

# Welcome to Roses Forever

License to grow all kinds of roses



Mini roses on own roots  
10 weeks culture time  
Long lasting roses

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*Infinity Rose*®  
Longer lasting

*Fragrance*  
Love Forever®  
PERFUME

I am  
Different®

Romantic garden roses  
Roses for budding  
Barerooted rose plants

Page 14-19

  
plant'n'relax®



PLANT'N'CUT  
ROSES FOR YOU

Nostalgic cut roses  
Mini roses for cooking  
Stem roses

Page 20-22



  
Gourmet Roses™



[www.roses-forever.com](http://www.roses-forever.com)

Breeding • License • Know-how

# Roses Forever ApS

## Presentation

Roses Forever is a Danish rose breeding company founded in 1996, owned by the Eskelund family.

### **Breeding in focus**

The focus of the breeding program, besides production suitability, is on the novelty value, color, scent, size of the flower, appearance and usability for different series and pot sizes. Equally important parameters in the selection process are longevity and resistance.

### **Know-how ensures high quality and higher value**

Breeding of new varieties cannot stand alone. Quality, with special focus on durability all the way to the consumer, is important for Roses Forever. Higher quality means more joy and satisfaction, increasing demand, and thus higher prices. The optimal quality is ensured through ongoing development of growing techniques along with the breeding. Development is founded in more than 35 years of experience growing mini roses.

At Roses Forever we believe that consumers are very conscious about quality, and therefore have an interest in origin and methods of production.

### **Become an active partner**

This presupposes that the quality is always the best, regardless of where in the world a Roses Forever rose is produced and sold. To ensure this high level of quality, we will turn every licensed producer into an active partner. Fast and easy access to knowledge and experience regarding production of Roses Forever varieties, ensuring that licensed producers will get their share of the added value which can be achieved by producing Roses Forever products in high quality.

For more information please visit:

**[www.roses-forever.com](http://www.roses-forever.com)**



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# Mini roses from Roses Forever ApS

## Grown on own roots from cuttings

- **Objective for breeding of Love Forever®, Infinity®, Love Fragrance Forever® and I am Different® mini roses**

Production suitability  
Resistance  
Longevity  
Sellable colors and shapes  
Natural compact growth

- **Method/basis for breeding of Love Forever®, Infinity®, Love Fragrance Forever® and I am Different® mini roses**

Very good knowledge of market development/trends/tendency is some of the forces in our breeding program. Staying in touch with current and coming trends ensures that Roses Forever can offer colors and shapes that match the present trend.

- **Short culture, 9 and 12 weeks, in high-tech greenhouses**

Roses Forever delivers cuttings for startup production, including know-how

Recommended pot sizes:

2.5" / 6 cm  
3-3.5" / 8-9 cm  
4-5.5" / 10.5-14 cm  
5.5+ " / 14+ cm

- **Long culture**

Roses Forever has developed varieties that are especially suitable for growing in pots on own roots in fields or in cold houses.

5" – 11" / 12 - 28 cm

We will continuously be updating information regarding our assortment, both via our webpage and through the consultant service to make sure the necessary technical data follow the varieties.

### 4 series of mini roses



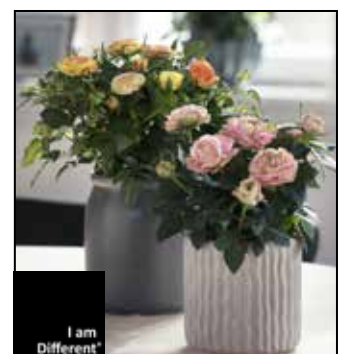
Love Forever®



Infinity®



Love Fragrance Forever®



I am Different®

# Mini roses from Roses Forever ApS

## Advice and know-how

We offer every producer the advice needed for starting up and maintaining a production. In addition to the initial advice, we have an experienced Roses Forever consultant, who is available after agreement. After each consultancy visit, the producer receives a written report from the consultant.

