



# GARDEN to VASE

GROW. CUT. ENJOY. REPEAT.



**GROW.  
CUT.  
ENJOY.  
REPEAT.**



# Grow your own bouquet

Allows the home gardener to grow, nurture and collect fresh flowers from their own garden – from the garden to the vase.

**DIY.**

Enjoy the ride while growing your own natural-looking bouquet.

You don't need to be a florist or a professional gardener to get the best from your cut flowers garden.

**GROW. CUT. ENJOY. REPEAT.**



Pick your favorites



Plant in your garden



Harvest your bouquets



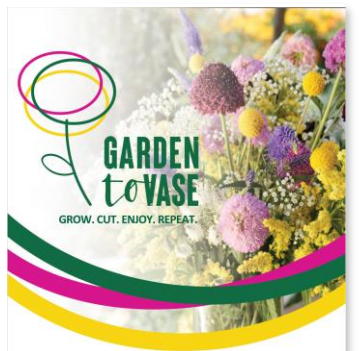
 DANZIGER

GROW. CUT. ENJOY. REPEAT.

GARDEN  
to VASE

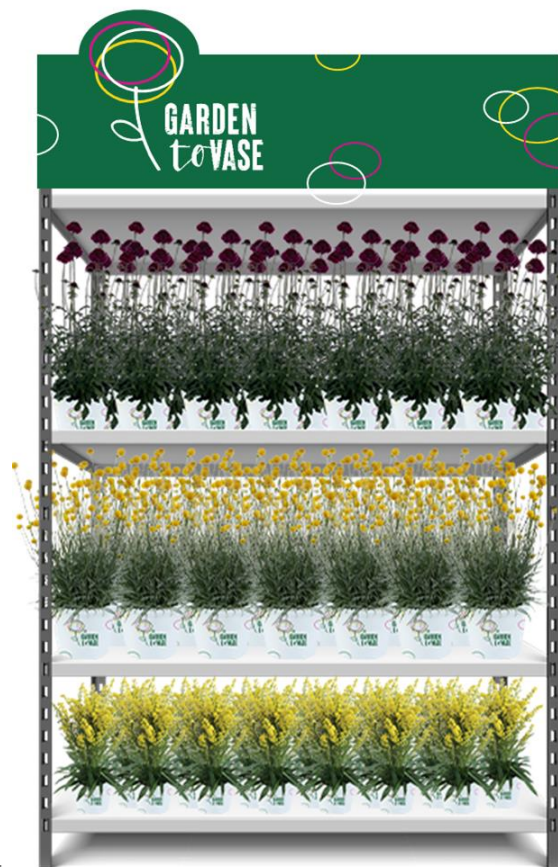
# POP

Short and clear message explaining the product and how to use it, DIY style



Grow your own bouquet

- 01 Pick your favorites
- 02 Plant in your garden
- 03 Harvest your bouquets





**GARDEN to VASE**  
GROW. CUT. ENJOY. REPEAT.

**Grow your own bouquet**  
Garden to Vase allows the home gardener to grow, nurture and collect fresh cut flowers from their own garden. **DIY.** You don't need to be a florist or professional gardener to get the best from your cut flower garden. Simply **GROW.CUT.ENJOY.REPEAT.**

**DANZIGER**



Motivate customers with an **INSPIRING DISPLAY** at the point of sale.



Accessories to compliment the atmosphere

Bouquet in a vase with fresh cut flowers

A garden simulation of planted flowers



Enjoy fresh flowers  
from your own garden  
**ALL SUMMER LONG**



# WE KNOW CUT FLOWERS

- The varieties in the GTV program are **Cut flowers genetics** breed by Danziger
- We **trialed and selected** the best varieties to fit this program
- Similar **vase life** as cut flowers – 7-10 days





