

**Queen**<sup>®</sup>  
*flowers*





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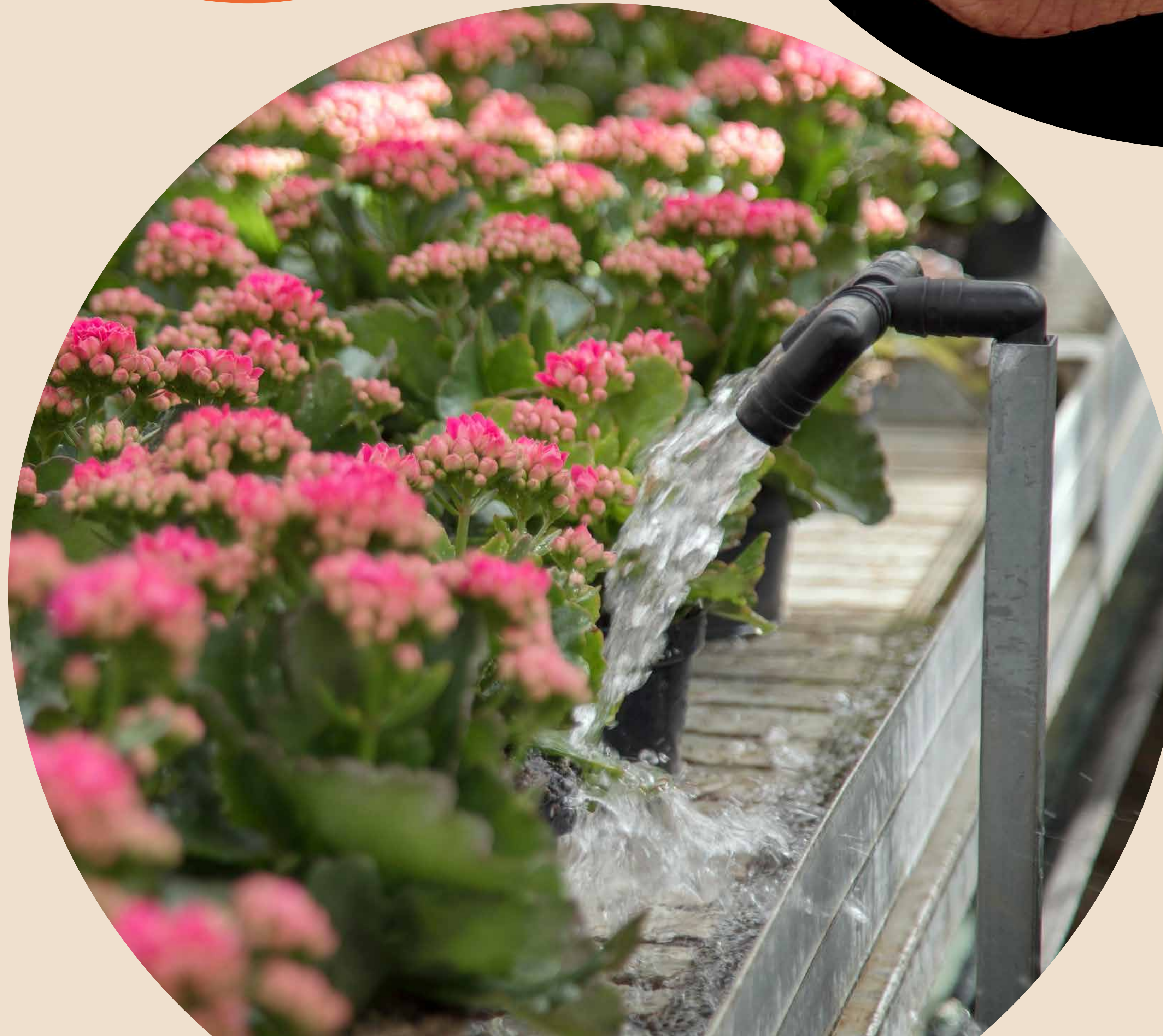






## The Global Goals

We believe that we have a responsibility to help achieve the United Nations' Sustainable Development Goals. At Queen<sup>®</sup>, we continuously aim to grow greener and make our production chain more future friendly. It comes naturally to focus on and prioritize the **global goals 12 and 15**, covering responsible consumption and production as well as protection and restoration of terrestrial ecosystems. Furthermore, we are proud to contribute to **global goals 5 and 8**, covering gender equality, decent work and economic growth.



