

# ROSES

by phenogeno

Collection 2021



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# PHENO GENO ROSES

Pheno Geno Roses has a long and beautiful story to tell. Its roots date back to a small Dutch family-owned nursery that has been cultivating garden roses since 1956. Founded as a rose research and breeding company in 2009, it has been mainly focused on new plant introductions and licencing of proprietary genetic material while developing a recognizable and trustworthy brand. Today Pheno Geno Roses has breeding, research and production facilities in Serbia and the Netherlands, creating and growing first-class roses for modern rose lovers. Much of our work and knowledge is based on tradition and experience, but our focus is on the future, utilizing latest scientific achievements and state-of-the-art techniques in order to create exceptional, healthier, more beautiful and fragrant roses to meet each and every demand of our customers. Believe in our team to deliver you a brand fashioned to your desires, since no imperfections can escape the eyes of women. Therefore, our roses are unique, as they are bred by women for women.









# THE ROSE TEAM

*From right to left:*

**Olivera Ilić (Breeder)** – obtained her PhD in Biotechnical sciences at the Department of Field and Vegetable Crops, University of Novi Sad, Serbia, where she spent several years as a scientific researcher.

**Mirjana Vukosavljev (Head of Research Department)** - responsible for several research projects, including a 4-year research at WUR Plant Breeding Department, where she obtained her PhD on marker-assisted breeding in garden roses.

**Biljana Božanić Tanjga (General Manager)** – PhD in progress, a founding member of PGR. Involved in all phases of rose breeding, combines her experience and knowledge in breeding to select and promote innovative phenotype-genotype roses combinations.

**Deniza Milićev (Head Gardener)** – with almost 10 years of experience in working with roses, she continues to expand her expertise as a part of PGR team, turning theoretical knowledge into practical use.

**Mirjana Mirić (Breeder)** - obtained her bachelor's degree at the Department of Horticulture and Landscape Architecture, University of Novi Sad, Serbia; she has been a part of PGR team since 2016.

# ROSE BREEDING

Breeding of garden roses is much like creating a work of art – it requires time, patience and knowledge, but the final result is an unrepeatably masterpiece. In Pheno Geno Roses, we rely on science to help us create new varieties with extraordinary new qualities that go beyond just the aesthetic value. This is the reason we have decided to invest in marker-assisted breeding. The first results of this investment can be found in our Winterjewel® Collection developed by using MAS, a feature that makes these roses unique.

Another long-term project we are proudly presenting focuses on introducing rose petals and hips as novel source of food. Equally interesting is our research of fragrance and essential oils in rose flowers.

Other projects we are currently working on include, among others, disease resistance project, nature-friendly and stress tolerant roses for urban consumers.









# OUR COLLECTIONS

Roses from our collections have been carefully created and selected by our team, with a particular emphasis on elegance and daintiness.

We are growing our roses in different colours, flower shapes and fragrances as luxury presents, such as perfume and jewellery, to indulge every woman's taste.

Each of our collections is fashioned in such a way to embody one emotion or concept to use in outdoor or indoor design - landscaping, flower decor, aromatherapy and even food preparation and processing, that can indulge all senses and fit every lifestyle.

This year, we would like to present to you modern & stylish Fashion® Collection.

# FASHION<sup>®</sup> COLLECTION<sup>NEW</sup>

Inspired by the art of home decor, modern lifestyle and architectural design, our exclusive Fashion<sup>®</sup> collection is a colourful discovery of style, a homage to textures, beauty and details. It directs the visual focus and evokes emotions.

This is a collection for all those that want to make a statement about their garden & home.

These effective roses have been carefully bred to be colourful, easy-to-care plants reflecting the modern needs for beautiful but limited outdoor spaces and urban gardening. Chic and playful, each variety possess a striking beauty of fully double flowers and powerful colours, all bound together by enticing fragrance. Floriferous and care-free, these roses combine well with other elements in your garden, terrace or balcony.





# CHIC™ FASHION® NEW

Bozchicfas®



An eye-catching rose of intense red flowers and gentle fragrance. Flowers of this variety are fully double with soft velvety-red petals. This is a small to medium-sized shrub of good branching and rounded growth habit. Stems are short and upright, each finishing with a usually single flower on top. This beautiful red rose is a perfect plant for small gardens where it can be grown in pots or outdoors in a sunny position.



**FASHION® COLLECTION**  
Chic™ Fashion® NEW



# FLORAL™ FASHION® NEW

Bozflorfas®



# FASHION® COLLECTION

Floral™ Fashion® NEW

An utterly amazing variety of fully double, cup-shaped flowers and intense honey & peach fragrance. Flowers of this fascinating variety have dominant yellow colour with hints of apricot and silver outer layer of soft, silky petals. It is a strong shrub of upright growth. Flowers are borne in clusters throughout the entire season. This variety is perfect for the back of the flower border or as a framework plant of your balcony flower design. Its incredible fragrance, colour and health make this rose one of our Fashion® collection favourites.

# FUN™ FASHION® NEW

Bozfunfas®



Floriferous nature and fully double flowers give a rounded and fluffy appearance to this flamboyant rose. Apricot flowers slowly fade to white as the flower ages, giving different points of interest on a single bush. Flowers are fragrant and gathered in clusters. This is a medium-sized shrub, suitable for the middle of the flower border or as a part of your container garden on a balcony or porch.



**FASHION® COLLECTION**  
Fun™ Fashion® NEW



# HIPPIE™ FASHION® NEW

Bozhippfas®



FASHION® COLLECTION  
Hippie™ Fashion® NEW

Striking orange petals with a silver reverse make this rose the centrepiece of every garden design. Flowers are fully double with soft multicoloured petals, delicately fragrant and exceptionally beautiful. This is a medium-sized, well-balanced shrub of intense blooming. It is healthy and easy to maintain. Its small size makes it suitable for growing in pots, in sunny positions on your porch, terrace or balcony.

# PERFUME™ FASHION® NEW

Bozperffas®



Elegantly pink and luxuriously floriferous, this is a rose of intense, perfume-like flowery fragrance. It is a quite compact and small bush with short but straight stems, each bearing individual, double flowers. Flower buds are high-centred and very attractive in appearance.

Short growth and strong fragrance make it perfect for growing in pots on balconies, terraces or in small gardens.



**FASHION® COLLECTION**  
Perfume™ Fashion® NEW



# TRENDY™ FASHION® NEW

Boztrenfas®

# FASHION® COLLECTION

Trendy™ Fashion® NEW



Beautiful orange-pink colour shades and its extremely floriferous nature make this rose a must have plant in any garden design. Flowers of this rose are borne in large clusters; petals are soft and slightly ruffled in appearance. This is a well-branching and bushy variety, very healthy and easy to maintain. It is suitable for growing in pots or as a garden plant in a sunny position.

# URBAN™ FASHION® NEW

Bozurbafas®



Striking yellow colour of this rose will undoubtedly catch attention of any garden visitor. Flower buds are perfectly high centred making this rose suitable as a cut flower. This is a strong bush of upright growth, good branching and an abundance of mesmerising yellow flowers. It is best placed in the middle or in the back of the flower border, but it is also suitable for larger containers on porches or balconies. Healthy and trouble free.

