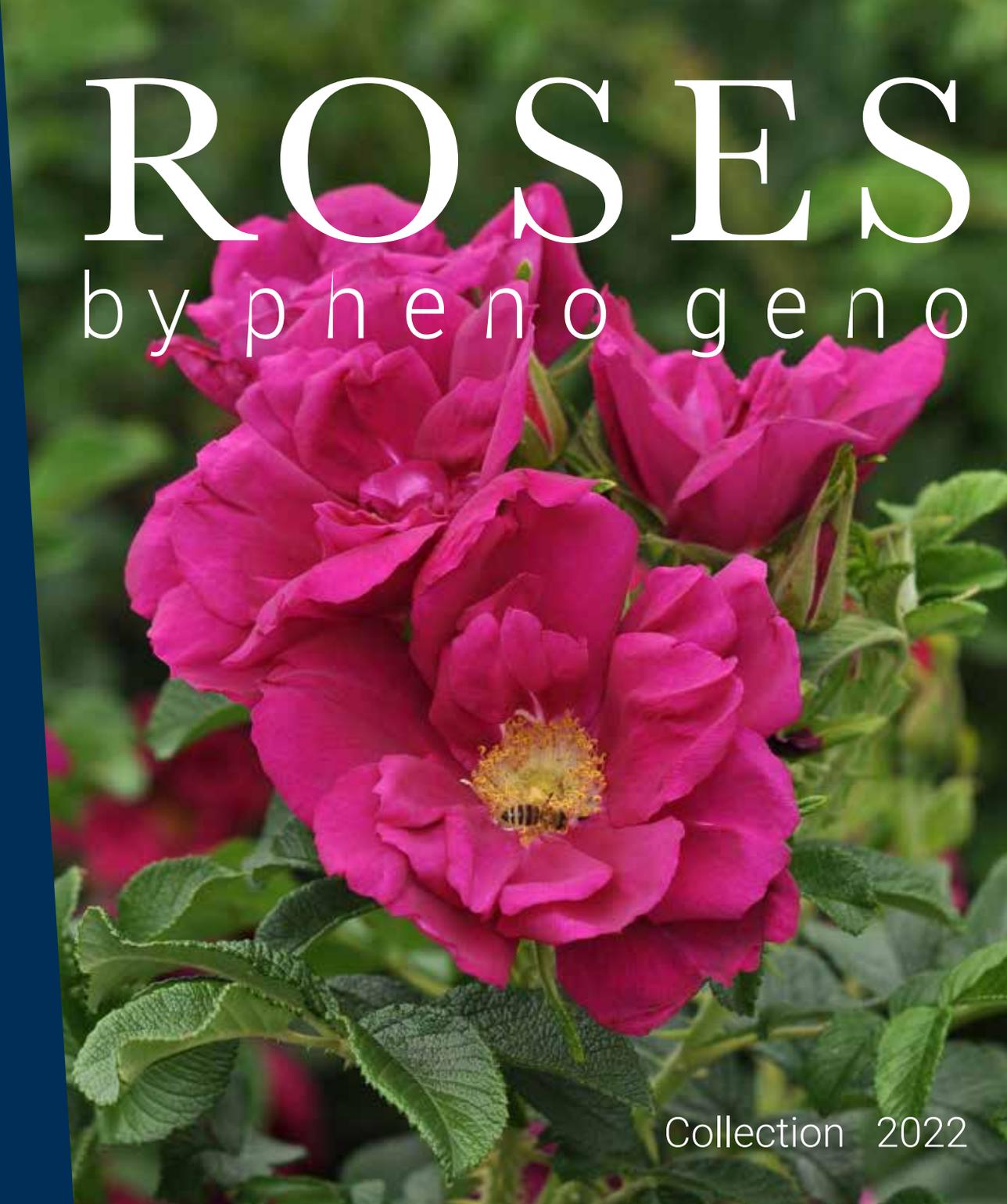


ROSES



by phenogeno

Collection 2022



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PHENO GENO ROSES

Pheno Geno Roses is a company with a rich and beautiful history. It all started in a small Dutch family-owned nursery that has been cultivating roses since 1956. Another important year for the company is 2009 when it started to form the shape which it has today as it was founded as a research and breeding company. The first steps were licensing proprietary genetic material, introducing new plants, and starting to develop a recognizable and trustworthy brand. More than a decade later, Pheno Geno Roses has breeding, research, and production facilities based in Serbia and Netherlands. We create and grow first-class roses for modern rose lovers. Even though the core of our company is based on tradition and experience we strive to focus on the future, to use the latest scientific achievements and techniques in order to create exquisite, healthier, more beautiful, and fragrant roses. Our goal is to meet the diverse needs and demands of our customers and to make roses that are not only pretty but important because of their unique properties.









THE ROSE TEAM

Second on the right: **Biljana Božanić Tanjga** (General Manager in Serbia) a founding member of PGR. PhD in progress. Involved in all phase of rose breeding, combine her experience and knowledge in breeding to select and promote innovative phenotype-genotype roses combinations.

Second on the left: **Mirjana Vukosavljev** (Head of Research Development) - responsible for several research projects, including 4-year research at WUR Plant Breeding Department, where she obtained her PhD on marker-assisted breeding in garden roses. She is a Breeder and the Head of Research Department in Pheno Geno Roses d.o.o.

First from the left: **Olivera Ilić** (Breeder) - has obtained her PhD in Biotechnical sciences at the Department of Field and Vegetable Crops, Faculty of Agriculture, University of Novi Sad, Serbia, where she spent several years as a scientific researcher. She works in PGR as an assistant breeder.

First on the right: **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.

Third on the left: **Isidora Ludoški** (Marketing assistant) - The newest member of our team, currently working as a creative assistant in the field of marketing. She makes the connections between scientific work, technology, and design in order to present Pheno Geno Roses to consumers and cooperatives.

ROSE BREEDING

