

**SUNTORY**

COLLECTION EUROPE

**NOVELTIES  
2015**



Makes beauty  
available for  
every garden  
and balcony



## WELCOME TO THE COLLECTION

### Suntory® Collection Europe - Makes beauty available for every garden and balcony

The breeding team of Suntory® Flowers Ltd. will keep on renewing the horticultural market with innovative and unique products. Suntory's intensive breeding for **Sundaville®** is unique within the horticultural market worldwide. More than 5000 future candidates are blooming at Suntory's research and trial station in Japan, Australia and The Netherlands. **Sundaville®** is one of the top focus products of Suntory®, which will lead to new and unexpected novelties in the near future!

New: the special **Sundaville®** compact and super branching collections created for 12 and 15 cm pots. These products can be grown without a supporting trellis! This will create a complete new market and will bring **Sundaville®** in to the world of bedding plants. So in 2015 ask for **Sundaville® Beauty** and **Sundaville® Grand**, with very competitive royalties.

### The eye catchers – make sure to keep an eye on the next beauties

The **Princettia® Pearl** (p. 19), turned heads at several exhibitions in 2013. The **Princettia® Pearl** is the youngest of the **Princettia®** family and completes the pink range of poinsettias with a perfect white version you never seen before. This poinsettia has the brightest white colour available on the current market, thanks to innovative breeding from the breeders of Suntory® Flowers Ltd. Just like the other poinsettias from this range, the **Princettia® Pearl** is naturally compact, which makes it an easy plant to grow and a promising poinsettia for grower, retail and consumer.

Also keep an eye on **Sun Villea®** (p. 20), a unique plant range in the current market. Where most bougainvilleas grow into large and bombastic plants, **Sun Villea®** keeps it perfectly compact!

The hanging petunia line **Surfinia®**, still the most floriferous and reliable eye catchers available on the current market, will be expanded with two new members: **Heavenly Blue** and **Velvet Blue**.

A totally new **Surfinia®** range will be the **Green Edge** collection. These special varieties with a strong, healthy nature are early bloomers and recognizable by their neon green edge, which makes these plants a unique appearance in every garden and balcony.

### About The Suntory Collection Europe

The **Suntory® Collection Europe** offers innovative flowering bedding and pot plants, from petunia **Surfinia®** and calibrachoa **Million Bells®** to mandevilla **Sundaville®** and poinsettia **Princettia®**. The collection includes only first-class products, known for their superior garden performance, countless flowers and vivid colours.

The **Suntory® Collection Europe** is brought to you by **Moerheim New Plant**, introducer of new plants and varieties on the European horticultural market. **Moerheim New Plant** provides licences, devises new marketing concepts, monitors policy and carries out selection activities for breeders in Europe. The **Moerheim** crop portfolio includes flowering indoor plants, shrubs, bedding plants and rose understock.

Jeroen Egtberts  
Director **Moerheim New Plant** bv



# SUNTORY

COLLECTION EUROPE

NOVELTIES  
SELECTION



SUNDAVILLE®  
Grand Red





**SUNDAVILLE®**  
Grand Rose

**SUNDAVILLE®**  
Grand series

Grand Burgundy, Grand Red & Grand Rose. In 2015, three brilliant colours are added to the successful Sundaville® Grand range, introduced in 2014. The range consists of beautiful mandevillas, packed with strikingly large flowers.

Also available:



Grand White



Grand Burgundy  
**NEW 2015**



Grand Red  
**NEW 2015**



Grand Rose  
**NEW 2015**

Variety and colour	Denomination	Flower size	Flowering	Vigour	Growth Habit
<b>Sundaville® - Grand series</b>					
<b>NEW</b> Grand Burgundy	Sunparaobu	big	later	vigorous	climbing
<b>NEW</b> Grand Red	Sunparare 15	big	early/medium	vigorous	climbing
<b>NEW</b> Grand Rose	Sunparaoros	big	medium	medium	climbing





**SUNDAVILLE®**

SUNTORY COLLECTION

**SUNDAVILLE®**  
Beauty White



NOVELTIES SELECTION

Also available:



Beauty Red



Beauty Light Pink

**SUNDAVILLE®**  
Beauty series

The Sundaville® Beauty range is expanded with two new additions in 2015, the Beauty Vermillion and the Beauty White. The Sundaville® Beauty range is a range of well branched mandevillas, with large flowers and can be grown in 10 – 12 cm pots.



