

# Anthurium cut flower catalogue

2020 / 2021



**Anthura**<sup>®</sup>  
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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in Varieties

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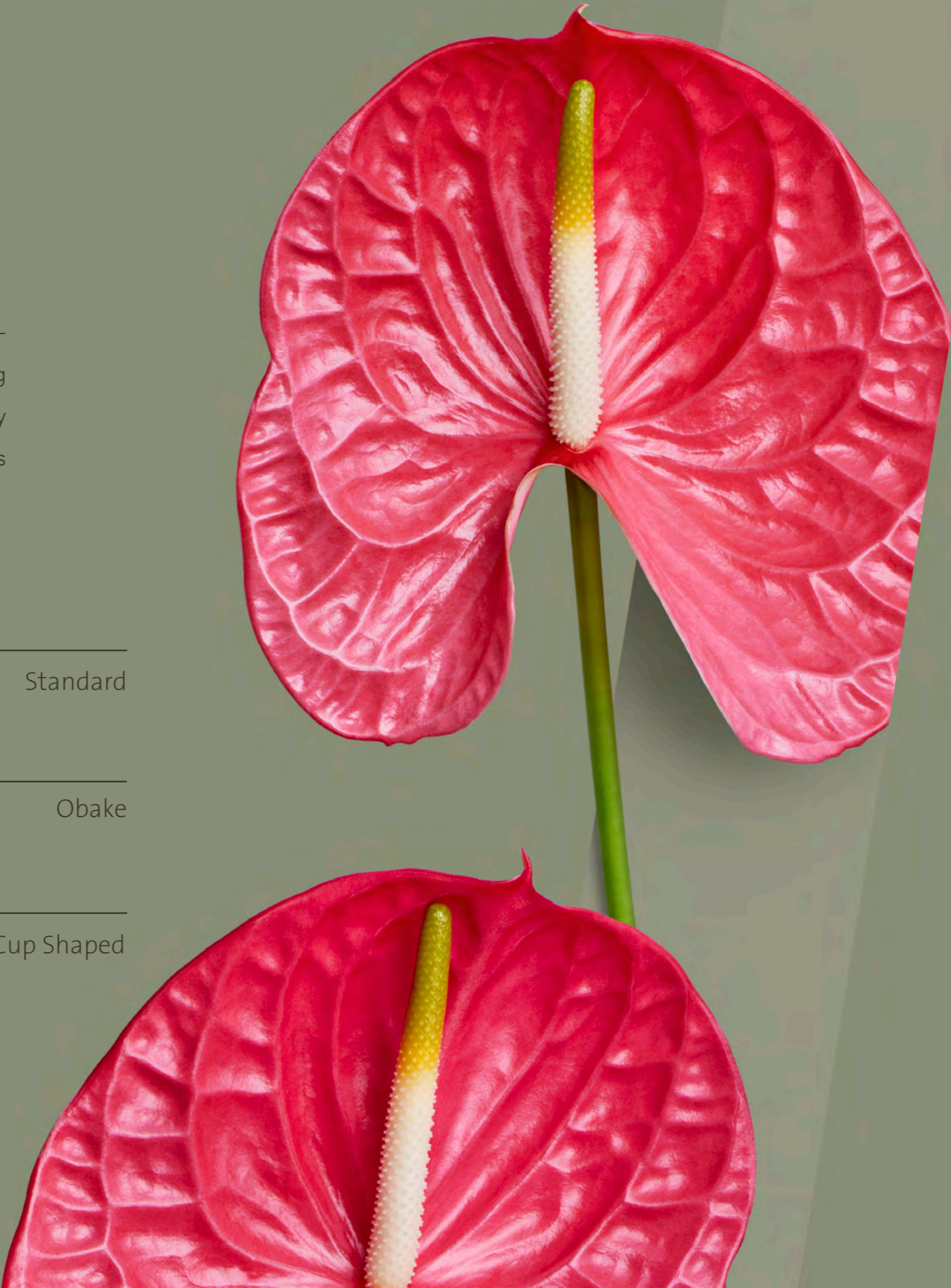
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Cup Shaped





# 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.

**As a breeder and propagator,** we are constantly working on the development of new techniques to achieve these goals. In addition, we stimulate entrepreneurship, make the chain more sustainable and cooperate internationally. This vision is applied to our locations 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 return on investment, and to fulfil 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 beautiful plants and flowers.

# Sustainable entrepreneurship is in our DNA

We continuously strive to make innovative improvements in our production processes. We are committed to reducing our environmental impact through 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.

‘Sustainability is a cornerstone of our mission’

## **However, it 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, the Horticultural Business Award (2019) and we were the Gold Rose winner at the International Grower of the Year Awards as well as the winner in the category ‘sustainability’ (2020).