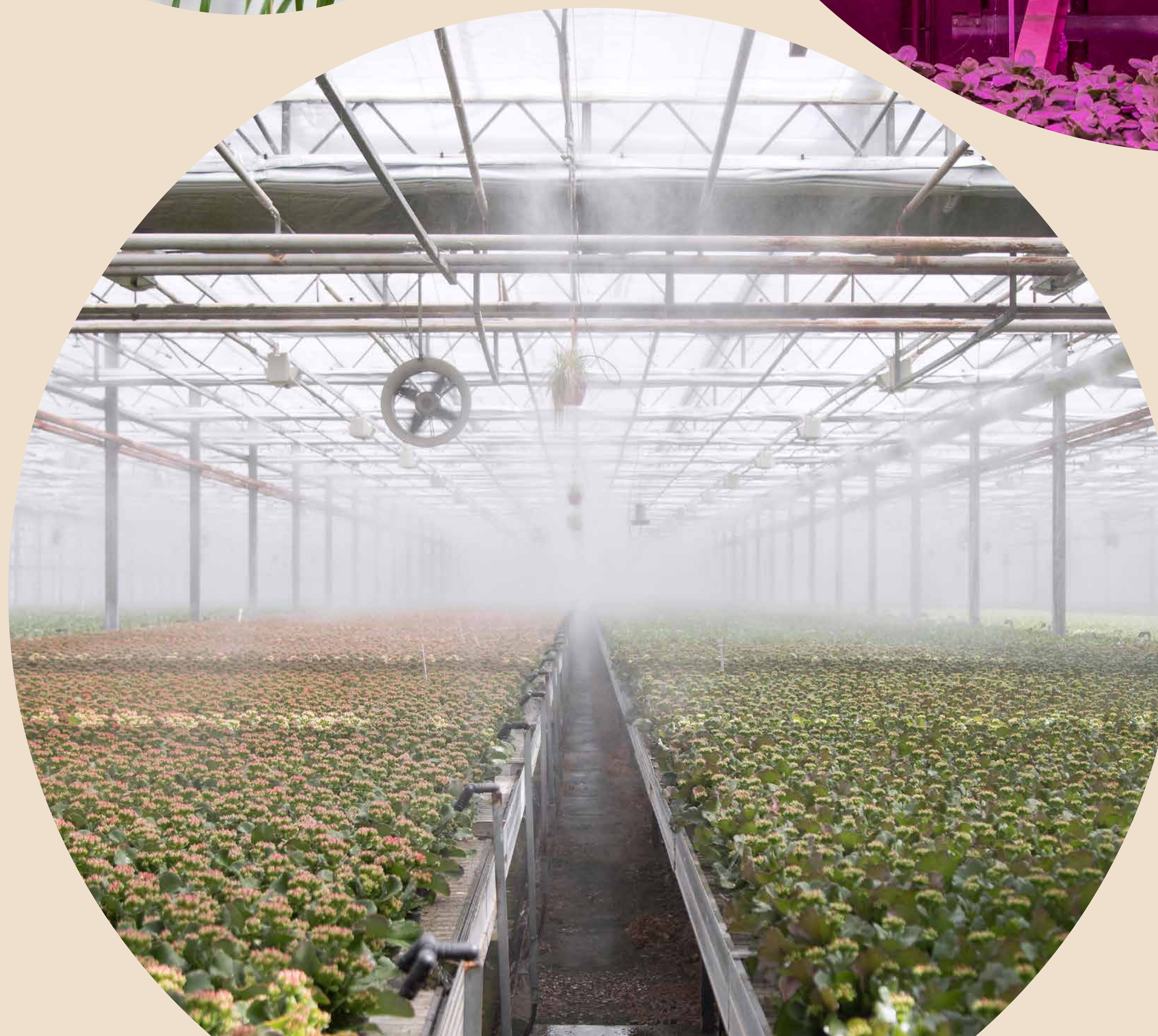
Read and learn more  
about our initiatives and  
contribution to the Global  
Goals for Sustainable  
Development on  
[www.queenflowers.dk](http://www.queenflowers.dk)



