

“Even in garden roses, ‘Made in Italy’ is appealing”

NIRP International is not only known for its cut rose varieties but also for its garden roses. About six years ago, the breeder started a pilot project in Italy, growing potted garden rose plants for wholesalers, garden centers, and garden shops. Then, they introduced their new concept, "Le Profumatissime della Riviera dei Fiori®." Since the introduction, the demand has been growing rapidly and not only within the country, for several years now, they are also receiving requests from other European countries. Deborah Ghione, Marketing Manager at NIRP International, says: "This again proves that 'Made in Italy' is always appealing,"



Deborah Ghione, Matteo Ghione and Monica Scaparro of NIRP International presenting "Le Profumatissime della Riviera dei Fiori" at [Myplant & Garden](#) 2024 in Milan, Italy.

A fragrant, re-blooming, and resistant range

As can be expected from a concept that bears the name "Le Profumatissime della Riviera dei Fiori," its hybrid-T garden roses 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," comments Deborah.



The Pride® and Crazy Fashion®

Owing to the earlier mentioned characteristics, the varieties won over 100 prizes at international rose trials, such as those of Bagatelle, Lyon, Baden-Baden, Den Haag, and Rome. For example, Grande Classe®, Anastasia®, Crazy Fashion®. And among the latest novelties: The Pride®, Eudora®, and Jingle Bells®.



"Le Profumatissime della Riviera dei Fiori" in the shelf at Myplant & Garden 2024.

Grown in Liguria

The concept name is not only derived from the flowers' scent but also from their growing area. Deborah explains "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."

POS material

The concept aims to give the plants extra value. For this reason, 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." At the beginning of the season, the breeder supplies shelves of 84 plants. Later on, when the plants get larger, they supply two layered trolleys with 42 plants.



[Click here](#) for the enlarged image.

Increasing demand

The market manager points out that the demand for the concept is increasing despite these plants have a slightly higher price than plants without a concept. "We don't just sell roses. We sell emotions."

"We created a unique atmosphere: 'We are in the 1960s, the Italian Flowers Riviera is the heart of floriculture and tourism, thanks to the mild climate, the sun, and the fantastic sea. A delightful Pin-Up had just picked a basket of roses; she smelled one... Wow, it is so fragrant! She sends you a Postcard from a flowering terrace overlooking the fantastic blue sea of the Riviera'."

Until two years ago, the plants were only requested from Italy, but since last year, they have received many requests from Germany, the Netherlands, and other Northern Countries. "As you can see, even for plants, 'Made in Italy' is appealing," she concludes.