In addition to the above we also offer training programs at Rosa ApS, [www.rosa.dk](http://www.rosa.dk), in Denmark. With an annual production around 5 million Forever roses, Rosa ApS is one of the main mini rose nurseries in Europe. All Roses Forever varieties are tested thoroughly at Rosa ApS before they are released for full-scale production and made available for producers around the world.

### Nursery Rosa ApS [www.rosa.dk](http://www.rosa.dk)

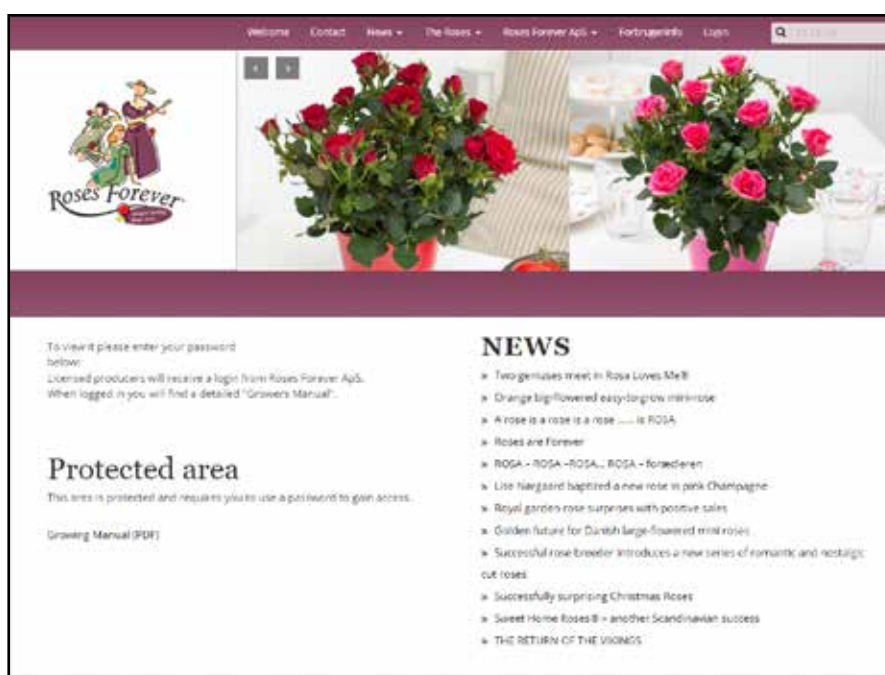
- Situated in Aarhus, Denmark
- Total area: 30,000 sqm.
- Founded in 1988 by Rosa and Harley Eskelund
- Annual production:  
5 million Love Forever®, Infinity® and I am Different® mini roses  
in pot sizes 6 - 9 - 10.5 - 12 - 15 - 21cm / 2.5" - 3.5" - 4" - 5" - 6" - 8"
- Sales to all of Europe





# Mini roses from Roses Forever ApS Grower's Manual

- Roses Forever has established a complete growing manual for licensed producers of mini roses for short culture, 9-12 weeks.
- The manual, to be used on a daily basis, contains a series of effective tools for managing production and quality, and for follow-up.
- Licensed producers will receive a password in order to view the manual online.
- Please see following images to get an idea of how the manual looks.



The screenshot shows a table of contents for the Grower's Manual. The table has two columns: "Content:" and "Page". The content includes the manual version, introduction, and 21 numbered sections covering various aspects of rose cultivation and production.

Content:	Page
Roses Forever® concept manual version 2011.03.31.....	1
Introduction to the concept manual:.....	3
1: Soil mix: .....	5
2: Pot filling: .....	6
3: Cuttings and sticking: .....	7
4: Rooting: .....	9
5: 1 <sup>st</sup> shear: .....	11
6: 2 <sup>nd</sup> shear: .....	13
7: Spacing: .....	14
9: Fertilizer .....	16
Link to Ec/pH form: .....	16
Weekly Ec .....	16
10: Ec/pH management:.....	17
11: Light management .....	18
12: Climate management: .....	19
13: Water management:.....	21
14. Plant – Pest & Disease: .....	23
15: Packing and shipping .....	25
16: Initial planning of flow and production .....	26
17: Cultivation schedule.....	27
18: Alternative culture.....	28
19: Forms: .....	29
20: Quality: .....	30
21: Roses Forever Catalog: .....	33