## Sustainability

At Queen<sup>®</sup>, sustainability and business go hand in hand. We do our utmost to minimize the impact of our production activities on the environment. Our mission is to produce beautiful, high quality flowers and plants, which can be bought and enjoyed with a clear conscience. Throughout three generations, we have had a tradition of **prioritizing the environment** and optimizing our operation. We are strategically and continually working on improved, **sustainable solutions** within our business practices, and we are proud to have earned the MPS-A, MPS-GAP and MPS-SQ.

- Sustainable Packaging
- Sphagnum-peat reduction
- Queen Grows Greener varieties
- Biological control
- Wildflower areas, insect hotels and an organic forest
- Water consumption and recycling
- Heat exchangers and heat pumps
- Grow lights, LEDs and multi-layer production
- MPS-A, MPS-GAP and MPS-SQ



Click to read more about  
all initiatives in our  
strategy presentation  
**[www.queenflowers.dk](http://www.queenflowers.dk)**




## Breeding

At our nursery in Denmark, our innovation team constantly sets **new market standards** for Kalanchoe quality and growing conditions. The innovation team is responsible for raw material, quality control, testing and implementation of new equipment and plant technology. Queen<sup>®</sup> varieties have the **highest ethylene resistance** on the market, withstanding ethylene gasses released from fruits, vegetables, transportation etc. The benefits are increased shelf-life and less waste in the stores. We continuously improve the longevity of our plants.

### **Selection criterias:**

- High ethylene-resistance
- Minimum longevity of 6 weeks
- Large, beautiful flowers
- New colours and shapes
- Minimum use of PGR (Plant Growth Regulator)

A circular inset image showing a close-up of a hand holding a red pencil, with the pencil tip touching a cluster of small, pink Kalanchoe flowers. The background is a soft-focus field of similar flowers.

Our goal is to ensure that our newest varieties always are better alternatives to existing varieties on the market.



## Partnership

Queen<sup>®</sup> cooperates with market-leading retailers all over Europe. Our long-term partnerships are reinforced by **individual customer set-ups**, year planning, continuous dialogue and high consumer satisfaction and recognition.

We believe that innovation, relevant sale activities and the right presentation of the Kalanchoe category are essential to increase business and sales in stores. We are constantly evolving and branding our products with a great **focus on the modern consumer**. Our annual campaign calendar provides new experiences every month, where the range of products always appears eye catching and fashionable. We are proud to supply a broad and exciting assortment, always **colour matching the season** and special occasions throughout the year.



We are a breeder and producer that guarantees to optimize customer sales, provide products with superior shelf life and reduce waste in the stores.



## The flower brand

We are proud to have built a **strong** and **recognisable flower brand** that consumers love and favour. Through marketing strategies and initiatives, we raise awareness, create value and credibility to our flowers. We have managed to both attract younger consumers and **expand the target group** for Queen<sup>®</sup>, increasing sales in stores and online. This is a marketing advantage you will also benefit from when choosing us as your preferred Kalanchoe supplier. To market our products and maintain a strong, recognisable flower brand, we primarily use:

- [Instagram](#), 15.400 followers
- [Facebook](#), 15.500 followers
- Influencers, reaching 1 million followers altogether
- E-mail marketing
- Website and webshop
- Magazines



*"I love the flowers from Queen Flowers! They are long-lasting and require nothing. Since I am not good at taking care of my plants at home, it is a concept right after my heart. My flower bouquets always last 4-5 weeks, and the water remains clean."*

Louise, Livingonabudget.dk  
Consumer and influencer



## Assortment

We are proud to offer the broadest assortment on the market, continuously expanding our product range with new, innovative varieties. Through several years of development and breeding work, we have brought new life to the traditional Kalanchoe.

