



www.treloarroses.com.au

216 Princes Highway, Bolwarra. Vic. 3305. Ph:(03) 55292367 Fax:(03) 55292511 Email: sales@treloarroses.com.au  
ABN: 77131725972

## MEDIA RELEASE

Friday 12th January 2018

### TRELOAR ROSES - NEW RELEASE GARDEN ROSES FOR 2018

Six beautiful new varieties will be available from Treloar Roses in 2018, all bred by the world's most reputable rose breeder W. Kordes' Söhne of Germany. This is a very exciting time for roses with Kordes leading the way in producing healthy, disease tolerant roses. This is matched with the already gorgeous aesthetic appeal that is a rose. Now more than ever, we are also seeing a trend back to wonderful fragrances.

'We are really enthusiastic about the 2018 releases' said Gary Matuschka, Treloar Roses director. 'We have the unique new Parfuma® - Madame Anisette, a fundraising rose, a gorgeous white climber, plus three fantastic new floribunda's – one of which was recently awarded a bronze medal at the 2017 National Rose Trial Garden Awards!' he said.

'Each year we continue to be impressed by the new varieties we can offer to our customers. We have been saying it for a while now, Kordes roses are healthy roses!' said Gary.

Treloar Roses have been the Australian agent for Kordes since 1992. During this time, we have released over 180 Kordes' varieties. With more than 50 years' experience, we have steadily become the market leader in growing and supplying rose plants.

These new releases, along with many other varieties will be available bare root from May to August 2018, with pre-season orders welcome. They can be purchased directly from Treloar Roses or any leading nursery or garden centre Australia wide.



## Madame Anisette

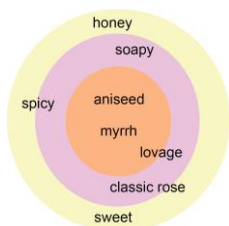
(Korberonem)  
Hybrid Tea Rose

Parfuma®



As its name suggests the fragrance of this

rose is quite unique. An intoxicating Anise fragrance, reminiscent of liquorice, accompanied by a hint of spice and honey. Classed as a Grandiflora, the blooms are a large apricot cream and set in beautiful umbels. Awarded an ADR, with multiple medals reflecting the famous Kordes breeding, ensures a healthy easy care rose. Heat resistant with upright growth to an average of 1.2m by 50cm wide.



**Peak Fragrance:** At morning, noon and evening.





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## Unconventional Lady

(Korsamasi)  
Hybrid Tea Rose

A lovely deep pink hybrid tea rose with a delightful fragrance. Glowing cherry red buds develop slowly into large, beautiful pink blooms that open just enough to let the bees visit the deep stamens. The bush is fairly vigorous with great disease resistance and produces nice long stems. All these attributes make this lovely new variety quite the show stopper in the garden and perfect for cutting. Approx 1.5m-1.7m tall.

**Treloar Roses will donate \$2 from the sale of each rose to the 2021 World Rose Convention fundraising fund.**



## Climbing Future

(Korjoslio)  
Climbing Rose



A long awaited addition to Kordes climbing range, this large fully petaled bloom in a clear white, sun kissed with pale pink has a nostalgic form and excellent health. Growth is to 2m with a profusion of blooms accompanied by a soft fragrance. Truly the future of climbers.



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## Fairytale Magic

Hybrid Tea Rose  
(Kormarzau)



This Award winning magical rose has not only received multiple gold medals, but also the Golden Rose of Baden Baden in 2016. Full pink blooms with a touch of apricot and an enchanting fragrance sit on an extremely healthy upright bush to 90cm tall. Highly recommended.



## Garden Of Roses

(Korfloci01)  
Floribunda Rose



Europe's Rose of the Year in 2011. Full blooms in a soft apricot and a tender fragrance cover this attractive compact bush framed by dark leaves. Ideal for small gardens, pots or borders it has won Gold and Silver medals and an ADR in 2009. Growth is to 60cm high.



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## Fire Opal

(Korumneza)  
Floribunda Rose



This stunning novelty rose will delight you with its charming array of semi double blooms. As beautiful as the name suggests the pale near white buds, blush pink in a dance with the sunlight as they open. A healthy rounded bush to 70 cm high is a delightful addition to any garden.

**Awarded Bronze Medal winner at the 2017 National Rose Trial Garden of Australia awards.**

**For further information contact and image requests, please contact:**

**Lauren Mallen** (marketing coordinator) - [marketing@treloarroses.com.au](mailto:marketing@treloarroses.com.au) Ph: 03 5529 2367

**Gary Matuschka** (director) - [gary@treloarroses.com.au](mailto:gary@treloarroses.com.au) Ph: 03 5529 2367



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20 years ago, KORDES stopped the use of fungicides on their trial grounds, where new breeding's were evaluated years before their introduction on the market. This meant it was possible to select the truly healthy varieties amongst those thousands of seedlings on trial. This new breeding philosophy has been noticeable to all rose lovers in the change of the rose assortments. The KORDES company alone has withdrawn more than 100 older varieties from their assortment which, to their opinion, are not competitive any longer. This has made way for new, better and healthier varieties.



#### **The soul of the rose is her fragrance!**

The new PARFUMA collection from Kordes showcases roses with extraordinary fragrance and exceptional health. Far too often it is believed that modern roses lack fragrance or that fragrant roses are not healthy. With this collection, we can demonstrate this is not the case.



#### **Robust climbers give their best!**

This carefully selected range contains some of the best climbers released world-wide in recent times and any variety carrying the 'Climbing Max' badge will not disappoint.



#### **ADR Rose Trials – Germany**

The ADR rose competition is often regarded as the most difficult disease and garden performance trial for roses worldwide, with the performance evaluations conducted over a three year period. The independent jury has confirmed that Kordes new fragrant rose creations are very disease resistant and good garden performers. The combination of beauty, fragrance and health is the result of a focused long-term breeding program.

- End -