Garden rose breeding is a process that requires patience and passion, it combines science and professional knowledge in order to create a unique masterpiece. Breeding takes a lot of time, but rose breeders know its worth - every moment spent on making a new rose variety makes your rose even more special.

In Pheno Geno Roses, we strive to create new varieties with new, outstanding traits which go beyond just the aesthetic value, this is the reason we invested in marker-assisted breeding. The first results of this investment can be found in our unique Winterjewel® Collection developed by using MAS. Long term project which we are proudly presenting in this catalog is a collection of roses carefully made to endure even the harshest conditions providing urban consumers with natural beauty and wildlife shelter and Food. Equally interesting is our research of fragrance and bio compounds in rose flowers. Projects we are working on are an addition to our earlier work we are very proud of and we will continue to move boundaries of rose breeding while enjoying our work.









OUR COLLECTIONS

Pheno Geno Roses are roses made from passion, with help of science, a lot of patience, and in balance with nature. Our collections have been carefully created and selected by our team with the intention to make them graceful and unique.

We are growing our roses in different colors, flowers' shapes, and fragrances so they can pair any extravagant present, such as perfume or jewelry, to satisfy every woman's taste and make her feel unique.

Our rose collections are created in a conceptual way that connects rose varieties within them.

Concepts and ideas inside Pheno Geno Rose collections are diverse and based on interior and exterior design, landscaping, flower decor, fragrance, food preparation, wildlife preservation, and endurance in harsh conditions.

AURORA[®] COLLECTION^{NEW}

We are proud to announce that this collection of an unusual blend of strength and daintiness, beauty and resilience, a harmony of nature and urban progress is our 10th collection so far.

Aurora[®] roses present a collection of Hybrid Rugosas bred specially for rose lovers in difficult climates. Aurora[®] roses are drought and heat resistant, and, when grown on their own roots these roses can tolerate poor, heavy, and saline soils. They have a strong, bushy habitus, perfect for hedges or natural landscaping. Blooming is abundant and consistent throughout the year, while also providing plenitude of bright orange hips which are edible and can be considered a superfood in their own right. Fragrant flowers are famous for attracting pollinators, making this collection a must-have in wildlife gardens.





