### Helleborus Frostkiss Series

Made by Rodney Davey and Lynda Windsor



# Represented worldwide by Eternal Plant Boijl,

Bart Noordhuis and Elisabeth Bisschop

Breeding and more

# Plants are produced by Exceptio Nurseries, sister company of Eternal Plant Boijl,



#### Historie of the Frostkiss Helleborus

- -Rodney and Lynda started the breeding in the late 1980's
- -Lots of trials and errors
- -Finally a breakthrough in 1995, the first precursos of the Frostkiss serie
- -Tests and further breeding to archieve better plants
- -2003 first actual cross as we know now the FrostKiss Helleborus
- -Around 2006 Eternal Plant Boijl got involved via John Massey
- -Problems solved and breeding secured
- -Breeding extented with combined efforts
- -2013 compleet breeding bought over by Eternal Plant Boijl and sized up.

## 2006 there is a brand new Helleborus and now.....?

- -How to propagate a brand new Helleborus in big numbers
- -Because it is a interspecific crossing, tissue culture the only way forward
- -Using existing labs with the expirience of Exceptio Nurseries to start with!
- -Start working closely with a lab in South Africa
- -Learning to wean of tissue culture Helleborus
- -Extended testing at Exceptio Nursery, how to get them to flower in a good quality

# Plants comming from the lab in South Africa



### Planting out in trays



### Weaning/production in greenhouses





# How to introduce a brand new Helleborus serie into the market

- -Using the network of Eternal Plant Boijl and Exceptio
- -Working with exclusive licensees on 6 continents
- -Work out together with these licensees a marketing plan per country/continent
- -Naming of the plants
- -Distribution of the young plants direct from the lab to the licensees
- -Technical support of Exceptio Nurseries available for all licensees via E mail, Whatsapp, Skype and visits on the nursery sites
- -Technical support at the sales side for customers of the licensees in the form of nursery visits, plant shows and conferences.
- -Make good pictures available. (not made up pictures but real pictures in a good setting)

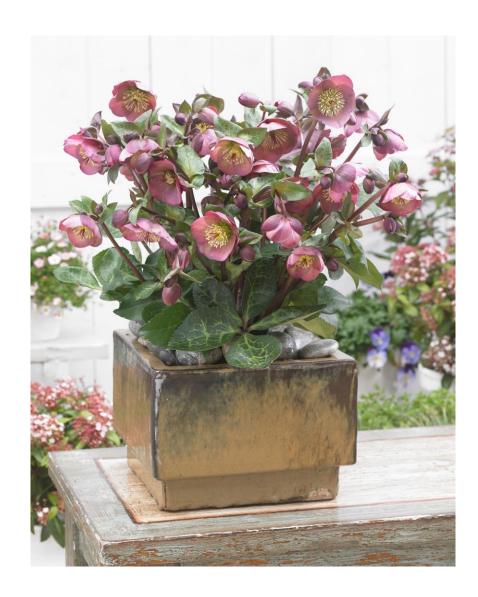
#### The end product, the way they can look if grown well!













#### 2015 building our own lab

#### The lab has build for the next reasons:

- -Keeping mother stock alive, save costs
- -Initiating Helleborus and other breeding of Eternal Plant Boijl
- -R & D to find better growing and rooting media
- -Implement new growing technics
- -Faster testing possible, saves a year

#### The lab at Exceptio Nurseries



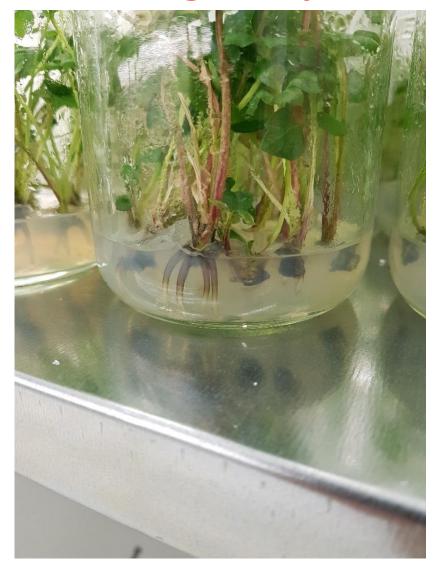
## Helleborus growing tip beeing isolated and initiated in the lab, they just start to re-grow





### Rooting a Frostkiss Helleborus in glass jars





#### The Future

- -Frostkiss Helleborus becomes a standard in the market now for spring flowering Helleborus
- -Sales more worldwide using more than 1 licence per country/continent
- -New breeding will come in the near future with exciting colors
- -Production in the labs scaled up, using now 3 labs on 3 continents to spread risk and avoid production problems

#### Why using a FrostKiss Helleborus instead of others?

- -Unique colors available from november till april
- -Unique leaf partner/marbling
- -Flowers reliable in one year growing, can flower extraordinary if growing well. (up to 80 flowers in 1 plant)
- -Easy to grow
- -No real competition from other breeders around at this moment.
- -Dry tolerant
- -Heat tolerant, more than any other Helleborus
- -Can grow in the garden from deep shade to sunny possitions
- -Deer resistant
- -Can be used as cut flower, hold better than any other Helleborus.

# Thank you very much for your attention! Bye bye!