## GARDEN TO VASE VARIETIES

GOLF™ BEAUTY IMPROVED | Craspedia

FESTIVAL® PINK LADY | Gypsophila

FESTIVAL® WHITE | Gypsophila

FOCAL SCOOP™ DARK PURPLE | Scabiosa

FOCAL SCOOP™ LILAC | Scabiosa

MARSHMALLOW SCOOP® | Scabiosa

RASPBERRY SCOOP® | Scabiosa

BLACKBERRY SCOOP® | Scabiosa

SOLAR GLORY® | Solidago

SKYLER™ BLUE | Veronica

SKYLER™ WHITE IMPROVED | Veronica

LUCILLE™ GRACE | Leucanthemum

UK

# BOOTHS

THE GOOD GROCERS

BoothsCountry  
June 30

NEW! Grow, nurture and then display fresh cut flowers from your garden with the Garden to Vase pot. Simply grow, cut, enjoy, repeat!  
Now in store, £18. While stocks last



Grow, nurture and then display fresh cut flowers from your garden with the Garden to Vase pot. Simply grow, cut, enjoy, repeat!  
While stocks last

Belgium



The Netherlands

# Pluktuin



# Israel



# Germany



# France

**Du jardin au vase**  
Livraison de la semaine 47 à 16.

Nous vous proposons un nouveau concept fleurs coupées destiné à votre clientèle grand public, vous pouvez utiliser ces mêmes variétés pour votre production de fleurs coupées.

Une sélection de plusieurs variétés de différentes formes et de différents couleurs permet de composer des bouquets harmonieux pour embellir l'intérieur de la maison.

**La sélection des variétés et couleurs :**

<b>En plaque de 64</b>	<b>En plaque TRIO Garden to Vase</b>
<p><b>TRIO FLORAL</b> 28 Scabiosa Focal Scoop lilac, 28 Scabiosa Scoop Blackberry, 28 Scabiosa Scoop Raspberry</p> <p><b>TRIO ROSAIE</b> 28 Saligae Sola Glory, 28 Veronica Slayle blue, 28 Leucanthemum Lucille Grace</p>	<p><b>TRIO FLORAL</b> 28 Scabiosa Focal Scoop lilac, 28 Scabiosa Scoop Blackberry, 28 Scabiosa Scoop Raspberry</p> <p><b>TRIO ROSAIE</b> 28 Saligae Sola Glory, 28 Veronica Slayle blue, 28 Leucanthemum Lucille Grace</p>

**Comment les produire ?**  
Rempotage en pot de 13 cm pour vente à l'unité ou rempotage en gros pot dico pour le prêt à couper





# VERSATILE PROGRAM



**Single small pots**  
for gardeners



**Combinations**  
as a premium product  
Great item for balcony



# SELL IT GREEN



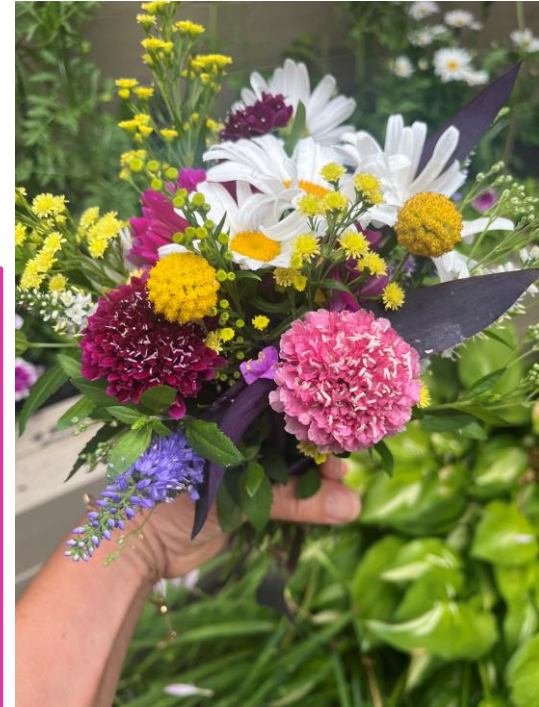
From this



To that

Planting a half-finished pot can **ensure better results** for the home gardener.