AROMATIC™ AURORA® NEW

Bozhrug755®



Delicately pink, the flowers of this rose are exceptionally fragrant and beautiful. As all Rugosa roses, this is a strong shrub, very reliable and healthy. Pollinators love this plant as its aromatic flowers provide a long blooming display from early spring to late autumn. It is best used for hedges or the back of the border. It is tolerant to poor soils but prefers to be planted in full sun.



AURORA® COLLECTION
Aromatic™ Aurora® NEW



WHITE™ AURORA® NEW

Bozwhitaur®

AURORA® COLLECTION

White™ Aurora® NEW



As its name suggests, this is a variety of snow-white flowers, tainted with a faint hint of pink undertones in young flower buds. Flowers are fragrant and double, gathered in small clusters and distributed evenly across the whole bush. This variety is a reliable bloomer, suitable for tough conditions and sloped terrains. It gives the best display when planted in groups.

BERRY-BUSH™ AURORA® NEW

Bozberraur®



The beauty of this rose lies in its simplicity and ease of care. Flowers are charmingly fragrant and extremely floriferous, blooming all season long in a vibrant mauve hue. The shape of the flower is open, and it has only five petals, however, this is an exact reason why it is so popular among pollinators. It will attract bees, butterflies, bumblebees, and other beneficial insects to your garden! Berry-bush™ produces an incredible number of hips that can be used for jams, marmalades, even as bird food. It is a strong shrub and prefers a lot of space, so it is best to plant it in the back of the border.



AURORA® COLLECTION
Berry-Bush™ Aurora® NEW



PURPLE™ AURORA® NEW

Bozpurpur®



AURORA® COLLECTION
Purple™ Aurora® NEW

The stunning Tyrian purple color of this rose is royally elegant and befit a garden of a king. Incredibly floriferous and superbly fragrant, this variety is fully double, bearing flowers in loose clusters the whole season long. Its wonderful scent, a mixture of oriental spices and rose water, is a favorite among bumblebees. This is a well-shaped bush of robust but well-behaving nature, perfectly suitable for hedges and dry terrains.

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'TM

Bozreka023[®]

A still life photograph on a rustic wooden table. In the upper left, a wicker basket is filled with various breads, including long rolls and round sesame seed rolls. To the right, a white bowl filled with a creamy, light-colored soup sits on a matching white plate. The soup is garnished with finely chopped green herbs and a cluster of pink rose petals. To the right of the bowl, a silver spoon rests on a folded maroon napkin. In the background, several vibrant red roses are visible, some in full bloom and others as buds. A semi-transparent white banner is overlaid across the top of the image, containing the text 'TASTE OF LOVE® COLLECTION' and 'Rosa 'Dolce'™' in a dark blue serif font.

TASTE OF LOVE® COLLECTION

Rosa 'Dolce'™

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 'Raspberry'™

Bozedib024®



Edible rose with sweet, fruity taste of candies.

The pleasant aroma of this rose makes it suitable for all kinds of confectionery and beverages. Excellent variety for homemade rose water. Its eye-appealing deep pink color and numerous small petals give it a wide range of use as a food decoration. It is a medium-sized compact shrub with numerous, rich flowers borne in clusters flowering all season long. It is perfect for planting in the middle of the border, smaller growing habitus makes it suitable for growing in larger pots on terraces or balconies.



TASTE OF LOVE® COLLECTION

Rosa 'Raspberry'™



Rosa 'Eveline Wild'TM

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'TM

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'TM

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.

