Deep magenta

4395 FANTASIA® Purple 4960 FANTASIA® mix

METIS® 💥 4011 Scarlet compact 9 - 12 cm 4013 Bright red compact

(3.5-5")

4021 Scarlet salmon compact

4050 Salmon rose 4062 Light pink with eye

4067 Lilac shades with eye

4072 Rose shades

4073 Deep rose 4080 Rose Aquarel

4085 Persian rose

4092 Bright purple

4096 Purple 4107 Deep magenta

4120 Pure white

4121 Pure white evolution

4126 White with eye

4900 Mix

4910 Flamed mix

4911 Edge mix

4925 Summer Mix

METIS® 34210 Scarlet red silverleaf **SILVERLEAF** 4220 Magenta silverleaf

4221 Deep magenta silverleaf 4225 Pure white silverleaf

4230 Salmon shades silverleaf

4270 Deep rose silverleaf

4285 Persian rose silverleaf

4290 Light purple silverleaf

4950 Silverleaf mix

METIS® 3 4701 VICTORIA

VICTORIA 4740 VICTORIA Salmon & Rose 4791 VICTORIA Deco Mix

РомРом® 4590 PomPom® mix

ABANICO® 45507 ABANICO® Deep magenta

10.5 - 12 cm WINTER 4961 FANTASIA® Winter mix **FANTASIA®**

(4-5")

FLOWER SIZE MIDI

(4-5")

10.5 - 12 cm TIANIS® 💥 3311 FANTASIA® Red FANTASIA® 💥 3371 FANTASIA® Deep rose 3386 FANTASIA® Deep magenta 3396 FANTASIA® Purple

TIANIS® SUCCESS® MIX 3970 SUCCESS® mix

TIANIS® 👋 3010 Bright red 3012 Scarlet red

💥 3035 Deep salmon 3040 Salmon with eye

3960 FANTASIA® mix

3061 Rose with eye picotee

🕌 3070 Rose 3071 Deep rose 3095 Purple

3107 Deep magenta 3120 Pure white

👋 3129 White 3910 Flamed mix 3900 Miv

10,5 - 15 cm

ABANICO® 55430 ABANICO® Salmon 55490 ABANICO® Light purple 55506 ABANICO® Magenta

MIDI+® 👋 5011 Bright red (4-6")

Midi+® standard colours are available in the USA and Canada. Corresponding name: Dreamscape (distributed by Ball Seed).

📁 5041 Salmon with eye 5060 Rose with eye 5071 Deep rose

3092 Bright purple 👋 5095 Purple

👋 5110 Bordeaux 5124 Pure white 5126 White compact

5910 Dark flamed mix 5900 Mix

5145 Premium Salmon flame

INDIAKA® 3 53030 INDIAKA® Salmon 53070 INDIAKA® Rose

¥ 53090 INDIAKA® Bright purple 🖐 53105 INDIAKA® Magenta

¥ 53950 INDIAKA® Mix

52210 METALIS® Red **METALIS®**

52220 METALIS® Magenta

52228 METALIS® White 52230 METALIS® Salmon

52260 METALIS® Light pink with eye

52270 MFTALIS® Rose 52291 METALIS® Bright purple 52950 METALIS® mix

LATINIA® **FUNFLAME®**

1850 FUNFLAME® Magenta

LATINIA® **FANTASIA®** 1312 FANTASIA® Red 1371 FANTASIA® Deep rose 1385 FANTASIA® Deep magenta

1395 FANTASIA® Purple 1960 FANTASIA® mix

Dropped varieties 2395, 2305, 2370, 2371, 2410, 2730





Our F1 hybrids are labeled as a «National Collection» and our production of seeds certified MPS* and Fleurs de France!

