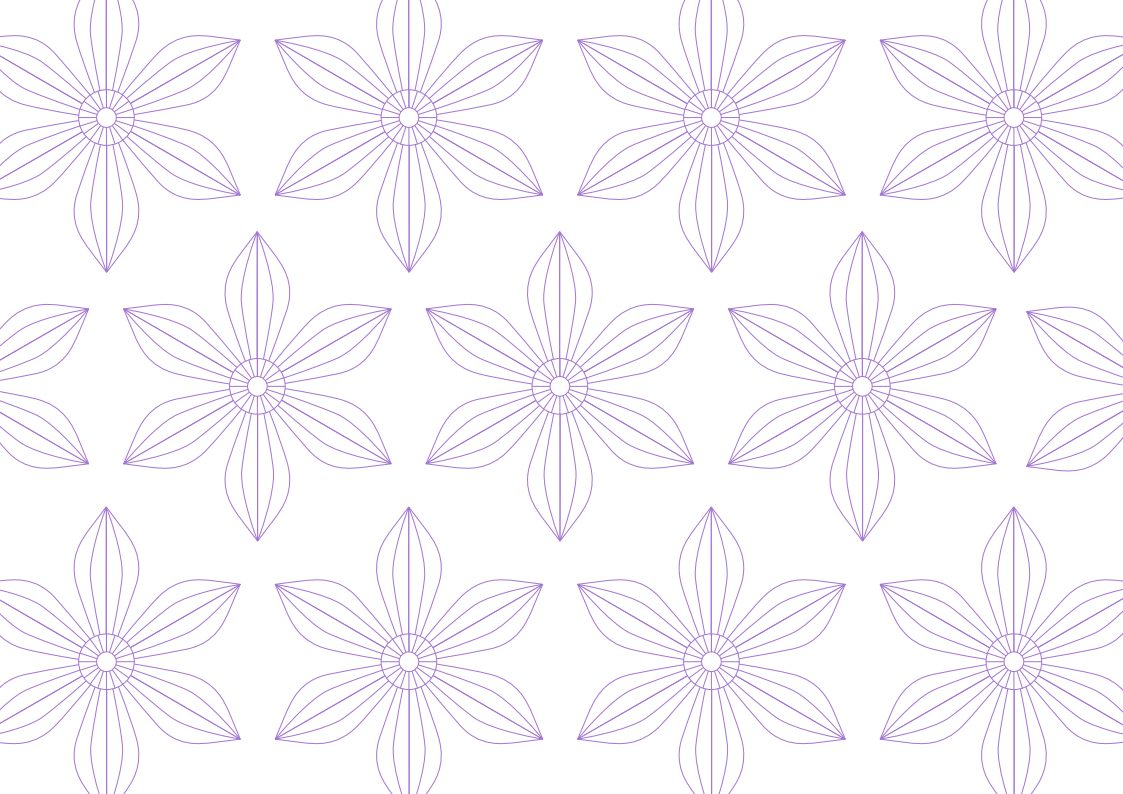


CLEMATIS

So amazing!

EXCLUSIVELY BY MARGINPAR



ABOUT CLEMATIS

Clematis is mostly known as a climbing garden plant. Curiosity and determination caused a development that changed everything: *Clematis Amazing*®: a series specifically developed for the cut flower market. These airy, romantic flowers with sturdy, flexible stems are now loved by florists all over the world.

IT'S AN ART!

The breeding and developing of new varieties is no piece of cake. Especially with a Clematis. Only 0.01% of all seedlings makes it to the final selection. The process takes over a decade, and before any new variety is introduced it has to meet our strict selection requirements, like an excellent vase life (10 to 14 days minimum), strong stems and an exclusive appearance not seen before in the market.

We only want the best, so our clients can surprise their costumers again and again with *the Clematis Amazing*® series. To do so, we work closely together with our breeder for new varieties, while our dedicated staff provides nurture and care in the field to our established varieties.

MARGINPAR.

A UNIQUE PRODUCT OF NATURE, SIGNED BY OUR PEOPLE.

