

# African Violet Catalog

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2018-19

LooXo<sup>TM</sup>  
*Violet*

Coming 2019



OPTIMARA

# LooXo<sup>TM</sup> *Violet*

## New For 2019

### The 'Filantherless' Violet Series

*Profusely Blooming*



*High Thrips Resistance*



*Low Botrytis Susceptibility*



**'gorgeous'**



**'splendid'**



**'radiant'**



**'amazing'**

## More LooXo Varieties To Come!

'beautiful' 'elegant' 'opulent' 'lavish' 'delightful' 'majestic' 'stunning' 'heavenly'



# Designing the Modern Violet

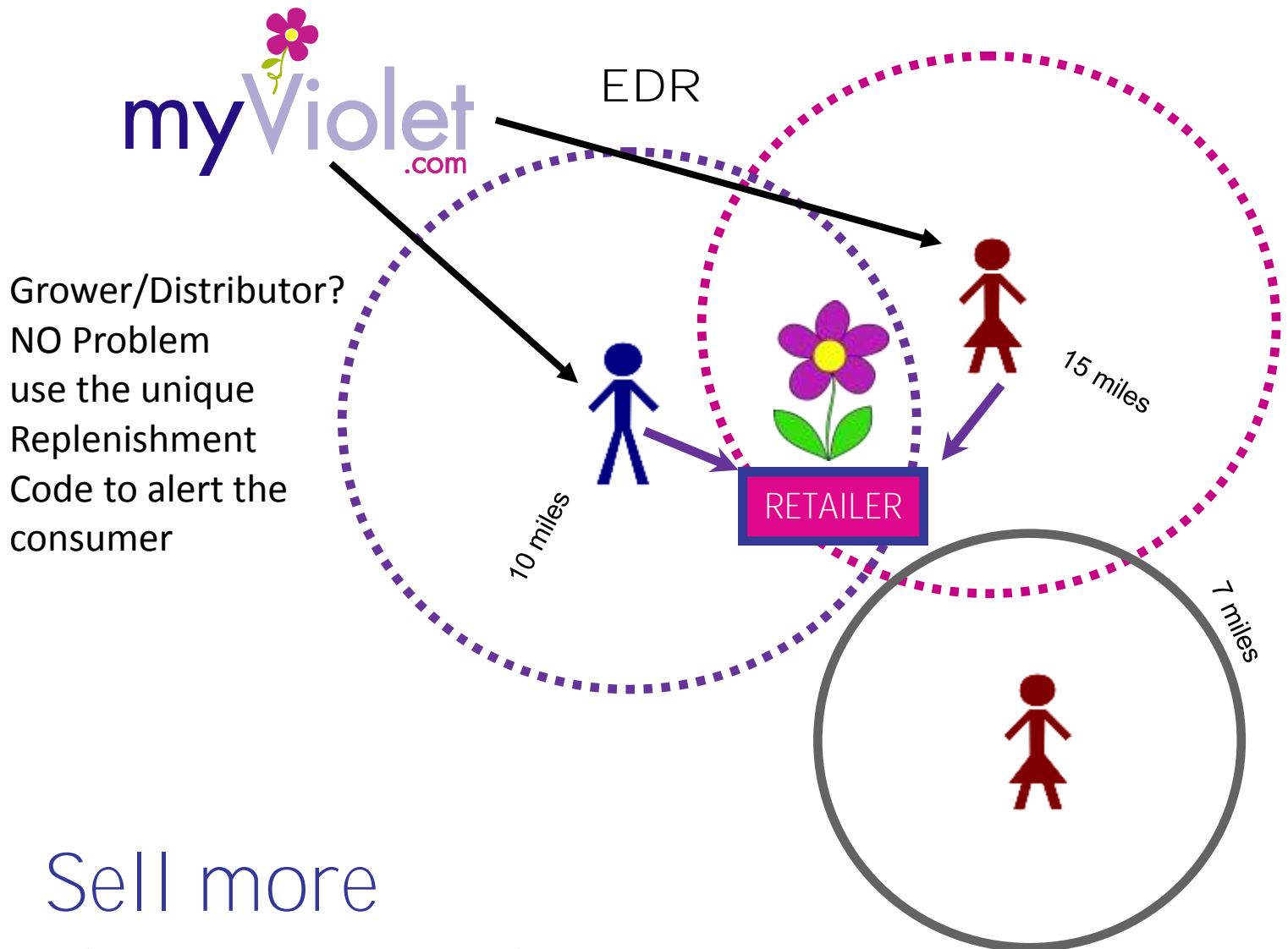


## **Optimara African Violet Breeding**

Optimara's state of the art Saintpaulia breeding facilities in Germany and the USA has been producing amazing characteristics for more than 83 years. Three generations of Holtkamp family members have been bringing their visions for tomorrow's African Violet into reality. Our unwavering commitment to improving the African Violet is constantly producing both a stunning range of bloom characteristics as well as resilience in the supply chain and on the shelf.

# Fresh Violet e-mail Alert

Enthusiastic and dedicated consumers establish their GEO-FENCE according to a set travel preference (5 mi, 10 mi, 15 miles, etc...). Whenever a shipment is delivered within the GEO-FENCE, myViolet sends a "Fresh Violet Alert" in the form of an E-mail Destination Recommendation (EDR) to alert the consumers. Excite your customers with FRESH African Violets!



Sell more  
**than just Violets...**

*Bring consumers to your store to  
shop some more!*

The myViolet e-mail  
notification system is  
being Patent Reviewed

Holtkamp Greenhouses, Inc. PO Box 78565 Nashville, TN 37207 <http://catalog.optimara.com>

1-800-443-2290



# OPTIMARA<sup>®</sup> 2" MINIATURE AFRICAN VIOLET



Sold as assorted color. URC Item #20003 / RC Item #20005



**Apatite**



**Arapahoe**



**Aztec**



**Azurite**



**Blackfoot**



**Blue Topaz**



**Cheyenne**



**Chicasaw**



**Comanche**



**Coral**



**Creek**



**Crystal**

Volume discounts  
available.