# Infinity®

*Infinity Rose®*  
Longer lasting

## Long lasting pot roses

Flower size 6-7 cm - Large filled flowers

Recommended pot size: 9 - 15 cm / 3.5" - 6"



WINNER  
Best  
Indoor  
Plant

Gold  
Winner  
Moscow  
2018



Infinity®



Princess of Infinity®



Pink Infinity®



King of Infinity®



Infinity® Evergreen™



Jinfinity™



NEW

Jia Infinity®  
(syn. Queen of Infinity®)



Infinity® in 21 cm bowls  
Same production time!

### Infinity®

- Easy to grow
- High quality in only 9-10 weeks production time
- Only 4 cuttings in 10-12 cm pots
- Very big well-shaped flowers
- Thick dark green leaves



# Love Forever®

## Small mini roses

Flower size 2-4 cm

Recommended pot size: 6 - 10.5 cm / 2.5" - 4"



**Bari™**  
Love Forever®



**Hot Yellow™**  
Love Forever®



**Cuba™**  
Love Forever®



**New York™**  
Love Forever®



**Pink Bari™**  
Love Forever®



**Canazei™**  
Love Forever®



**Riva™**  
Love Forever®



**Mini El Paso™**  
Love Forever®



**Messina™**  
Love Forever®



**Bari by Night™**  
Love Forever®



**Havana™**  
Love Forever®



# Love Forever®

## Medium mini roses

Flower size 3-5 cm

Recommended pot size: 10.5 - 12 cm / 4" - 5"



Many more varieties available



**Bergamo™**  
Love Forever®



**Pink Moscow™**  
Love Forever®



**Moscow by Night™**  
Love Forever®



**Sunny Beach™**  
Love Forever®



**Monte Cristella™**  
Love Forever®



**Maasland Gold™**  
Love Forever®



**Greenland™**  
Love Forever®



**Roma™**  
Love Forever®



**Nanjing™**  
Love Forever®



**Maasland™**  
Love Forever®



**El Paso™**  
Love Forever®



**Sandbanks Sunset™**  
Love Forever®



# I am Different®

## Spectacular and unique mini roses

Recommended pot size: 10.5 - 12 cm / 4" - 5"



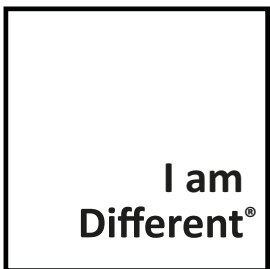
**Look at Me™**  
I am Different®



**I am a Specialty™**  
I am Different®



**Peek a Boo™**  
I am Different®



I am a Specialty  
I am a Unicum  
I have never been seen before  
Only for Collectors  
Only for those who look for specialties

**I am Different®**

- A brand new series of spectacular mini roses.
- The roses are developed for customers who look for something special and really different.





# Love Fragrance Forever®

10.5 cm pot size

Recommended pot size: 10.5 - 12 cm / 4" - 5"

*Fragrance*  
**Love Forever®**  
PERFUME



**Creme**  
Love Fragrance Forever®



**Pink**  
Love Fragrance Forever®



**Rosa**  
Love Fragrance Forever®

**NEW**  
fragrant  
roses

## Love Fragrance Forever®

- Large-flowered fragrant pot roses
- Fantastic fragrance
- Novelty with long-lasting flowers
- Especially suitable indoor
- Perfect in pots outdoor
- Bright colors
- Wonderful scent

STOP AND SMELL THE ROSES

*Fragrance*  
**Love Forever®**  
PERFUME



# Love Forever®

## Extra large strong-growing mini roses

Flower size 7-8 cm

Recommended pot size: 15 - 21 cm / 6" - 8"