Prefers full sun.



**FASHION® COLLECTION**  
Urban™ Fashion® NEW

# EDIBLE TASTE OF LOVE® COLLECTION

Taste of love® means evoking tradition, going back through time to experience ancient trades of preparing rose water. It means re-discovering rituals of food preparation where food for soul and food for body come together. It captures imagination and brings the art of plate decoration to a whole new level with playful and colourful rose petals.

Bred and created with equal amount of love and science, these edible roses are not only beautiful but also healthy as they are packed with antioxidants and vitamins. Each of these roses has been carefully selected and tested to provide the best possible taste and texture. Floriferous and suitable for growing in organic conditions, they provide an abundance of delicious and delicate flowers to use and enjoy in your garden, balcony and kitchen.







# Rosa 'Dolce'<sup>TM</sup> NEW

Bozreka023<sup>®</sup>



## TASTE OF LOVE® COLLECTION

Rosa 'Dolce'™ NEW

### **Edible rose with sweet taste of red currants**

The aroma of this rose is a refreshing combination of sweet and sour. Dolce's™ fragrance is delicately fruity with hints of citrus. Petals are numerous and soft, suitable for decoration, retaining their strong cyclamen colour well during processing. This is a medium-sized shrub with strong and upright branches, each bearing a tight cluster of double flowers. Extremely floriferous in nature, this variety blooms throughout the entire season. It likes companionship of medium sized perennials of creamy colours. Best planted in full sun. It has a good disease and heat resistance.

# Rosa 'Decoration'<sup>TM</sup>

Bozamulmel®



### Edible rose for decoration

Due to its effective red colour, you can use buds or petals of this rose as decoration on cakes or in main courses, broths and stews where it will not only add an interesting appeal to your food but also improve the nutritional value of the meal itself.

In fact, Rosa 'Decoration'<sup>™</sup> has the highest amounts of vitamin C and antioxidants in the entire Edible roses collection! It is a small and compact shrub perfect for pots or as a border plant. It blooms profusely giving an abundance of flowers so rest assured that you will enjoy the beauty of this rose throughout the entire blooming season.



**TASTE OF LOVE<sup>®</sup> COLLECTION**  
Rosa 'Decoration'<sup>™</sup>



# Rosa 'Eveline Wild'<sup>TM</sup>

Boznatafra®

## TASTE OF LOVE® COLLECTION

Rosa 'Eveline Wild'™



### **Edible rose with a sweet fruity flavour**

Petals of this rose have a silky texture and a flavour of honey and apricots. It is perfect for confectionery, especially chocolate, but it also goes well in fruit or light summer salads.

Rosa 'Eveline Wild'™ is a medium-sized shrub with somewhat nodding branches due to large terminal clusters with plenty of apricot-coloured flowers. This variety is quite suitable for the middle of the border. However, due to its compact size, it can also be grown in larger pots on balconies. It mixes well with medium-sized perennials as well as with other roses of light colours. Very healthy and easy to maintain.

# Rosa 'Jordi Roca'<sup>TM</sup>

Bozedib022®



### Edible rose with sweet and fruity aroma

Sweet fruity taste of this rose makes it perfect for all kinds of sweet delights such as rose petal preserve, but it also goes well in Oriental dishes or energy salads. It is an excellent variety for homemade rose water. Lovely apricot-orange colour of petals makes them an irreplaceable ingredient for food decoration whether you use them fresh, dried or candied.

Its straight stems bear clusters of remarkably big flowers with large petals and sweet fragrance. Its beauty stands out the best when planted in groups in combination with patio roses or medium-sized perennials.



**TASTE OF LOVE® COLLECTION**  
Rosa 'Jordi Roca'™



# Rosa 'Nadia Zerouali'<sup>TM</sup>

Bozedib021®

## TASTE OF LOVE® COLLECTION

Rosa 'Nadia Zerouali'™



### Edible rose with a fresh lemon taste

Due to its strong citrus fragrance and aroma, it makes a colourful addition to meals where you would normally use lemongrass or balm, since the taste is similar but of much smoother texture and more joyful in colour. Nadia, a famous 24Kitchen chef, recommends it for use in Arab-Mediterranean cuisine where its aroma stands out the best. It has a very strong medium-sized shrub, healthy and resilient. Its large creamy yellow flowers are borne singly or in open clusters, being very attractive in appearance and suitable as a vase flower. Plant it in the back of the border where its lovely yellow colour will give a good background for smaller roses of vivid colours or medium-sized perennials.

# Rosa 'Pear'™

Bozedib023®



### Edible rose with a sweet and sour pears taste

Silky texture of Rosa 'Pear'<sup>™</sup> gives it a wide range of use as decoration on cakes, salads or various types of gourmand meals since it will add an interesting appeal to your dish while improving the flavour. You can also candy it and store it in a jar for the entire year. This gentle medium-sized shrub bears flowers in loveable clusters that come in an abundance and bloom continuously opening their silky flower buds one after another. It is suitable for the back of the border, but you can also grow it in larger pots or containers on your terrace or balcony. It prefers partial shade in the hottest part of the day, for its gentle pink colour gives the best display in moderate sun.



**TASTE OF LOVE<sup>®</sup> COLLECTION**

Rosa 'Pear'<sup>™</sup>



# Rosa 'Theo Clevers'<sup>TM</sup>

Bozkatafra®



## TASTE OF LOVE® COLLECTION

Rosa 'Theo Clevers'™

### **Edible rose with a delicate strawberry aroma**

Large clusters of fully double pink flowers that bloom profusely throughout the season ensure that you will have an abundance of petals to satisfy all your culinary delights! Due to its sweet strawberry flavour, it is best used in confectioneries such as rose petal preserve, rose syrup or rose water that you can add to any cake. They also make a colourful addition to fruit salads or cold beverages. This medium-sized shrub goes along with other shrub roses as well as medium-sized perennials. You can plant them next to pergolas or porches where they will give an astounding effect in combination with perennial vines and climbers.

# Rosa 'Renée van Wegberg'<sup>TM</sup>

Bozmilefra®



### Edible rose with a light sweet raspberry taste

Delightfully scented and with a sweet taste of raspberries, this rose is ideal in combination with fruits. It is perfect for jams, candies or other sweets. Colour holds well during cooking or drying so it is suitable for processed food. It also goes well in salads where it adds colour and flavour to your ordinary greens. Rosa 'Renée van Wegberg'<sup>TM</sup> is a medium-sized shrub, perfect for planting next to porches, even as a potted plant on balconies. Cup-shaped flowers of this rose have large, fragrant petals of smooth texture. Its lively pink colour stands out the best when planted next to light-green or silver leaved decorative shrubs. It prefers full sun.

A top-down view of a dark wooden bowl filled with a thick, pink yogurt. The yogurt is topped with several fresh raspberries, sliced strawberries, and a few almonds. Scattered around the bowl on a light-colored, textured surface are several large, vibrant pink rose petals. The overall composition is fresh and appetizing, highlighting the natural ingredients used in the yogurt.

