

# Phalaenopsis pot plant assortment 2023 / 2024



Anthura is the world's leading expert in Anthurium and Orchid breeding with more than 80 years of experience. Recently we also started breeding Bromeliads.

We use innovative techniques to develop sustainable varieties that find their way to the consumer via growers. The cutting-edge, high-quality research on Anthurium and Orchids results in the development of stronger plants as well as new colours and shapes.

"It's in our DNA to keep raising the bar.
By working closely together - both internally and externally - we are able to stay one step ahead in the market. Only together we can create the most beautiful product. This fits perfectly with our mission to make the world more beautiful and to let everyone - anywhere - enjoy Anthuriums and Orchids."

Marco van Herk, Commercial Director



## Unlimited in varieties

Offering unlimited possibilities

## Young plant growth (Anthura)



0 months 5-8 cm leaf span



6 months 10-14 cm leaf span

## Cultivation stage (grower)



13 months (cooling time)



(finished)

# CupGrade



- ✓ Less labour
- √ Less transport
- ✓ Less waste

### The Anthura standard in Phalaenopsis

CupGrade is the new standard in the production of Phalaenopsis worldwide. Previously tissue culture plants were supplied in small round plastic cups. Anthura supplies tissue culture plants in CupGrade: plants will be taken out, cleaned of agar, graded and packed under sterile conditions. A CupGrade container contains many more plants.

#### Other benefits are listed below:

- As plants are already graded and cleaned of agar, planting can start straight away, thus reducing labour costs by up to 50%;
- A CupGrade container contains many more plants. During transport the load factor will at least be doubled;
- Plants can be stored for at least two weeks in temperature-controlled storage;
- The plants are agar-free, which means a cleaner and more hygienic environment;
- Reduction of packaging waste.

#### Storage

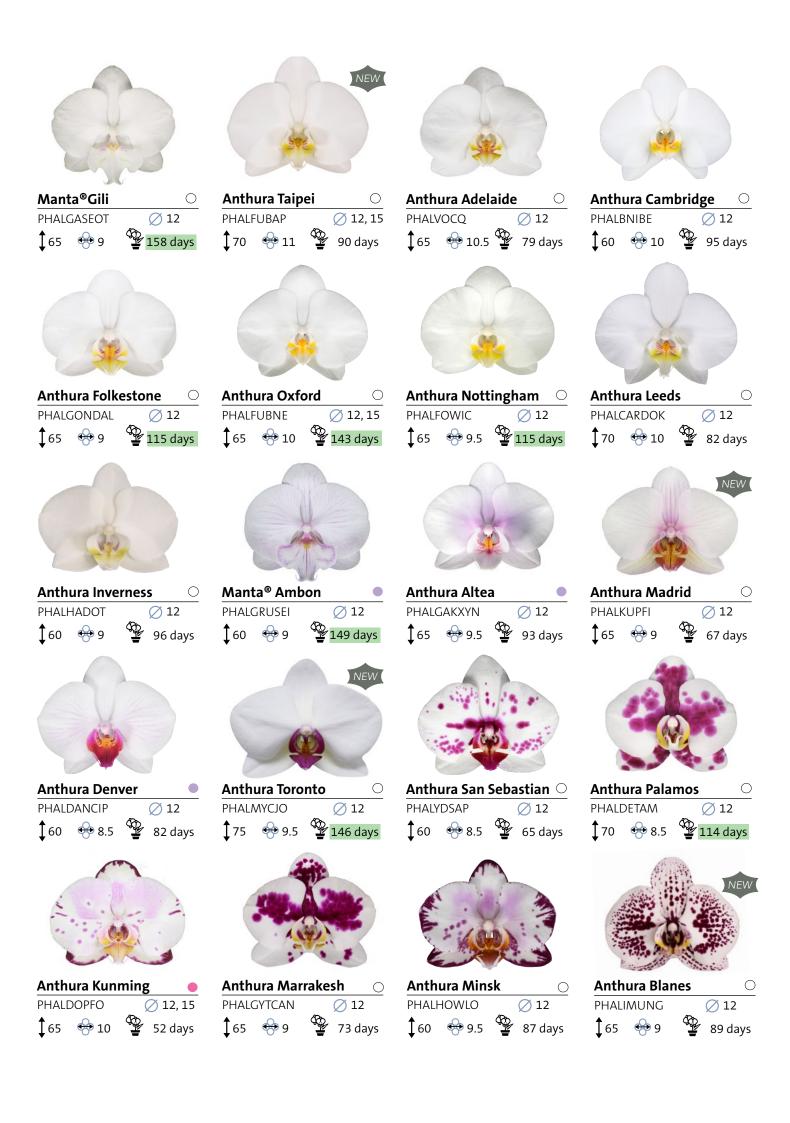
CupGrade plants can be stored for at least two weeks in temperature-controlled storage thanks to their sterile processing. This offers maximum flexibility when it comes to planning labour and space requirements. The optimal conditions are a temperature of 19-20°C, relative humidity of 60-70%, and storage in the dark.