**Malaga™**  
Love Forever®



**Milano™**  
Love Forever®



**Malfa™**  
Love Forever®



**Marina™**  
Love Forever®



**Madrid™**  
Love Forever®

## 15-23 cm cup size



Love Forever® mix



Infinity®



Love Forever® mix



Love Forever® cup

## 4 and 6 pack



- All Love Forever®, Infinity® and I am Different® mini roses can be grown as short culture
- High quality and fast production
- Production time only 9-10 weeks



# Rooted cuttings and Young Plants

## Love Forever® and Infinity®

- Rooted cuttings
- Young plants pot size from 6 - 15 cm
- Short delivery time
- Suitable for both short and long culture
- Both indoor and outdoor growing
- Short culture - 5 weeks - indoor
- Can be finished in delivered pots
- Possible to re-pot in larger pots
- Growers manual is available when order is signed
- Rooted cuttings are very suitable for air freight

### Packaging:

#### Rooted cuttings

Ø30mm 104 pcs. 110x104 11440 pcs.

#### Pot size

Pot size	Pr. box	Pr. CC	Total pr. CC
6 cm	40 pcs.	88x40	3520 pcs.
9 cm	24 pcs.	60x24	1440 pcs.
10.5 cm	11 pcs.	72x11	792 pcs.
12 cm	12 pcs.	48x12	576 pcs.
15 cm	8 pcs.	40x8	320 pcs.

**It is possible to become an official grower of Roses Forever® Young Plants and deliver to other growers. For more information please contact [re@roses-forever.com](mailto:re@roses-forever.com)**



Rooted cuttings



Young plants ready to finish or to re-pot



# Sweet Home Roses®

## Garden terrace roses

Recommended container size: 3-5 litre

Forcing time in greenhouses: 5-8 weeks



## Sweet Home Roses®

### Romantic roses

- For budding
- Ideal for forcing early spring in greenhouses
- **Very uniformed** plants with lots of filled flowers
- Well shaped flowers with strong colors
- Long lasting roses
- Sales promotion material available
- Recommended container size 3-5 litre





# Sweet Home Roses®

## Garden terrace roses



Sweet Love Forever™  
Sweet Home Roses®



Sweet Baby™  
Sweet Home Roses®



Sweet Paradise™  
Sweet Home Roses®



Sweet Summer™  
Sweet Home Roses®

Parfumé



Sweet Love of Mine™  
Sweet Home Roses®



Sweet Family™  
Sweet Home Roses®



Sweet Perfume™  
Sweet Home Roses®

Parfumé



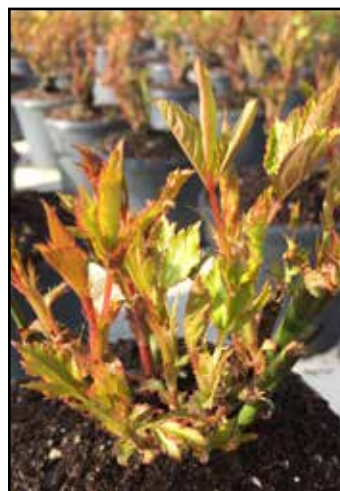
Sweet Day™  
Sweet Home Roses®



Production time on  
open field 1½ year



Bare rooted  
Sweet Home Roses®



Forcing time in  
greenhouse 5-8 weeks



Sweet Home Roses® label

Sweet winner™

# Plant'n'relax®

## Garden roses for budding

Ideal for forcing in containers

Some also suitable for producing on own roots

Exclusive logo, label and in-store material available



plant'n'relax®



Roll-up banner 85x200cm



Wallpaper



Individual labels in a modern look



Inspirational material for the consumers



# Plant'n'relax®

## Garden roses for budding

More varieties and information available  
on [www.roses-forever.com](http://www.roses-forever.com)