Beauty Coral Pink



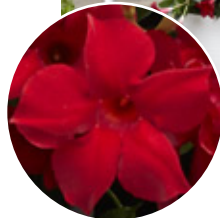
Beauty Bright Red



Beauty Rose



Beauty Burgundy



Beauty vermillion  
**NEW 2015**



Beauty White  
**NEW 2015**

Variety and colour	Denomination	Flower size	Flowering	Vigour	Growth Habit
<b>NEW Sundaville® - Beauty series</b>					
<b>NEW</b> Beauty Vermillion	Sunparaoriaka	big	medium/late	medium	climbing/trailing
<b>NEW</b> Beauty White	Sunparapreho	big	very early/early	medium	climbing/trailing





**SURFINIA®**  
Heavenly Blue

## SURFINIA®

### Classic series

Velvet Blue & Heavenly Blue. These two new Surfinia® improvements are early flowering and have the same advantages of the pure classic types.



Velvet Blue  
*NEW 2015*



Heavenly Blue  
*NEW 2015*

Variety and colour	Denomination	Flower size	Flowering	Vigour	Growth Habit
Surfinia® - Classic series					
<i>NEW</i> Velvet Blue	Sunsurf Aotatsu	large	medium	medium	trailing
<i>NEW</i> Heavenly Blue	Sunsurf Skytatsu	medium	medium	medium	trailing





**SURFINIA®**

SUNTORY COLLECTION



**SURFINIA®**  
Green Edge Purple

**SURFINIA®**  
Green Edge series

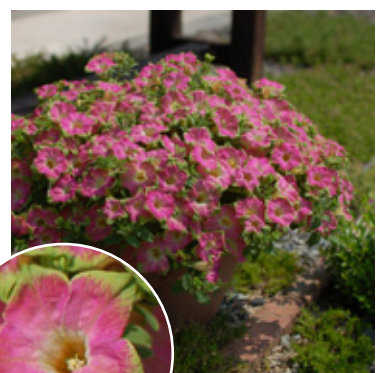
Green Edge Lime, Green Edge Purple & Green Edge Pink. The Surfinia® Green Edge family is a range of petunia hybrids with unique neon green edged flower petals, which are early, strong, healthy and give good branching.



Green Edge Lime  
**NEW 2015**



Green Edge Purple  
**NEW 2015**



Green Edge Pink  
**NEW 2015**

**Surfinia® - Green Edge series**

<b>NEW</b> Green Edge Lime	Sunsurf Grihuti	medium	early	medium	patio trailing -mound
<b>NEW</b> Green Edge Purple	Sunsurf Midopin	medium	early	medium	patio trailing -mound
<b>NEW</b> Green Edge Pink	Sunsurf Suika	medium	medium	compact	patio trailing/trailing




**SURFINIA®**

## Specialties &amp; Double series

**Bouquet Denim.** Surfinia® Bouquet Denim is an exceptionally early Surfinia® petunia variety with lovely small deep blue flowers.

**Double Dark Pink.** Pretty in pink: Surfinia® Double Dark Pink is a petunia variety with beautiful large double flowers, in a sweet shade of pink.

**SURFINIA®**  
 Bouquet Denim

 Bouquet Denim  
*NEW 2015*

 Double Dark Pink  
*NEW 2015*

Variety and colour	Denomination	Flower size	Flowering	Vigour	Growth Habit
<b>Surfinia® - Specialties series</b>					
<i>NEW</i> Bouquet Denim	Sunsurf Deniusa	small	very early/early	medium	patio trailing -mound
<b>Surfinia® - Double series</b>					
<i>NEW</i> Double Dark Pink	Sunsurf Pidami	medium	medium	medium	trailing





SUNTORY® DIANTHUS

SUNTORY COLLECTION

NOVELTIES SELECTION

SUNTORY® DIANTHUS  
Pink

## SUNTORY® DIANTHUS

Suntory® Dianthus Pink. New from the breeders of Surfina®, Sundaville® and Princettia®. This sweet dianthus hybrid has a strong pink colour and gives continuous flowering all through the season.