**TASTE OF LOVE<sup>®</sup> COLLECTION**  
Rosa 'Renée van Wegberg'<sup>TM</sup>

# ABUNDANT REKA® COLLECTION

Inspired by the Renaissance gardens and their precise lines with impressive flower borders, Abundant Reka® collection is designed to bring visual highlights into effective landscapes.

Translated from Serbian as 'the river', varieties from Reka® collection promise to bring you a plenty of flowers month after month, year after year.

Excellent compact growth and symmetry fit perfectly into formal garden styles with a wide range of colours from pastel to intense, making their combination with other plants and garden elements practically infinite.

Proudly named after Serbian and European major rivers, each of these striking varieties has its own story to tell, vivid and picturesque like traditional European tapestry. Healthy and floriferous, these roses are a statement of plenty and charm in every scenery.







# NERA™ REKA® NEW

Bozreka027®



REKA® COLLECTION  
Nera™ Reka® NEW

Attractive orange-pink colour and abundance of flowers set this plant as a visual centrepiece of any garden. Flowers are small to medium-sized, borne in large clusters and blooming continually during the entire summer. This is a shrub of medium size, suitable for the middle of the flower border. It gives best impression when planted in groups. Very healthy and trouble free. Drought tolerant once established.

# MORAVA™ REKA®

Bozreka026®



Proudly named after Serbia's largest river, this highly floriferous rose is completely covered with dark-red flowers during the whole summer season, emphasizing the richness of life in the Morava river and its riverbanks. Loose clusters are especially charming if planted in full summer sun. Its compact size and good health make it a perfect landscape rose. It is suitable for pots, but it shows the best of its features when planted in large groups.



**REKA® COLLECTION**  
Morava™ Reka®



# DUNAV™ REKA®

Bozreka021®



REKA® COLLECTION  
Dunav™ Reka®

Named after Europe's second largest river, this extremely floriferous rose has cheerful pink colour and a compact, medium-sized growth. Flowers are borne in upright clusters which cover the plant completely during the peak of season. A very healthy variety that will perform good even in less ideal conditions. Due to its compact growth, it is possible to grow this rose in pots on a balcony, but it provides a much more impressive effect when planted in larger groups.

# TARA™ REKA®

Bozreka024®



Probably the best variety in our Reka® collection. Striking orange-red colour and extremely floriferous nature of this rose make it a perfect choice for landscape design. It is a small, rounded plant with interesting flowers that change colour from intense red to fading pink as they age. Flowers can last for more than a week after opening. Due to its size, it is also suitable for pots. It requires low maintenance as this rose is exceptionally healthy and trouble-free.



REKA® COLLECTION  
Tara™ Reka®



DRINA™ REKA®

Bozreka022®



REKA® COLLECTION  
Drina™ Reka®

Gentle and creamy apricot colour of this rose fits perfectly with colours of red and blue spectrum. It is short and compact, flowers are borne usually singly, but numerous branches that this plant produces give plenty of flowers making this rose completely covered in blooms. It is well suitable for pots, but borders and front of flower beds is where its beauty truly stands out.

# TISA™ REKA®

Bozreka025®



Pastel yellow colour of this chic rose bush makes a perfect contrast against its dark-green leaves. Full double flowers are borne in clusters and are evenly distributed across the whole plant, giving it a compact and rounded look. It is lightly scented, a not so common characteristic among landscape roses. As all roses in Reka® collection, it blooms profusely through the whole season and gives the best impression when planted in groups.



**REKA® COLLECTION**  
Tisa™ Reka®

# VAZA® COLLECTION

Embrace the new dimension of garden roses with our compact cut flower collection. Vaza, a Serbian word for vase, describes the use of these roses perfectly – not only that they will look stunning in your garden, but they will also make a fascinating table centrepiece in every home. These rose bushes are short in height, have good branching habitus and carry blooms on strong stems which makes them perfect for floral arrangements of any kind, enriching them with their pleasant fragrance. Warm hues and gentle texture of their petals bring light into any interior regardless of its style. These roses will look elegant and attractive both in modern and classic home designs. They can be used alone or in combination with decorative grasses and ferns, as well as with other flowers like hydrangeas, lilies, anemones or delphiniums. These versatile roses are the most tender gift anyone can receive.







# YELLOW™ VAZA® NEW

Bozvaz021®

# VAZA® COLLECTION

Yellow™ Vaza® NEW



Beautiful pure yellow flowers of this delightful rose will undoubtedly enrich every garden, regardless of its size and style. Flowers of this lovely variety are borne singly or in small clusters. Long, straight stems and high-centred buds make them perfect as garden cut flowers. This is a healthy, strong bush of upright growth and continuous blooming. It is best planted in the back of the border, where it prefers company of other strong-coloured perennial plants. As a cut flower, its long stems make it suitable for vertical flower arrangements, in combination with Delphinium, Queen Anne's lace and daisies.

# PEARL™ VAZA®

Bozlenfra®



A true pearl of this collection, this gentle rose of creamy-white colour will delight you with its charm. Perfectly round flower buds, borne singly or in densely packed clusters, have sweet fragrance and a long vase life. It is a healthy bush with dark green leaves making a lovely contrast to the colour of its snowy flowers. It is perfect for planting in the back of the border in combination with other roses or medium-sized perennials. In flower arrangements, it prefers company of red, purple and creamy flowers like anemone, lilacs and daises.