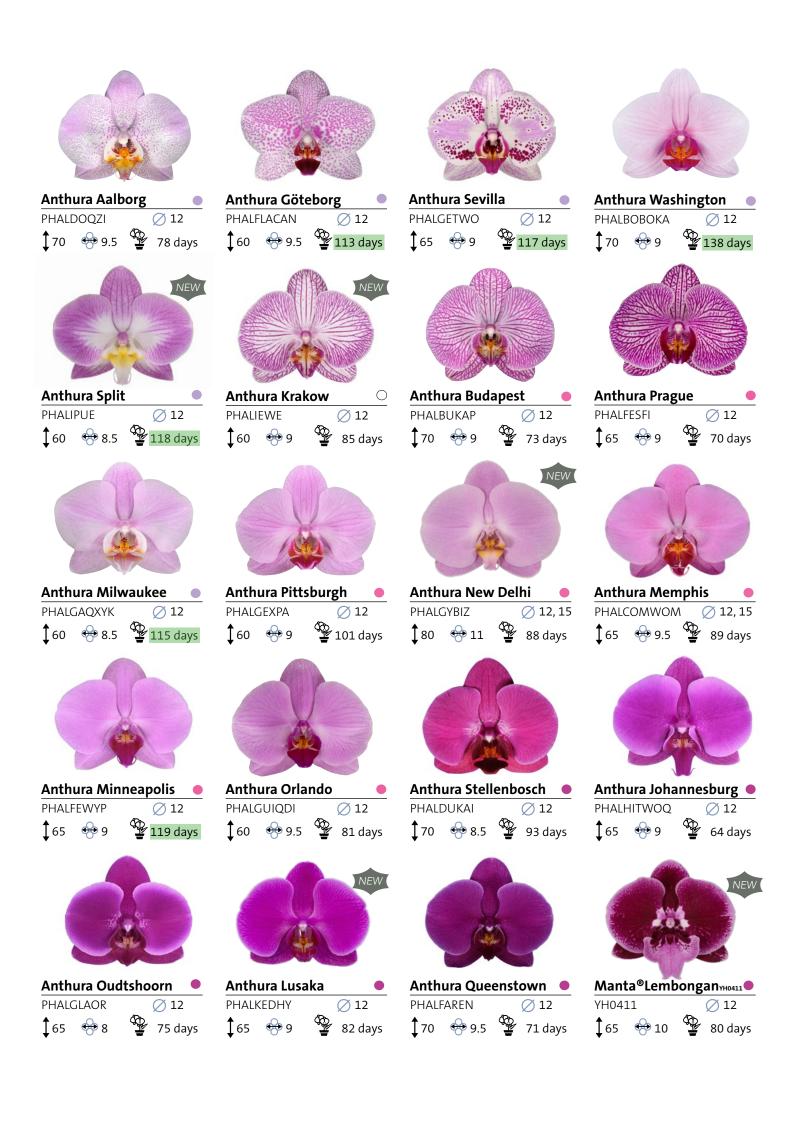
#### Sustainability

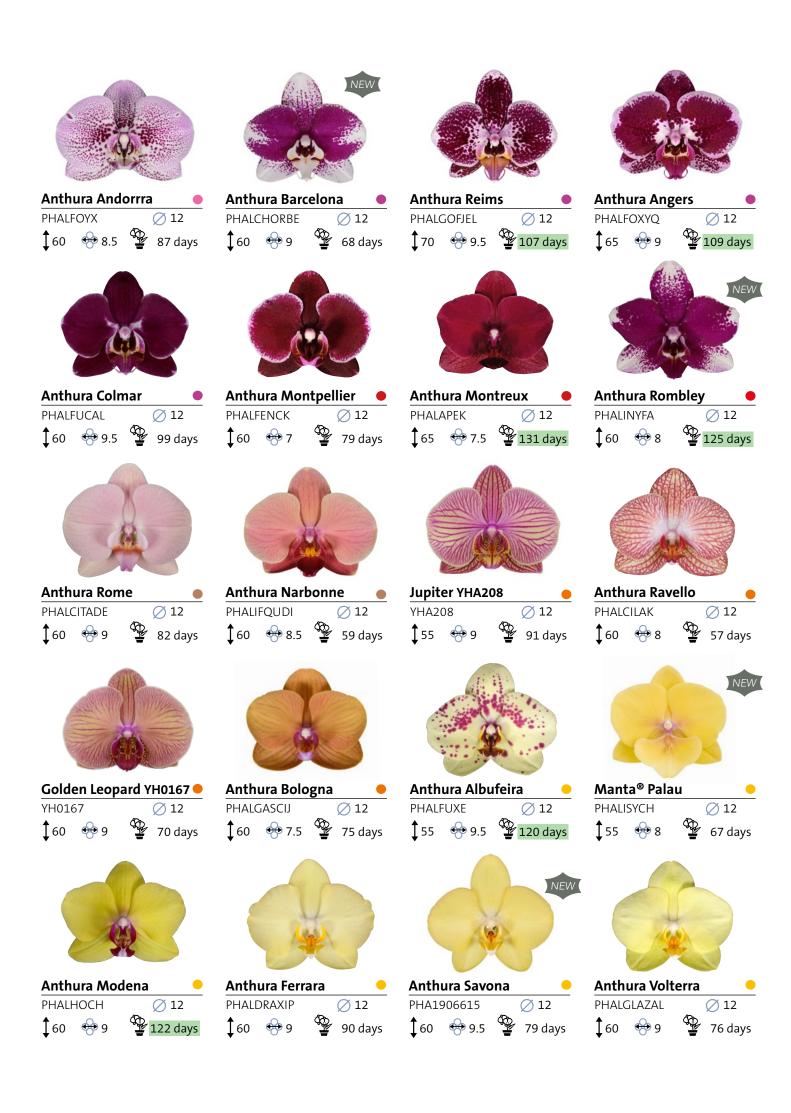
CupGrade is more sustainable in several ways, for both you as a customer and for us. As a CupGrade container offers much more plant capacity, many more plants can be loaded on trucks. As the load factor is higher, this means lower transport volumes, as a result of which the CO<sub>2</sub> emission per plant will be lower. Also, with lower transport volumes, less plastic will be used in production processes, and the plastic that we do use is clean and recyclable.



