DÜMMEN ORANGE®

2025

POINSETTIA

Order plants online!

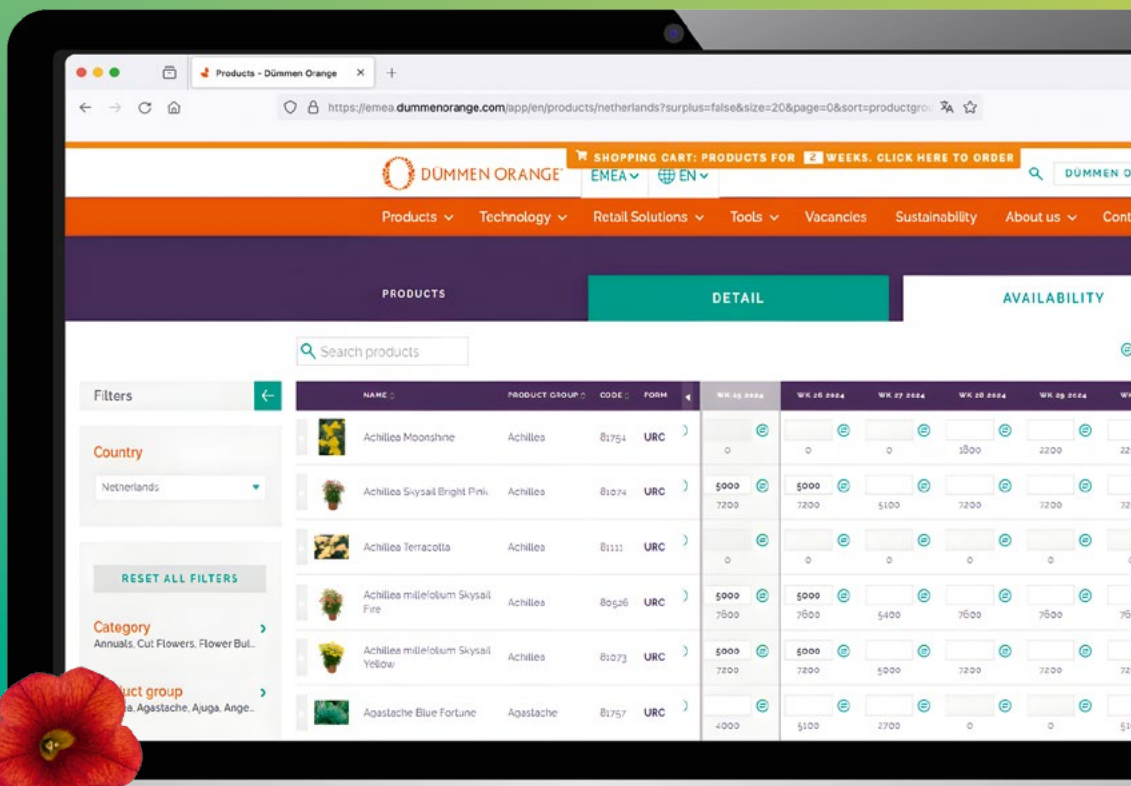
Webshop

Our direct ordering customers are invited to use our new Dümmen Orange webshop.

- Real-time availability
- Managing orders
- Buy rooted surplus online
- Importing orders via Excel
- Receiving online confirmations in minutes
- Substitutes based on an algorithm
- Online invoices

In today's fast-paced world, our webshop enhances your efficiency and convenience. You can check real time product availability, easily manage your orders and the webshop is available 24/7. Features like importing orders from Excel and adjusting quantities in existing orders simplify your experience.

Scan for more info or visit emea.dummenorange.com/site/en/tools/webshop



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100% peat-free youngplants

Best quality with our Targa rooting system

EN BACK TO THE ROOTS

Last season we introduced the new version of the Targa tray and can proudly say that we had a great season with the highest quality. In addition to many advantages in handling of trays and in logistics, the comeback of the Targa tray led to a significant quality improvement. Next to that, this Targa plug for poinsettia is 100% peat-free. This makes it possible to produce 100% peat-free poinsettias.

Our new varieties have already been tested and selected for peat-free production. Noblesse and Imperial are particularly recommended for peat-free production and deliver an excellent end product that meets the demands of retailers and consumers for 100% peat-free poinsettias.

DE ZURÜCK ZU DEN WURZELN

Letzte Saison haben wir die neue Version des Targa-Trays vorgestellt und können mit Stolz auf eine sehr gute Saison mit höchster Qualität zurückblicken. Neben vielen Vorteilen im Handling der Trays und in der Logistik, führte das Comeback des Targas zu einer deutlichen Qualitätsverbesserung. Darüber hinaus ist das Targa-Vermehrungssystem für Weihnachtssterne zu 100% torffrei. Dadurch ist es möglich, 100% torffreie Weihnachtssterne zu produzieren. Unsere neuen Sorten wurden bereits getestet und für die torffreie Produktion ausgewählt. Noblesse und Imperial empfehlen sich besonders für die torffreie Produktion und liefern ein hervorragendes Endprodukt, das den Ansprüchen von Handel und Verbrauchern an 100% torffreien Weihnachtssternen gerecht wird.

NL BACK TO THE ROOTS

Afgelopen seizoen hebben wij de vernieuwde Targa-tray geïntroduceerd. Met gepaste trots kunnen we nu zeggen dat we een geweldig seizoen met de hoogste kwaliteit hebben gedraaid. Behalve de vele voordelen in de handling van de trays en in de logistiek, heeft de comeback van de Targa-tray ook geleid tot een flinke kwaliteitsverbetering. Bovendien is de Targa poinsettia-plug 100% veenvrij. Hierdoor is het mogelijk om 100% veenvrije poinsettia's te telen.

Onze nieuwe rassen zijn reeds getest en geselecteerd voor veenvrije teelten. Noblesse en Imperial worden hiervoor in het bijzonder aanbevolen: deze leveren een uitstekend eindproduct dat voldoet aan de marktvraag naar 100% veenvrije poinsettia's.

FR RETOUR AUX SOURCES

La saison dernière nous vous avons présenté la nouvelle version du plateau Targa et nous pouvons dire avec fierté que nous avons eu une excellente saison d'une qualité optimale. Outre les nombreux avantages en termes de manutention des plaques et de logistique, le retour de la plaque Targa a aussi entraîné une amélioration significative de la qualité. En parallèle, la plaque Targa pour les poinsettias est à 100% sans tourbe. Cela permet de produire des poinsettias à 100% sans tourbe.

Nos nouvelles variétés ont déjà été testées et sélectionnées pour une production sans tourbe. Les variétés Noblesse et Imperial sont particulièrement recommandées dans ce sens, elles fournissent un excellent produit fini qui répond aux exigences des distributeurs et des consommateurs pour des poinsettias à 100% sans tourbe.