* More Profitable Sustainability

FLOWER SIZE MAXI





(4-6")

SUCCESS®

10,5 - 15 cm LATINIA® 👋 1011 SUCCESS® Bright red 1036 SUCCESS® Deep salmon

1038 SUCCESS® Salmon

1062 SUCCESS® Light pink with eye

1070 SUCCESS® Rose 1077 SUCCESS® Neon rose

1078 SUCCESS® Candy pink

1097 SUCCESS® Light purple

II07 SUCCESS® Deep magenta 1121 SUCCESS® Pure white

1971 SUCCESS® mix

LATINIA®

1700 VICTORIA 50

VICTORIA 1720 VICTORIA 50 Rose with eye

LATINIA® 👋 1010 Scarlet red

1060 Rose with eye 1063 Rose with purple eye

1071 Deep rose

1095 Purple

1109 Lilac 1128 White

1910 Flamed mix

1900 Mix

LATINIA®

CRISPINO®

1591 CRISPINO® mix

(5-6")

12 - 15 cm

12 - 17 cm

(5-6.5")

HALIOS® FUNFLAME®

2850 FUNFLAME® Magenta

FANTASIA® 0 2311 FANTASIA® Red

HALIOS® @2306 FANTASIA® Magenta evolution

2373 FANTASIA® Deep rose evolution

2397 FANTASIA® Purple evolution

2960 FANTASIA® mix

HALIOS® 2700 VICTORIA 50

VICTORIA 0 2720 VICTORIA 50 Rose with eye

HALIOS®

2016 HD Red REBELLE®

2018 HD Bright scarlet HD

2021 HD Scarlet salmon

2039 HD Salmon

2052 HD Salmon rose

2065 HD DHIVA Rose with eye

2075 HD Bright rose

2076 HD Grenadine

2077 HD Neon rose

2081 HD Light rose 2091 HD Bright purple

2101 HD Lilac

2107 HD Deep magenta

2123 HD White

2124 HD Pure white

2146 HD Salmon flame

2695 HD DHIVA Purple

2910 HD Flamed mix

2940 HD Mix

BLUSH • 2812 BLUSH Intense

15 - 22 cm

HALIOS® SILVERLEAF

2211 Red silverleaf evolution

2228 White silverleaf

2290 Flamed silverleaf mix

HALIOS® (6-8.5")

2010 Scarlet red

2011 Red REBELLE®

2012 Scarlet red evolution

2015 Bright scarlet

2053 Salmon rose evolution

2062 Rose with eye

2064 LITCHI® Rose

2071 Deep rose

2082 Light rose

2090 Light purple

2096 Purple

2102 Lilac

2105 Magenta

2108 Deep magenta

2125 Pure white

2127 White with eye

2147 Salmon flame

2150 Magenta flame

2160 Purple flame

2620 DHIVA Pure white

2920 Winter mix

2900 Mix

HALIOS® — 2381 FANTASIA® Magenta silverleaf

FANTASIA®SILVERLEAF | 2396 FANTASIA® Purple silverleaf

HALIOS®

2415 CURLY® Bright scarlet

CURLY® 2420 CURLY® Scarlet salmon

2430 CURLY® Salmon

2450 CURLY® Salmon rose & Flamed

2461 CURLY® Light pink with red eye

2465 CURLY® LITCHI® Rose

2470 CURLY® Rose

2471 CURLY® Deep rose

2491 CURLY® Bright purple

2495 CURLY® Purple

2505 CURLY® Deep magenta

2507 CURLY® Magenta with edge

2525 CURLY® White

2560 CURLY® Flamed mix

2565 CURLY® Light rose & Flamed

2575 CURLY® Indian rose

2595 CURLY® Purple with edge

2582 CURLY® Early mix evolution

2590 CURLY® mix

VERY SPECIAL | 12590 PIPOCA® mix

22651 FALBALA® Rose evolution 22490 FRIOLA® Light purple

22506 FRIOLA® Magenta

3 4702 ABSOLU® de Morel

4795 ORIGAMI® Silverleaf

44705 LILIBELLE® Magenta 44790 LILIBELLE® Bright purple

69290 BISOUS® mix

Key:

Ref.: NEW VARIETIES



The label for the best Outdoor varieties







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