

HibisQs[®]

...makes the **view** even more beautiful



GRAFF[®]
SINCE 1931

GRAFF[®]
BREEDING

Viborgvej 717A | 8471 Sabro | Denmark
www.graff.dk



HibisQs® LONGIFLORA

HibisQs® Longiflora™ is the **Graff Breeding®** trade name for the new and improved series of HibisQs with **“Longer Lasting Flowers”** – the series former known as “Long Life Hibiscus”.

The HibisQs® Longiflora™ series is selected among thousands of new HibisQs® – where we in this selection only have selected beautiful varieties where the single flower last for 3 days or more.

Some of the varieties in this series HibisQs® Longiflora™ last up to 5 days or more – but remember; all HibisQs® varieties keep bringing new flowers every week if they are placed in a bright spot in your home or during summertime in the garden.



ADONICUS PEARL® WK 1-42



ADONICUS ROSA® WK 1-42



ADONICUS YELLOW® WK 1-42



ADONICUS APRICOT® WK 3-11



XANTHE® WK 23-34



NEW APOLLO® WK 14-42



JUNO® WK 15-42



MEDUSA® WK 23-34

LONGIFLORA



ADONICUS PINK® WK 1-42



ADONICUS DARK® WK 1-12



AFRODITE® WK 10-42



ADONICUS ORANGE® WK 1-42



ADONICUS DOB. ORANGE® WK 17-42



PETIT ORANGE® WK 15-42



HERA® WK 23-34



NYX® WK 19-31



APOLLO BIG® WK 23-42



GAIA® WK 17-34





HibisQs® LONGIFLORA

HibisQs® Young plants

Choosing a HibisQs® un-rooted or rooted cutting from Graff Kristensen A/S is the optimal start, for a profitable and successful Hibiscus production.

The HibisQs® cuttings come from our modern facilities in Denmark and Vietnam, where a modern production setup ensures supplies of healthy and high quality young plants.

The new range of HibisQs® varieties have been developed by the skilled employees at the Hibiscus breeding company Graff Breeding® A/S with a "helping hand" of the magnificent Mother Nature.

The efforts behind and the final selection of the HibisQs® assortment is based on a wide range of requirements and expectations, commercially as well as for the end consumer.

All mother plants comes from our Elite Stock department in Denmark, to ensure the highest standards and uniformity in the young plants delivered. Quality is at Graff Kristensen A/S defined as; "fulfill and meet our customer's expectations". A definition our teams in Vietnam and Denmark work hard to meet every day.



ADONICUS PEARL®



ADONICUS ROSA®



ADONICUS PINK®



ADONICUS DARK®



AFRODITE®



ADONICUS ORANGE®



ADONICUS YELLOW®



ADONICUS APRICOT®

Young plant availability



BOREAS WHITE®



BOREAS YELLOW®



ATHENACUS®



XANTHE®



HERA®



LALUNA®



NEW APOLLO®



JUNO®



ARIONICUS®



VOLCANO®



YOUNG PLANT PRODUCTION IN VIETNAM



HibisQs® GARDIFLORA



All varieties from Graff Breeding® are protected by Breeders Right (PBR) – controlled by RAI®. Self propagation prohibited!

HibisQs® Gardiflora™ is **Graff Breeding®** trade name for the new and improved series of HibisQs recognized as **“Garden Selection”**.

The HibisQs® Gardiflora™ series is selected among thousands of new HibisQs® – where we in this selection only have selected varieties that during our outdoor tests have proven their abilities and strengths as a Patio Plant.

Remember; HibisQs® varieties keep bringing new flowers during summer time in your Garden every week, if they are placed in a bright spot.



We believe in Passion and Perception

Here at Graff we trust in our ability to be; continuously, inspired by nature and its shapes and colors. That is why we grow and breed Hibiscus to bring forth one of nature's many jewels to our costumers and their homes worldwide.

In our company this great passion brings an awareness to us all, as we know that coexistence with nature

is an inevitable and giving part of life. Being part of the process of growing beautiful living potted plants holds much satisfaction, and we hope to bring this to all our costumers and partners.

Graff Kristensen A/S was founded in 1931, based on a bright horticultural assortment to the local marked. Today the company is owned and managed by the third

generation, Graff Breeding A/S has been an important part of the business since 2007, and the marked has been expanded to almost worldwide.

All varieties from Graff Breeding® are protected by Breeders Right (PBR) – controlled by RAI®. Self propagation prohibited!

Q-ismas Star™



Customer surveys in Denmark shows, that younger people likes Poinsettia more, when they can see the red “star” at the top of the green foliage, and this is just one of the criteria where Q-ismas® Crunch satisfies the younger generations. Q-ismas® Crunch has the following unique characteristics:

- Different look, with a new combination between traditional Poinsettias Winter Rose and ordinary varieties.
- Semi double flower, but still with the characteristic star formation and shape.
- Popular colour combination between the real red flower and the dark and curly foliage.
- Easy compact growth, V-form, well branching and strong in transport.
- Suitable for pot size 6 to 15-cm - making a unique and eye-catching look in all pot sizes.
- The 6-cm pot; the curly foliage and the semi double flower makes the unique and harmonic “mini product” well-proportioned.

Q-ismas® Crunch brings more joy with longer shelf life®



This has been proofed at Flora Hollands LTO Poinsettia trial in 2014-2015.

In the flowering room of FloraHolland, Naaldwijk 861 Poinsettia was rated on shelf life, failure, leaf drop and botrytis all combined with overall ornamental value. The plants was evaluated where number 5 was the maximum score, and Qismas Crunch received a staggering 4,6 – highest score of all.



PetitTM

HibisQs[®]



HibisQs[®] PetitTM is a newly developed type of Hibiscus, characterized with a lot of small, beautiful and conspicuous flowers. Bred towards the modern consumers who want a more minimalist but still exotic product to their urban lifestyle, inside as well as outside. HibisQs[®] PetitTM is not just characterized by smaller flowers – at least as important are the unique flower willingness that characterizes PetitTM. HibisQs[®] PetitTM loves and needs light - and should therefore be placed in a bright spot, giving the HibisQs[®] PetitTM its daily gleam of sunshine.



GRAFF[®]

BREEDING

Innovation that thrills us

Graff Breeding A/S main vision are to bring better genetics to your nursery and our desire and philosophy is to develop flowers with higher and longer lasting consumer value.

The philosophy of Graff Breeding[®] is based on “having consumer value” as the main breeding vision.

Our goals for consumer values are:

- Varieties being described with one word only - wow!

- Varieties with a longer lasting “joy” effect for the end consumer.
- Varieties that keeps on flowering month after month, even year after year, when placed in a bright sunny spot in the homes of the consumers.

All our work is based on a segmented market approach, where we seek partnerships with highly skilled nurseries and professional retailers.

Our primary aim is to bring novelties to the market - that has the capability to fulfill the expectations of the modern consumer. To meet these goals - we invite our partners (nurseries and retailers) and groups of end consumers to our annual “Selection Days”. This gives us the possibility to implement professional as well as private expectations and needs in the very early selecting process.

License, control and administration:



www.rai-worldwide.com