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.

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

## 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 harmful 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.



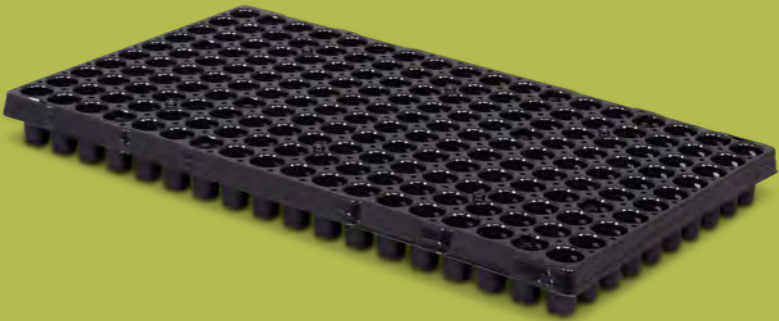
watch our Unoform video



SP1

## Paper plug

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



New 180-cell tray

## Young plant growth (Anthurus)



SP1

4 months  
7-12 cm plant size



201

8 months  
20-25 cm plant size

## Cultivation stage (grower)



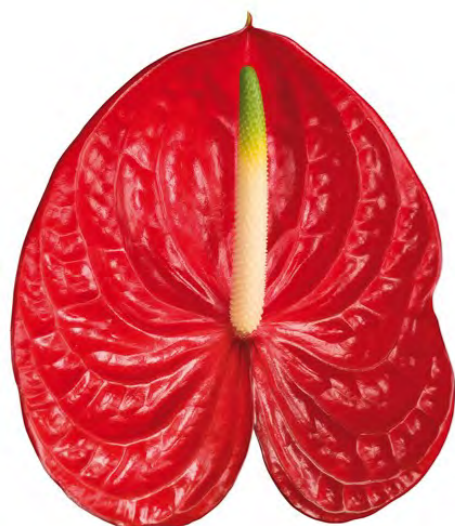
16 months  
(production 50%)



20 months  
(production 100%)

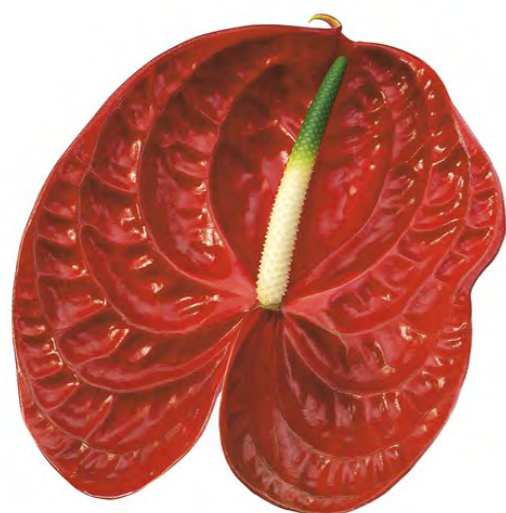


Standard



## ARENA®

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



## CALISTO®

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



## CANTELLO®

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



## CARISMA®

Denomination	ANTHARES
Main colour	Red
Flower size - cm	13-15
Plants per m <sup>2</sup>	16
Production m <sup>2</sup> year YLB	113
Vase life - days	27
VBN code	115680