IT RITORNO ALLE RADICI

Nella scorsa stagione abbiamo presentato la nuova versione del vassoio Targa. Possiamo dire con orgoglio che è stata un'ottima stagione, con la qualità più alta. A parte i numerosi vantaggi nella movimentazione dei vassoi e nella logistica, il ritorno del vassoio Targa ha portato a un miglioramento significativo della qualità. Inoltre, gli alveoli Targa per le poinsettie sono al 100% senza torba. Questo rende possibile produrre poinsettie al 100% senza torba.

Le nostre nuove varietà sono già state testate e selezionate per la produzione senza torba. Per questa produzione, sono raccomandate in particolare Noblesse e Imperial: si ottiene un prodotto finale eccellente che soddisfa la domanda di rivenditori e consumatori per poinsettie al 100% senza torba.

ES VOLVER A LAS RAÍCES

La última temporada presentamos la nueva versión de la bandeja Targa, y podemos decir con orgullo que tuvimos una temporada fantástica y de máxima calidad. Además de las múltiples ventajas a la hora de manipular las bandejas y en la logística, el regreso de la bandeja Targa también supuso una mejora significativa de la calidad. Aparte, el taco de Targa para poinsettia no contiene turba, lo que nos permite producir poinsettias sin utilizar este sustrato.

Nuestras nuevas variedades ya han sido probadas y seleccionadas para una producción sin turba. En este sentido se recomiendan especialmente las variedades Noblesse e Imperial, que consiguen un producto final excelente que satisface la exigencia de los vendedores minoristas y los consumidores de una poinsettia 100 % libre de turba.

SHORT & SWEET

- Better roots & bigger plug for better root distribution
- More equal irrigation
- Irrigate just in time / irrigation for delivery
- Faster dry up of the plug
- More active rooted cutting
- Quicker start after potting

Early Season

6.5 - 7.5 WEEKS

Rapid Red | 11121
6.5 Weeks

Large Cyatia | V-Shape | Well branching

Early Season | 6.5 weeks

Status	Variety	Variety Code	Response Time (weeks)	Growth	Cold Tolerant	Foliage Colour	Flower Size	Very suitable for: Mini	Midi	Standard	Maxi	Trees	Final Season
	Rapid Red	11121	6.5 weeks	●●●●○	NO	DG	L	x	x	x			

URC 100 W 15-37 | RC Targa W 19-41

Early Season | Premium

Uniform series

Less PGR

Pot size
6 - 13 cm

Premium Red | 10230
7 weeks

Premium Picasso | 10234
7.5 weeks

Premium Polar | 10243
7.5 weeks

Premium Ice Crystal | 10244
7.5 weeks

Premium Lipstick Pink | 10235
7 weeks

Premium Marble | 10249
7 weeks

Premium White | 10233
7 weeks

Early Season | 7-7.5 weeks Premium

Status	Variety	Variety Code	Response Time (weeks)	Growth	Cold Tolerant	Foliage Colour	Flower Size	Very suitable for				
								Mini	Midi	Standard	Maxi	Trees
	Premium Ice Crystal	10244	7.5	●○○○○	YES	DG	M	x	x	x		
	Premium Lipstick Pink	10235	7	●●○○○	YES	DG	L	x	x	x		
	Premium Marble	10249	7	●●○○○	YES	DG	L	x	x	x		
	Premium Picasso	10234	7.5	●○○○○	YES	DG	L	x	x	x		
	Premium Polar	10243	7.5	●○○○○	YES	DG	M	x	x	x		
TOP	Premium Red	10230	7	●●○○○	YES	DG	L	x	x	x		
	Premium White	10233	7	●●○○○	YES	DG	L	x	x	x		

URC 100 W 15-37 | RC Targa W 19-41

J'Adore
HIGHLIGHT

J'Adore White Pearl | 10155
7 weeks

Well branching | Easy culture | V-shape

J'Adore Pink | 10381
7 weeks

Well branching | Easy culture | V-shape

J'Adore Dark Pink | 10154
7 weeks

Well branching | Easy culture | V-shape

J'Adore Soft Pink | 10156
7 weeks

Well branching | Easy culture | V-shape

Hybrid Poinsettia | 7 weeks J'Adore

Status	Variety	Variety Code	Response Time	Growth	Cold Tolerant	Foliage Colour	Flower Size	Very suitable for: Mini	Midi	Standard	Maxi	Trees
	J'Adore Dark Pink	10154	7 weeks	●●●○○	YES	DG	S	x	x	x		
	J'Adore Pink	10381	7 weeks	●●●○○	YES	DG	S	x	x	x		
	J'Adore Soft Pink	10156	7 weeks	●●●○○	YES	DG	S	x	x	x		
TOP	J'Adore White Pearl	10155	7 weeks	●●●○○	YES	DG	S	x	x	x		

URC 100 W 15-37 | RC Targa W 19-41

Great quali

Bastian Den Drijver
Den Drijver Gartenbau, Germany
Ferrara

„ Den Drijver in Germany opts for Ferrara for their Poinsettia production — perfect vigor, shape, and resilience throughout the whole value chain. “

De Roose
Belgium
Imperial

De Roose in Belgium blooms with Imperial Poinsettia—perfect for our climate and production on concrete floors. Its reliability and desired plant structure make it our top choice.

Ansari
Finland
Ferrara

Ansari in Finland flourishes with Ferrara Poinsettia—perfect color for big pots, striking and of outstanding quality. This variety is a true eye catcher!

Agricola Vivaio di Luzzi Cosenza
Italy
Grande Italia

Agricola Vivaio di Luzzi Cosenza in Italy flourishes with Grande Italia, their favorite variety. Grown on concrete floors, it boasts the perfect bract, precisely meeting our Italian customer's preferences and growing conditions.

ty for you

Marcel van de Helm
Freek van der Velden,
The Netherlands
Imperial Red

Grower Marcel van de Helm celebrates success with Imperial — sturdy, reliable, good branching, outstanding shelflife and suitable for bench production.

Bridgefarm
United Kingdom
Freya

Bridgefarm in the United Kingdom excels with Freya Poinsettia—ideal for the UK market, easy to pack, transport, outstanding shelflife and featuring the desired color.

Island Plants
The Netherlands
Freya

Island Plants in the Netherlands achieves high-density Freya production with effective machine topping. These features are unique and suit perfectly the objectives of this valued grower.

Rosaplant
Spain
Euroglory

In Spain, Rosaplant thrives with Euroglory Poinsettia. Its reliability, perfect timing, suitability for larger pots, and heat tolerance make it our choice for many years.