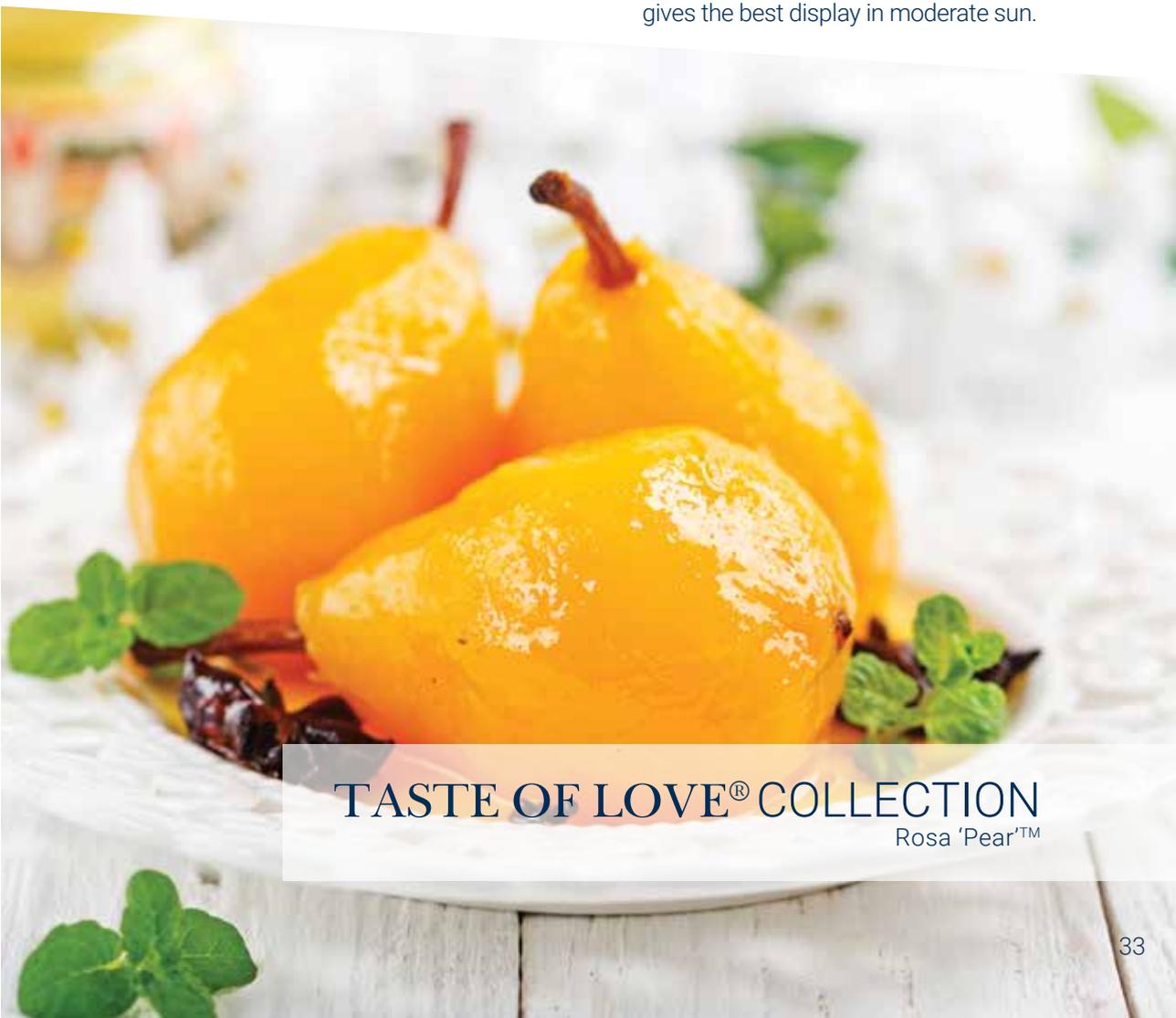
Rosa 'Pear'TM

Bozedib023®



Edible rose with a sweet and sour pears taste

Silky texture of Rosa 'Pear'[™] 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[®] COLLECTION
Rosa 'Pear'[™]



Rosa 'Theo Clevers'TM

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.

FASHION[®] COLLECTION

Inspired by the art of home decor, modern lifestyle and architectural design, our exclusive Fashion[®] 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®