Allow the home gardener the joy and satisfaction of growing it on his own, **from green to color**



# 71%

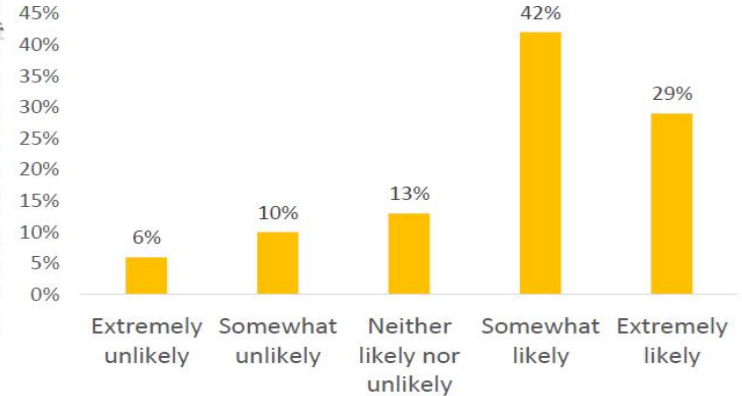
Reacted **positively**  
and were likely to  
make a purchase

**Question:** Shown below is a display featuring plants that can be used to grow your own cut flower garden. How likely would you be to purchase a plant from this display?

**Insight:** Respondents reacted positively with 71% selecting they'd be "somewhat" or "extremely" likely to purchase from the display



71% Top 2 Box



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# GUIDELINES FOR THE END CONSUMER



# WHEN TO HARVEST

Cut stage know how



# GOLF™ BEAUTY IMPROVED

## Craspedia

- Opening of the flowers starts from bottom to top
- Harvest when about one third (1/3) – half (1/2) of the flowers in the cluster are open



# FESTIVAL® Gypsophila

Harvest when 40%-60%  
of the flowers on each stem  
are open



# LUCILLE™ Grace

## Leucanthemum

Harvest when the flowers  
starts open – brush look



# SCOOP® & FOCAL SCOOP®

## Scabiosa

Harvesting is done when  
the inflorescence have  
between 2-3 whorls  
of open flowers



# Solar GLORY® Solidago

Harvest when the flowers are open  
on the top of the inflorescence



## SKYLER® Veronica

Harvesting is done when the inflorescence have 20%-30% of open flowers



# BEST PRACTICE & TIPS



# Maximize vase life

Adding flower solution after harvesting like Long Life, Flora Life or others, will contribute to the vase life at home



# How many flowers would I be able to harvest per plant?

- **GOLF™** – ~20 stems per plant per season
- **LUCILLE™** – 20-25 stems per plan per season
- **FESTIVAL®** – ~10 stems per plant per season
- **SKYLER®** – 10-15 stems per plant per season
- **GLORY®** – ~10-15 stems per plant per season
- **SCOOP®** – ~25-30 stems per plant per season



# TECHNICAL GROWING GUIDELINES

# GTV– Usage Recommendations

- Use 1 cutting in 15 cm pots and above
- As these varieties are season-extenders, from wk. 12 and onwards one can benefit from extended day-length and thus save energy – stop artificial lighting, which is required until then
- Extending daylight will help obtaining a product with an appropriate height suitable for shipping



Detailed info per crop/variety in the following slides >>>

# GTV– Usage Recommendations

- Single pots can be planted in 13 cm- 17cm pots
- Combo/Mix of GTV – Rooted cuttings/liners can be planted directly to containers (20-35 cm), 3-6 plants per container. Needs to be pinched like the following slides.
- In zones 7 and – we advise to reserve the cuttings 10-12 and onward, plant the plants in week 14-15 and onward and ready to sell in week 26 and onward



Detailed info per crop/variety in the following slides >>>

# GTV– Usage Recommendations

- Craspedia – Annual
- Scabiosa– Annual
- Gypsophila – Perennial (1st year flower)
- Solidago – Perennial (1st year flower)
- Veronica – Perennial (1st year flower)
- Leucanthemum – Perennial (1st year flower)

**\*All are full sun crops\***



Detailed info per crop/variety in the following slides >>>

# GOLF™ BEAUTY IMPROVED | Craspedia



## Propagation:

- Rooting time – 6 weeks
- pH – 5.8 to 6.2
- EC - 0.8 to 0.9
- Rooting Temp. – 72°F/22°C Soil Temperature
- It is recommended to apply artificial lighting and extend day-length to 14 hours, two weeks after stick.
- Pinch - Trim or pinch tall shoots at week 4/5
- Fungicide – Protect for Botrytis day of Sticking and again week 2. Drench for Pythium / Phytophthora

## Finishing:

- Stick to Flower – 15 weeks
- pH – 5.8 to 6.4
- EC - 0.9 to 1.2
- Temperature – 65°F/18°C to 68°F/20°C Average Daily Temperature
- Day-length Modification – Day Neutral Flowering
- PGRs – Daminozide Spray Application at 1,750 to 3,000 ppm early in production schedule.