Michel Ammerlaan
The Netherlands
Freya

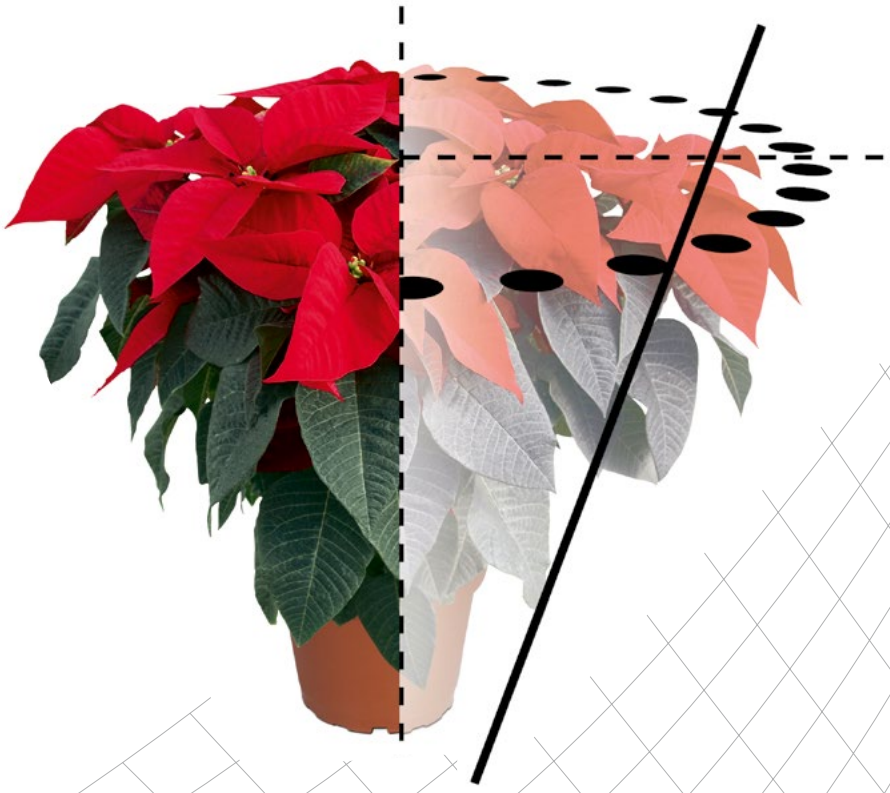
Michel Ammerlaan in the Netherlands favors Freya Poinsettia for its uniformity, ease of production, and yellow-leaf-free growth. These product features allow him to produce on a higher density, without any challenges.

Mid Season

7.5 - 8 WEEKS

nano BRACT

EN nanoBract varieties feature a large number of medium sized, closed bracts displayed on the top of the plants; they are easier to transport, stand up well to retail conditions, and offer strong colour even under artificial lighting.



DE nanoBract Sorten verfügen über eine große Anzahl an mittelgroßen, geschlossenen Brakteen, die sich oben auf der Pflanze zeigen. Sie sind einfacher zu transportieren, halten sich gut unter Verkaufsbedingungen und zeigen ihre starken, satten Farben sogar unter künstlichem Licht.

NL nanoBract rassen hebben een groot aantal middelgrote, gesloten bracteen aan de bovenkant van de plant. Ze zijn gemakkelijker te transporteren, houden goed stand tijdens de verkoop en tonen hun sterke, rijke kleuren, zelfs bij kunstlicht.

FR Les variétés nanoBract se caractérisent par un grand nombre de bractées de taille moyenne couvrant densément le dessus de la plante, une résistance supérieure dans le transport et sur les étalages de vente, ainsi qu'une couleur très intense, même sous un éclairage artificiel.

Many, compact, closed bracts / Viele, kompakte, geschlossene Brakteen / Veel compacte, gesloten bracteen
Nombreuses bractées compactes / Molte brattee compatte e serrate / Muy compacta, bracteas proximas

Alle Brakteen zeigen sich auf einer Höhe / All bracts display on Top / Alle bracteen op één hoogte
Toutes les brachtées sont à même hauteur / Tutte le brattee sono disposte in cima alla pianta / Las bracteas se situan encima

Einfach zu transportieren und gute Haltbarkeit / Easy to transport and good shelf life / Goed te transporteren en goede houdbaarheid
Facile à transporter et bonne tenue sur le lieu de vente / Facili da trasportare e una grande durata dopo la maturazione / Fácil de transportar y buena post-venta

Gute Farbwirkung unter künstlichem Licht / Good colour effect under artificial light / Sprekende kleuren, deze komen zeer sprekend over onder kunstlicht
Excellente couleur sous lumière artificielle / Anche sotto la luce artificiale ottengono un buon effetto / Buena coloración bajo luz artificial

IT Le varietà nanobracts presentano un gran numero di brattee compatte disposte in cima alle piante, sono più facili da trasportare e si mantengono ben erette nelle condizioni del punto vendita, e offrono un notevole effetto di colore anche sotto la luce artificiale.

Traditional bract

nanoBract

ES Las variedades NanoBract se caracterizan por un gran número de brácteas agrupadas de tamaño medio dispuestas en la parte superior de las plantas. Son fáciles de transportar, se mantienen firmes en los puntos de venta y ofrecen un color intenso incluso bajo iluminación artificial.

Last Season

Scandic® Early 2.0 | 10304
8 weeks

Mid Season | Scandic® Early 2.0

High Density | Shelf life | Pot size 6 - 13 cm

nano BRACT

Prima Red 2.0 | 10524
7.5 weeks

Mid Season | Prima Red 2.0

V-shape | Heat resistant | Strong roots

nano BRACT

Top Pick

Prima Vera | 10881
8 weeks

Mid Season | Prima Vera

V-shape | High density | Strong roots

nano BRACT

Franz Rump Gartenbaubetrieb, Germany
Prima Vera

In Germany, Rump achieves success with Prima Vera Poinsettia. The V-shape habit and nano bracts are important elements for their decision making. The variety is produced on benches.

Mid Season | Atla

Well branching

Strong roots

Pot size
9 -14 cm

Atla | 11423
8 weeks

Mid Season | Bonfire

V-shape

Sturdy stems

Special colour:
orange

Bonfire | 11017
8 weeks

Mid Season | 7.5 - 8 weeks

Status	Variety	Variety Code	Response Time	Growth	Cold Tolerant	Foliage Colour	Flower Size	Very suitable for: Mini	Midi	Standard	Maxi	Trees
TOP	Atla	11423	8 weeks	●●●○○	NO	DG	M	x	x	x	x	
LAST SEASON	Bonfire	11017	8 weeks	●●●○○	YES	DG	M	x	x	x		
	Prima Red 2.0	10524	7.5 weeks	●●●●○	YES	DG	M	x	x	x	x	
TOP	Prima Vera	10881	8 weeks	●●○○○	YES	DG	M	x	x	x	x	
LAST SEASON	Scandic® Early 2.0	10304	8 weeks	●●●●○	YES	DG	S	x	x	x		