CupGrade is available for all our customers provided there are no restrictions imposed on the country of origin.









PHALGREKK Ø 9, 12 



Anthura Norwich O Anthura Lausanne O Anthura Innsbruck O Anthura Zurich PHALCULEI Ø 9, 12 **1**40 ↔ 6 **2** 84 days



PHALDRIDOP Ø 9, 12 145 🚓 6 🏖 96 days



PHALGUOCH Ø 6, 9, 12 PHALFYTYO 140 4 5 2 72 days



Anthura Linz 135 0 4 2 67 days



Anthura Rotterdam PHALBORUDO Ø 9, 12 150 0 7 2 57 days



PHALFAUF Ø 6, 9 140 0 4 2 62 days



Anthura Salta • Anthura Vienna • CHUNLI Ø 6, 9, 12 140 + 5.5 14 days



Anthura Hamburg PHALFRYBIJ Ø 9, 12 140 + 5.5 4 84 days



Anthura Stuttgart PHALFROFE Ø 9, 12 140 + 5.5 80 days



Anthura Caracas PHALFATYMO Ø 6,9,12 PHALFITYJA Ø 6,9 140 4.5 51 days



**Anthura Bogota** 135 💠 4.5 🏖 77 days



Anthura Puebla PHALFUFLY Ø 6, 9 135 \leftrightarrow 4 🏖 54 days



Anthura Morelia PHALDIMXAP Ø 9, 12 🕯 45 💠 5.5 🏖 76 days



Anthura Merida PHALFEMYM Ø 9.12 145 0 5 9 64 days



**Anthura Toluca** PHALFASWI Ø 9.12 150 4 5.5 71 days



Anthura Cartagena PHALIPZYL Ø 9, 12 145 🚓 6 🏖 85 days



**Anthura Cadiz** PHALFEQBIN Ø 9, 12



Anthura Monterrey PHALGYQAN Ø 9, 12



**Bolgheri®** PHALHUCAR Ø 9, 12  $145 \Leftrightarrow 6 \quad 2125 \text{ days} \quad 145 \Leftrightarrow 5.5 \quad 2101 \text{ days} \quad 150 \Leftrightarrow 6 \quad 2133 \text{ days}$ 



Anthura Bolzano PHALGAMWIQ Ø 9. 12 140 + 5.5 85 days



**Anthura Chamonix** PHALINVIS Ø 6.9.12 135 0 5 134 days



Anthura Catania PHALILUG Ø 9, 12 140 + 5.5 71 days



Anthura El Paso PHALHASVEL Ø 6, 9 140 + 5.5 96 days



**Anthura Lima** PHALYPBE 135 💠 5.5 🏖 83 days

#### **Commercial Name**

**DENOMINATION** 

- Main colour
- Pot size in cm
- Plant height in cm
- Flower size in cm
  - Shelf life days
  - Sustainable choice



Anthura Livorno PHALFOMZYN∅ 6,9,12 140 4 5.5 96 days



**Anthura La Paz** PHALGALYI Ø 6,9,12 140 + 5.5 2 81 days



**Anthura Cali** PHALCROBOH∅ 9, 12



**Anthura Arezzo** PHALFEPXO 150 + 7.5 + 148 days 145 + 6.5 + 87 days

## Breeding and propagation of Anthurium, Bromeliad and Orchids

Find more varieties on www.anthura.com or scan:



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.

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