A SHORT BIT OF HISTORY

In 2006, Marginpar introduced the *Clematis Amazing® Blue Pirouette* as the first clematis cut flower at Royal FloraHolland. *Clematis Amazing® Inspiration* followed in 2011 and *Clematis Amazing® Star River* was added in 2012. Star River even won the prestigious Glass Tulip Award for best innovation in the cut flower category. In the spring of 2015, *Clematis Amazing® London* was introduced and in the course of the same year *Clematis Amazing® Rome*, *Clematis Amazing® Oslo* and *Clematis Amazing® Geneva* entered the stage. *Clematis Amazing® Miami* was introduced in 2017. *Clematis Amazing® Tokyo* and *Clematis Amazing® Kibo* followed in 2018. Early 2020 a new addition is added: *Clematis Amazing® Havana*, followed by a long-awaited white variety end of 2020: *Clematis Amazing® Vienna*. Our latest introduction, early 2021, is the bicoloured *Clematis Amazing® Sevilla*.

THE FUTURE

Marginpar is keen on innovation of summer flowers, new varieties are trialed on a regular basis. Future plans for the *Clematis Amazing® family* include more variety in shape and colours (both bold as pastel), bigger flowers and stronger stems.

Visit **www.marginpar.com** for the latest information.



NOTHING IS AS IT SEEMS

The Clematis has a delicate look, but don't be fooled by her fragile appearance.

The Clematis Amazing® series is bred with very sturdy flower petals and a high resistance to botrytis, a fungus that can affect flowers and plants during growth and transport.

THE PERFECT STAGE OF RIPENESS

The Clematis Amazing® series is intentionally harvested with two slightly opened flowers (with the four-flowered varieties). Extensive testing shows that a riper harvested Clematis has a longer vase life. The longer a flower grows on the plant, the more energy it receives. That energy results in bigger and stronger flowers. It is very important to harvest at precisely the right moment. That is why we harvest multiple times a day, to ensure the perfect opening stage.

AVAILABILITY

The Clematis Amazing® series is grown at our flower farms in Kenya, Tanzania and Zimbabwe. Growing flowers close to the equator, in a warm climate, makes them year-round available. We love our Clematis, but she is not an easy flower to grow. The plants require quite a lot of maintenance, some more than others. Plus, some varieties grow fast, while others take their time in the field. To simplify things, we subcategorized the series in **Original** and **Special**.

Originals have the best availability and the highest volume and **Specials** are very niche; available in small volumes and in certain seasons.

OVERVIEW

name	availability	length in cm	flowers per stem	VCN
Blue Pirouette	Original	50/60/70	4	25745
Inspiration	Original	50/60/70	4	109538
Star River	Original	60/70	4	112515
London	Original	60/70	1	116696
Geneva	Special	60/70	4	116899
Rome	Original	60/70	4	117009
Oslo	Original	50/60	1	117969
Miami	Special	60/70	4	120794
Kibo	Original	60/70	4	122544
Tokyo	Special	70/80	6	122545
Havana	Special	50/60	1	122788
Vienna	Special	50/60	1	125769
Sevilla	Special	60/70	4	125799



CARE TIPS

Clematis is a grateful flower and if you treat her right, she has a vase life of 10 days minimum. In a warm or dark environment, the life span will be shorter, in a cool and light room the flowering stems can last up to 3 weeks. *How do you keep Clematis happy?*

- Clematis is a heavy drinker. So loves fresh, clean, cold water, and lots of it.
- The thirsty clematis therefore dislikes small water tubes and floral foam.
- Use clean sharp scissors to cut off the bottom part of the stem.
- We recommend Chrysal flowerfood (universal).
- If you remove some of the foliage, the flowers will last even longer.
- Place the vase as light as possible but not in direct sunlight.
- Clematis last best in a cool place. If the vase will be placed in a warm room, put the vase 24 hours in a cool place first.
- And, like all flowers:
 - Don't place flowers near a fruit bowl, the fruit accelerates the aging process.
 - Use a clean vase, preferably clean the vase first with bleach or detergent.