URC 100 W 15-37 | RC Targa W 19-41

Noblesse
HIGHLIGHT

Noblesse | 11068
8 weeks

Sturdy stems | V-Shape | Strong roots

Nordic Star | 11087
7.5 - 8 weeks

Well branching | High density production | V-shape

Mid Season | 7.5 - 8 weeks

Status	Variety	Variety Code	Response Time (weeks)	Growth	Cold Tolerant	Foliage Colour	Flower Size	Very suitable for: Mini	Midi	Standard	Maxi	Trees	Alternative for
	Noblesse	11068	8	●●●●○	YES	DG	L	x	x	x	x		Viking Red / Viking Pro
	Nordic Star	11087	7.5-8	●●●○○	YES	DG	M	x	x	x	x		Scandic Early 2.0

URC 100 W 15-37 | RC Targa W 19-41

Freya Family

HIGHLIGHT

Freya | 11421
7.5 weeks

V-shape | High density | Uniform series

Freya White | 11058
7.5 weeks

V-shape | High density | Uniform series

Freya Marble | 11126
7.5 weeks

V-shape | High density | Uniform series

Freya Pink | 11057
7.5 weeks

V-shape | High density | Uniform series

nano® BRACT

Mid Season | 7.5 weeks Freya Family

Status	Variety	Variety Code	Response Time (weeks)	Growth	Cold Tolerant	Foliage Colour	Flower Size	Very suitable for: Mini	Midi	Standard	Maxi	Trees
TOP	Freya	11421	7.5	●●●○○	YES	DG	M	x	x	x		
	Freya Marble	11126	7.5	●●●○○	YES	DG	M	x	x	x		
	Freya Pink	11057	7.5	●●●○○	YES	DG	M	x	x	x		
	Freya White	11058	7.5	●●●○○	YES	DG	M	x	x	x		

URC 100 W 15-37 | RC Targa W 19-41

Imperial Red
HIGHLIGHT

Imperial Red | 10143
8 weeks

Shelf life | Sturdy stems | V-shape

Signe | 10335
weeks

Well branching | Uniform series | Easy culture

Bella Italia Red | 10610
8 weeks

Large bracts | Large cyathia | Pot size 12 - 17 cm

Mid Season | 8 weeks

Status	Variety	Variety Code	Response Time	Growth	Cold Tolerant	Foliage Colour	Flower Size	Very suitable for: Mini	Midi	Standard	Maxi	Trees
	Bella Italia Red	10610	8 weeks	●●●●○	YES	DG	XL			x	x	x
TOP	Imperial Red	10143	8 weeks	●●●●○	NO	DG	M	x	x	x	x	
NEW	Signe	10335	8	●●●○○	YES	DG	M	x	x	x	x	

URC 100 W 15-37 | RC Targa W 19-41

Mid Season | Grande Italia

Well branching | V-shape | Heat resistant

Grande Italia | 10330
8 weeks

Mid Season | Ferrara

Large bracts | Pot size 12 - 17 cm

Ferrara | 10897
8 weeks

Mid Season | Bravo Bright Red

Strong roots · Sturdy stems · Large bracts

Bravo Bright Red | 10360
7.5 weeks

Raska, Poland
Bravo Bright Red

Raska in Poland grows Bravo Bright Red and Embla Poinsettias on benches, fitting our specific needs and ensuring successful production in the Polish market. Embla has a slightly later reaction time, but has still a nice vigor without to much PGRs.

Mid Season | Viking Red

Cold resistant · Heat resistant · V-shape

Viking Red | 10650
8 weeks

Mid Season | 7.5 - 8 weeks

Status	Variety	Variety Code	Response Time (weeks)	Growth	Cold Tolerant	Foliage Colour	Flower Size	Very suitable for: Mini	Midi	Standard	Maxi	Trees	Alternative variety
TOP	Grande Italia	10330	8 weeks	●●●●○	YES	DG	XL			x	x		
TOP	Ferrara	10897	8 weeks	●●●●○	YES	DG	XL	x	x	x	x	x	
	Bravo Bright Red	10360	7.5 weeks	●●●○○	YES	DG	XL		x	x			
	Viking Red	10650	8 weeks	●●●○○	YES	DG	L						Noblesse
	Viking Pro*	10144	8	●●●○○	YES	DG	L		x	x	x		Noblesse

URC 100 W 15-37 | RC Targa W 19-41

*without picture / **ohne Abbildung** / zonder afbeelding / **pas de photos** / senza fotografia / **sin imagen**

Moni
HIGHLIGHT

Moni | 11094
7.5 - 8 weeks

V-shape | Easy culture | Strong roots

Polar Star | 11051
8.5 weeks

Special colour paper white | Large bracts | V-shape

Mid Season | 7.5 - 8.5 weeks

Status	Variety	Variety Code	Response Time	Growth	Cold Tolerant	Foliage Colour	Flower Size	Very suitable for: Mini	Midi	Standard	Maxi	Trees
TOP	Moni	11094	7.5 - 8	●●●○○	YES	DG	M		x	x	x	
	Polar Star	11051	8.5	●●●●○	YES	DG	M		x	x	x	x

URC 100 W 15-37 | RC Targa W 19-41

Mid Season | Frozen

Well branching | Large bracts | Pot size 12 - 17 cm

Frozen | 11056
7.5 weeks

Mid Season | Infinity Polar

Well branching | V-shape | Pot size 12 - 17 cm

Infinity Polar | 10293
8 weeks

Mid Season | 7.5 - 8 weeks

Status	Variety	Variety Code	Response Time	Growth	Cold Tolerant	Foliage Colour	Flower Size	Very suitable for: Mini	Midi	Standard	Maxi	Trees
	Frozen	11056	7.5	●●●○○	NO	DG	M		x	x	x	
LAST SEASON	Infinity Polar	10293	8	●●●○○	NO	DG	XL			x	x	x

URC 100 W 15-37 | RC Targa W 19-41

Mid Season | Early Polly's Pink

Special colour strong pink

Cold resistant

High density production

Early Polly's Pink | 11055
8 weeks

Mid Season | Ice Punch

10,5 - 14 cm

Heat resistant

Large bracts

Pot size

Ice Punch | 11216
8 weeks

Mid Season | 8 weeks

Status	Variety	Variety Code	Response Time	Growth	Cold Tolerant	Foliage Colour	Flower Size	Very suitable for: Mini	Midi	Standard	Maxi	Trees
LAST SEASON	Early Polly's Pink	11055	8 weeks	●●●○○	YES	DG	M		x	x	x	
	Ice Punch	11216	8 weeks	●●●○○	NO	DG	L		x	x	x	