With our **MoreFlowers** and **ElseFlowers**, we provide something more and something else to your product range. These categories feature special varieties with large, extravagant petals or beautiful two-coloured flowers.

Our **Originals** and **RoseFlowers** are stunning, more traditional varieties in bright colours.

Exclusively, we offer a wide range of long-lasting **Outdoor** Kalanchoes, **CutFlowers** and **Succulents**. Our CutFlowers have set new standards for the longevity within the cut flower category, guaranteeing a minimum of 3 weeks flowering.



More varieties are covered by patents due to their uniqueness and flower petals.



CutFlowers



Simply White Meadow<sup>3</sup>



Chrystal White Meadow<sup>1,3</sup>



Sunlight Yellow Meadow<sup>1,3</sup>



Blazing Yellow Meadow<sup>1,3</sup>



Brilliant Orange Meadow<sup>1,2,3,4</sup>



Flaming Orange Meadow<sup>1,2,3</sup>



Pretty Red Meadow<sup>1,2,3</sup>



Tempting Red Meadow<sup>1,2,3</sup>



Calypso Pink Meadow<sup>1,2,3</sup>



Sensual Pink Meadow<sup>1,2,3</sup>



Vintage Pink Meadow<sup>1,2,3</sup>



Lace Pink Meadow<sup>1,3,4</sup>



Taffy Pink Meadow<sup>1,2,3</sup>



Paradise Pink Meadow<sup>3</sup>



All patented varieties are marked with the following numbers:  
1 EU Patent EP1671536, TR2015/17415 - 2 U.S. Patent No.7,453,032, No.7,847,150  
3 CF Patent NL2012150C, EP3099165, TR2017/08434, CA2936568, CN106163275B, JP6301499B, JP6721564B, RU2629222, US10,932,426, BR112016017365  
4 ROL Kalanchoe Patent: EP2698432, TR2017/04629, US9,253,952, US10329573, US11,072,796. ROL low copy: EP3334830, US11072796, JP7033533B, CN108138199B, NL2015312B.



Queen® White Varieties



Sibil

6 cm	10,5 cm	-	-
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Sia <sup>1, 2</sup>

6 cm	10,5 cm	-	-
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Greta <sup>1, 2</sup>

6 cm	10,5 cm	13 cm	-
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Eloise


-	10,5 cm	-	-
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Queen® Yellow Varieties



Laurraine


NEW

6 cm	10,5 cm	-	-
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JoyceQ2


6 cm	10,5 cm	-	-
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Paislee <sup>1, 2</sup>


NEW

6 cm	-	-	-
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Ruth <sup>1</sup>


-	10,5 cm	13 cm	-
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Kingsley <sup>4</sup>


NEW

-	10 cm	-	-
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Lausanne <sup>1, 2</sup>

6 cm	10,5 cm	-	-
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Remy

6 cm	-	13 cm	-
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Wynn

NEW







-	10,5 cm	-	-
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Queen® Orange Varieties

			
Austen	<div>NEW</div> Billie <sup>4</sup>	Isla <sup>4</sup>	<div>NEW</div> Riley <sup>4</sup>
<div>6 cm</div> <div>10 cm</div> <div>-</div> <div>-</div>	<div>-</div> <div>10,5 cm</div> <div>-</div> <div>21 cm</div>	<div>-</div> <div>10,5 cm</div> <div>-</div> <div>-</div>	<div>6 cm</div> <div>-</div> <div>-</div> <div>-</div>
			
Agnes <sup>1,4</sup>	Daisy <sup>1,4</sup>	Geneva <sup>1,2</sup>	Jaylen <sup>2</sup>
<div>6 cm</div> <div>10,5 cm</div> <div>13 cm</div> <div>-</div>	<div>-</div> <div>10,5 cm</div> <div>-</div> <div>-</div>	<div>6 cm</div> <div>10,5 cm</div> <div>-</div> <div>-</div>	<div>6 cm</div> <div>-</div> <div>-</div> <div>-</div>






