

...makes **LIFE** even more beautiful...

**GRAFF**<sup>®</sup>  
BREEDING



Q-ismasStar<sup>®</sup> | Q-deville<sup>®</sup> | HibisQs<sup>®</sup>



**EVERY  
SINGLE  
FLOWER  
LASTS  
3-5  
DAYS**

# HibisQs<sup>®</sup>

**HibisQs<sup>®</sup> Longiflora™** is **Graff Breedings<sup>®</sup>** trade name for the improved series of HibisQs with **“Longer Lasting Flowers”**.

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

And remember; all HibisQs<sup>®</sup> varieties keep bringing new flowers every week if they are placed in a bright spot in your home or during summertime in the garden.

## GOOD INDOOR



## EVEN BETTER OUTDOORS



# HibisQs<sup>®</sup>

LONGIFLORA



GAIA<sup>®</sup>



GRACE 3<sup>®</sup>

SELECTION  
OF NATURAL  
COMPACT  
VARIETIES



BOREAS WHITE<sup>®</sup>



BOREAS YELLOW<sup>®</sup>



XANTHE<sup>®</sup>



NEW APOLLO<sup>®</sup>



APOLLO 4<sup>®</sup>



APOLLO BIG<sup>®</sup>



PETIT ORANGE<sup>®</sup>



PETIT SUNRISE<sup>®</sup>

LONGER  
LASTING  
FLOWERS



JUNO<sup>®</sup>



JUNO RED<sup>®</sup>

AWARD  
WINNING  
VARIETIES



AFRODITE<sup>®</sup>



VOLCANO<sup>®</sup>



ARIONICUS<sup>®</sup>

**WE BELIEVE IN PASSION AND PERFECTION**



LALUNA YELLOW®



NYX®



ATHENACUS®



ZEFYR®



LALUNA ORANGE®



HERA®



RHEA®



POSEIDON®



MEDUSA®

**COLOURFUL,  
DECORATED  
BUDS –  
LIKE TULIPS**



LETO®



DARK GRACE®





ADONICUS WHITE<sup>®</sup>

SELECTION  
OF NATURAL  
COMPACT  
VARIETIES



ADONICUS YELLOW<sup>®</sup>



ADONICUS PEARL<sup>®</sup>



ADONICUS ROSA<sup>®</sup>



ADONICUS PINK<sup>®</sup>

ONE VARIETY  
IN MULTIPLE  
COLOURS



ADONICUS DARK<sup>®</sup>



ADONICUS ORANGE<sup>®</sup>



ADONICUS APRICOT<sup>®</sup>



ADONICUS DB. ORANGE<sup>®</sup>



ADONICUS DB. PINK<sup>®</sup>



ADONICUS DB. YELLOW<sup>®</sup>



ADONICUS DB. PEARL<sup>®</sup>





# HibisQs®

The philosophy and main breeding vision of Graff Breeding® is; **“being consumers first choice”**.

Our goals for consumer values are:

- Varieties being described with one word - Joy!  
Especially when the coloured buds grow into a colourful painting.
- Varieties where the single flower last from 3 - 5 days called “HibisQs® LongiFlora™”.
- Varieties that keeps on flowering month after month, year after year, when placed in a bright sunny spot in the homes of the consumers.

All our work has been based on a segmented market approach, where we seek partnership with highly skilled nurseries and professional outlets. 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 as well as outlets, and private groups of consumers to our “Selection Days” every second year. This gives our breeders the possibility to implement professional and private expectation and needs in the early selecting process.

# Q-ismas Star<sup>®</sup>



BOND



CRUNCH PINK



KISS



MOJITO



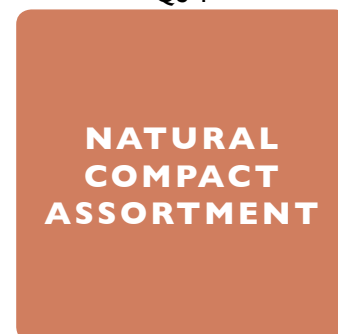
QS-I



QS-10



QS-11



NATURAL  
COMPACT  
ASSORTMENT



# Q-ismas Star<sup>®</sup>

## WE BELIEVE IN PASSION AND PERFECTION



CRUNCH BONZI



OAK



CRUNCH RED

LTO AWARD  
WINNER



QS-2



QS-3



QS-4



QS-6



QS-13



QS-16



QS-17



QS-18

Customer surveys in Denmark shows, that younger people adores Poinsettia more and more, especially in the new colours and when they can see the “star” on top of the “tone in tone” dark green foliage.

As a new Poinsettia breeding company we are focusing on these characteristics as well as;

- Longer lasting shelf life both at consumer and retail\*\*
- Different look, colours and shapes
- Popular colour combination (One variety – in many colours)
- Easy compact growth, V-shape, well branching and strong in transportation
- All are suitable for pot size 6 and 15cm – creating a unique and eye-catching look

\*\* Graff Breeding and our variety Q-ismas Crunch<sup>®</sup> have been awarded twice (2014/15 and 2015/16), at the Dutch Flora Holland LTO Poinsettia Award

# Q-deville®

**NATURAL  
COMPACT  
VARIETIES**



QD-1



QD-2



QD-5

**AVAILABLE AS  
URC AND RC**



QD-6



QD-7



QD-8



QD-9

**BIG FLOWERS  
IN MANY  
COLOURS**



QD-10



QD-11



QD-12

**EXPECT  
MORE**



QD-13



QD-16

## WE BELIEVE IN PASSION AND PERFECTION



Graff Breeding® main vision is to bring better genetics to our customers and to develop flowers with high consumer value, and to be consumers first choice.

Based on this vision, we started our Dipladenia and Mandevilla breeding back in 2011.

It has been an interesting journey and we at Graff Breeding®, are looking forward to introduce our new series of Q-deville® in 2019.



HibisQs®



Q-ismas  
Star®



Q-deville®



Q-rizous



GRAFF®  
BREEDING

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## WE BELIEVE IN PASSION AND PERFECTION

Here at **Graff Breeding®** we trust in our ability to be; *“continuously, inspired by nature and its shapes and colours.”* That is why we grow and breed Hibiscus and more to bring forth natures many jewels to our customers and their consumers 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 pot and patio plants holds much satisfaction, and we hope to bring this to all our costumers and partners.



- *ALPH International Grower of the Year 2017 (Young Plants)*
- *IPM: Innovation Award 2017 (Petit)*
- *RHS Chelsea Flower Show (Awarded 3 price as Plant of the year 2017)*
- *LTO award 2014-15 and 2015-16*

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