URC 100 W 15-37 | RC Targa W 19-41

Mid Season | Autumn Leaves

Well branching | Less PGR | Pot size 6 - 13 cm

Autumn Leaves | 11326
7.5 - 8 weeks

Mid Season | Golden Glo

Special colour yellow | Heat resistant | Pot size 6 - 13 cm

Golden Glo | 11431
7.5 - 8 weeks

Mid Season | 7.5 - 8 weeks

Status	Variety	Variety Code	Response Time	Growth	Cold Tolerant	Foliage Colour	Flower Size	Very suitable for: Mini	Midi	Standard	Maxi	Trees
	Autumn Leaves	11326	7.5-8 wks	●●○○○	NO	DG	M	x	x	x		
	Golden Glo	11431	7.5-8 wks	●○○○○	NO	DG	S	x	x	x		

URC 100 W 15-37 | RC Targa W 19-41

Mid Season | Matinee Glitter

Strong roots | Sturdy stems | Large cyathia

Matinee Glitter | 10153
8 weeks

Mid Season | Viking Cinnamon

Easy culture | Cold resistant | High density production

Viking Cinnamon | 10657
8 weeks

Mid Season | 8 weeks

Status	Variety	Variety Code	Response Time	Growth	Cold Tolerant	Foliage Colour	Flower Size	Very suitable for: Mini	Midi	Standard	Maxi	Trees
TOP	Matinee Glitter	10153	8 weeks	●●●○○	YES	DG	M	x	x	x	x	
	Viking Cinnamon	10657	8 weeks	●●●○○	YES	DG	L		x	x	x	

URC 100 W 15-37 | RC Targa W 19-41

Mid Season | Winter Rose® Early Red

High density production

Shelf life

Pot size 6 - 13 cm

Winter Rose® Early Red | 10993
7.5 - 8 weeks

Mid Season | Jester Red

Well branching

Easy culture

V-shape

Jester Red | 10994
7.5 weeks

Mid Season | 7.5 - 8 weeks

Status	Variety	Variety Code	Response Time	Growth	Cold Tolerant	Foliage Colour	Flower Size	Very suitable for: Mini	Midi	Standard	Maxi	Trees
	Jester Red	10994	7.5 weeks	●○○○○	YES	DG	M	x	x	x		
	Winter Rose® Early Red	10993	7.5-8 wks	●○○○○	NO	DG	M	x	x	x		

URC 100 W 15-37 | RC Targa W 19-41

Late Season

8.5 WEEKS

Embla Family

HIGHLIGHT

Embla Pink | 11101
8.5 weeks

V-shape | Shelf life | Sturdy stems

Embla Marble | 11120
8.5 weeks

V-shape | Shelf life | Sturdy stems

Embla | 11420
8.5 weeks

V-shape | Shelf life | Sturdy stems

Embla White | 10378
8.5 weeks

V-shape | Shelf life | Sturdy stems

Late Season | 8,5 weeks Embla Family

Status	Variety	Variety Code	Response Time	Growth	Cold Tolerant	Foliage Colour	Flower Size	Very suitable for: Mini	Midi	Standard	Maxi	Trees	Alternative for
	Embla Pink	11101	8.5 weeks	●●●○○	NO	DG	M	x	x	x			
	Embla Marble	11120	8.5 weeks	●●●○○	NO	DG	M	x	x	x			
	Embla White	10378	8.5 weeks	●●●○○	NO	DG	M	x	x	x			
TOP	Embla	11420	8.5 weeks	●●●○○	NO	DG	M	x	x	x			Odin

URC 100 W 15-37 | RC Targa W 19-41

Late Season | Antares

Heat resistant | Sturdy stems | Medium bracts

Antares | 10874
8.5 weeks

Dalianis, Greece
Antares

Dalianis in Greece thrives with Antares, the best for our strong Greek summers. Years of collaboration with Dümmen Orange, since they ensure perfect cutting quality.

Late Season | Prestige Sunrise

V-shape | Shelf life | pot size 6 - 14 cm

Prestige Sunrise | 11150
8.5 weeks

Late Season | Euroglory Red

Easy culture | Medium bracts | Shelf life

Euroglory Red | 10220
8.5 weeks

Rosa Plant, Spain
Euroglory

Viveros Noe in Spain celebrates success with Euroglory and Imperial Poinsettias. Euroglory's perfect reaction time, adaptability to larger pots, and heat tolerance suit our Spanish needs. Imperial, a promising newcomer, shows potential for our region.

Late Season | 8.5 weeks

Status	Variety	Variety Code	Response Time	Growth	Cold Tolerant	Foliage Colour	Flower Size	Very suitable for: Mini	Midi	Standard	Maxi	Trees
	Antares	10874	8.5 weeks	●●●●○	NO	DG	L		x	x	x	x
TOP	Euroglory Red	10220	8.5 weeks	●●●○○	NO	DG	L			x	x	
LAST SEASON	Prestige Sunrise	11150	8.5 weeks	●●●○○	NO	DG	XL	x	x	x	x	x

URC 100 W 15-37 | RC Targa W 19-41

Late Season | Primero

Heat resistant

Shelf life

Collection

Primero Red | 11310
8.5 weeks

Primero White | 11313
8.5 weeks

Primero Red Glitter | 11317
8.5 weeks

Late Season | 8.5 weeks Primero

Status	Variety	Variety Code	Response Time	Growth	Cold Tolerant	Foliage Colour	Flower Size	Very suitable for: Mini	Midi	Standard	Maxi	Trees
	Primero Red	11310	8.5 weeks	●●●○○	NO	DG	L		x	x	x	x
	Primero Red Glitter	11317	8.5 weeks	●●●○○	NO	DG	L	x	x	x	x	
LAST SEASON	Primero White	11313	8.5 weeks	●●●○○	NO	DG	L		x	x	x	x