Queen® Red Varieties




Peace

6 cm	10,5 cm	-	-
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Madigan <sup>4</sup>


6 cm	10,5 cm	-	-
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Athena <sup>4</sup>


6 cm	10,5 cm	-	21 cm
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NEW



Noelle <sup>1</sup>

-	10,5 cm	13 cm	-
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Qiara <sup>1</sup>

6 cm	-	-	-
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Queen® Dark Pink Varieties



Andy

6 cm	-	13 cm	21 cm
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Oakly

6 cm	10,5 cm	-	-
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Charlot

-	10,5 cm	-	-
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NEW



Melody

6 cm	10 cm	-	-
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NEW



Philippa

-	10,5 cm	-	-
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NEW



Vicky

-	10,5 cm	-	21 cm
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NEW



VictoriaQ2

-	10,5 cm	-	-
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Adelaide<sup>1,2</sup>

6 cm	-	-	-
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Agathe<sup>1</sup>

6 cm	-	-	-
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Augusta<sup>1,2</sup>

-	10,5 cm	-	-
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NEW



Berenice<sup>2,4</sup>


-	10,5 cm	-	-
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Constance<sup>1,2</sup>

-	10,5 cm	-	-
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NEW



Ella<sup>2,4</sup>


-	10,5 cm	-	-
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Elyse<sup>1,2</sup>


-	10,5 cm	13 cm	-
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NEW



Mille<sup>1,2,4</sup>

-	10,5 cm	-	-
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Sydney<sup>1,2</sup>


6 cm	-	-	-
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Queen® Light Pink Varieties



NEW


Kirby <sup>4</sup>

6 cm	10 cm	-	-
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Poet


-	-	13 cm	-
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NEW

Shilo


6 cm	10 cm	-	-
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NEW

Honor


-	10,5 cm	-	-
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NEW

Kendall


-	10 cm	-	-
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NEW


Ophelia

-	10,5 cm	-	21 cm
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ClaraQ2 <sup>1, 4</sup>

-	10,5 cm	-	-
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Lillian <sup>1, 2</sup>

6 cm	10,5 cm	13 cm	-
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Lisbon <sup>1, 2</sup>

6 cm	-	-	-
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Verona <sup>1</sup>

-	10,5 cm	-	-
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Queen® Outdoor varieties 10,5 cm & 21cm



Ophelia


-

10,5 cm

-

21 cm

NEW




Andy

-

10,5 cm

-

21 cm



Marley


-

-

-

21 cm

NEW



Gianni


-

-

-

21 cm

NEW



Maxine

-

-

-

21cm



Vicky

-

10 cm

-

21 cm

NEW



Victoria Q2

-

10,5 cm

-

-



Athena <sup>4</sup>

6 cm

10 cm

-

21 cm

NEW



CarmenQ2 <sup>4</sup>

-

-

-

21 cm



Isla <sup>4</sup>

-

10,5 cm

-

-

NEW



Billie <sup>4</sup>

-

10 cm

-

21 cm

NEW

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## Queen<sup>®</sup> Succulents



Echeveria hybrid 'Scorpio'



Echeveria hybrid 'Pollux'



Echeveria purpusorum



Aloe brevifolia



Gasteria x Haworthia 'Royal Highness'



Adromischus 'Cooperi Green'



Graptopetalum bellum 'Vega'



Echeveria cuspidata 'Menchaca'



Echeveria hybrid 'Agena'



Echeveria hybrid 'Albali'



Haworthia limifolia



Haworthia pentagona



Adromischus 'Cooperi Grey'



Echeveria hybrid 'Electra'



Echeveria pulidonis 'Mystery'



Aloe hybrid 'Delaine'



Haworthia cymbiformis



Aloe hybrid 'Hopi'



Haworthia concolor







Queen® Green Varieties



Surprising Desert

-	10,5 cm	-	-
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