# OPTIMARA<sup>®</sup> 2" MINIATURE AFRICAN VIOLET



Sold as assorted color. URC Item #20003 / RC Item #20005



**Hopi**



**Inca**



**Maya**



**Oneida**



**Ottawa**



**Sapphire**



**Tourmaline**

**NEW**



**Little Trio**



**Wichita**

myViolet.com



# OPTIMARA<sup>®</sup> 4" AFRICAN VIOLET



Sold as assorted color. URC Item # 29990 / RC Item #30000



**Andrea**



**Anika**



**Arkansas**



**Barbara**



**California**



**Chico**



**Cindy**



**Colorado**



**Connecticut**



**Cora**



**Dali**



**Degas**



**Delaware**



**Evelyn**



**Farrah**



**Gauguin**

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Georgia 



Gisela



Harlequin



Hawaii 



Hiroshige 



Indiana



Ingrid



Iowa



Joan



Juliana 



Kentucky



Louisiana



Lucia



Maine 



Manitoba 



Margit



designates large variety plant also grown as a 6 inch variety



# OPTIMARA<sup>®</sup> 4" AFRICAN VIOLET



Sold as assorted color. URC Item # 29990 / RC Item #30000



**Martinique**



**Maui**



**Michele**



**Michigan**



**Millennia**



**Modesty**



**Monet**



**Monique**



**Montana**



**Natalie**



**New Jersey**



**New York**



**North Carolina**



**Ontario**



**Patricia**



**Pennsylvania**

1-800-443-2290



# OPTIMARA<sup>®</sup> 4" AFRICAN VIOLET



Sold as assorted color. URC Item # 29990 / RC Item #30000



**Rebecca**



**Rita**



**Romance**



**Scarlet**



**Seurat**



**Stephanie**



**Susi**



**Tennessee**



**Teresa**



**Texas**



**Trinidad**



**Utah**



**Virginia**



**Wisconsin**



**Wyoming**



**Yellowstone**



designates large variety plant also grown as a 6 inch variety



# OPTIMARA<sup>®</sup>

## 4" AFRICAN VIOLET *myViolet Series*



Sold as assorted color. URC Item # 29994 / RC Item #30000



**myCharm**



**myDarling**



**myDelight**



**myDesire**



**myDream**



**myJoy**



**myLove**



**myPassion**



**mySensation**

  
**myViolet**  
.com  
1-800-443-2290





**EverBeautiful** RC#30963



**EverGlory** RC#30971



**EverGrace** RC#30920



**EverJoy** RC#30990



**EverLove** RC#30960



**EverPraise** RC#30980



**EverPrecious** RC#30981



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\*Sold As Assorted Trays



**EverRejoice** RC#30975



12 **EverSpecial** RC#30921



**EverYoung** RC#30951



# EverFloris™ 6" African Violet

Introducing the Re-Evolutionary African Violet

## Trial Pack Offer!



**Trial Pack Offer  
150 Plugs**

**3 sets of 50 plugs  
assortment of  
available varieties**

**\$149**

Item #32007



**The New Evolution of  
Space Violets**

In a sensational effort that launched African Violets into a new frontier, the Optimara Space Violet program put more than 25,000 seeds into orbit for nearly six years. This unusual step, in the annals of potted and flowering plants, turned out to be one giant leap that has produced significant and exciting characteristics for African Violets. Now, for the first time, these characteristics are available in a series dedicated exclusively to Space Violets. The EverFloris series is comprised entirely of African Violets that have been developed from the Space Violet program. They're bigger and easier to grow, with larger, fuller blooms that flower continuously. Unless they're EverFloris, there's no place on Earth you will find African Violets like these.

