

Anthurium cut flower catalogue

2021 / 2022



Anthura[®]
unlimited in varieties

Introduction

Anthura is the expert in breeding and propagation of Anthurium and Phalaenopsis. We are known for our innovative growing solutions, and leading range of strong Anthurium varieties. Every day, we challenge ourselves to develop new varieties, new colours and new shapes.

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Unlimited in Varieties, offering Unlimited Possibilities

Anthura is the worldwide specialist in Anthurium and Orchids. With our extensive knowledge of genetics and young plants, we provide growers with everything they need for a sustainable and profitable chain. Our operational management makes the world more beautiful for present and future generations.

As a breeder and propagator, we are constantly working on the development of new techniques to achieve these goals. In addition, we focus on stimulating entrepreneurship, a more sustainable chain and international cooperation. This vision is applied to our offices in the Netherlands, Germany, North-Macedonia and China.

Our Research & Development department has sequenced and mapped the DNA of Orchids and Anthurium in 2018. A unique milestone in horticulture. We have now invested in the infrastructure,

technology and people to translate this breakthrough into a more sustainable production of Anthuriums and Orchids, an increase of your (our customers) return on investment, growth model and predictability and the fulfilment of the needs of other chain partners and consumer preferences worldwide.

Years of focus on innovative and sustainable product development have resulted in an unlimited assortment of strong and colourful varieties with a long flowering period.

Pioneering for success together with you is a huge motivator. Together we develop a strategy to make you our primary focus in the market.

Hundreds of growers in professional horticulture grow our colourful varieties, allowing millions of consumers to enjoy our plants and flowers every day.

Sustainable entrepreneurship is in our DNA

We continuously strive to make innovative improvements in our production processes and our focus is on how to make it more sustainable. We are committed to reducing our environmental impact. By means of the development of varieties that can be produced with less energy and fewer water and plant protection products due to built-in resistances and improved product properties, we will achieve this.

We cooperate with other companies and share our knowledge to make the chain and society more sustainable. This pillar is also reflected in our personnel policy.

‘Sustainability is a cornerstone of our mission’

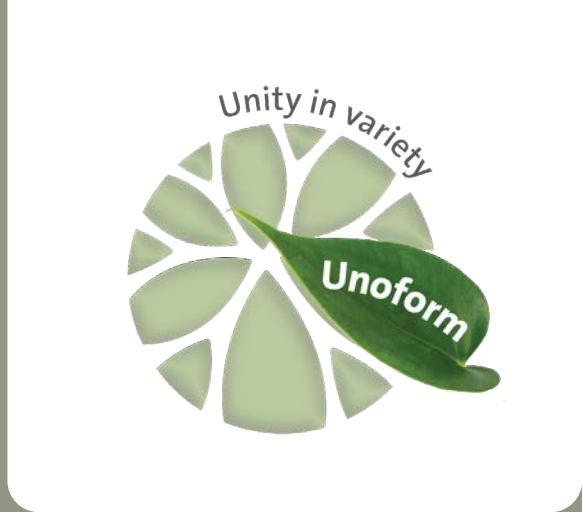
However, sustainability goes further than this. Due to an intrinsic drive we are dedicated, on both national as international level, to several projects in the field of biodiversity and other sustainable development goals.

Sustainability is high on our agenda.

This is also recognized outside the company by the fact that we have won the Plantum Sustainability Award (2018), the Horticultural Business Award (2019), we were the Gold Rose winner at the International Grower of the Year Awards as well as the winner in the category ‘sustainability’ (2020) and we were finalist of the King William I Award SMEs (2021).



proud member of
Floriculture Sustainability
Initiative



Unoform: Unity in variety

Unoform is the new standard for Anthurium plugs and stands for unity in diversity. With the introduction of Unoform, Anthura is able to deliver the best uniform plant material.

From now on the young plants are planted as a single plug in a 180-cell tray. After grading, the plants are put back with 90 plugs in a new 180-cell tray. The plugs are analyzed by a new, advanced camera and put together by grade. The result is a tray with uniform single plugs.