URC 100 W 15-37 | RC Targa W 19-41

Poinsettia | Total Assortment

Status	Variety	Variety Code	Response Time (weeks)	Growth	Cold Tolerant	Foliage Colour	Flower Size	Very suitable for: Mini	Midi	Standard	Maxi	Trees	Final Season	Alternative variety
	EARLY SEASON | 6 - 7.5 WEEKS													
	Rapid Red	11121	6.5	●●●●○	NO	DG	L		x	x				
	Premium Ice Crystal	10244	7.5	●○○○○	YES	DG	M	x	x	x				
	Premium Lipstick Pink	10235	7	●●○○○	YES	DG	L	x	x	x				
	Premium Marble	10249	7	●●○○○	YES	DG	L	x	x	x				
	Premium Picasso	10234	7.5	●○○○○	YES	DG	L	x	x	x				
	Premium Polar	10243	7.5	●○○○○	YES	DG	M	x	x	x	x			
TOP	Premium Red	10230	7	●●○○○	YES	DG	L	x	x	x				
	Premium White	10233	7	●●○○○	YES	DG	L	x	x	x				
	J'Adore Pink	10381	7	●●●○○	YES	DG	S	x	x	x				
	J'Adore Soft Pink	10156	7	●●●○○	YES	DG	S	x	x	x				
TOP	J'Adore White Pearl	10155	7	●●●○○	YES	DG	S	x	x	x				
	MID SEASON | 7.5 - 8 WEEKS													
TOP	Freya	11421	7.5	●●●○○	YES	DG	M	x	x	x				
	Freya Marble	11126	7.5	●●●○○	YES	DG	M	x	x	x				
TOP	Freya Pink	11057	7.5	●●●○○	YES	DG	M	x	x	x				
	Freya White	11058	7.5	●●●○○	YES	DG	M	x	x	x				
	Prima Red 2.0	10524	7.5	●●●●○	YES	DG	M	x	x	x	x			
TOP	Prima Vera	10881	8	●●○○○	YES	DG	M	x	x	x	x			
LAST SEASON	Scandic® Early 2.0	10304	8	●●●●○	YES	DG	S	x	x	x			2025	Nordic Star
TOP	Grande Italia	10330	8	●●●●○	YES	DG	XL			x	x			
	Bravo Bright Red	10360	7.5	●●●○○	YES	DG	XL		x	x				
	Viking Red	10650	8	●●●○○	YES	DG	L		x	x	x			Noblesse
	Viking Pro	10144	8	●●●○○	YES	DG	L		x	x	x			Noblesse
TOP	Imperial Red	10143	8	●●●●○	NO	DG	M		x	x	x			
TOP	Atla	11423	8	●●●○○	NO	DG	M		x	x	x			
	Noblesse	11068	8	●●●○○		DG			x	x	x			
	Nordic Star	11087	7.5-8	●●●○○		DG		x	x	x	x			
	Bella Italia Red	10610	8	●●●●○	YES	DG	XL			x	x	x		
TOP	Ferrara	10897	8	●●●●○	YES	DG	XL	x	x	x	x	x		
LAST SEASON	Bonfire	11017	8	●●●○○	YES	DG	M	x	x	x			2025	-
TOP	Moni	11094	7.5	●●●○○	YES	DG	M	x	x	x	x			
LAST SEASON	Polar Star	11051	8.5	●●●○○	YES	DG	M		x	x	x	x	2025	Moni
	Frozen	11056	7.5	●●●○○	NO	DG	M	x	x	x				
LAST SEASON	Infinity Polar	10293	8	●●●●○	NO	DG	XL			x	x	x	2025	Moni
	Golden Glo	11431	7.5-8	●○○○○	NO	DG	S	x	x	x				
	Autumn Leaves	11326	7.5-8	●●○○○	NO	DG	M		x	x				
	Matinee Glitter	10153	8	●●●○○		DG			x	x	x			
LAST SEASON	Early Polly's Pink	11055	8	●●●○○	YES	DG	M		x	x			2025	Freya Pink
	Viking Cinnamon	10657	8	●●●○○	YES	DG	L		x	x	x			
	Ice Punch	11216	8	●●●○○	NO	DG	L		x	x	x			
	Jester Red	10994	7.5	●○○○○	YES	DG	M	x	x	x				
	Winter Rose® Early Red	10993	7.5-8	●○○○○	NO	DG	M	x	x	x				
	Redlight Bright Red	10182	8	●●●●●	YES	DG	S	x						
	LATE SEASON | 8,5 WEEKS													
	Antares	10874	8.5	●●●●○	NO	DG	L		x	x	x	x		
	Embla Pink	11101	8.5	●●●○○	NO	DG	M		x	x				
	Embla Marble	11120	8.5	●●●○○	NO	DG	M		x	x				
	Embla White	10378	8.5	●●●○○	NO	DG	M		x	x				
TOP	Embla	11420	8.5	●●●○○	NO	DG	M		x	x				
	EuroGlory Red	10220	8.5	●●●○○	NO	DG	L			x	x			
LAST SEASON	Prestige Sunrise	11150	8.5	●●●○○	NO	DG	XL	x	x	x	x	x	2025	Embla, Grande Italia
	Primero Red	11310	8.5	●●●○○	NO	DG	L		x	x	x	x		
	Primero Red Glitter	11317	8.5	●●●○○	NO	DG	L	x	x	x	x			
LAST SEASON	Primero White	11313	8.5	●●●○○	NO	DG	L		x	x	x	x	2025	Embla White

URC 100 W 15-37 | RC Targa W 19-41

Poinsettia | Out of Assortment

Status	Variety	Variety Code	Response Time (weeks)	Growth	Cold Tolerant	Foliage Colour	Flower Size	Very suitable for: Mini	Midi	Standard	Maxi	Trees	Alternative variety
OUT	Ouverture Dark Red	10831	6	●●●●○	YES	DG	L		x	x			Rapid Red
OUT	Thor	11014	7.5	●●●○○	NO	DG	M	x	x	x			

Proven varieties for **Mini Production**

J'Adore Dark Pink | 10154
7 weeks

J'Adore Pink | 10381
7 weeks

J'Adore Soft Pink | 10156
7 weeks

J'Adore White Pearl | 10155
7 weeks

Premium Red | 10230
7 weeks

Premium
Ice Crystal | 10244
7.5 weeks

Premium Picasso | 10234
7.5 weeks

Premium Polar | 10243
7.5 weeks

Premium
Lipstick Pink | 10235
7 weeks

Jester Red | 10994
7.5 weeks

Freya Marble | 11126
7.5 weeks

Freya Pink | 11057
7.5 weeks

Freya White | 11058
7.5 weeks

Freya | 11421
7.5 weeks

Autumn Leaves | 11326
7.5-8 weeks

Golden Glo | 11431
7.5-8 weeks

Winter Rose®
Early Red | 10993
7.5-8 weeks

Imperial Red | 10143
8 weeks

Matinee Glitter | 10153
8 weeks

Scandic Early 2.0 | 10304
8 weeks

Redlight
Bright Red | 10182
8 weeks

Prima Vera | 10881
8 weeks

Atla | 11423
8 weeks

Noblesse | 11068
8 weeks

Ferrara | 10897
8 weeks

Embla | 11420
8.5 weeks

Embla Pink | 11101
8.5 weeks

Embla White | 10378
8.5 weeks

Embla Marble | 11120
8.5 weeks

Mini Collection

VARIETY	CODE	RESPONSE (WEEKS)	VIGOR	PAGE
Atla	11423	8	●●●○○	17
Autumn Leaves	11326	7.5-8	●●○○○	32
Embla	11420	8.5	●●●○○	37
Embla Pink	11101	8.5	●●●○○	37
Embla White	10378	8.5	●●●○○	37
Embla Marble	11120	8.5	●●●○○	37
Ferrara	10897	8	●●●●○	26
Freya	11421	7.5	●●●○○	23
Freya Pink	11057	7.5	●●●○○	23
Freya White	11058	7.5	●●●○○	23
Freya Marble	11126	7.5	●●●○○	23
Golden Glo	11431	7.5-8	●○○○○	32
Imperial Red	10143	8	●●●●○	25
J'Adore Dark Pink	10154	7	●●●○○	11
J'Adore Pink	10381	7	●●●○○	11
J'Adore Soft Pink	10156	7	●●●○○	11
J'Adore White Pearl	10155	7	●●●○○	11
Jester Red	10994	7.5	●○○○○	34
Matinee Glitter	10153	8	●●●○○	33
Noblesse	11068	8	●●●○○	19
Premium Red	10230	7	●●○○○	8
Premium Ice Crystal	10244	7.5	●○○○○	9
Premium Picasso	10234	7.5	●○○○○	8
Premium Lipstick Pink	10235	7	●●○○○	9
Premium Polar	10243	7.5	●○○○○	8
Prima Vera	10881	8	●●○○○	16
Redlight Bright Red	10182	8	●●●●○	41
Scandic® Early 2.0	10304	8	●●●●○	16
Winter Rose® Early Red	10993	7.5-8	●○○○○	34

