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Selecta cut flowers presents innovative Chrysanthemum assortment and trials in a digital exhibition during chrysanthemum week 2020 – Medellin, Colombia

The Selecta cut flowers team was ready and excited to host their Chrysanthemum Open House 2020 held in Rionegro, for the first time during WK 35 the national [Chrysanthemum Week](#) during which all chrysanthemum breeders in Colombia show their assortment for promotion among important buyers from around the world in the USA, Europe and Japan. During the week, on August 25 and August 26, PMA will collaborate with the breeders and organize webinars to bring will floral perspectives from nine US retailers, as well as the insights from the breeders. [Click here to register.](#)

Usually, during WK 9, Selecta cut flowers opened their doors to customers to present new varieties and technical updates, but everything changed with this challenging year. That's why they decided to create new alternatives that allow them to connect with their customers.

"It's been a challenging year to all of the active members in the industry, but as breeders we have a responsibility with our customers to supply innovation, bringing new varieties into the market for them to grow... we had to find a virtual solution that allow us to continue with our open house as it is the place to meet and discover the most striking novelties, see tomorrow's principal market and consumer trends. On the bright side, this solution will allow us to show our introductions and reach customers in others locations around the world. " **Daniela Navarro, Selecta cut flowers Marketing manager**

Virtual Tour

Since Monday August 24 2020, Selecta cut Flowers will launch the [Chrysanthemum Virtual Tour](#), a digital showroom that not only showcases the videos and characteristics of newest introductions and best sellers, but it also links to additional pictures and offers the option to make trial orders or ask for technical advice in real time.

"Due to Covid-19 our face to face Chrysanthemum Openhouse 2020 was canceled. But we came with a suitable alternative for our customers to see our newest genetic innovations and technical trailing results: [Selecta Chrysanthemum Virtual Tour](#), allowing the viewer to experience the latest introductions and highlights of the assortment as if they were presented to them in a real greenhouse, with videos that go directly from the ground up to the flower; with closeups that allow them to detail the flower shape, foliage quality and growing conditions." **Daniela Navarro, Selecta cut flowers Marketing manager**

Access to the Selecta **Chrysanthemum Virtual Tour** is free and open 24/7 for Growers, buyers from the trade, press and anybody who is interested in enjoying our products and collect product information at the same time. For those who are interested in getting an individual virtual tour through the new varieties, during WK 35 [please contact Selecta's marketing manager](#)

Check out the tour at <http://www.selectacutflowers.com/chrysanthemum-virtual-tour/>

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**Expressions Assortment Highlights**

Inspiration, meets all requirements to be a successful white double flowered chrysanthemum with added value, it has good weight, large and firm stems, good floral points and scores well on transportation and vase life tests. It brings a fresh appearance and uniformity into different creations is that especial “something” that triggers and idea about what to do or create... it is the key white variety for spring combinations, looks gorgeous when paring with other flowers on bouquets.

“Selecta one, has been working in its Chrysanthemum breeding program for several years now, becoming each time, a more important player in an interesting growing market. We have deeply analyzed its context to fulfill its needs. We believe in sustainable breeding, supplying with genetic upgrades successful consolidated and stable assortments that meet worldwide quality, standards and conditions, adding value throughout the whole chain and assuring a place in the market for a responsible period of time” Felipe Gomez, Selecta cut flowers Area manager

Tickles, provides a colorful hemisphere with beautiful shades of pink and white, large flower heads that have plenty of visual appeal and contrast with its dark green Foliage. Additional qualities; good floral points and scores well on transportation and vase life tests.

Heartbeat, A astonishing bronze flower ideal for autumn arrangements! Its huge flowers are long, tubular and tend to curl upwards. The flower’s so profusely that the foliage is completely hidden.

In addition, the cut flower breeder refers you to its digital corporate media for more information on other crops and additional information

Webpage: www.selectacutflowers.com

Instagram: [selecta_cutflowers](https://www.instagram.com/selecta_cutflowers)

FB: [@Seletacutflowers](https://www.facebook.com/Seletacutflowers)

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Selecta One

The family company Selecta one is a world-leader in breeding, producing and marketing vegetative propagated plants. The breeding activities include bedding and balcony plants, poinsettias, perennials and cut flowers. Founded in 1996 Selecta Cut Flowers is breeding, producing and marketing vegetatively propagated cut flower plants and has been offering a wide top-quality assortment for Carnation, Gerberas, Gypsophila, Solidago and Chrysanthemum for the horticultural sector worldwide.

Contact

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