plant'n'relax®



**From far away™**  
Plant'n'relax®



**I am grateful™**  
Plant'n'relax®



**Lady in red™**  
Plant'n'relax®



**I have a dream™**  
Plant'n'relax®



**Looking in your eyes™**  
Plant'n'relax®



**She loves you™**  
Plant'n'relax®



**Our last summer™**  
Plant'n'relax®



**Inger Forever™**  
Plant'n'relax®



**So much love™**  
Plant'n'relax®



**I need you™**  
Plant'n'relax®



**Friendship Forever™**  
Plant'n'relax®



**This is my life™**  
Plant'n'relax®



**The Matador™**  
(syn. Lise Nørgaard™)



**Royal Diva™**  
(syn. Fru Nørby™)



Charity  
rose



**Inner Wheel Forever™**



**Fall in love again™**



# Love Forever™ by Roses Forever®

## Mini roses on stems

- Mini roses on stems
- Recommended stem and pot size:
  - 12 cm pot for 23 cm stem
  - 15 cm pot for 40 cm stem
  - 19-21 cm pot for 55 cm stem
- Multiflora stems
- Forcing time 5-8 weeks
- Get a license to bud or just pot



More varieties available



Canazei™ Roses Forever®



Hot yellow™ Roses Forever®



Bari™ Roses Forever®



Pink Bari™ Roses Forever®



Canazei™ Roses Forever®



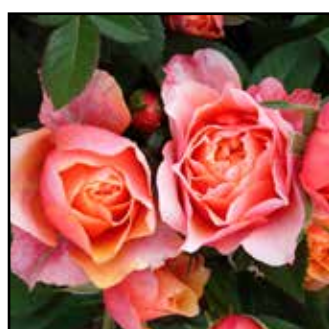
Oslo™ Roses Forever®



Hot yellow™ Roses Forever®



Maasland™ Roses Forever®



El Paso™ Roses Forever®



Como™ Roses Forever®



Bergamo™ Roses Forever®



# Plant'n'cut™

Roses for you 



Get a license to grow the Plant'n'cut™ roses

## Cut the most beautiful bouquets again and again and for many years

- Plant the barrodeted Plant'n'cut™ rose in a pot or bed in your hobby greenhouse
- Heat is not necessary
- Water regularly
- When the sun shines in spring the Plant'n'cut™ will begin to grow
- Cut the beautiful long-stemmed roses throughout the summer and fall - even until Christmas
- The more roses you cut, the more will grow
- Plant'n'cut™ can also be planted outside directly in your garden beds and containers - it will only bloom later
- Plant from November to April



Barerooted rose ready to plant



Inspirational label including care instructions



# Viking Roses®

## Cutroses



### True Vikings:

enduring, vigorous, healthy and CHARMING

### Viking Roses® has a new generation of unique cut roses

- Special colors
- Novelty flower forms
- Beautiful Bourbon-shaped flowers
- Stunning flower opening
- Excellent vase life
- Delicate fragrance

Since 2004 Rosa Eskelund has been breeding cut roses in order to develop beautiful perfumed and unique cut roses, and the range is now marketed under the name Viking Roses® - [www.vikingroses.com](http://www.vikingroses.com)

After a series of selection rounds in Denmark, the Viking Roses® undergo outdoor testing for resistance and open air production in Denmark. Those that still look promising after that are planted indoors with a top Dutch grower for specific cut rose selection. After this trial material is sent from Denmark to specific production areas and altitudes for further testing. Today, this strict quality and sustainability route has resulted in the commercial introduction of the spectacular **Rosa Loves Me®** series. The marketing is selective and gradual, following market response.





# Rosa Loves Me®

## Cutroses

A new series of romantic and spectacular cutroses  
With nostalgic garden look and incredible vase life



Tender™



With heart and soul™



Just a little bit more™



Purely™



Sweet™



Two times™



Over the moon™



# Gourmet Roses™

## Roses for cooking



Gourmet Roses™ is a series of tiny mini roses that can be used for cooking. The petals, whole flowers and buds are perfect for edible decorations or as an ingredient in exclusive dishes and drinks.

The Gourmet Roses are not just beautiful - they also have lots of symbolic value. They express both love and exclusivity, which makes them very suitable for weddings, anniversaries and birthdays, as well as all the special days in life where you want to serve something extraordinary.

The Gourmet Roses concept can be used by licensed growers, and Roses Forever offers both logos and other marketing materials ready to use for promotional activities.

- Grown by licensed producers
- Sold as cutted rose flowers in a box
- Durable up to 3 weeks

See all colours below.

