

IPM Innovations Awards 2018

For the eleventh time already, it was possible to award innovations in the **IPM Plant Innovations** competition initiated by the Central Horticultural Association (ZVG) and staged with Messe Essen at IPM in Essen in 2018.

33 exhibitors submitted a total of 62 innovations in eight categories and put themselves forward as candidates for the "IPM Innovation 2018" prize. After they had been evaluated by the Expert Commission in the evening before the fair, innovations were honored in six of the eight categories.

The jury considered one innovation to be worthy of a special prize.



In the **Flowering House Plant** category, the **Kalanchoe Interspecific Hybrid Queen ElseFlowers 'Dean'** by **Knud Jepsen AS** from Denmark received the **IPM Innovation 2018** mark of distinction.



The wonderful two-colour blossoms are unique and have a pattern resembling an eye. Perfectly harmonized with the dark green foliage. Supplemented by the beautiful structure, it is a charming, easy-care plant which fits perfectly into the retro style and supplements every urban jungle. The blossoms of **'Dean'** are very durable, available throughout the year and, with their short cultivation duration, very interesting for the producers, too.

In the **Cut Flowers** category, another innovation by **Knud Jepsen AS** from Denmark, i.e. **the Kalanchoe Interspecific Hybrid Queen CutFlowers 'Smiling Yellow Meadow'**, was awarded as an **IPM Innovation 2018**.



A mood enhancer in winter: the splendid sun yellow of the filled blossoms. This short-day plant with its stable stalks is very suitable not only for cheerful bouquet creations in mixtures with other blossoms but also as monobouquets. Its long blossom durability is quite particularly pleasing to the consumer. It is available throughout the year.

For more information:

www.ipm-essen.de

www.queen.dk

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