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®



HIPPIE™ FASHION®

Bozhippas®

FASHION® COLLECTION

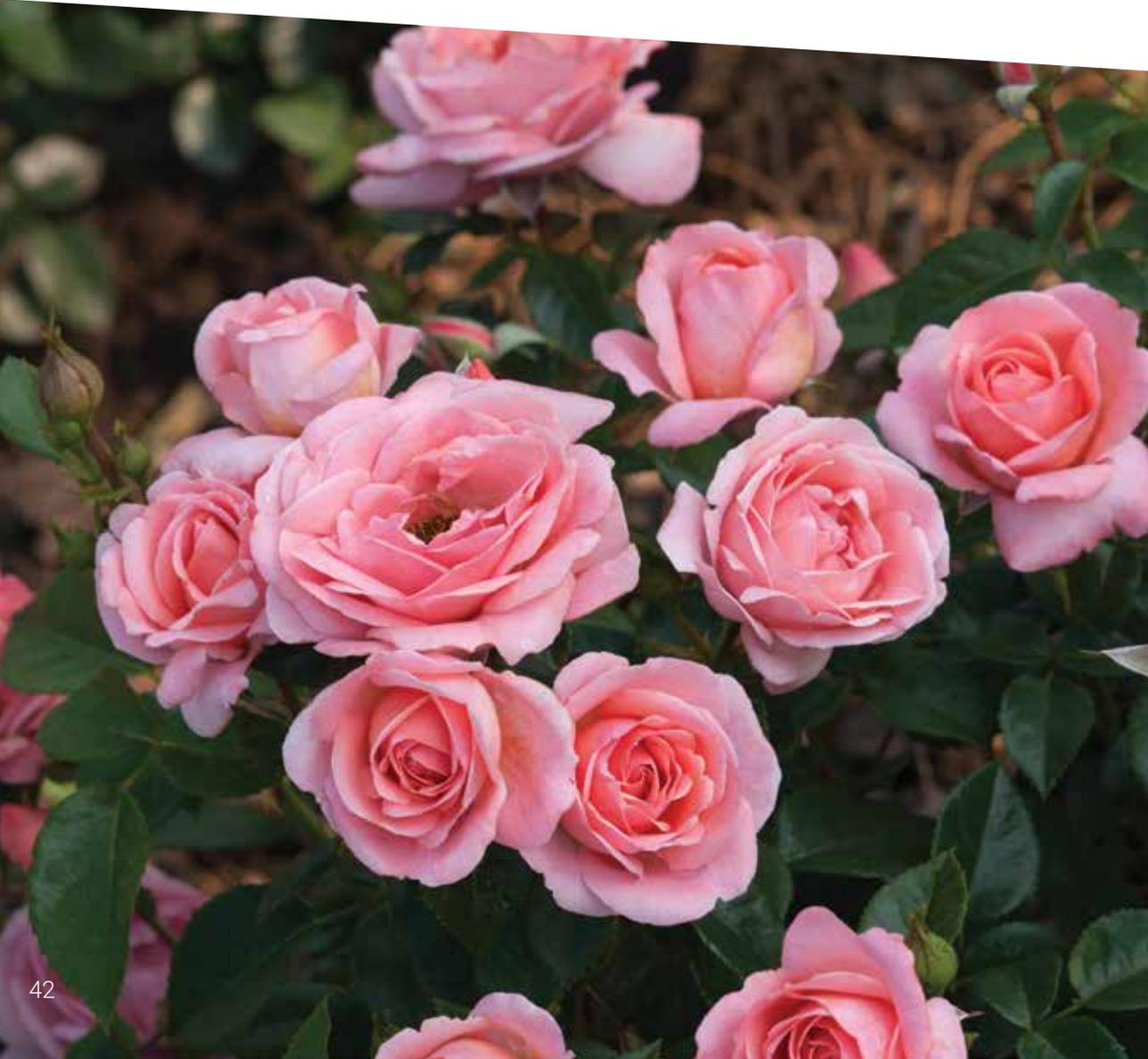
Hippie™ Fashion®



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®

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[®]



TRENDY™ FASHION®

Boztrenfas®

FASHION® COLLECTION

Trendy™ Fashion®



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®

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®

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.





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®



TISA™ REKA®

Bozreka025®



REKA® COLLECTION
Tisa™ Reka®

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.

DUNAV™ REKA®

Bozreka021®



Named after Europe's second-largest river, this extremely floriferous rose has a cheerful pink color and a compact, medium-sized growth. Flowers are borne in upright clusters which cover the plant completely during the peak of the season. A very healthy variety that will perform well 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.