Changes
With a plant size of 7-12 cm, the Unoform SP1 plug is more compact. The planned growth time of the Unoform plugs can no longer be exceeded, as this will be detrimental to the plant quality. When the plugs are ready, they must be transplanted. The young plant type of 20-25cm in a 9cm pot has remained the same.

With Unoform we offer uniform plant material and a choice of three different product types. After all, high quality starting material is the foundation for successful cultivation.

Unoform cut culture table

Article type	Description	Medium	Quantity/tray	Length
SP1	18 mm plug - 1 plant	paper plug	90	7-12 cm
6SP1 (NEW)	56 mm plug - 1 plant	paper plug/rockwool	28	12-20 cm
201	9 cm pot - 1 plant	paper plug/rockwool	Loose in P9	20-25 cm



SP1

Paper plug
The plants are grown in a paper plug. The structure of the plug allows better moisture absorption after transport and an improved development of the roots. This results in a more uniform growth.



New 180-cell tray

Young plant growth (Anthurura)



4 months
7-12 cm plant size



8 months
20-25 cm plant size

Cultivation stage (grower)



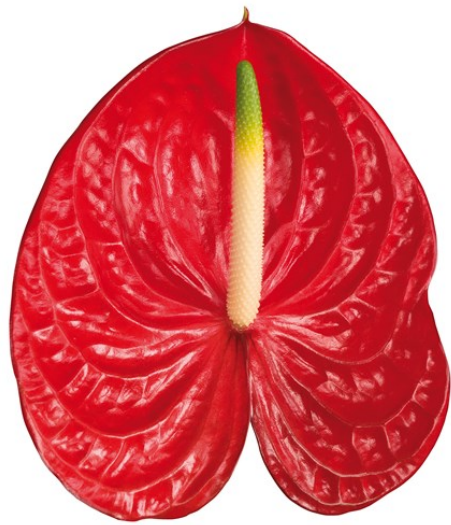
16 months
(production 50%)



20 months
(production 100%)

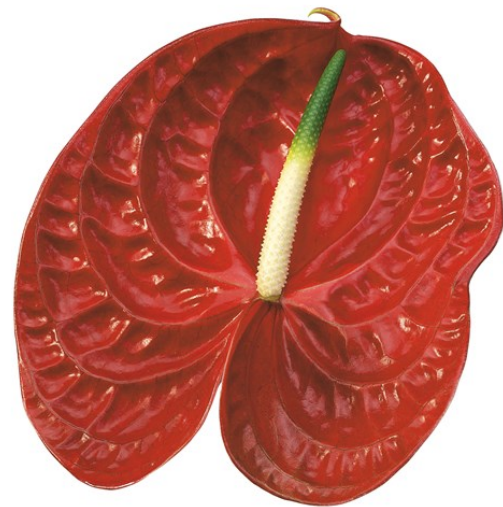


Standard



ARENA®

Denomination	ANTHIMYN
Main colour	Red
Flower size - cm	13-15
Plants per m ²	16
Production m ² year	100
Vase life - days	40
VBN code	115321



CALISTO®

Denomination	ANTHAPBMA
Main colour	Red
Flower size - cm	15-17
Plants per m ²	14
Production m ² year	88
Vase life - days	32
VBN code	18540



CANTELLO®

Denomination	ANTHIQDO
Main colour	Red
Flower size - cm	15-17
Plants per m ²	14
Production m ² year	102
Vase life - days	42
VBN code	120338



CARISMA®

Denomination	ANTHARES
Main colour	Red
Flower size - cm	13-15
Plants per m ²	16
Production m ² year	113
Vase life - days	28
VBN code	115680



ETERNO®

Denomination	ANTHITOXO
Main colour	Red
Flower size - cm	15-17
Plants per m ²	14
Production m ² year	95
Vase life - days	36
VBN code	112195



IMPULZ®

Denomination	ANTHIQCOP
Main colour	Red
Flower size - cm	13-15
Plants per m ²	14
Production m ² year	108
Vase life - days	38
VBN code	121021



GRAND SLAM®

Denomination	ANTHIOXI
Main colour	Green
Flower size - cm	15-17
Plants per m ²	16
Production m ² year	116
Vase life - days	43
VBN code	122541