For license to grow, prices and more information please contact:

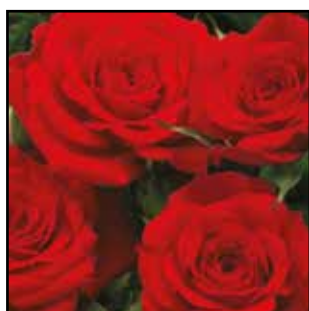
Rose breeder Rosa Eskelund at [re@roses-forever.com](mailto:re@roses-forever.com)  
or visit our website [www.roses-forever.com](http://www.roses-forever.com)



*Gourmet Roses™ are beautiful as decoration on a wedding cake*



*Use Gourmet Roses™ in a fresh and colourful salad*



*Romantic date™*  
*Gourmet Roses™*



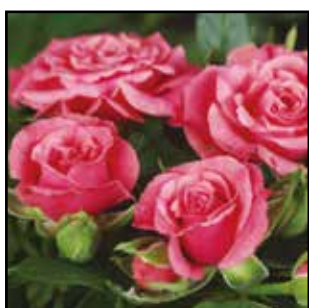
*Picnic™*  
*Gourmet Roses™*



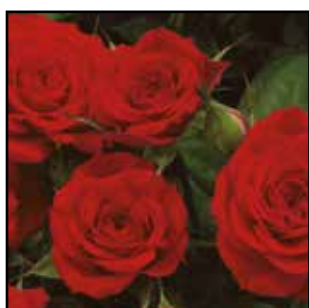
*Birthday rose™*  
*Gourmet Roses™*



*Tapas™*  
*Gourmet Roses™*



*Candyfloss™*  
*Gourmet Roses™*



*Saturday night™*  
*Gourmet Roses™*



*Tiramisu™*  
*Gourmet Roses™*



*Enjoy me™*  
*Gourmet Roses™*



# Roses Forever ApS

## Awards

With a great passion for roses and a unique sense of creativity and innovation Roses Forever has over the years developed many new roses and concepts that has achieved great recognition and success internationally. Below are some of the recent prizes:



**2015**  
Rose garden "Rosenneuheiten-garten Beutig" in Baden-Baden, Germany  
**Gold medal:**  
Plant'n'Relax® I am grateful™



**2014**  
51e Concours International de Roses Nouvelles du Roelux, Belgium  
**Prix de Public – La Plus Parfumée:**  
(Public Prize – Best Perfume)  
Plant'n'Relax® Our last summer™



**2014**  
Plantarium, Boskoop, Holland  
**Press Prize, Concept:**  
Plant'n'Relax® Bio Tube™  
**Silver medal:**  
Roses Forever® Maasland Gold™  
**Bronze medal:**  
Plant'n'Relax® From far away™



**2013**  
Flormart, Padova, Italy  
**1st prize Flormagazine:**  
Plant'n'Relax® Our last summer™



**2013**  
Plantarium, Boskoop, Holland  
**Gold medal:**  
Plant'n'Relax® Our last summer™  
**Bronze medal:**  
Plant'n'Relax® I am grateful™  
**Bronze medal:** Princess of Infinity®



**2012**  
Flora Dania Innovation Award  
**Best Indoor Plants:** Infinity®  
**Best Concept:** Edible Roses™

# Roses Forever ApS

## Exhibitions and events

Roses Forever presents the many rose brands and products on several international exhibitions every year. In the calendar on [www.roses-forever.com](http://www.roses-forever.com) you can see which fair we welcome you the next time. Below some impressions from the latest shows.



Roses Forever has had the great pleasure of having some of the most famous people in Denmark baptizing new rose varieties. An event like this is a great opportunity to attract the public and get extremely valuable press coverage.

Roses Forever will be happy to help you arranging an event in your own country by giving the possibility to get exclusive rights on a new rose variety suitable for baptizing.



HRH Crown Princess Mary of Denmark baptizes the light pink "Princess of Infinity" in pink champagne at a big flower show.