## ETERNO®

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



## IMPULZ®

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



NEW

## GRAND SLAM<sup>®</sup>

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



## MIDORI<sup>®</sup> Improved

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



NEW

## OLIVIUS<sup>®</sup>

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



## TEQUILA<sup>®</sup>

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



## ANGEL<sup>®</sup>

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



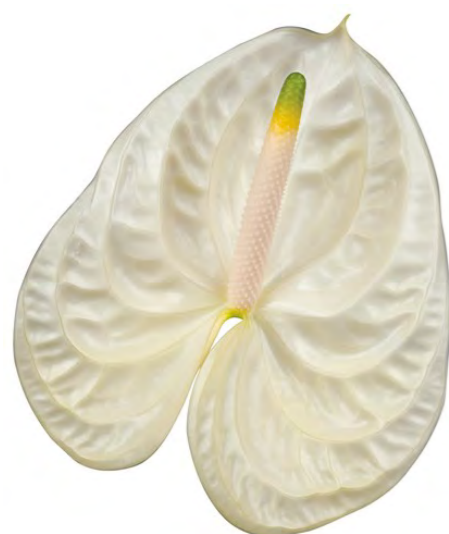
## CARNAVAL<sup>®</sup>

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



## LYBRA<sup>®</sup>

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



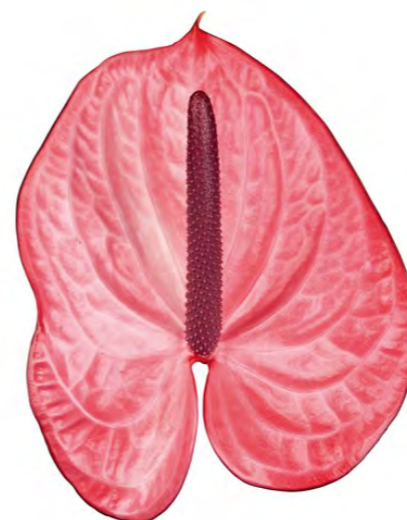
## MOMENTS<sup>®</sup>

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



## PRESENCE<sup>®</sup>

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



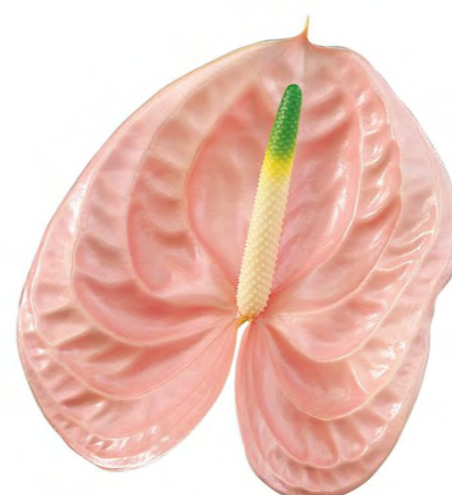
## CANDY<sup>®</sup>

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



## CARIBO<sup>®</sup>

Denomination	ANTHJEXYL
Main colour	Pink
Flower size - cm	13-15
Plants per m <sup>2</sup>	16
Production m <sup>2</sup> year YLB	107
Vase life - days	27



## CHEERS<sup>®</sup>

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



## ROSA®

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



## CHAMPAGNE

Denomination	ANTEMMA
Main colour	Cream
Flower size - cm	13-15
Plants per m <sup>2</sup>	14
Production m <sup>2</sup> year YLB	74
Vase life - days	34
VBN code	12379



## KASEKO®

Denomination	ANTHIODYP
Main colour	Cream
Flower size - cm	13-15
Plants per m <sup>2</sup>	14
Production m <sup>2</sup> year YLB	113
Vase life - days	34
VBN code	120470



## MAXIMA® VIOLETA

Denomination	ANTHKINAQ
Main colour	Cream
Flower size - cm	11-13
Plants per m <sup>2</sup>	16
Production m <sup>2</sup> year YLB	161
Vase life - days	32
VBN code	112194



## CARDINAL®

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



## MARYSIA®

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



## MARAVILLA<sup>®</sup>

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



NEW

## SUN EYE<sup>®</sup>

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



NEW

## FARAO<sup>®</sup>

Denomination	ANTHCATEP
Main colour	Salmon
Flower size - cm	11-13
Plants per m <sup>2</sup>	18
Production m <sup>2</sup> year YLB	131
Vase life - days	27



## NERO<sup>®</sup>

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



## SANTÉ<sup>®</sup> ROYAL

Denomination	ANTHUHOB
Main colour	Salmon
Flower size - cm	13-15
Plants per m <sup>2</sup>	14
Production m <sup>2</sup> year YLB	97
Vase life - days	33
VBN code	115682



Obake



## AMIGO<sup>®</sup> Improved

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



NEW

## JUMBO<sup>®</sup>

Denomination	ANTHITBAN
Main colour	Purple
Flower size - cm	17-19
Plants per m <sup>2</sup>	16
Production m <sup>2</sup> year YLB	87
Vase life - days	32



NEW

## DENALI<sup>®</sup>

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



## ZAFIRA<sup>®</sup>

Denomination	ANTHCONAP
Main colour	Cream
Flower size - cm	13-15
Plants per m <sup>2</sup>	14
Production m <sup>2</sup> year YLB	155
Vase life - days	36
VBN code	109956



Cup shaped



## FACETTO®

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



## MAREA®

Denomination	ANTHINYP
Main colour	Cream
Flower size - cm	11-13
Plants per m <sup>2</sup>	16
Production m <sup>2</sup> year YLB	95
Vase life - days	34
VBN code	116735



## XAVIA®

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



## PREVIA®

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



## LUMINA®

Denomination	ANTHASADOM
Main colour	Cream
Flower size - cm	7-11
Plants per m <sup>2</sup>	14
Production m <sup>2</sup> year YLB	131
Vase life - days	36
VBN code	106129

YLB - Young Leaf Breaking

Young Leaf Breaking is removing young leaves by first appearance in the cultivation and preserving just two mature leaves per plant in order to increase the flower production in comparison to the traditional process.

Obake varieties

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

Disclaimer

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

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