HOW MANY FLOWERS?

Some *Clematis Amazing®* varieties have one big flower on top, while others have four or even six flowers per stem. Why is that?

Every Clematis starts out with five or more flowers per stem: one on top and four on the side branches. During the development process we look for the best ratio between stem and flower. Some varieties look better with four flowers, while others look better with a single flower on top. During the growth, we pinch and remove the head bud of the varieties that look their best with four flowers. If the ornamental value is higher with one big flower, we leave all buds. The plant will put all her energy in the top flower, making it larger than the secondary buds.

This process makes the varieties with one flower extra-large, since all the energy is focused on that one bud instead of four. An exception is *the Clematis Amazing® Tokyo*. This special variety is extra powerful and makes six large buds per stem.



"THE FLOWER THAT FLOATS OVER
A BOUQUET LIKE A BUTTERFLY FLIES
OVER A FLOWER MEADOW."

– Dmitry Turcan, floral designer, Russia

FUN FACT

The flowers and flower buds of the cut flower Clematis have the amazing property to turn upright when the branches are used horizontally. It's called geotropism, a response to the stimulus of gravity and influenced by the plant hormone 'auxin'. Hormones promote growth within plants. Plant hormones are unequally distributed throughout the stems and roots, making roots grow down, and stems go up. When the stem grows against the force of gravity it's called 'negative geotropism'.





CLEMATIS AMAZING®

Blue Pirouette

The one that started it all... *Clematis Amazing® Blue Pirouette* was the first Clematis cut flower to be traded at the Royal FloraHolland flower auction by Marginpar in 2006. The curved petals of Blue Pirouette give her a cheerful appearance, making her suitable for many different floral styles.



Flowers per stem 4

1 2 3 4

VBN 25745



Length 50 - 60 - 70



Availability Year-round, continuous volume.



Country of origin Kenya - Tanzania



Vase life 12 days





CLEMATIS AMAZING®

Inspiration

Introduced as the second member of *the Clematis Amazing® family* and the first pink variety within the series. She is a joy to work with. Inspiration creates instant happiness with her vivid pink tones and playful personality.



Flowers per stem 4

1 2 3 4

VBN 109538



Length 50 - 60 - 70



Availability Year-round, continuous volume.



Country of origin Kenya - Zimbabwe - Tanzania



Vase life 12 days



"I CALL HER MY 'DANCING QUEEN'
BECAUSE CLEMATIS IS
SO LIGHT AND AIRY."

– Klaus Wagner, floral designer, Germany





CLEMATIS AMAZING®

Star River

A true star: *Clematis Amazing® Star River* won a Glass Tulip award for best newcomer. Star River is a favourite variety for many florists. Her pastel hues work well with lots of different colour themes, but the most amazing about this flower is the contrasting striped rear side of her petals. She looks extraordinary from every angle!



Flowers per stem 4

1 2 3 4

VBN 112515



Length 60 - 70



Availability Year-round, continuous volume.



Country of origin Tanzania



Vase life 10 days





CLEMATIS AMAZING®

London

If you want to make an impression, use *Clematis Amazing® London*! London has one of the biggest flower of all *Amazing® varieties*. While most varieties have several flowers per stem, London is produced with just one top flower. That allows the plant to focus all her strength and energy in one single bud. Bam! A true diva in any bouquet.



Flowers per stem 1

1 2 3 4

VBN 116696



Length 60 - 70



Availability Year-round, continuous volume.



Country of origin Tanzania



Vase life 10 days





CLEMATIS AMAZING®

Geneva

Geneva is introduced in 2015. She shows a mix of beautiful shades of purple, following an ombre pattern from the flower heart to the tip of the petals. Don't be fooled by her delicate looks, Geneva has very firm stems. A special feature of the Geneva are the elegant large buds at the top of the stems. They add a special twist to floral design and gradually unfold.



Flowers per stem 4

1 2 3 4

VBN 116899



Length 60 - 70



Availability Year-round, limited volume.