Pink  
NEW 2015

Variety and colour	Denomination	Flower size	Flowering	Vigour	Growth Habit
Suntory® Dianthus					
NEW Pink	Sunnade Pintatsu	medium	medium	medium	patio type



**SENETTI®**  
Blue Bicolor 2015



**SENETTI®**  
SUNTORY COLLECTION



**SENETTI®**  
Classic series

The new Senetti® Blue Bicolor 2015 is an improvement of the existing Senetti® Blue Bicolor. It is more compact, has a stronger blue colour and therefore fits better in the existing Senetti® range. This lovely blue and white variety blooms early in season, stays compact and is perfect for use on the patio.



Blue Bicolor 2015  
**NEW 2015**

Variety and colour	Denomination	Flower size	Flowering	Vigour	Growth Habit
Senetti® - Classic series					
<b>NEW</b> Blue Bicolor 2015	Sunsenebubakai	large	early/medium	compact	patio type





**SUNDIASCIA®**  
SUNTORY COLLECTION

NOVELTIES SELECTION

**SUNDIASCIA®**  
Peach



**SUNDIASCIA®**  
Classic series

In 2015 Suntory® Collection Europe expands the popular Sundiascia® range with two new varieties: Peach and Sakura Pink. These two colourful additions have the same strong qualities as the existing Sundiascia® varieties.



Peach  
**NEW 2015**



Sakura Pink  
**NEW 2015**

Variety and colour	Denomination	Flower size	Flowering	Vigour	Growth Habit
<b>Sundiascia® - Classic series</b>					
<b>NEW</b> Peach	Sunjodi 045	medium	medium/later	medium	patio type/patio trailing
<b>NEW</b> Sakura Pink	Sunjodi 042	medium	medium	compact	patio type





LOFOS®

SUNTORY COLLECTION

LOFOS®  
Compact Pink

LOFOS®  
Classic series

The new Lofos® range consists of two compact and well branched lophospermum varieties. The Lofos® Compact Pink and Compact White are easy to grow in small pots; they are low maintenance plants.



Compact Pink  
*NEW 2015*



Compact White  
*NEW 2015*

Variety and colour	Denomination	Flower size	Flowering	Vigour	Growth Habit
<b>Lofos® - Classic series</b>					
<i>NEW</i> Compact Pink	Sunlorose	medium	medium	medium	trailing
<i>NEW</i> Compact White	Sunloshiro	medium	medium	medium	trailing



# SUNTORY

COLLECTION EUROPE

## TOP SELLERS



SUNDAVILLE®  
Pink





## SURFINIA® Classic top sellers

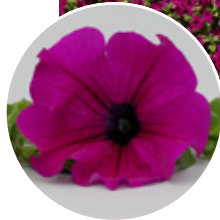
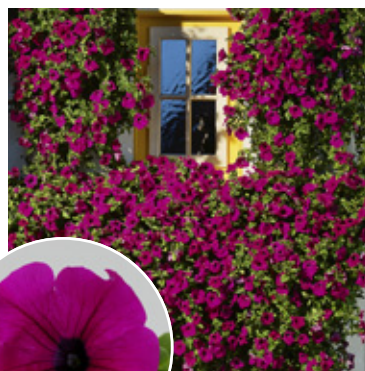
The Surfinia® Classics were the first hanging petunias grown from cuttings which were perfectly trailing and rain resistant, a real breakthrough. Introduced in the nineties and still the top of the bill on the European market: Nothing beats a Surfinia®!

The Classic Surfinia® is known for its strong garden performance, endless flowering and excellent rain resistance. The Classic varieties are still top sellers: Surfinia® Hot Pink, Purple, Blue, White, Sky Blue, Burgundy and Lime are all dominant in today's European market.

Suntory® Collection Europe keeps adding new varieties to the *classics* and keep this range up-to-date. New additions like Heavenly Blue, Velvet Blue and Deep Red can all meet up to the high standards Surfinia® is known for. We will keep on giving you special classics with an excellent performance you can rely on!