- Each plant comes with a plant care tag and stake!
- Box and shipping charges still apply

**50 cell tray provides larger plant.**

**15 weeks to finish in 6" pot.**

**10 weeks to finish in 4" pot.**

**EverFloris violet produces more than twice the bud count as compared to standard violet varieties.**

**Plants have thick curly leaves and larger plant mass than standard violet varieties.**

**This variety is considered a "Space Baby" since its genetic background is descended from seeds that were in outer space for 5 1/2 years.**

**Ideal plant for 6" production.**



# Violet Grower Program



Optimara now offers its customers an even greater selection of its already unsurpassed Violet program. The Optimara varieties are easy-to-grow and come in many captivating colors. With over 50 varieties available in four stages, Optimara offers a program no other grower offers to their customers. Holtkamp Greenhouses is the proud recipient of the 1999 SAF Gold Medal Award honoring the originator of a widely distributed plant that has become established as having an outstanding horticultural and commercial value.



**Un-rooted Baby**  
**Item # 29990:**

A premium un-rooted baby (cutting) 2" to 2 1/2" in length, featuring a strong center heart, handpicked and graded for constant caliper. Six to seven weeks to potting. Only 9 to 10 weeks after potting for a premium finished product.



**Starter / Liner**  
**Item # 30000:**

Only 9 to 10 weeks to finish. Large selection of over 50 varieties in the 4 inch series. Tray of 84 (4 tray min). Additional sizes: super-sized 6 inch series and the 2 inch miniature varieties.



**Small Pre-Finished**  
**Item # 40020**

Only 3-4 weeks from Finished. Assorted Varieties. Vigorous growth with many visible buds. Set to final spacing.



**Large Pre-Finished**  
**Item # 40030**

Only 2 weeks from finished. One to two open blooms with many visible buds ready to open quickly.

*Call Us:*  
**1-800-443-2290**



# Broker List

## ***Eason Horticulture Resources***

939 Hellen Ruth Drive  
Fort Wright, KY 41017  
800-214-2221  
Fax: 859-578-2266

## ***E.C.G.C. Distributors, Ltd.***

P.O. Box 873  
Charles Town, WV 25414  
804-378-4277  
Fax: 804-378-4278

## ***Express Seed Co.***

51051 U.S. Route 20  
Oberlin, OH 44074  
800-221-3838  
Fax: 440-774-2728

## ***SHS-Griffin Greenhouse and Nursery Supplies***

4343 Commerce Court  
Lisle, IL 60532  
800-323-7253

## ***McHutchison Hort. Distributors***

64 Mountain View Blvd.  
Wayne, NJ 07470  
800-943-2230  
Fax: 866-234-8884

## ***Messick Company***

39 North Central Ave.  
Campbell, CA 95008  
408-871-9816  
Fax: 408-871-9839



**For Your Nearest  
Distributor call:**

**1-800-443-2290**

**“Tennessee”**





Find us on  
**facebook**  87,000+  
<http://www.facebook.com/optimara>

Join Us At: **myViolet**.com

*African Violets and more!*

**Current Availability:**  
[www.Snap.Optimara.com](http://www.Snap.Optimara.com)

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