REKA® COLLECTION
Dunav™ Reka®



NERA™ REKA®

Bozreka027®



REKA® COLLECTION
Nera™ Reka®

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®

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.





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®



LEMON™ VAZA®

Bozvaz011®



VAZA® COLLECTION
Lemon™ Vaza®

Large, double flowers and strong clusters of this variety open to form impressive bouquets of sweet, intensive fragrance. Calling this rose yellow does not do it justice, as its petals are of that creamy apricot color in the center that gently fades to shades of yellow and ivory towards the edges. It is a medium-sized shrub, suitable for the middle or back of the border. As a cut flower, it is suitable for large, dramatic arrangements in combination with delphinium, thistle, viburnum, and green or blue hydrangea.



CHERRY™ VAZA®

Bozvaz015®

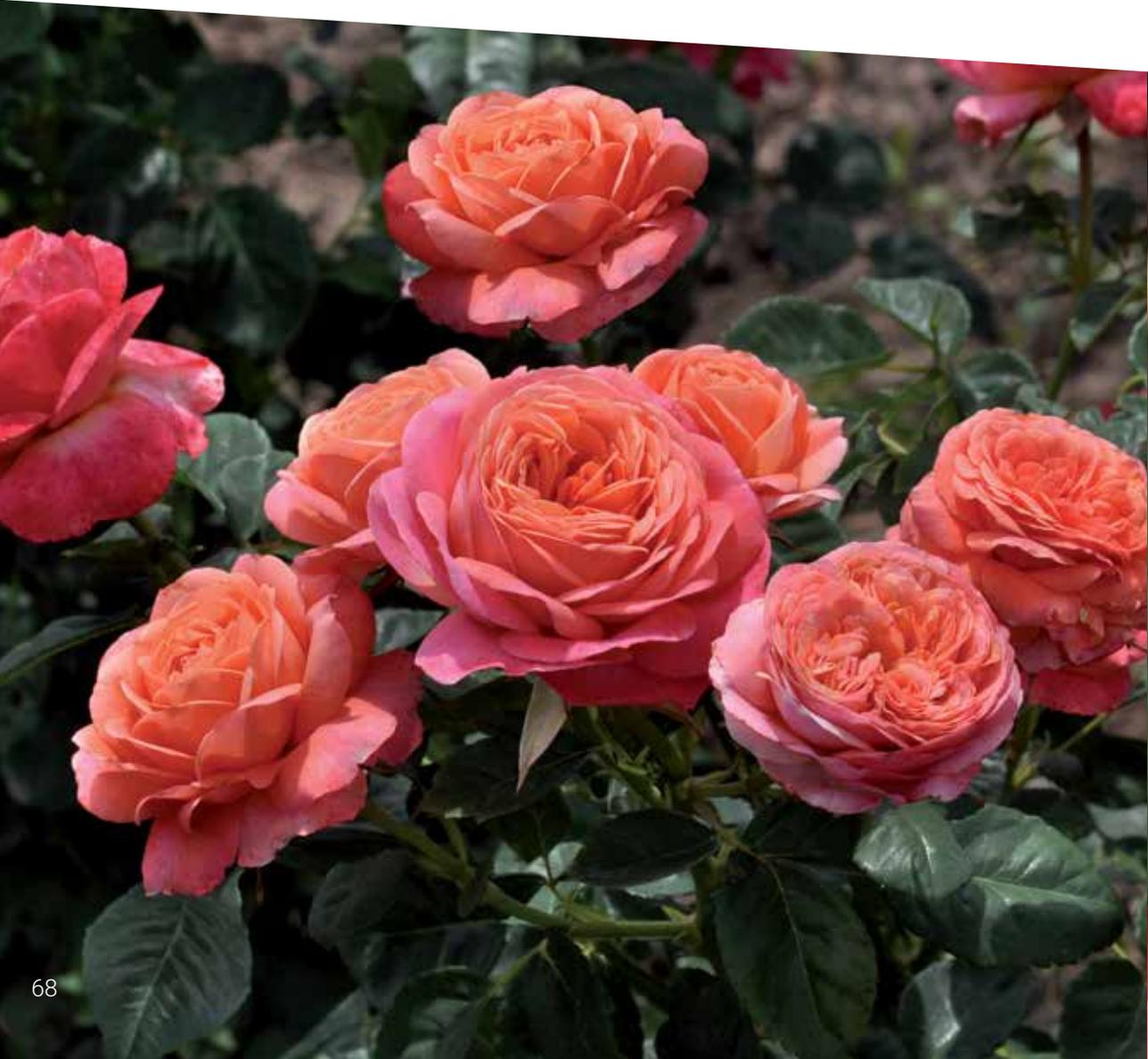


VAZA® COLLECTION
Cherry™ Vaza®

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.