Country of origin Tanzania



Vase life 12 days





CLEMATIS AMAZING®

Rome

The Clematis Amazing® Rome is a universal flower friend. She works well with vivid tones, with pastel shades, in romantic bouquets and as accent flower. You can use Rome any time, in any situation.



Flowers per stem 4

1 2 3 4

VBN 117009



Length 60 - 70



Availability Year-round, continuous volume.



Country of origin Tanzania



Vase life 12 days





CLEMATIS AMAZING®

Oslo

One of the darkest, most intense varieties is *the Clematis Amazing® Oslo*. The rich deep purple blue colour doesn't stop at the petals, it's also part of the flower bud. A unique sight! Oslo is grown with a single large flower.



Flowers per stem 1

1 2 3 4

VBN 117969



Length 50 - 60



Availability Year-round, continuous volume.



Country of origin Tanzania



Vase life 10 days





CLEMATIS AMAZING®

Miami

This starfish shaped variety joined the *Clematis Amazing® family* in 2017. Her soft hues work great in romantic surroundings, but how about Christmas designs? With her star like appearance and dark tipped stamens? Whatever you make with Miami, she is the life of the party. When her enclosed petals gradually unfold, your bouquet comes alive!



Flowers per stem 4

1 2 3 4

VCN 120794



Length 60 - 70



Availability Certain seasons, limited volume.



Country of origin Tanzania



Vase life 10 days



"CLEMATIS HAS A POWERFUL CHARACTER.
SHE IS ONE OF FEW FLOWERS
THAT CAN ALSO SHINE SOLO."

– Hanneke Frankema, floral designer, The Netherlands





CLEMATIS AMAZING®

Kibo

Well this is a weird, fluffy variety, isn't? *The Clematis Amazing® Kibo* is not grown for its beautiful flowers, but for the seed head! This cuddly specimen is named after Kibo, one of the peaks of Mount Kilimanjaro in Tanzania. *The Clematis Amazing® Kibo* grows at the foot of this very same mountain. Kibo is great fresh but is an interesting dried flower as well. Dried, the fuzziness factor multiplies times 4.



Flowers per stem 4

1 2 3 4

VBN 122544



Length 60 - 70



Availability Year-round, continuous volume.



Country of origin Tanzania



Vase life 10 days





CLEMATIS AMAZING®

Tokyo

Powerrrrrr! Our Tokyo might look sweet and innocent, but she is the strongest variety of all! That is why we grow her with six flowers per stem. She is so powerful; she will open all six, starting from the bottom upwards. An extra amazing quality is that the flowers will turn upright, against gravity, even when used horizontally.

The long vines of the *Clematis Amazing® Tokyo* are great for special designs: wedding decorations, funeral wreaths, etc. Strong but flexible and excellent to braid, making it a very special flower for those florists that want to stand out from the crowd.



Flowers per stem 6

1 2 3 4

VCN 122545



Length 70 - 80



Availability Certain seasons, limited volume.



Country of origin Tanzania



Vase life 14 days





CLEMATIS AMAZING®

Havana

Havana was introduced in 2020. One of our newest *Amazing® family members* and special for many reasons. Her back is striped, and she has a beautiful heart. The white stamens have deep purple tips. A wonderful sight when the flower opens and a special feature among the cut clematis. This variety has a large flower on top, and four smaller buds on the side branches, which open slowly – usually at the moment the large flower is almost done blooming. A special treat!



Flowers per stem 1

1 2 3 4

VBN 122788



Length 50 - 60



Availability Certain seasons, limited volume.



Country of origin Tanzania



Vase life 10 days





CLEMATIS AMAZING®

Vienna

We are so excited about this new *Clematis Amazing® variety*! She has one gorgeous big flower on top, truly magnificent! But most of all: she is pure white!

A colour that we, and our breeder, have been chasing for years! Imagine *Clematis Amazing® Vienna* in bridal work, paring with white and green flowers for winter designs, or adding it as a bright touch in a romantic bouquet with pastel or vintages hues. Possibilities are endless with this one!



Flowers per stem 1

1 2 3 4

VBN 125769



Length 50 - 60



Availability Year-round, limited volume.