**VAZA® COLLECTION**  
Pearl™ Vaza®



# LAVANDER™ VAZA®

Bozvaz012®

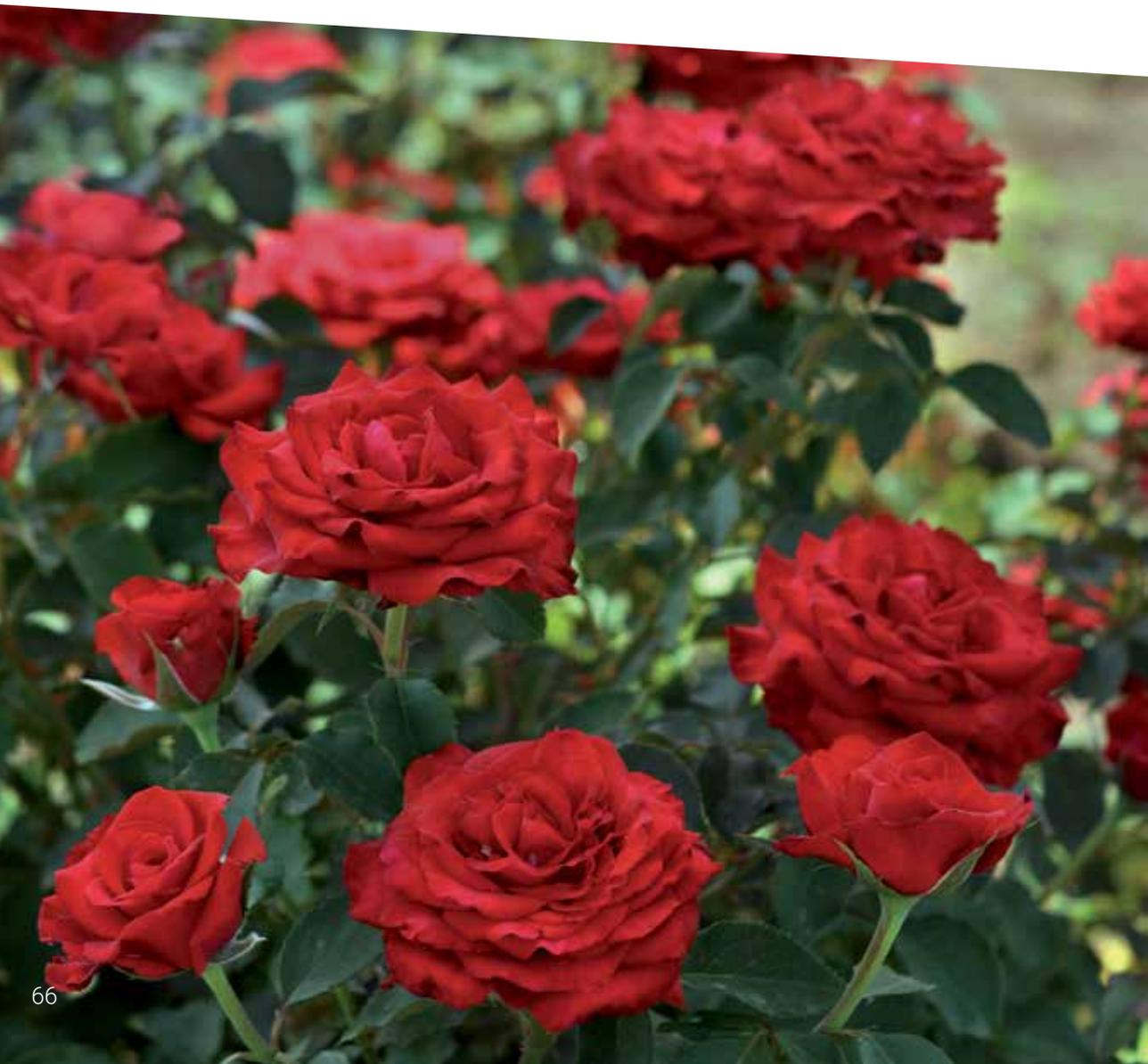


**VAZA® COLLECTION**  
Lavander™ Vaza®

Beautiful lilac colour of this gentle rose has more than meets the eye – its blooms are enriched with intensive scent of rosewater and spring flowers. Rosette-shaped, flat flowers are borne in clusters forming profusion of soft wavy petals, gradually opening over time insuring long vase life of this rose. It is a bush of medium size, very healthy and resistant, most suitable for the middle of the border. In flower arrangements, its colour stands out the best when paired with ranunculi, lilies, ferns or dusty miller.

# CARMINE™ VAZA®

Bozvaz018®



Name of this rose says it all – it is a variety of extraordinary carmine-red colour and subtle sweet fragrance. Charming, perfectly shaped flowers are borne usually singly on straight stems. It is a small shrub, perfect for front to middle of the flower border. It can also be grown in pots where it forms a compact, rounded shrub. As a cut flower, it loves the company of delphinium and veronica, white daises, lilacs or foxglove.



**VAZA® COLLECTION**  
Carmine™ Vaza®



# CHERRY™ VAZA®

Bozvaz015®



VAZA® COLLECTION  
Cherry™ Vaza®

A truly exceptional rose of vibrant red colour and delicate, gentle scent. Flowers are fully double, flat and unusually large, opening gracefully through a long period of time. It is a medium-sized, compact shrub ideally suited for the middle of the border or in small groups as a specimen plant. It is also suitable as a potted plant in larger containers. In flower arrangements, it goes well with other roses of cream colour, as well as peonies, dahlia, tanacetum, myrtle, asparagus and decorative grasses.

# ORANGE™ VAZA®

Bozvaz016®



A pride of any garden, Orange™ Vaza® is undoubtedly the finest rose your home-made flower arrangements can have. Its perfect orange-pink, hybrid tea flowers are usually single, on short but strong stems, almost thornless and will continue to delight you throughout the season with their joyful appearance. It is a small, compact shrub, perfectly suitable for the front of the border or as a pot plant on balconies. As a cut flower, it is best used in small arrangements in combination with delphinium, green or blue hydrangea or cream chrysanthemum.