\*\*\* Note that PGR's have minimal effects on this genera.



# GOLF™ BEAUTY IMPROVED | Craspedia

## RC/ Liner spec for the rooting station



RC should remain with 6 good leaves and a growing apical center

Remove the withered leaves (yellow old lower leaves)

RC should have enough roots (white/slight brown)

The foliage of the RC should be light green

**LONG:** >12 cm



# FESTIVAL® | Gypsophila

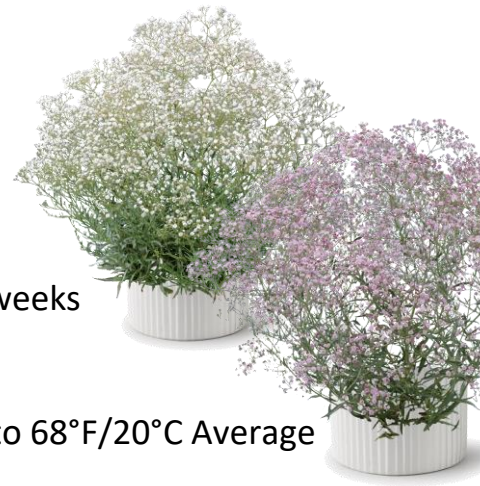
## Propagation:

- Rooting time – 6 weeks (hormone use suggested)
- pH – 5.8 to 6.5
- EC - 0.8 to 0.9
- Rooting Temp. – 72°F/22°C Soil Temperature
- It is recommended to apply artificial lighting and extend day-length to 14 hours, two weeks after stick.
- Pinch - Pinch at week 4 or 5 leaving four to six nodes
- Fungicide – Protect for Botrytis day of sticking and again week 2.  
Drench for Pythium/Phytophthora

\*\* see appendix for more info

## Finishing:

- Stick to Flower – 16 to 17 weeks
- pH – 5.8 to 6.5
- Ec – 1.1 to 1.4
- Temperature – 64°F/18°C to 68°F/20°C Average Daily Temperature
- Day-length Modification – Extend day-length to 14 hours after transplanting until natural day reach 14 hours day-length.
- PGRs – Daminozide Spray Application at 1,750 to 3,000 ppm early in production.  
Paclobutrazol is effective as a drench at 1 -2 ppm to maintain shorter flower stems.



# FESTIVAL® | Gypsophila

## RC/ Liner spec for the rooting station



RC should remain with 8 good leaves and a growing apical center

Remove the withered leaves (yellow old lower leaves)

RC should have enough roots (white/slight brown)

The foliage of the RC should be dark green

**LONG:** 7.5 cm



# LUCILLE™ Grace | Leucanthemum



## Propagation:

- Rooting time – 5 weeks
- pH – 5.8 to 6.5
- EC - 0.8 to 0.9
- Rooting Temp. – 72°F/22°C F Soil Temperature
- It is recommended to apply artificial lighting and extend day-length to 14 hours, two weeks after stick.
- Pinch - If needed, pinch at week 4 leaving four to six nodes.
- Fungicide – Protect for Botrytis day of sticking and again week 2

## Finishing:

- Stick to Flower – 14 to 15 weeks
- pH – 5.8 to 6.5
- Ec – 1.1 to 1.4
- Temperature – 65°F/18°C to 70°F/21°C Average Daily Temperature
- Day-length Modification – Extend daylength to 12 hours after transplanting until natural day reach 12 hours day-length. Under long days, Grace™ will finish quickly.
- PGRs – Daminozide Spray Application at 1,750 to 2,500 ppm early in production.