MIDORI® Improved

Denomination	ANTHINFAM
Main colour	Green
Flower size - cm	13-15
Plants per m ²	16
Production m ² year	106
Vase life - days	46
VBN code	115540



NEW

OLIVIUS®

Denomination	ANTHISEYH
Main colour	Green
Flower size - cm	13-15
Plants per m ²	14
Production m ² year	104
Vase life - days	34
VBN code	122265



TEQUILA®

Denomination	ANTHIRFAP
Main colour	Green
Flower size - cm	13-15
Plants per m ²	16
Production m ² year	107
Vase life - days	38
VBN code	121170



ANGEL®

Denomination	ANTHAQXM
Main colour	White
Flower size - cm	13-15
Plants per m ²	14
Production m ² year	93
Vase life - days	40
VBN code	18539



CARNAVAL®

Denomination	ANTRESTA
Main colour	White
Flower size - cm	13-15
Plants per m ²	14
Production m ² year	86
Vase life - days	19
VBN code	11992



NEW

EXTASE®

Denomination	ANTHIUFEN
Main colour	White
Flower size - cm	13-15
Plants per m ²	16
Production m ² year	105
Vase life - days	40
VBN code	126077



KASEKO®

Denomination	ANTHIODYP
Main colour	White
Flower size - cm	13-15
Plants per m ²	14
Production m ² year	113
Vase life - days	34
VBN code	120470



LYBRA®

Denomination	ANTHIPCON
Main colour	White
Flower size - cm	11-13
Plants per m ²	14
Production m ² year	116
Vase life - days	31
VBN code	121302



MAXIMA® VIOLETA

Denomination	ANTHKINAQ
Main colour	White
Flower size - cm	11-13
Plants per m ²	16
Production m ² year	161
Vase life - days	32
VBN code	112194



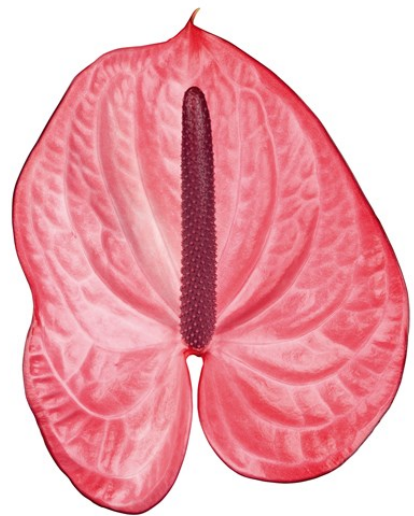
MOMENTS®

Denomination	ANTHATCL
Main colour	White
Flower size - cm	13-15
Plants per m ²	14
Production m ² year	92
Vase life - days	25
VBN code	24719



PRESENCE®

Denomination	ANTHAQUIRE
Main colour	White
Flower size - cm	13-15
Plants per m ²	14
Production m ² year	92
Vase life - days	27
VBN code	24196



CANDY®

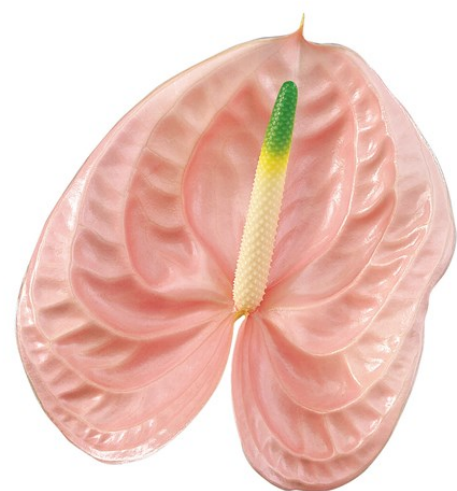
Denomination	ANTHOPOC
Main colour	Pink
Flower size - cm	11-13
Plants per m ²	14
Production m ² year	101
Vase life - days	36
VBN code	111512



NEW

CARIBO®

Denomination	ANTHJEXYL
Main colour	Pink
Flower size - cm	13-15
Plants per m ²	16
Production m ² year	116
Vase life - days	27
VBN code	126076



CHEERS®

Denomination	ANTANDRA
Main colour	Pink
Flower size - cm	13-15
Plants per m ²	14
Production m ² year	100
Vase life - days	27
VBN code	13023