**VAZA® COLLECTION**  
Orange™ Vaza®



# BURGUNDY™ VAZA®

Bozvaz017®

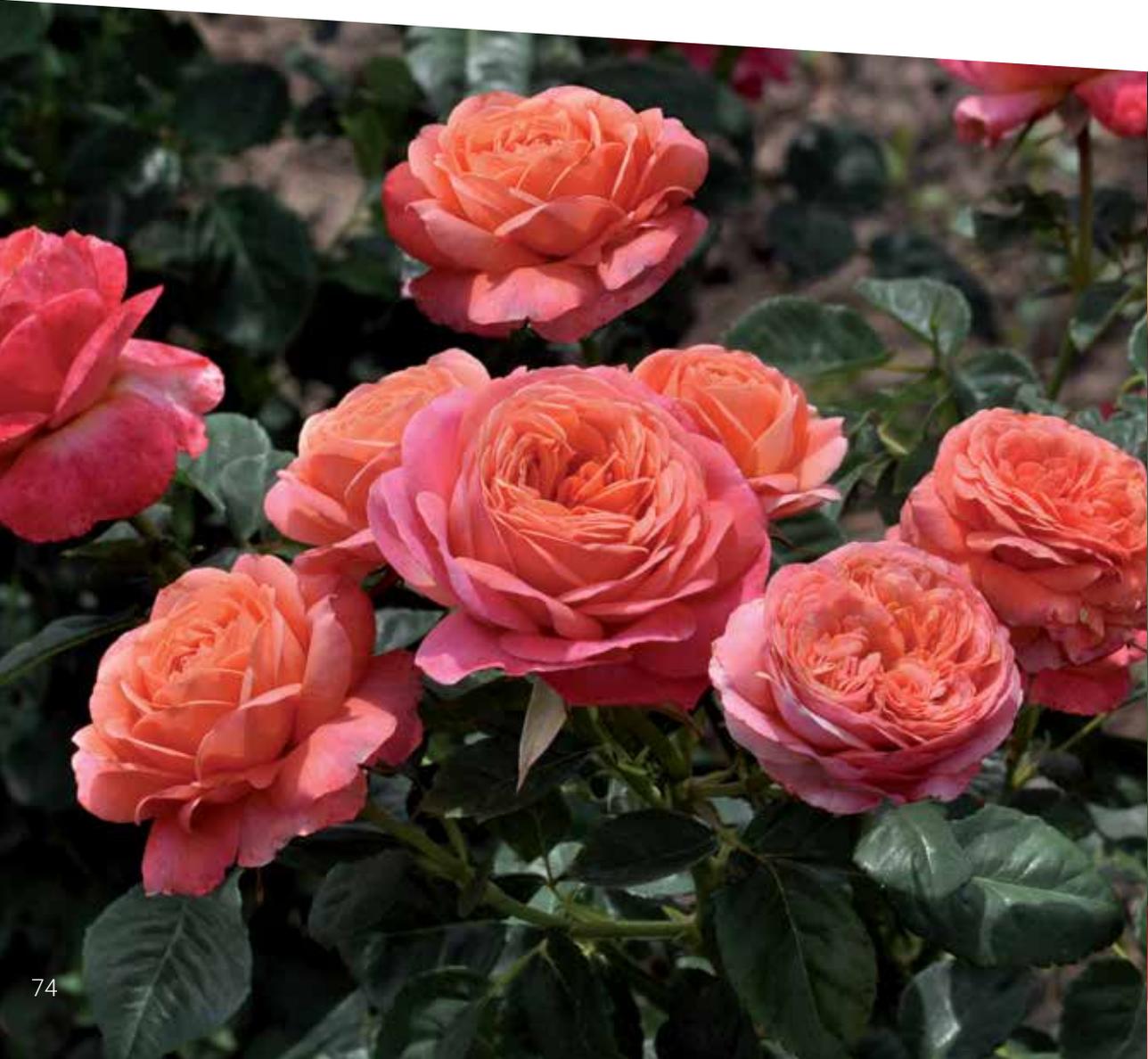


VAZA® COLLECTION  
Burgundy™ Vaza®

Petals of this lovely rose are of that perfect velvety shade that poets and painters have been trying to capture for ages. This truly amazing, burgundy-coloured rose has perfectly straight, almost thornless stems, while double flowers of intense colour are borne individually and abundantly through the whole season. It is short and compact, suitable for pots and the front of the border. Its use in floral arrangements is defined with its strong red colour and it is best used together with cream roses or peonies, chrysanthemum, anemones, as well as ferns and eucalyptus.

# PEACH™ VAZA®

Bozvaz019®



Surely one of the best varieties in Vaza® collection, Peach™ has that warm shade of orange and pink colour blending together to create elegant silky texture of its petals. Gentle and feminine, cup-shaped flowers of this rose are usually borne singly but can also form small bouquet-like clusters. Stems are straight and almost thornless, giving this small bush a rounded and compact look. It is suitable for pots since it requires low maintenance due to its good tolerance to stress and diseases. It is perfect for rounded bouquets where its gentle hues stand out the best if used in combination with dusty miller.



**VAZA® COLLECTION**  
Peach™ Vaza®





# STRIPED FRESKA® COLLECTION

Inspired by the painting technique, our collection of striped roses presents a unity of art and nature.

Freska, Serbian version of Italian word fresco, has been employed in wall painting since antiquity. In

Serbian ecclesiastical art, it has been in practice since the 13th century and it decorates the walls of well-known Serbian monasteries.

As if an invisible painter had struck his brush upon the gentle petals of the roses, every single variety of

this collection is a masterpiece of elegance. Vivid colours of these roses will undoubtedly make them

a centrepiece of your garden regardless of where you plant them.



ANTICA™ FRESKA® NEW

Bozantifre®



**FRESKA® COLLECTION**  
Antica™ Freska® NEW

Charming and alluring, this is an orange pink variety with white, occasionally yellow, stripes and floriferous blooming. Flowers are borne in clusters that bloom one after another all season long. This is a medium-sized shrub, suitable for the middle of the flower border in combination with other perennial plants. It is suitable for growing in pots if enough space and sun is provided.

# ROMANA™ FRESKA®

Bozromafre®



Noticeable even from a distance, vividly striped flowers of this rose are cheerful and sunny. Slightly wavy edges of red and yellow petals are gathered around a button-eye in the centre. It blooms profusely and in clusters. It is suitable for planting in pots, but it also loves companion of other garden plants of creamy colours. It is a perfect plant for the middle of the border.



**FRESKA® COLLECTION**  
Romana™ Freska®



# VIZANTINA™ FRESKA®

Bozvizafre®



**FRESKA®** COLLECTION  
Vizantina™ Freska®

Gentle petals of this orange-white rose are highlighted by the colour of its dark leaves. It blooms continually throughout the season, giving bud after bud of healthy new flowers. Delicate fragrance proves that this rose has much more to offer than just a visual sensation. It is well suited for mixed borders in combination with medium-sized perennials.

# KONSTANTINA™ FRESKA®

Bozkonsfre®



Truly amazing variety of deep-pink colour dappled with white lines is a must-have of rose gardens. Attractive, double flowers gathered in large clusters on long stems with healthy leaves are perfect as vase flowers. It is a shrub of medium size, suitable for rose beds or in combination with other perennials. Without a doubt, this is a rose you will be enchanted by.



**FRESKA® COLLECTION**  
Konstantina™ Freska®



# VALENTINA™ FRESKA®

Bozvalfre®



FRESKA® COLLECTION  
Valentina™ Freska®

The frontrunner of this collection, truly amazing Valentina™ Freska®, is a pride of any garden. Distinctive velvet red colour, streaked with shades of yellow and white is eye-catching and alluring. Flowers are borne on long, single stems and are perfect for use as vase flowers or in home-made flower arrangements. It is a strong, large shrub suitable for rose beds or the back of the border in combination with medium-size perennials.

# FRAGRANT FRAYLA® COLLECTION

Frayla /*frajla*/ - Serbian name from the beginning of the 19th century for a versatile, charming and gentle woman.

This collection is dedicated to commendable women in Serbian history, such as humanitarians, scientists, queens and princesses, artists and explorers. Their names are a source of inspiration and gratitude, and now they will forever be embedded in the fragrance of our roses.

Motivated by Eastern Damask scent of Bulgarian Rose Valley and Turkish Isparta, inspired by Old English and traditional French style, we've created fragrant roses for every garden.

Each variety of the Frayla® collection has a note of women's elegance, modesty and sophistication.

They are coloured with different roles in recognisable and prestige landscaping.





# MARIJA™ FRAYLA®

Bozpiflam®



Exquisitely large fully double flowers of perfect round shape are a must have in every garden. Strong perfume fragrance is the most prominent feature of this intensive pink rose. It is a strong and healthy variety with upright branches, very floriferous. Flowers are quite large compared with the relative size of the bush. It can be grown in larger pots, but it gives its best display in the garden, surrounded with perennials and ornamental grasses.



**FRAYLA® COLLECTION**  
Marija™ Frayla®



MILEVA™ FRAYLA®

Bozmilefra®

# FRAYLA® COLLECTION

Mileva™ Frayla®



Gentle pink colour of Mileva™ Frayla® will enrich any garden regardless of its style and size. Large petals of this rose variety are arranged in round, perfectly shaped flowers that beautifully stand out on its dark, healthy green leaves. Its sweet, strong fragrance makes this rose an excellent choice for planting next to open terraces and porches.

# OLIVERA™ FRAYLA®

Bozolivfra®



Lovely, unusually flat bloom has many soft yellow petals that fade to creamy white as the flower gently opens. Its rich flower clusters create an enchanting effect in every garden. Olivera™ Frayla® makes a small, neat shrub which is particularly good for rose beds or in combination with evergreen shrubs. There is a gentle touch of tea rose fragrance with delicious hints of honey and fruit.