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®

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®



PINK™ VAZA®

Bozvaz014®



VAZA® COLLECTION

Pink™ Vaza®

Have no doubt that this warm pink rose will win your heart at first glance. Its cup-shaped flowers are intensively fragrant with notes of lilac and fruit. It is a healthy, medium-sized shrub, bearing flowers in rich clusters. The best place for planting this rose is in the middle of the border in combination with perennials or near porches and balconies due to its strong scent. In flower arrangements, it fits best when placed with flowers of a similar shade of pink, as well as eucalyptus or moluccella for more formal, vertical arrangements.





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®

Bozantifre®



FRESKA® COLLECTION
Antica™ Freska®

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 prestigious landscaping.







ZORA™ FRAYLA® NEW

Bozvaz012®



FRAYLA® COLLECTION
Zora™ Frayla® NEW

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

MINA™ FRAYLA® NEW

Bozminafra®



This gorgeous rose with the vibrant pink color 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.



FRAYLA® COLLECTION
Mina™ Frayla® NEW



VERA™ FRAYLA® NEW

Bozflorfas®



FRAYLA® COLLECTION

Vera™ Frayla® NEW

An utterly amazing variety of fully double, cup-shaped flowers and intense honey & peach fragrance. Flowers of this fascinating variety have a creamy yellow color with hints of the 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, color, and health make this rose an eye-catching gem for any garden.