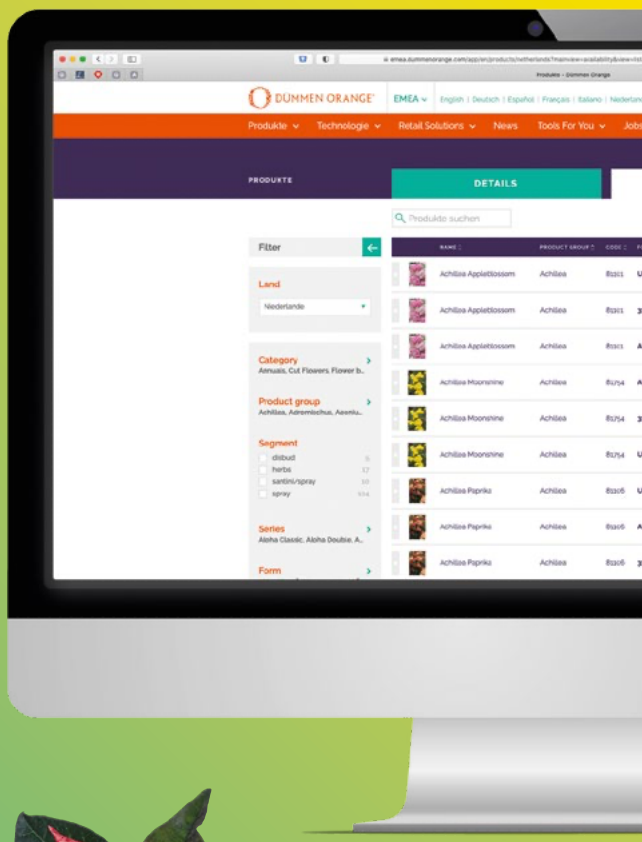
Order plants online!

Web Shop

Our direct ordering customers are invited to use our new Dümmen Orange web shop.

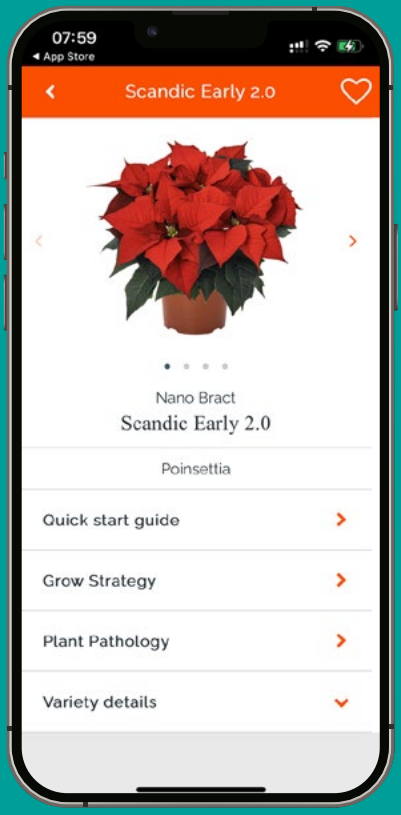
- Search in our full assortment
- Real time availability
- Order confirmation in minutes
- Update your orders

Please visit Emea.DummenOrange.com/registration and register yourself! Or ask for support from your sales representative!



OnTarget® App

Introducing the OnTarget App, the ultimate tool for managing your trial! With our new OnTarget App, you can easily access all of our catalogs, get up-to-date information on pests and diseases, and access culture guides and quick tips and tricks. Plus, you can track your progress with graphical tracking. Get the OnTarget App on the iOS App Store or Google Play Store and take your trial management to the next level!



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DÜMMEN ORANGE

2025

JANUARY

	1	2	3	4	5
M		6	13	20	27
T		7	14	21	28
W	1	8	15	22	29
T	2	9	16	23	30
F	3	10	17	24	31
S	4	11	18	25	
S	5	12	19	26	

FEBRUARY

	5	6	7	8	9
M		3	10	17	24
T		4	11	18	25
W		5	12	19	26
T		6	13	20	27
F		7	14	21	28
S	1	8	15	22	
S	2	9	16	23	

MARCH

	9	10	11	12	13	14
M		3	10	17	24	31
T		4	11	18	25	
W		5	12	19	26	
T		6	13	20	27	
F		7	14	21	28	
S	1	8	15	22	29	
S	2	9	16	23	30	

APRIL

	14	15	16	17	18
M		7	14	21	28
T	1	8	15	22	29
W	2	9	16	23	30
T	3	10	17	24	
F	4	11	18	25	
S	5	12	19	26	
S	6	13	20	27	

MAY

	18	19	20	21	22
M		5	12	19	26
T		6	13	20	27
W		7	14	21	28
T	1	8	15	22	29
F	2	9	16	23	30
S	3	10	17	24	31
S	4	11	18	25	

JUNE

	22	23	24	25	26	27
M		2	9	16	23	30
T		3	10	17	24	
W		4	11	18	25	
T		5	12	19	26	
F		6	13	20	27	
S		7	14	21	28	
S	1	8	15	22	29	

JULY

	27	28	29	30	31
M		7	14	21	28
T	1	8	15	22	29
W	2	9	16	23	30
T	3	10	17	24	31
F	4	11	18	25	
S	5	12	19	26	
S	6	13	20	27	

AUGUST

	31	32	33	34	35
M		4	11	18	25
T		5	12	19	26
W		6	13	20	27
T		7	14	21	28
F	1	8	15	22	29
S	2	9	16	23	30
S	3	10	17	24	31

SEPTEMBER

	36	37	38	39	40
M	1	8	15	22	29
T	2	9	16	23	30
W	3	10	17	24	
T	4	11	18	25	
F	5	12	19	26	
S	6	13	20	27	
S	7	14	21	28	

OCTOBER

	40	41	42	43	44
M		6	13	20	27
T		7	14	21	28
W	1	8	15	22	29
T	2	9	16	23	30
F	3	10	17	24	31
S	4	11	18	25	
S	5	12	19	26	

NOVEMBER

	44	45	46	47	48
M		3	10	17	24
T		4	11	18	25
W		5	12	19	26
T		6	13	20	27
F		7	14	21	28
S	1	8	15	22	29
S	2	9	16	23	30

DECEMBER

	49	50	51	52	01
M	1	8	15	22	29
T	2	9	16	23	30
W	3	10	17	24	31
T	4	11	18	25	
F	5	12	19	26	
S	6	13	20	27	
S	7	14	21	28	

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DummenOrangeEU DummenOrangeEU Dümmen Orange @DummenOrange_eu

