



rosaprima

A world of beauty

Rose Collection
2009



Rosaprima is the leading grower of premium quality Ecuadorian roses. Our award winning flowers are handcrafted by skillful artisans and distributed exclusively through reputable wholesalers with a clear commitment to excellence.

Our collection is a superb assortment of nearly 100 of the finest varietal roses. The Rosaprima rose has been cultivated in a way that sets us apart from others, creating a flower with unique charm and elegance that conveys the true character of a beautiful rose. Our extended vase life, radiant colors, and large blooms offer a truly rewarding experience and put the Rosaprima rose in a category unto itself.


rosaprima
A world of beauty

- red
- white
- pink
- yellow
- green
- lavender
- orange

- peach
- salmon
- cream
- bicolor
- escimo family
- finesse family
- david austin roses

color groups

- Akito
- Amelia
- Anastasia
- Black Magic
- Blush
- Carousel
- Cartagena
- Charlene
- Cherry Brandy
- Cherry O
- Circus
- Classic Cezanne
- Cool Water
- Creme de la Creme
- Crystal
- Dark Engagement
- Dark Versilia
- Dejavu

- Duett
- Engagement
- Escimo
- Esperance
- Euforia
- Faith
- Farfalla
- Fiction
- Finesse
- Forever Young
- Freedom
- Friendly
- Friendship
- Geraldine
- Gold Strike
- Gran Dorado
- Green Tea
- High & Booming

- High & Magic
- High & Orange
- Hot Escimo
- Iguana
- Impulse
- Jade
- Latin Beauty
- Latin Breeze
- Latina
- Leonidas
- Limbo
- Malibu
- Malu
- Miracle
- Mohana
- Movie Star
- Mount Everest
- Opium

- Peckoubo
- Pink Finesse
- Polar Star
- Priceless
- Purple Cezanne
- Raphaella
- Ravel
- Riviera
- Rosita Vendela
- Sahara
- Scandal
- Sexy Red
- Shocking Versilia
- Sonrisa
- Sweet Akito
- Sweet Escimo
- Sweet Unique
- Sweetness

- Tibet
- Titanic
- Topaz
- Tropical Amazon
- Tundra
- Vendela
- Virginia
- Vogue
- Voodoo
- Wow
- Yellow Finesse
- David Austin Roses

variety Catalog



Rosaprima is located in the exclusive Guachala growing region of Cayambe, well known as the most premium rose growing region in the country.


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red

love, romance, courage and respect



Sexy Red



Black Magic



Freedom

red

www.rosaprima.com



Opium



Charlene



Forever Young

red

www.rosaprima.com



The Rosaprima rose has been naturally cultivated in a way that sets us apart from others, creating a whole new category of roses that are well known for their beauty and charm.


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white

purity, innocence, spirituality



Akito



Mount Everest



Polar Star



Tibet

white

- pure white

www.rosaprima.com



Tundra



Escimo

white

- *pure white*

www.rosaprima.com



Amelia



Vendela



Anastasia



Virginia

white

- *off white*

www.rosaprima.com



Rosaprima uses the highest grade materials, sourced worldwide: Peat substrate which guarantees healthy growth of the young rose plant.