The famous Danish actress Ghita Nørby names the Plant'n'Relax garden rose "Our last summer" at a popular garden rose event.



The public loves an event with famous people baptizing a new rose, and the demand increases significantly after such a show.



# Roses Forever ApS

## Brand protection

### Brands

Brands are registered / applied for in the following countries:



Australia



Bahrain



Belarus (White Russia)



Bulgaria



Canada



China



Denmark



Egypt



EU



India



Japan



Jordan



Lebanon



Mexico



Norway



Oman



Romania



Russia



Switzerland



South Africa



South Korea



United Arab Emirates



USA



Roses Forever is a member of CIOPORA.  
International Community of Breeders of  
Asexually Reproduced Ornamental and  
Fruit Plants

# Roses Forever ApS

## References



### **The reason we selected Roses Forever**

*I respect Ms. Rosa Eskelund as a breeder. Her passion for the breeding is always positive and creative for new market. We produce Roses Forever from 6cm pot to 18cm pot as mix basket. There are many type of colors and size of flowers which are suitable for all pot sizes. Also the flowers last longer as the trademark 'Roses Forever'.*

*Another good help from her is that we can get technical support to produce them. She has a sister company with production in greenhouses, so that they can evaluate the productivity of new varieties before introducing by themselves. Therefor she knows well the characters of the varieties and how to grow and give us helpful information on how to grow.*

*I expect her breeding effort to bring new varieties and new marketing ideas continuously from now on.*

Teruo Takatomi  
Managing Director & C. E. O.  
Floritech Co., Ltd., Japan

**FLORITECH CO., LTD.**



### **What Roses Forever says is true**

*We started working together in 2011, when Roses Forever was able to grant us the exclusive rights to grow seven of their large-headed varieties in 12 cm pots. I am very impressed by their extremely large flower buds, their bushy but uniform growth habit and strong colours.*

*Working with Roses Forever is a real pleasure. Dutch and Danish entrepreneurs are similar in many ways. We are both precise and attach great importance to reliable relationships.*

Ad van Marrewijk  
C.E.O.  
BM Roses, the Netherlands





# Roses Forever ApS

## References

### “ **Why is Roses Forever so great?**

*I think the reasons are very clear. Roses Forever shows excellent taste in flowers. Colors, shapes and size of flowers... There are a lot of reasons Roses Forever fascinate people I think these roses say a lot about Rosa herself. That is why I love Roses Forever and people do too.*



*Makoto Onishi  
Grower of mini roses  
Central Rose, Japan*

### “ **Trustworthy, friendly and very pleasant to cooperate with.**

*We came to know Roses Forever during the Hortifair in The Netherlands and we were impressed by their wide assortment of varieties offered. We think that Roses Forever has great potential for our market and decided to be Roses Forever's licensed grower.*

*The reasons for choosing Roses Forever are many. Roses Forever's breeds are special, heat tolerant and longer lasting (3 – 5 weeks lifespan) and some varieties are even nice scented. Roses Forever is constantly coming up with new breeds and unique innovations and is willing to provide planting know-how for growing their roses.*

*We received growing manual and from there we started up with production. We sought consultation from Roses Forever when we were met with challenges and were in need of technical assistance.*

*The breeder Rosa Eskelund is very inspiring and her burning passion for Roses has fascinated many through her story via international agricultural magazine and newspapers.*

*Both Mr. Harley Eskelund and Mrs. Rosa Eskelund are trustworthy, friendly and very pleasant to cooperate with.*

*Ms. Lee Chiat Wong  
Production Manager of YG Park Sdn. Bhd.  
Cameron Highlands, Malaysia*



# Roses Forever ApS

## Contacts

### For all products

Rosa & Harley Eskelund

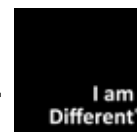
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*Infinity Rose*<sup>®</sup>  
Longer lasting

*Fragrance*  
**Love Forever**  
PERFUME



### For Viking Cutroses EU, Africa, North & South America

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[www.roses-forever.com](http://www.roses-forever.com)



/Roses Forever



/Rosas Roses



/roses.forever.dk