**FRAYLA® COLLECTION**  
Olivera™ Frayla®



# JELENA™ FRAYLA®

Bozjelefra®



FRAYLA® COLLECTION  
Jelena™ Frayla®

This is a rose of unusually strong fruity fragrance with the dominant background of apricot which makes Jelena™ Frayla® one of our best scented varieties in the Frayla® collection. The flowers begin as lovely little buds, opening to half-enclosed deep cups and eventually becoming perfectly open rich flowers with apricot centre and paling edges. This rose can be ideally combined with other perennials and higher shrubs in the background.



# DRAGA™ FRAYLA®

Bozdragfra®



## FRAYLA® COLLECTION

Draga™ Frayla®

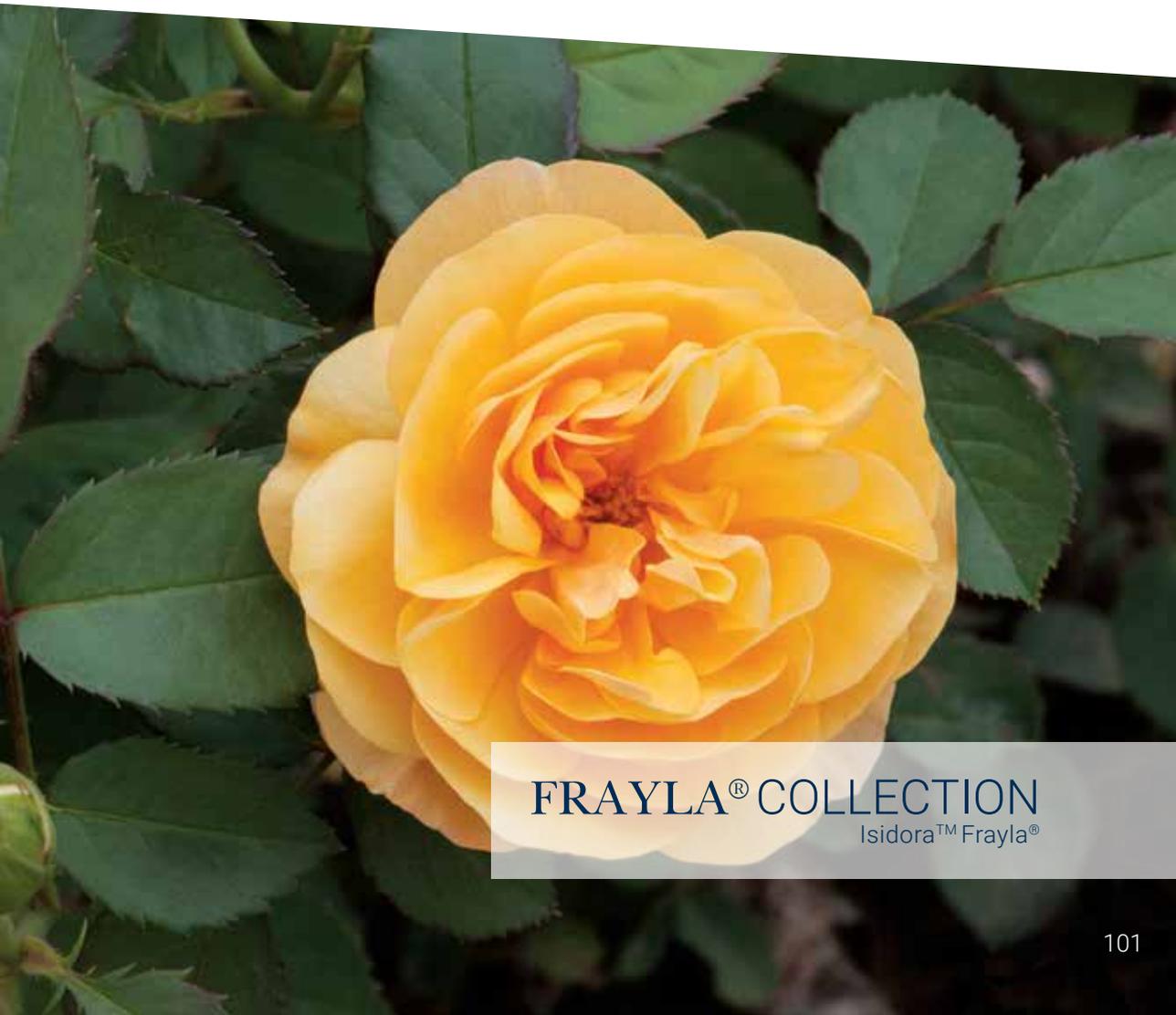
Draga™ Frayla® intensive recurrent blooming produces a wave upon wave of scarlet petals. This variety bears quite large, slightly rounded flowers with delicate and fresh scent notes. It forms a compact shrub with plenty dark green and disease-resistant foliage. Its excellent, low, strong, bushy habitus holds flowers up high in a lively manner. Ideal variety for rose beds and planting in groups.

# ISIDORA™ FRAYLA®

Bozisdfra®



Isidora™ Frayla® provides us with magnificent golden-yellow, open cupped flowers placed on long stems. Notes such as oakmoss, amber and sandalwood create a fresh, pleasant woody scent. The foliage is that of a typical Old English rose, being smooth and of a lovely shade of pale green. It is suitable for growing with ornamental grasses and dwarf perennials.



**FRAYLA® COLLECTION**  
Isidora™ Frayla®



# NATALIJA™ FRAYLA®

Boznatafra®



FRAYLA® COLLECTION  
Natalija™ Frayla®

The amber flowers of Natalija™ Frayla® have a distinct tinge and are of a similar character as the Old Rose, each being a perfect rosette with a button eye in the centre. There is a sweet, spicy and warm note in its fragrance. It flowers freely and continuously on a neat, slightly arching shrub. Natalija™ Frayla® is ideal for the back of the border or for a more formal setting in a rose bed.





# PIXIE® COLLECTION

Our Pixie® collection is represented by two types of patio roses: miniature roses ranging from 20 to 35 cm and groundcovers ranging from 40 to 70 cm.

Miniature roses from our Pixie® collection have a diverse usage in container cultivation, in large terracotta containers or in small pots on window-sills. They are a perfect choice for your balcony or roof garden.

Our groundcovers are ideal for public and private landscaping. What makes them special is a vast range of colours, flower shapes, their continuous flowering and dense and sturdy growth. Their size and delightful appearance make them a memorable gift for your loved ones...

# FIERY™ PIXIE®

Bozfierpix®



This rose, with its fiery red flowers, brings an intense and exciting feeling to any garden. Its distinctive look makes it perfect for the front of the border. A quite short growth turns it into an eye-catcher when used in combination with taller perennials. The overall appearance is further intensified by the compactness of its beautiful flowers.



**PIXIE® COLLECTION**  
Fiery™ Pixie®

# MILKY™ PIXIE®

Boz milkpix®



Adorably small, flowers of this miniature rose have pure white colour that will catch every eye. It is extremely floriferous, leaving this plant completely crowded with tiny flowers making it almost look like it's covered in snow. Flowers are rosette-shaped and fully double giving this tiny rose a fluffy appearance. Perfect for pots and small gardens this little Pixie® will make any space brighter.