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pink

love, gratitude, appreciation



Faith



Geraldine



Pink Finesse



Titanic

pink

- *light pink*

www.rosaprima.com



Rosita Vendela



Sweet Akito



Engagement

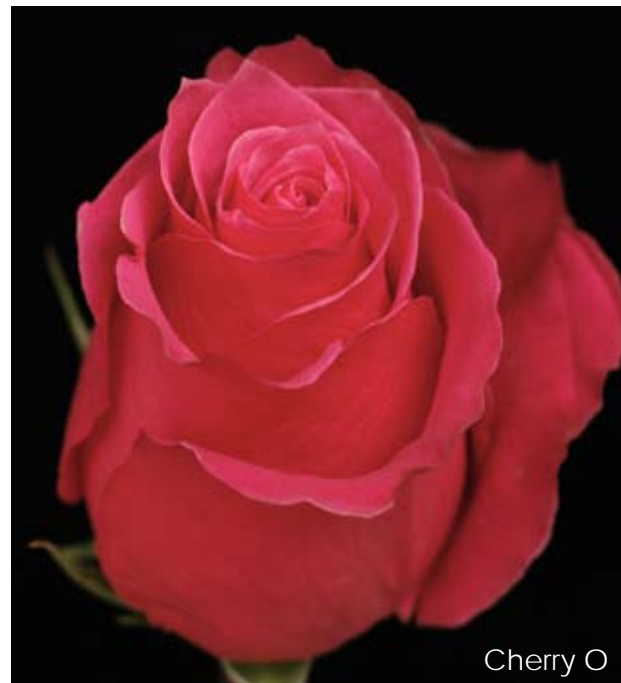


Sweet Escimo

pink

- *light pink*

www.rosaprima.com



Cherry O



Dark Engagement



Latin Breeze



Purple Cezanne

pink

- hot pink

www.rosaprima.com



Ravel



Raphaella



Shocking Versilia



Hot Escimo

pink

- hot pink

www.rosaprima.com





pink

- *hot pink*

www.rosaprima.com



Classic Cezanne



Malibu



Sweet Unique



Riviera

pink

• bicolor

www.rosaprima.com



Esperance



Vogue



Carousel

pink

• bicolor

www.rosaprima.com



Priceless



Duett



Sweetness



Malu

pink

• bicolor

www.rosaprima.com



Scandal



Blush

pink

• *bicolor*

www.rosaprima.com



*State of the art drip irrigation
minimizes water usage while
optimizing plant nutrition,
creating vigorous flowers with
extended vase life.*


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yellow

friendship, joy, get well, congratulations, welcome back



Dejavu



Gold Strike



Gran Dorado



Latin Beauty

yellow

www.rosaprima.com



Sonrisa



Mohana



Latina



Yellow Finesse

yellow

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*Fertile, volcanic soils
the key to robust and
healthy plants.*


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green

abundance



Green Tea



Jade



Limbo

green

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Rosaprima is a responsible corporate citizen: We have planted over 10.000 native trees on our premises, contributing to local reforestation efforts.



lavender

enchantment, majesty, love at first sight



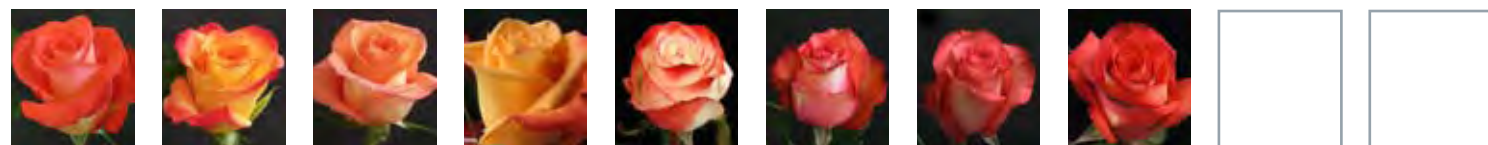
lavender

www.rosaprima.com



*Otavalo Indian girl posing
with a bouquet of
Rosaprima roses.*


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orange

desire, enthusiasm, passion



Cartagena



Miracle



Tropical Amazon



Voodoo

orange

www.rosaprima.com



Farfalla



Iguana



High & Booming



High & Orange

orange

• *bicolor*

www.rosaprima.com



Over half of Rosaprima employees are women, equally involved in production and management.





peach

appreciation, sincerity, gratitude



Cherry Brandy



Euforia



Finesse



Dark Versilia

peach

www.rosaprima.com



*Inventory control, safeguarding
quality and freshness
for our clients.*



salmon

desire



Peckoubo



Movie Star



Impulse



Wow

salmon

www.rosaprima.com



*After a day's work: Rosaprima
employs over 400 skilled
workers and professionals.*


