



# Campanula Ocean®

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# Campanula Ocean<sup>®</sup> – blue and white

This folder was produced with purchasing agents and salesmen in sales companies in mind.

**Campanula Ocean<sup>®</sup>** is a novel plant that our development unit has created.

**The new types features the following properties:**

- a high number of buds
- larger flowers
- more compact
- intense, blue colour
- hardy
- improved persistence



**Campanula Ocean<sup>®</sup>** comes in an 11 cm pot with a broad bottom, complete with a large content of peat moss and not least water. This means that the plant has the right “travel kit” to travel from us to a long stay in the consumer’s home. The plant is easily cared for thanks to its large volume of peat moss and water.



**Campanula Ocean<sup>®</sup>** is produced in two variants – blue and white. This Campanula is marketed in a new trendy packing (bags and wrapping), which underlines the strong white and blue colours.

**Campanula Little Blue Ocean (N)** – is a newly developed plant, a result of the improvement work carried jointly by Carlsberg Research Center and Thoruplund A/S. The actual plant and its flowers are smaller in size than “Blue Ocean” which makes it ideal for 6 cm pots. Tests will be produced in spring 2010.

**Campanula Wild Ocean (N)** is a brand new Campanula arising out of the collaboration with Carlsberg. This type of Campanula has a wilder growth compared with other Campanulas. The leaves are grey/green and stand in excellent contrast to the white flowers. Tests will be produced in spring 2010.