**PIXIE® COLLECTION**  
Milky™ Pixie®



# MAUVE™ PIXIE®

Bozivko®



PIXIE® COLLECTION  
Maive™ Pixie®

Maive™ Pixie® is the pride of our collection of patio roses. This rose is unique for its bright lipstick red colour of the flower, which will continue to be a gem of your garden throughout the year since it blooms repeatedly. Clustered flowers dominate over small, healthy leaves. It is an excellent choice for planting in mixed borders or for growing in pots. Delicate, sensual fragrance is almost implied for such a beautiful rose, but it will still leave you pleasantly surprised.

# PUNCH™ PIXIE®

Bozpuncpix®



Pink flowers of relatively large size when compared to the size of the plant, stand out with their lovely round, full appearance. This miniature rose is perfect for borders and the front of the garden, leaving the visitors pleasantly surprised with its gentle fragrance. It grows best when planted in full sun. Its small size and eye-catching flowers will seize anyone's attention, especially when planted in pots on balconies and terraces.



**PIXIE®** COLLECTION  
Punch™ Pixie®



# CORAL™ PIXIE®

Bozcorapix®



PIXIE® COLLECTION  
Coral™ Pixie®

This unusual groundcover stands out at first glance with its unusual dark red colour and coral-like flower shape. It has excellent dense, branching habitus and it produces an abundance of small flowers throughout the whole season. Healthy green leaves and striking flower appearance make it a fine choice for every garden. Its beauty stands out the most when planted in combination with other patio roses or small perennials.

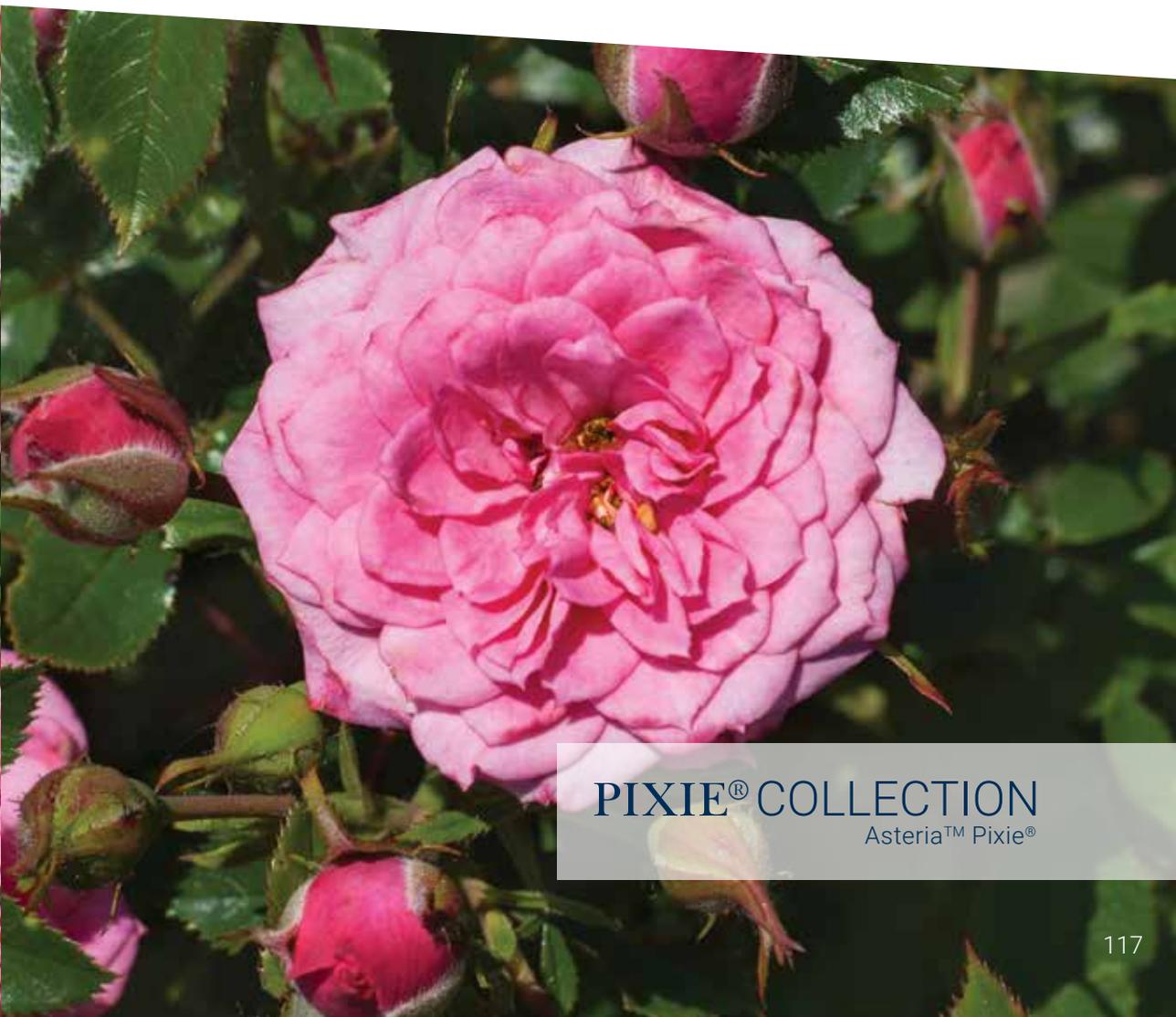
# ASTERIA™ PIXIE®

Bozastepix®



Rather unusual but very beautiful variety with tiny flowers of perfect soft paling pink. Harmonious sizes of flowers, leaves and growth type make a magnificent garden display.

Its excellent compact, dense and bushy habitus makes it an ideal candidate for general planting and ground covering. Continuous abundance of flowers with its swaggering pink shades promises a joyful summer ahead.



**PIXIE® COLLECTION**  
Asteria™ Pixie®



# BLUSH™ PIXIE®

Bozbluspix®



PIXIE® COLLECTION  
Blush™ Pixie®

Blush pink in colour, this rose has a playful and serene sense to it. It is an excellent border plant, but performs exquisitely as a pot rose as well. Although miniature in size, with miniature flowers and leaves, this rose will establish itself as a big and inevitable part of your garden decoration. Add to this its remarkable disease resistance and the fact it remains vigorous even under unfavourable conditions, and it is certain that this rose will establish itself as one of your all-time favourites.

# GAUDY™ PIXIE®

Bozgaudpix®



Definite eye-catcher, this striped miniature rose is sure to stand out in any garden arrangement. Its many petals in the shape of a rosette in two striking, perfectly aligned colours, give this rose a distinctive and astonishing look. In the right light, the flowers present themselves as having an almost pearlescent colour, moving from a gentle pink to a pure white colour. The bush is a small and dense one, perfectly fitting in borders, but the sheer beauty of this flower will leave it up to your creativity to use it anywhere you like.



**PIXIE® COLLECTION**  
Gaudy™ Pixie®

# WINTERJEWEL® COLLECTION

Created with the help of the latest techniques in plant breeding, all roses from the Winterjewel® collection share an important common feature – hardiness to low winter temperatures. Our tests have shown that these varieties can withstand temperatures as low as -35°C in spite of their gentle appearance.

In addition to this important quality, they come in various colours, have repeat blooming and have proven to be very healthy and reliable.