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cream

charm, grace, thoughtfulness



Creme De La Creme



Sahara



Crystal

cream

www.rosaprima.com



*Close up of a young rose plant,
its root system sufficiently
developed for the plant to be
transplanted into natural soil.*



bicolor

happy feelings and unity



Circus



Friendly



Fiction



High Magic

bicolor

- red & yellow

www.rosaprima.com



Farfalla



Iguana



High & Booming

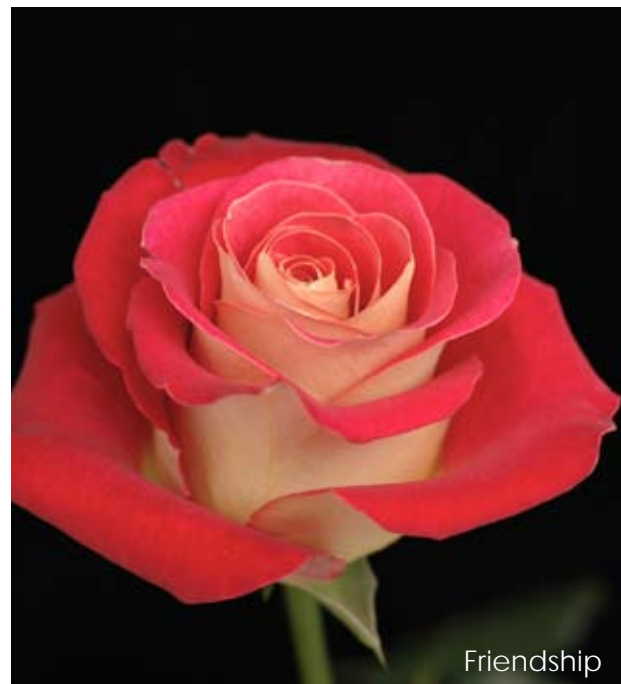


High & Orange

bicolor

- orange

www.rosaprima.com



Friendship



Leonidas

bicolor

- earth tones

www.rosaprima.com



Classic Cezanne



Malibu



Sweet Unique



Riviera

bicolor

- pink & white

www.rosaprima.com



Esperance



Vogue



Carousel

bicolor

- pink & white

www.rosaprima.com



Priceless



Duett



Sweetness



Malu

bicolor

- pink & white

www.rosaprima.com



Scandal



Blush

bicolor

• *pink*

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*8:03 am; Harvesting at the
perfect cutting stage.*


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escimo family
rosaprima exclusivity



Escimo



Sweet Escimo



Hot Escimo

escimo family

www.rosaprima.com



Close to 100 premium rose varieties, many of which exclusive to Rosaprima.


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finesse family



Finesse



Yellow Finesse



Pink Finesse

finesse family

www.rosaprima.com



Rosaprima is home to many native bird species, including swallows and hummingbirds.





david austin roses
rosaprima exclusivity



Juliet



Miranda



Patience

david austin roses *exclusivity*

www.rosaprima.com



*Planting is done by hand,
one plant at a time, and
with utmost care.*

Our business flourishes thanks to the richness and generosity of the land, the hard work of our employees, and the valued recognition of our customers. As such, we take our responsibilities to society and the environment seriously and conduct our business with integrity. Our support to our employees and the community encompasses a wide range of initiatives such as: funding for local school projects, on premises literacy programs, free health care, transportation, and many other benefits that go far beyond local requirements and industry standards.



social
responsibility



Rosaprima plays an active role in the following programs and organizations :

- **Flowers for Kids:** Flowers for Kids is an independent program designed to raise the awareness and consumption of fresh cut flowers, through innovative educational programs involving wholesalers, retail florists and school children. www.flowersforkids.org
- **Veriflora: VeriFlora™** is a sustainability certification program for fresh cut flowers based in San Francisco. The “VeriFlora™ Certified Sustainably Grown” label is your guarantee that flowers have been produced in an environmentally and socially responsible manner and meet the highest standards for freshness and quality. VeriFlora™ certification is conducted by Scientific Certification Systems (SCS), a leader in independent third party verification which has certified prestigious companies such as Starbucks. www.veriflora.com
- **BASC:** - Business Alliance for Secure Commerce is a US trade partnership program that aims at the creation of industry associations that promote practices that enable the security in industry, not only in their cargo but in all the industry exporting chain. BASC is a voluntary, business led, world program, that promotes the security of shipments. www.wbasco.org



affiliations



*Cayambe Volcano at sunset.
Elevation 5,790m. Located
about 65km north of Quito, it
is the highest point on earth
through which the equator
directly passes. Its meaning in
Quechua is : The origin of life*



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