Legend

Strong roots
Starke Wurzeln
Sterke wortels
Fortes racines
Radici forti
Raíces fuertes

V-shape
V-förmiger Wuchs
V-vormig
Port en V
Crescita a V
Crecimiento en forma de V

Medium bracts
Mittelgroße Brakteen
Middelgrote bladvorm
Bractées moyennes
Brattee medie
Brácteas medianas

Large cyathia
Große Cyathien
Grote cyathia
Grosses cyathes
Ciazii grandi
Ciato grande

High density production
Für flächenintensive Kultur geeignet
Hoge productiedichtheid
Production de masse
Densità di produzione alta
Producción de alta densidad

Large bracts
Große Brakteen
Grote bladvorm
Grosses bractées
Brattee grandi
Brácteas grandes

Sturdy stems
Stabile Triebe
Stevige stengels
Tiges solides
Steli robusti
Tallos robusstos

Pot
Topf
Pot
Pot
Vaso
Maceta

Less PGR
Wenig PGR nötig
Groei regulator
Régulateur de croissance
Regolatore di crescita
Poco uso de reguladores de crecimiento

Uniform series
Einheitliche Serie
Uniforme series
Gamme homogène
Serie uniforme
Serie uniforme

Shelf life
Haltbarkeit
Houdbaarheid
Durée de vie
Durata di conservacione
Conservación

Well branching
Gute Verzweigung
Goede vertakking
Bonne ramification
Buona ramificazione
Buena ramificación

Easy culture
einfache Kultur
Makkelijke teelt
Culture facile
Facile coltura
Cultivo fácil

Combination planting
Kombinationsbepflanzung
Combinatie beplanting
Plantation en mélange
Impianto combinato
Plantación combinada

Special Colour
Sonderfarbe
Speciale kleur
Couleur spéciale
Colore speciale
Color especial

Heat resistant
Hitzetolerant
Geschikt voor hoge temperatuur
Résistant à la chaleur
Resistente al calore
Resistente al calor

Warm production
Warmkultur
Warme productieteelt
Culture à chaud
Produzione calda
Producción cálida

Cold resistant
Kältetolerant
Geschikt voor lage temperatuur
Résistant au froid
Resistente al freddo
Resistente al frío

Collection
Kollektion
Collectie
Collection
Serie
Colección

Look for these markers

NEW

New variety
Neue Sorte
Nieuwe introductie
Nouvelles espèces
Nouve specie
Nuevas variedades

Top Pick

Bestseller
Top Hit
Bestseller
Meilleures variétés
Migliori varietà
Mejores variedades

Last Season

Final Season
Finale Saison
Laatste seizoen
Dernière saison
Stagione finale
Temporada final

Season | Example

Status	Variety	Variety Code	Response Time (weeks)	Growth	Cold Tolerant	Foliage Colour	Flower Size	Very suitable for: Mini	Midi	Standard	Maxi	Trees
TOP	Product 1	12345	8	●●●●○	YES	DG	XL			x	x	x
NEW	Product 2	12345	8	●●●○○		DG			x	x	x	

URC

Unrooted cuttings/Unbewurzelte Stecklinge/Onbewortelde stekken/Bouture non racinée/Talee non radicate/Esquejes sin enraizar

W

Week/Woche/Week/Semaine/Settimana/Semanas

RC

Rooted cuttings/Bewurzelte Stecklinge/Bewortelde stekken/Bouture racinée/Talee radicate/Esquejes enraizados

Single sticked/Einfach gesteckt/Enkel gestekt/Simple bouture/Talee singole/Un esqueje por unidad

Growth /Wuchs/ Groei/ Croissance/Crescita/Crecimiento

●○○○○ **Compact**/Kompakt/Compact/Compacte/Compatta/compacto

●●○○○ **Medium-compact**/Mittelkompakt/Medium compact/moyenne-compacte/media-compatta/medio compacto

●●●○○ **Medium**/Mittel/Medium/Moyenne/Media/Medio

●●●●○ **Medium-vigorous**/Mittelkräftig/Medium krachtig/moyenne-vigoureuse/media-vigorosa/medio vigoroso

●●●●● **Vigorous**/Kräftig/Krachtig/Vigoreuse/Vigorosa/Vigorosa

Flower size/Blütengröße/Bloemgrootte/ Taille de fleur/Misura del fiore/Tamaño de la flor

S **Small**/Klein/Klein/Petite/Piccolo/Pequeño

M **Medium**/Mittelgroß/Middelgroot/Moyenne/Medio/medio

L **Large**/Groß/Groot/Grosse/Grande/Grande

XL **Extra large**/Sehr groß/Extra groot/Très grosse/Molto grande/Muy grande

Foliage colour/Laubfarbe/Bladkleur/ Couleur de feuillage/Colore del fogliame/ Color del follaje

DG **Dark green**/Dunkelgrün/Donkergroen/Vert foncé/Verde scuro/Verde oscuro

G **Green**/Grün/Groen/Vert/Verde/Verde

Cold tolerant/Kältetoleranz/Koude tolerantie/ Tolérants aux basses températures/ Tollerante al freddo/Tolerante al frío

Varieties that can be grown at low temperature and perform well under colder environment in behalf of timing, bract colour, growth and botrytis resistance.

Sorten, die mit niedrigen Temperaturen kultiviert werden können. Die niedrige Temperatur hat hier keinen negativen Einfluss auf Verkaufszeitpunkt, Brakteenfarbe, Wuchs und Botritis-Empfindlichkeit.

Rassen welke geteelt kunnen worden bij lage temperatuur en goed presteren in een koude omgeving inzake reactie tijd, bracteen kleur, groei en resistentie tegen botrytis.

Variétés qui peuvent être cultivées avec de basses températures et ont une excellente performance dans un environnement froid tant pour le temps de culture, la couleur des bractées, la croissance et la résistance aux botrytis.

Varietà che possono essere coltivate a bassa temperatura ed hanno una buona performance in base alla fioritura, al colore della brattea, alla crescita e alla resistenza della botrite.

Variedades que se pueden cultivar a temperaturas bajas y que en entorno más frío mantienen un buen comportamiento en cuanto a precocidad, color de la bráctea, crecimiento y resistencia a botrytis.

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