

Queen®

Queen® wins IPM Novelty Prizes for both plants and cut flowers

Queen® comes home with a double win from IPM 2018, where the judges awarded the IPM Novelty Prize in two categories to Queen®.



In the "Flowering House Plant" category, the Kalanchoe Interspecific Hybrid Queen® ElseFlowers 'Dean' received the "IPM Innovation 2018" mark of distinction.

About Queen® ElseFlowers 'Dean' the jury said:

The wonderful two-colour blossoms are unique and have a pattern resembling an eye. Perfectly harmonised 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.

Queen® ElseFlowers made their debut this year.



In the "Cut Flowers" category, another innovation by Knud Jepsen from Denmark, the Kalanchoe Interspecific Hybrid Queen® CutFlowers 'Smiling Yellow Meadow', was distinguished as an "IPM Innovation 2018".

About Queen® CutFlowers 'Smiling Yellow Meadow' the jury said:

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.

Queen® CutFlowers are the exciting innovation from Knud Jepsen a/s, which was launched in 2014, in the cut flower category, where they distinguished themselves with a triple win.



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