**Lucille Grace is naturally more compact  
'when used as cut flower'.**



# LUCILLE™ Grace | Leucanthemum



## RC/ Liner spec for the rooting station



RC should remain with 6-8 good leaves and a growing apical center

Remove the withered leaves (yellow old lower leaves)

RC should have enough roots (white/slight brown)

The foliage of the RC should be dark green

**LONG:** 15-17 cm



# SCOOP® & FOCAL SCOOP® | Scabiosa

## Propagation:

- Rooting time – 6 weeks
- pH – 5.8 to 6.5
- EC - 0.8 to 0.9
- Rooting Temp. – 72°F/22°C Soil Temperature
- It is recommended to apply artificial lighting and extend day-length to 14 hours, two weeks after stick.
- Pinch - Pinch at week 4 or 5 leaving four to six nodes
- Fungicide – Protect for Botrytis day of Sticking and again week 2

## Finishing:

- Stick to Flower – 16 to 17 weeks
- pH – 5.8 to 6.5
- EC – 1.1 to 1.4
- Temperature – 65°F/18°C to 70°F/21°C Average Daily Temperature
- Day-length Modification – Extend day-length to 14 hours after transplanting until natural day reach 14 hours day-length
- PGRs – Daminozide Spray Application at 1,750 to 3,000 ppm early in production. Paclobutrazol is effective as a drench at 2 to 5ppm to maintain shorter flower stems.



# SCOOP® & FOCAL SCOOP® | Scabiosa

## RC/ Liner spec for the rooting station



RC should remain with 4 good leaves and a growing apical center

Remove the withered leaves (yellow old lower leaves)

RC should have enough roots (white/slight brown)

The foliage of the RC should be dark green and compact habit (short internodes)

**LONG:** 10-12 cm



# Solar GLORY® | Solidago

## Propagation:

- Rooting time – 5 weeks
- pH – 5.8 to 6.5
- EC - 0.8 to 0.9
- Rooting Temp. – 72°F/22°C Soil Temperature
- It is recommended to apply artificial lighting and extend day-length to 14 hours, two weeks after stick.
- Pinch - Pinch week 4 or at transplant leaving 4 nodes
- Fungicide – Protect for Botrytis day of Sticking and again week 2

## Finishing:

- Stick to Flower – 13 to 14 weeks
- pH – 5.8 to 6.5
- EC – 1.0 to 1.4
- Temperature – 65°F/18°C to 70°F/21°C Daily Average Temperature
- Day-length Modification – No need to modify day-length during finishing since they will flower under short days.
- PGRs – Should not be required but if needed, Daminozide Spray Application at 1,750 to 2,50



# Solar GLORY® | Solidago

## RC/ Liner spec for the rooting station



RC should remain with 6 good leaves

Remove the withered leaves (yellow old lower leaves)

RC should have enough roots (white/slight brown)

The foliage of the RC should be dark green

**LONG:** 8.5 cm



# SKYLER® | Veronica

## Propagation:

- Rooting time – 5 weeks
- pH – 5.8 to 6.5
- EC - 0.8 to 0.9
- Rooting Temp. – 72°F/22°C Soil Temperature
- It is recommended to apply artificial lighting and extend day-length to 14 hours, two weeks after stick.
- Pinch - Pinch at week 4 or at transplant leaving four to six nodes
- Fungicide – Protect for Botrytis day of Sticking and again week 2.

\* Apply Powdery Mildew Fungicide

## Finishing:

- Stick to Flower – 14 weeks
- pH – 5.8 to 6.5
- EC – 1.1 to 1.4
- Temperature – 65°F/18°C to 70°F/21°C Average Daily Temperature
- Day-length Modification – Extend daylength to 12 hours after transplanting until natural day reach 12 hours day-length.
- PGRs – Daminozide Spray Application at 1,750 to 3,000 ppm early in production. Paclobutrazol is effective as a drench at 1 to 2 ppm to maintain shorter flower stems.

