

## “Made in Italy' is always appealing, even in garden roses”

Of course, you know NIRP international for their cut rose varieties, but the breeder is also known for breeding garden roses. About five years ago, they started a pilot project in Italy, growing potted garden rose plants for wholesalers, garden centers, and garden shops. They introduced their new concept, "Le Profumatissime della Riviera dei Fiori®," in Italy, and the demand has been growing ever since.

Now, they are also receiving requests from other countries in Europe. "This again proves that 'Made in Italy' is always appealing," Deborah Ghione, Marketing Manager at NIRP International, proudly comments.



*Monica Scaparro and Deborah Ghione of NIRP International promoting their "Le Profumatissime della Riviera dei Fiori" at [Myplant & Garden](#) 2023.*

### **Scented, re-blooming, and resistant**

As the name "Le Profumatissime della Riviera dei Fiori" suggests, the hybrid-T garden roses in this concept are very scented. "The range is made up of a selection of 20 of our best and most fragrant garden rose varieties, and on top of that, they are re-blooming and very resistant," adds Ghione.



*On the left Eudora®*

And these characteristics have been awarded at many International Rose Trials like Bagatelle, Lyon, Baden Baden, Den Haag, and Rome, where these varieties won over 100 Prizes. Just to mention a few of them: Grande Classe®, Anastasia®, Crazy Fashion®, and among the latest novelties, The Pride®, Eudora®, and Jingle Bells®.



*From left to right: Blue Girl, Isabella Autissier, and Ragazza*

### **Grown in Liguria**

Besides the scent, the area where they are grown is also included in the name. "The roses are grown in Liguria, near the French border, the place where floriculture was born, right on the hills overlooking a splendid sea much loved by tourism. So we thought that we had to show it, not only in the name, but also in the POS material."





*Plants in the greenhouse*

### **POS material**

The idea behind the concept is to give the plants extra value, which is why the plants are delivered to the retailers with POS material. "They are on branded trolleys, in bright blue 5,5 Lt. containers, with matching labels, and a postcard on each pot." They supply shelves with 84 plants, and when the plants get bigger later in the season, they make two layered trolleys with 42 plants.



### **Demand increasing**

Although the plants are a bit more expensive than plants without a concept, Ghione notices that the demand is increasing. "We don't just sell roses. We sell emotions." Until last year the plants were only requested from Italy, but this year they received many requests from Germany, the Netherlands, and other Northern Countries. "As you can see, even for plants, 'Made in Italy' is appealing," Ghione concludes.