Hot Pink



Purple



Blue

Variety and colour	Denomination	Flower size	Flowering	Vigour	Growth Habit
<b>Surfinia® - Classic series</b>					
Purple	Sunpurple	large	medium	medium	trailing
Hot Pink	Sunrovein	large	medium	medium	trailing
Blue	Sunblu	large	early	vigorous	trailing





SURFINIA®  
Sky Blue



White



Sky Blue



Burgundy



Lime

Variety and colour	Denomination	Flower size	Flowering	Vigour	Growth Habit
<b>Surfinia® - Classic series</b>					
White	Kesupite	medium	medium	medium	trailing
Sky Blue	Keilavbu	large	later	medium	trailing
Burgundy	Keiburtel	large	early	compact/medium	trailing
Lime	Keiyoul	large	medium	medium	trailing





## MILLION BELLS® Bouquet series

New and improved Million Bells®

Compact, early and strong. Suntory® Collection Europe takes their calibrachoas to the next level with the Million Bells® Bouquet range.

The Million Bells® Bouquet range consists of 6 unique and improved calibrachoas, which can meet up to the high standards of today's horticultural market. Million Bells® Bouquets are easy-to-grow early bloomers, with a compact growth, packed with flowers and a excellent garden performance.



Bouquet Red



Bouquet Gold



Bouquet Wine Red

Variety and colour	Denomination	Flower size	Flowering	Vigour	Growth Habit
<b>Million Bells® - Bouquet series</b>					
Bouquet Red	<i>Suncalred</i>	medium	very early	compact	patio trailing
Bouquet Gold	<i>Sunbel 8571</i>	medium	very early/early	medium/vigorous	patio trailing
Bouquet Wine Red	<i>Suncalwine</i>	medium	very early	medium/vigorous	patio trailing





MILLION BELLS®  
Bouquet Brilliant Pink



Bouquet Pink



Bouquet Yellow Eye



Bouquet Brilliant Pink

Variety and colour	Denomination	Flower size	Flowering	Vigour	Growth Habit
<b>Million Bells® - Bouquet series</b>					
Bouquet Pink	Suncalpink	medium	early	compact	patio trailing
Bouquet Yellow Eye	Sunbel 0778	medium	early	compact/medium	patio trailing
Bouquet Brilliant Pink	Suncalpi	medium	early	compact	patio- type/trailing





SUNDAVILLE®  
Pink

**SUNDAVILLE®**  
The revolutionary Sundaville®

The breeders of Suntory® Flowers Ltd. unchained a real mandevilla revolution back in 2003 with the introduction of the first Sundaville® variety: the classic Sundaville® Red.

The Sundaville® Classics contain mandevillas with superior and innovative branching and striking colours. Varieties from this range like Sundaville® Red, Pink and Cream Pink are still top sellers within the Suntory® Collection Europe.

Suntory® Collection Europe keeps on expanding the Sundaville® collection with new series and varieties, such as the Grand and the Beauty range. This way, the collection can always keep up with the demanding horticultural market.



Red



Pink



Cream Pink

Variety and colour	Denomination	Flower size	Flowering	Vigour	Growth Habit
<b>Sundaville® - Classic series</b>					
Red	Sunmandecrim	large	medium	compact	climbing
Pink	Sunmandecrpi	large	medium	compact	climbing
Cream Pink	Sunparapibra	large	medium	compact	climbing



PRINCETTIA®  
Pearl

PRINCETTIA®  
SUNTORY COLLECTION



## PRINCETTIA®

A white star is born!

By far the brightest white star available on the market. The Princettia® Pearl is the youngest princess of the Princettia® family and this unique poinsettia combines its stunning colour with a naturally compact growth habit, making it a promising plant for grower, retail and consumer.

The Princettia® Pearl is part of the Princetta® range, a range of naturally compact euphorbias available in different beautiful shades of pink. These fresh colours make the Princettia® perfect as a gift for occasions like Valentine's Day, Mother's Day and Christmas. Its resistance to lower temperatures also make the Princettia® range perfect for outdoor use in every garden and balcony.