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®



DRAGA™ FRAYLA®

Bozdragfra®



FRAYLA® COLLECTION
Draga™ Frayla®

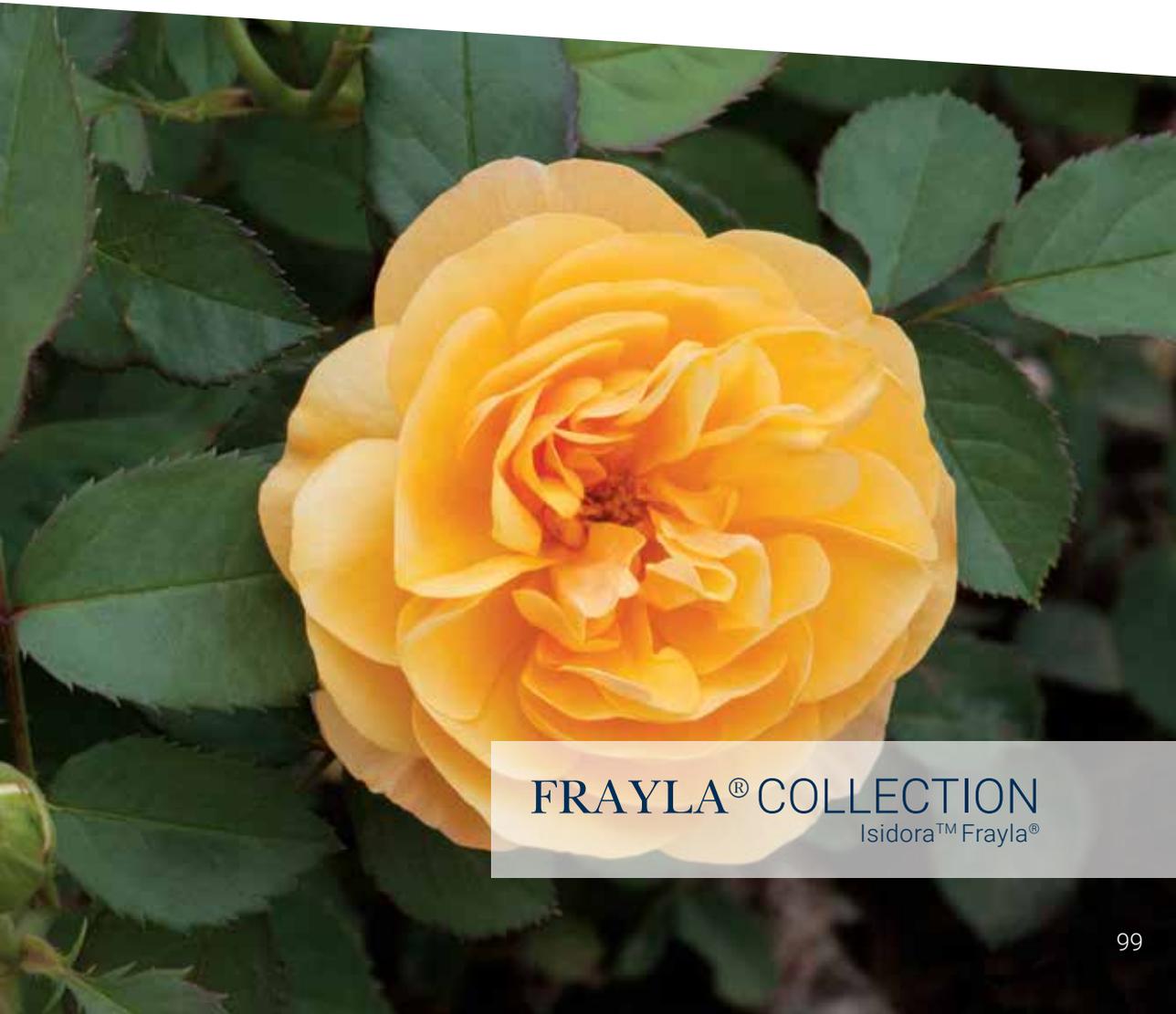
Draga™ Frayla® intensive recurrent blooming produces a wave upon wave of scarlet petals. This variety bears quite large, slightly rounded flowers with delicate and fresh scent notes. It forms a compact shrub with plenty dark green and disease-resistant foliage. Its excellent, low, strong, bushy habitus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

ISIDORA™ FRAYLA®

Bozsidfra®



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®



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.

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®





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...

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.

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®



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.

CORAL™ PIXIE®

Bozcorapix®



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.



PIXIE® COLLECTION
Coral™ 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®



AMULET™ MELLA®

Bozumulmel®

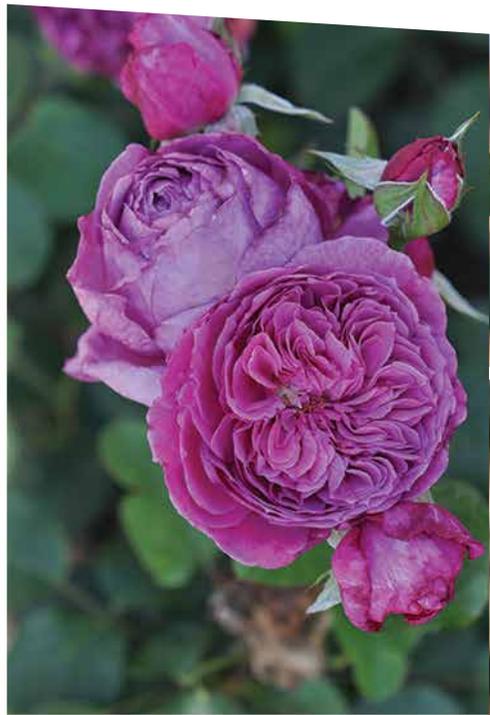


MELLA® COLLECTION

Amulet™ Mella®

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.

COMING SOON



Pheno Geno Roses company is constantly moving boundaries in rose breeding. We are trying not only to please aesthetic point of view but also the scientific one- to find the active compounds inside the rose petals and use them for further research. Our current long-term project soon to come to the light of the day is based on the power of fragrance. Here is a glimpse of that magical rose collection we are preparing for you.



pheno
geno | ROSES

Collection 2022

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