Country of origin Tanzania



Vase life 10 days





CLEMATIS AMAZING®

Sevilla

This special Clematis really can be called 'amazing'; it has a design that has never been seen before in *the Clematis Amazing® family*. Each stem carries four buds with a special tulip shape. But it doesn't stop there. Sevilla has a creamy white colour, and a bordeaux pink colour on the back of her petals. These dual tones are unprecedented within the cut Clematis family. In addition to her exceptional shape and colour, her flowers feel different to the touch. Where the earlier varieties feel like soft, delicate paper, *Clematis Amazing® Sevilla* feels more intense and firmer.



Flowers per stem 4

1 2 3 4

VBN 125799



Length 60 - 70



Availability Year-round, limited volume.



Country of origin Tanzania



Vase life 10 days





CHECK OUT THE CLEMATIS AMAZING®
TIME-LAPSE VIDEOS!

GET INSPIRED BY MARGINPAR!

We have so many beautiful stories to tell, pictures to share and inspiration to give.
Don't miss out! Follow us on:



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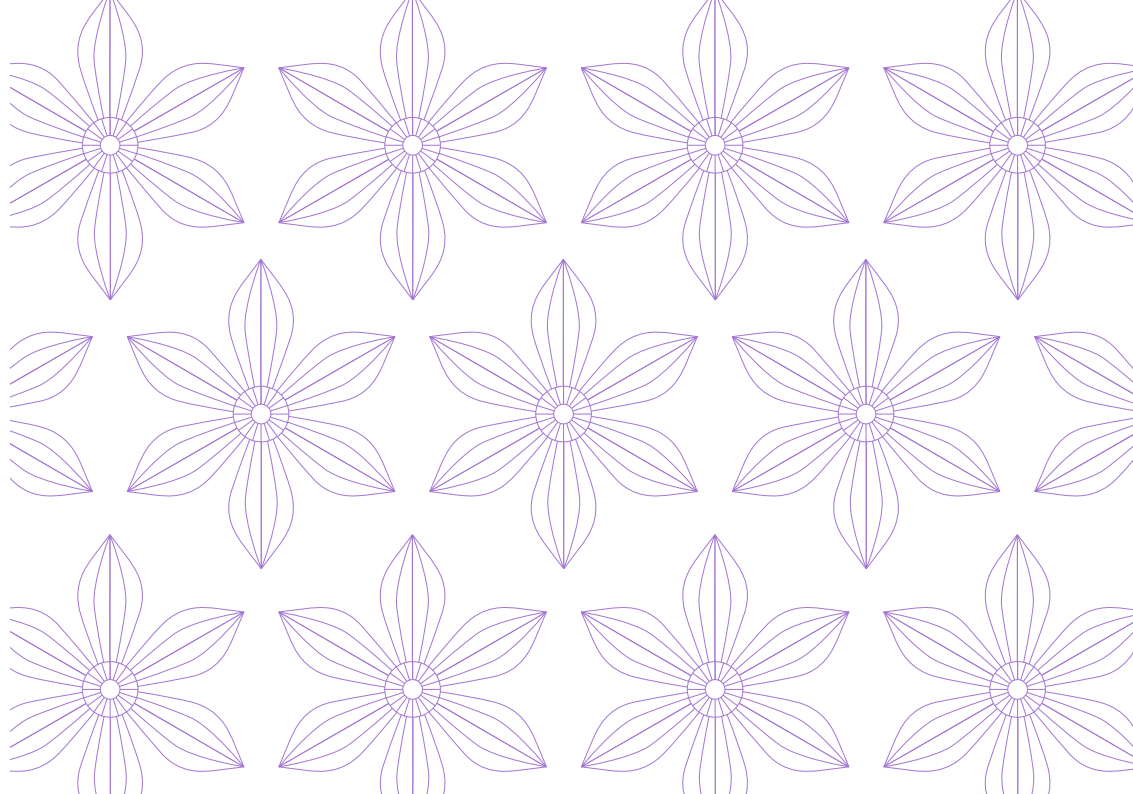


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