Dark Pink



Hot Pink



Pearl



Variety and colour	Denomination	Flowering	Vigour	Growth Habit
<b>Princettia® - Classic series</b>				
Dark Pink	Bonpridepcom	early	compact	patio type
Hot Pink	Bonprpicom	early	compact	patio type
Pearl	Bonpri 635	early	compact	patio type





## SUN VILLEA®

Compact luxury for every garden and balcony

Keep an eye on Sun Villea! This new plant range is unique on the current market. Where most bougainvilleas grow into large and bombastic plants, Sun Villea® keeps it naturally small and compact, giving growers a change to explore a whole new market.

With three vivid colours, Sun Villea® is capable to give every garden and balcony a piece of luxurious Southern Europe



Purple



Pink



Cream

Variety and colour	Denomination	Flowering	Vigour	Growth Habit
<b>Sun Villea® - Classic series</b>				
Purple	Koiro	medium	compact	patio type
Pink	Kasumi	medium	compact	patio type
Cream	Sasara	medium	compact	patio type



CRACKLING FIRE®  
Creamy Yellow

CRACKLING FIRE®  
SUNTORY COLLECTION



## CRACKLING FIRE® The new generation begonias

Crackling Fire®, the new generation boliviensis begonias, is an innovative and hip series of begonias from the Suntory® Collection Europe, suited for garden, terrace and balcony. This beautiful product is available in a range of 9 vivid colours (more colours go to [www.suntorycollection.info](http://www.suntorycollection.info)).

This begonia boliviensis has a compact growth habit, is resistant to heat and grows well in sunny or half sunny places. Crackling Fire® needs little water, which makes it a easy plant, perfect for the modern consumer.



Pink



Orange



Creamy Yellow

### Crackling Fire® - Classic series

Pink	Sunjirapi	medium	very early	medium	patio type
Orange	Sunjiraore	medium	very early	compact	patio type
CreamyYellow	Sunjiracrem	medium	very early	compact	patio type



# SUNTORY

COLLECTION EUROPE



**MILLION BELLS®**  
Bouquet Gold



# SUNTORY

COLLECTION EUROPE

## CONTACT

Interested in a product from the Suntory® Collection Europe? Please contact Moerheim New Plant:

Check out the consumer fanpage on Facebook

[f /SuntoryCollectionEurope](https://www.facebook.com/SuntoryCollectionEurope).

Or follow developments within the collection via

[f /moerheimnewplant](https://www.facebook.com/moerheimnewplant) or our renewed website:

[www.suntorycollectioneurope.info](http://www.suntorycollectioneurope.info).

**Moerheim New Plant bv**  
Weteringweg 3a  
2155 MV Leimuiderbrug  
The Netherlands

T: +31 (0) 172 506 700

E: [info@moerheim.com](mailto:info@moerheim.com)

I: [www.suntorycollection.info](http://www.suntorycollection.info)



**Jeroen Egtberts**  
Director

E: [j.egtberts@moerheim.com](mailto:j.egtberts@moerheim.com)



**Klaas Droog**  
Sales & Control

E: [k.droog@moerheim.com](mailto:k.droog@moerheim.com)



**Jacob Smolenaars**  
Product Manager

E: [j.smolenaars@moerheim.com](mailto:j.smolenaars@moerheim.com)



**Willem Mulder**  
Administration & Licensees

E: [w.mulder@moerheim.com](mailto:w.mulder@moerheim.com)



**Erwin Giezen**  
Marketing & DTP

E: [e.giezen@moerheim.com](mailto:e.giezen@moerheim.com)



**Inge van der Leest**  
Marketing & PR

E: [i.vanderleest@moerheim.com](mailto:i.vanderleest@moerheim.com)



# SUNTORY

COLLECTION EUROPE


## NOVELTIES 2015

Printed by Moerheim ©2014. All rights reserved. Moerheim does not assume responsibility for any possible damage resulting from the use of this publication or its contents.



supported by

Moerheim New Plant bv  
Weteringweg 3a, 2155 MV,  
Leimuiderbrug, The Netherlands

 /moerheimnewplant

T. +31 (0) 172 50 67 00  
F. +31 (0) 172 50 66 75

 /SuntoryCollectionEurope

info@moerheim.com  
www.suntorycollection.info