NEW

FARAO®

Denomination	ANTHCATEP
Main colour	Pink
Flower size - cm	11-13
Plants per m ²	18
Production m ² year	165
Vase life - days	27
VBN code	126411



ROSA®

Denomination	ANTALJA
Main colour	Pink
Flower size - cm	15-17
Plants per m ²	14
Production m ² year	81
Vase life - days	27
VBN code	12914



SANTÉ® ROYAL

Denomination	ANTHUHOB
Main colour	Pink
Flower size - cm	13-15
Plants per m ²	14
Production m ² year	97
Vase life - days	33
VBN code	115682



CARDINAL®

Denomination	ANTHIQCUM
Main colour	Yellow
Flower size - cm	13-15
Plants per m ²	14
Production m ² year	86
Vase life - days	25
VBN code	122478



CHAMPAGNE

Denomination	ANTEMMA
Main colour	Yellow
Flower size - cm	13-15
Plants per m ²	14
Production m ² year	74
Vase life - days	34
VBN code	12379



MARYSIA®

Denomination	ANTHARYSIA
Main colour	Yellow
Flower size - cm	15-17
Plants per m ²	14
Production m ² year	80
Vase life - days	38
VBN code	27666



MARAVILLA®

Denomination	ANTHIOWIR
Main colour	Purple
Flower size - cm	11-13
Plants per m ²	14
Production m ² year	125
Vase life - days	30
VBN code	115543



NEW

SUN EYE®

Denomination	ANTHIGCI
Main colour	Orange
Flower size - cm	15-17
Plants per m ²	14
Production m ² year	105
Vase life - days	35
VBN code	123264



NERO®

Denomination	ANTHILDIL
Main colour	Brown
Flower size - cm	11-13
Plants per m ²	14
Production m ² year	99
Vase life - days	38
VBN code	110828



Cup shaped



FACETTO®

Denomination	ANTHIMDAP
Main colour	White
Flower size - cm	11-13
Plants per m ²	15
Production m ² year	78
Vase life - days	28
VBN code	114641



LUMINA®

Denomination	ANTHASADOM
Main colour	White
Flower size - cm	7-11
Plants per m ²	14
Production m ² year	131
Vase life - days	36
VBN code	106129



WHISPER®

Denomination	ANTHCLOWI
Main colour	White
Flower size - cm	4-6
Plants per m ²	14
Production m ² year	141
Vase life - days	38
VBN code	112455



XAVIA®

Denomination	ANTHAQEQ
Main colour	Pink
Flower size - cm	7-11
Plants per m ²	14
Production m ² year	100
Vase life - days	18
VBN code	26621



PREVIA®

Denomination	ANTHARXI
Main colour	Purple
Flower size - cm	7-11
Plants per m ²	14
Production m ² year	132
Vase life - days	19
VBN code	24718



Obake



AMIGO® Improved

Denomination	ANTHINDUN
Main colour	Red
Flower size - cm	17-19
Plants per m ²	16
Production m ² year	104
Vase life - days	41
VBN code	115681



DENALI®

Denomination	ANTHINBOZA
Main colour	White
Flower size - cm	>19
Plants per m ²	14
Production m ² year	94
Vase life - days	42
VBN code	122525



ZAFIRA®

Denomination	ANTHCONAP
Main colour	White
Flower size - cm	13-15
Plants per m ²	14
Production m ² year	155
Vase life - days	36
VBN code	109956



JUMBO®

Denomination	ANTHITBAN
Main colour	Purple
Flower size - cm	17-19
Plants per m ²	16
Production m ² year	85
Vase life - days	34
VBN code	126409

Breeding and propagation of Anthurium and Orchids

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Disclaimer

The information in this catalogue is based on results obtained from trials carried out on test locations of Anthura. Even though this catalogue is compiled with great effort, Anthura B.V. cannot be held responsible for any inaccuracies, given advice and/or incomplete information obtained from this catalogue. © Anthura B.V.

In practice the obake varieties can be different from the pictures in this overview because of growing conditions.

Antique: it is possible to harvest this variety 4 weeks later than normal in order to get a special colour.

Notifications

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