

Press release

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Selecta One acquires commercial rights of Hibiscus ‘Sunny Cities’ from Piante Keicher, Italy

Selecta one, the worldwide operating and successful breeding and young plant company from Germany, is enlarging its portfolio by acquiring Piante Keicher’s share in the breeding group “Hibiscus Working Group”.

Hibiscus Working Group is a leading cooperation in the breeding and marketing of Sunny Cities Hibiscus. Members of the cooperation are Peeters Potplanten, Kwekerij Groenhof, Piante Keicher, Vireo and Agriom.

Piante Keicher is an owner-managed young plant producer, located in the heart of "Agro Pontino", Latina, Italy. Founded in 1985 by Dieter Keicher the company is now known for its high-quality young plants of Hibiscus and Mandevilla. Since 2014 Piante Keicher is one of five members of the hibiscus working group of jointly developing the Sunny Cities assortment, which currently comprise around twenty varieties. Most recent breeding and selection efforts focused on varieties that can be grown under warmer climate conditions. Besides this climate-specific breeding work the Hibiscus Working Group makes constant efforts to develop varieties for normal, small and large pot sizes and standard Hibiscus trees.

By securing the commercial rights of Piante Keicher, Selecta becomes the new member of the “Hibiscus Working Group” and distributor of starting material of the Sunny Cities varieties in Europe and thereby expanding its product range even further. Recognizing the significance of Hibiscus in all commercial activities, Selecta is excited to expand its focus beyond Southern European markets to develop opportunities in Asia and other parts of the world.

“We are very happy to welcome a new partner into our group, as Dieter Keicher aligns with our values of delivering high-quality products, expertise and a passion for plants. With Keicher’s extensive experience in genetics and product management, he will continue to support Selecta with valuable technical information for many years to come.”, explains Mariano Tartaglia, General Manager of Selecta Trading, Italy.

“The Hibiscus Working Group is excited to welcome Selecta into the cooperation. We are convinced that the addition of Selecta to the group will bolster our strategy of positioning Sunny Cities at the best growers per region in Europe.” says Martijn Kuiper of Hibiscus Working group.

Selecta customers are invited to explore the new hibiscus varieties in the assortment during the Flower Trials in week 24 at their location *Kwekerij Bloem en Tuin, Oudecampsweg 4, NL - 2678 KN De Lier* or at *Agriom Achterweg 58A, NL- 1424 de Kwakel*.

Selecta One

The Selecta one Group is a leading global breeder, grower and marketer of innovative ornamental plants. The breeding activities comprise bedding and balcony plants, houseplants, perennials and cut flowers. With production sites and sales companies in Europe, Africa, Asia and America, Selecta one serves all relevant markets worldwide.

Contact

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