Based on their flower characteristics, we have divided our Winterjewel® collection into two sub-collections: Double and Semi-double.

Double flowers are found in pink, purple-crimson and light pink colour. Their full, captivating appearance makes them perfect for old-style and front gardens.

Charming semi-double flowers bloom profusely throughout the summer and fall, and in colours such as intensive red, peach yellow and pure white they fit into every garden, regardless of its style and size.





# ALLURE™ WINTERJEWEL®

Bozalluwin®



We would like to start our double sub-collection with Allure™ Winterjewel®, a charming rose with flowers of pristine beauty. Pure pink colour paling to soft blush towards the inside produces a charming effect. It has warm, delicious scent with the hint of fruit. Flowers are in gentle clusters. Suitable for the back of the border in combination with other perennials and for planting out in any landscape plan.



**WINTERJEWEL® COLLECTION**  
Allure™ Winterjewel®



# CRIMSON™ WINTERJEWEL®

Bozcrimwin®



WINTERJEWEL® COLLECTION  
Crimson™ Winterjewel®

This intensive purple-crimson rose will be the pride of your garden, particularly in the dusk when its unique colour stands out even in a crowd. The shape of a rosette, with a large number of petals, forms a full rich flower which never goes unnoticed. This is a very healthy, winter-hardy rose and its flowers will charm you all year long. With an excellent shrub growth, it can take its place in the middle of the border combined with medium-sized perennials, as well as a solitary plant in a large pot.

# BLUSH™ WINTERJEWEL®

Bozbluswin®



Enrich your garden with this beautiful warm light pink rose and you will be rewarded with more than just a pretty packaging. It comes together with an enchanting and mysterious scent which will make this rose the one that you stop by each time you visit your garden. It has clusters of rich flowers opening to an informal rosette shape that stands on a strong medium-sized bush. Do not be deceived by its gentle appearance, though, since it is extremely resilient and will survive even the coldest winter temperatures.



WINTERJEWEL® COLLECTION  
Blush™ Winterjewel®



# SCARLET™ WINTERJEWEL®

Bozscarwin®



WINTERJEWEL® COLLECTION  
Scarlet™ Winterjewel®

Is there a better way of presenting our semi-double Winterjewel® collection than with this exceptional red rose? It is a very attractive variety with fully open, large, flat flowers that are produced with reliable continuity. Flowers are intensive red in colour with golden stamens in the middle. Well shaped, vigorous bush of medium height with luxurious, shiny and leathery dark foliage makes a great impression in mixed borders, rose beds or edges.

# SUNRISE™ WINTERJEWEL®

Bozsunwin®



Rose that loves the sun so much that it houses it in its flowers. Its colour fades to a soft peach-yellow as you move away from its centre making it resemble a sunrise.

The sunlit flowers are well matched with healthy, glossy and attractive foliage. It readily forms a medium-sized blooming shrub making it ideal for mixed borders and rose beds. It gives a pleasant, warm impression to any landscape.



**WINTERJEWEL® COLLECTION**  
Sunrise™ Winterjewel®



# MILLY™ WINTERJEWEL®

Bozmillwin®



WINTERJEWEL® COLLECTION  
Milly™ Winterjewel®

'Simply beautiful' are the first words that will come to your mind when looking at this pure white rose. Incredibly rich when flowering, its beauty lies in the simplicity of its flowers with large silky petals. This rose keeps its beautiful dark leaves and flowers until the late autumn. To make the best out of this magnificent rose, use it in large groups in parks and borders or as decoration in bigger pots.





# MELLA® COLLECTION

Carefully selected roses for creating extraordinary borders can be found in our exclusive Mella® collection. These roses enjoy company and will look best when planted in groups. They are compact, have continuous flowering from bottom to top and have an ideal rounded shape. Named after the Latin word for 'honey', our Mella® collection is irresistible to bees and butterflies that enjoy foraging on its natural-looking flowers of attractive colours. They are perfect for biodiversity, wildflower, cottage or roof gardens. You can use them in borders, small hedges or as potted plants in larger containers.

Whatever your choice of use for these lovable plants may be, you are bound to enjoy their colourful flowers throughout the whole season.

# EXOTIC™ MELLA®

Bozexotsun®



As its name suggests, this is a truly exotic variety in our Mella® collection. Flowers are simple yet large and have an exquisite blend of pink and purple colour with yellow aureole around its centre. It is a compact shrub, nice and rounded, perfect for pots or the middle of the flower bed. It sets nice small hips in autumn, perfect for providing food for birds during cold winter months.



MELLA® COLLECTION  
Exotic™ Mella®



# MELLITE™ MELLA®

Bozangfre®

# MELLA® COLLECTION

Mellite™ Mella®



Cheerful and sunny, subtle pink stripes give a dose of elegance to this light-yellow rose. An open centre and attractive colour make it a favourite among bees and butterflies. It is a compact shrub of medium size, very healthy and reliable, suitable for planting in large pots. It is best when planted in groups since that is when this gentle rose truly stands out.

# CRYSTAL™ MELLA®

Bozcrysel®



White colour of this rose is of the purest hue, simple and beautiful. Flowering period is during the entire season, giving rich clusters of open flowers. It is quite popular among pollinators. Branches are strong and upright and the whole plant is resilient and healthy. To make the best of this variety, plant it in groups, best in the middle of the flower border or in larger pots on your balcony.



**MELLA® COLLECTION**  
Crystal™ Mella®



# RUBY™ MELLA®

Bozrubybor®



MELLA® COLLECTION  
Ruby™ Mella®

Thin white stripes that cross its petals give an elegant look to this bright, cheerful red rose. The leaves are smooth, leathery and medium green coloured. It forms a beautiful, highly reliable, small-sized shrub. It is ideal for relatively small spaces in the garden, as well as pots on the balcony. It gives a cheerful note to any area of the garden.

# BARBIE™ MELLA®

Bozbarbbor®



One of our favourite roses that you will definitely enjoy. Effective, chic, eye-catching, it has all it takes to be the star of your garden. With its pink flowers and outstanding bush, it will give a whole new perspective to your landscape. It is perfectly suited for borders and will give the best flower display when planted in full sun.



**MELLA® COLLECTION**  
Barbie™ Mella®



# DUCAT™ MELLA®

Bozducabor®



MELLA® COLLECTION  
Ducat™ Mella®

Large, flat petals of this charming rose are the perfect shape to radiate its rich yellow colour. Its leaves are healthy, glossy, dark green and form a visually intense combination with the flower colour. Despite its radiant colour, it is great in companionship with other roses. Even a small group of these plants will make a magnificent sight in full blooming. It can be used in borders and in combination with small perennials. This rose is a perfect choice for your butterfly garden.

# AMULET™ MELLA®

Bozamulmel®



Pretty, intensive red colours of exquisite natural-looking type of flowers present a perfect choice for gardeners that prefer bright coloured, healthy shrubs for wildflower gardens. Healthy bushes with profusion of intensive red petals are in contrast with yellow stamens in the middle. Amulet™ has dense, compact, closely branched habitus and it flowers continuously during the season. We highly recommend it for all garden situations.



MELLA® COLLECTION  
Amulet™ Mella®

pheno  
geno | ROSES

Collection 2021

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