\* Fungicide: Apply Powdery Mildew Fungicide



# SKYLER® | Veronica

## RC/ Liner spec for the rooting station



RC should remain with 2-3 good pair of leaves

RC should have enough roots (white/slight brown)

The foliage of the RC should be light green and compact habit (short internodes)

**LONG:** 4-6 cm





# THANK YOU!

CONTACT US:



[WWW.DANZIGERONLINE.COM](http://WWW.DANZIGERONLINE.COM)



[MARKETING@DANZIGER.CO.IL](mailto:MARKETING@DANZIGER.CO.IL)

FOLLOW US ON:



# FESTIVAL® | Gypsophila

## Appendix for rooting

### ROOTING MEDIUM

Gypsophila cuttings can be rooted with much success in a range of rooting products. Various plug trays can also be used, filled with peat mixture and the addition of medium, which improves aeration. Should there be a need to root cuttings in medium, which does not contain organic matter, a mixture of Vermiculite and thin Perlite (no. 2) can be used.

### PLUG SIZE AND ROOTING DENSITY

There are various varieties in Gypsophila, differing in their growth habit and leaf size. Some of the varieties are compact and tend to produce a smaller cutting while others are bigger.

The plug size is chosen according to the size of the cutting. We use large plugs (diameter 35 mm) for varieties that tend to have relatively large cuttings, and are rooted at density of 400 cutting per m. While for varieties which tend to produce smaller cuttings, we use plugs with diameter of 25 mm, at density of 480 cuttings per m. For million stars we the density is 650 cutting per m.

### ROOTING TEMPERATURE

The prevailing temperature during the rooting process is of great importance in setting the homogeneity and pace of roots' growth. Night temperature especially is of great importance. The recommended temperature in order to attain quick rooting is 18C. The recommended day temperature is 24-26C.

It is possible to produce Gypsophila plants also under a minimum temperature of 13C, but then the rooting will take longer, will be less uniform and will require more work in sorting of the plants.



# FESTIVAL® | Gypsophila



## Appendix for rooting

### LIGHT INTENSITIES

*During winter, cuttings are to be exposed to maximum light intensities while rooting. During the hot season, the rooting greenhouse is to have higher shading than that of the mother stock. Extreme light intensities during rooting may cause a decrease in quality of the plants. During summer we shade the rooting cuttings at level of 60-70% shading.*

### ROOTING HORMONE

Adding rooting hormone to the base of the cuttings, which have difficulty in rooting, speeds up their rooting and improves the homogeneity of the rooting. We use IBA hormone in the form of powder, at a concentration of 0.3% - 0.8%

The cuttings are to be dipped in the hormone just before rooting. Leaving the hormone applied to the base of the cutting for a length of time (days) causes the base to become softer and damages the cutting and rooting process.

### PLANT PRODUCTION TIMETABLE

The time necessary for plants to develop a sufficient amount of roots in order to market is between 17 - 25 days from time of planting, at minimum night temperature of 18C. At minimum temperature of 13C its take 5 weeks.

It is recommended not to delay the marketing of the finished plants, since a delay can cause a decrease in the quality of the plant, especially in the summer when the plant tends to become elongated.



# FESTIVAL® | Gypsophila

## Appendix for rooting

### MISTING

In order to succeed in rooting Gypsophila cuttings, it is of great importance to prevent the cuttings from becoming "tired" (turgor loss). This can be avoided by regulating a misting system, which will ensure that the amount of moisture in the foliage will be sufficient to prevent the cutting from losing turgor. Misting is applied according to the progress made with rooting process. During the first days it is important to maintain continuously moist foliage avoiding loss of turgor and "tired" cuttings. During the more progressive stages of the rooting, foliage can be maintained with partial short dry periods without having the cuttings become "tired". The more progressed the rooting stage, the longer the periods that the foliage can remain dry.

Despite the importance of maintaining the cuttings' strong turgor during the entire process of rooting, it is very important not to overdo the misting, since an excess of moisture in the foliage can result in damaging the quality of the plant. The plant may become yellowish, elongated and suffer from disease symptoms.

The pulse duration of the misting should only be enough to wet the leaves. During the first days after planting the cutting, misting should also be carried out a number of times during the night.

### HARDENING

When most of the cuttings have developed a sufficient amount of roots, misting can be stopped altogether, and you can begin to water the plants with the addition of fertilizer once a day during noon.

When misting is not applied anymore, it is recommended to gradually decrease the levels of shading in order to let the plant become used to the conditions that it will be exposed to at the grower.

