



rosaprima

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Rose Collection

ICONIC ROSES FOR LIFE'S  
EXTRAORDINARY  
MOMENTS



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Rosaprima  
Iconic Rose  
*Collection*

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# Iconic Roses for Life's *Extraordinary* Moments

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## Core Beliefs

Rosaprima is an independent company with a unique passion for roses and a firm belief that we are doing extraordinary work. Our creations are demanded by the most prestigious floral artisans and designers around the world. Rosaprima is a company that is constantly raising the bar by setting new standards in quality, service, and corporate citizenship. Rosaprima roses are the epitome of beauty and elegance. Our company is committed to growing and breeding the world's most luxurious roses. Since our founding in 1995, our values have remained the same: unequaled craftsmanship, sound business practices and a belief that roses have an important place in life's most precious moments.

## People: the Heart of Rosaprima

Since our founding, our people have been our greatest asset — we say it often and with good reason. It is only with the commitment, competence and creative power of our team that we are able to deliver on our promise of curating exclusive collections that are the essence of a luxury rose.

We strive to attract and retain the most talented people in their fields of expertise. To employ the very best, we create a positive work environment filled with creativity, teamwork, positive energy and personal growth. Because the 1,600 members of the Rosaprima

family enjoy their work, they are able to infuse that passion and love into their craft— and set a new standard in growing and distributing the world's finest roses.

Our people-centric philosophy extends to our personalized approach to customer relations. Customer care is a pillar of our company. Our goal is to ensure our customers enjoy the best possible experience when purchasing Rosaprima roses. We continually strive to exceed expectations by anticipating our customers' needs and providing them with delightful service. From wholesalers and distributors, to florists and consumers, our mission is to ensure each and every one is impressed with the service and the quality of the products they receive.

## The Extraordinary Rosaprima Collection

Our collection of more than 150 varieties of estate-grown luxury roses was painstakingly assembled over two decades in partnership with world renowned rose breeders. Thousands of codes and varieties are tested in our 400 acre estate in the Guachalá region of Ecuador, at an altitude of 2,850 meters. Only the ones that meet our stringent tests and requirements in terms of bud size, coloration, longevity and resilience are brought to commercial production and introduced to the most discerning markets around the globe. As a result, our collection is a unique and impeccable assortment of the best roses in the world.



# Life's Extraordinary Moments

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## Moments of Beauty

We take great pride and personal responsibility in the fact that every day, our products adorn ceremonies, celebrations, and other important life moments across the world. We are honored to contribute and view it as part of our heritage to ensure that the event, and the moments, are commemorated with elegance and beauty.

## Creating Lifelong Memories

Our passion lies in the understanding that we are playing a role in the events that create memories that will last a lifetime. We are selected as the rose of choice for special moments in people's lives: a wedding, a celebration, a remembrance, a commemoration — and all the important occasions experienced throughout life. Rosaprima roses add a special touch to these moments, and we feel very privileged to be part of these memories.



# Sustainable Quality Farming

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## The Art of the Rose

Quality is the cornerstone behind our success. An uncompromising quest for perfection is our driving force. Perfected over hundreds of years, our breeding process involves hands-on development and inspection by an expert eye.

## Growing the Perfect Rose

For over two decades, our roses have been estate grown and never purchased from third party growers. Rosaprima roses are naturally cultivated high in the Andes Mountains of Ecuador. We harness the power of nature to grow the finest roses. Known for its fertile soil and pristine waters of Cayambe's glaciers, the land has delivered bountiful harvests for centuries. Our land is known to be the world's most well-suited region for rose growing in the world.

## Working in Harmony with Nature

Long-term sustainability and protecting the environment are two principles that guide our work. We believe we have a moral obligation to help preserve the natural beauty in which our roses are grown. Rosaprima uses environmentally sound cultivation methods that work in harmony with nature. Every part of the growing process uses resources efficiently, resulting in minimal environmental impact. We take our responsibilities to society and the environment seriously and conduct our business with integrity.

## Minimizing Environmental Impact

Rosaprima has dedicated substantial time and resources to developing state-of-the-art irrigation systems and protocols that drastically reduce water usage and ensure minimal impacts on its farmland and neighboring areas. In addition, all rose waste products are composted.

## Restoring and Rebuilding

Our farm land and surrounding areas have been reforested with native trees and plants. Rosaprima has planted over 100,000 trees onsite, many of which naturally prevent soil erosion. Soil is enhanced with extracts from organic waste produced on-site, minimizing the need for external fertilizers. Today, Rosaprima's land is healthier, more robust and boasts more organic matter than at any time in our history.







# Rose Artisans

passion and craftsmanship

## Sophisticated Beauty

Our roses are handcrafted by skillful artisans who take great pride in producing roses of world-renowned excellence and beauty. It takes unique skills and craftsmanship, and a willingness to give each rose individual attention, to create unspoiled beauty and luxury – traits that define Rosaprima. With a passion for roses and expertise in the growing process, only the hands of a skilled grower can accomplish the superior quality that is expected of a Rosaprima rose.

## The Hand of the Artisan

The beauty of a Rosaprima rose lies in the smallest of details, from grafting budwood at the right time of year to rising before the sun to harvest the crops. Creating a luxury rose of unequaled beauty is a meticulous and complex process that requires a combination of manual skills and advanced technology. Our rose experts constantly study to guarantee impeccable aesthetics and performance. The reward for our artisans is creating work they are truly proud of and knowing their roses are selected for those moments in life when only the finest will do.

[Rose Collection Catalog](#)

# Innovation

technology enhances tradition

At the core, our growing processes are rooted in practices and traditions that are hundreds of years old. Generations of workers lend their talents and their knowledge, which we strengthen by harnessing the power of technology. From computerized irrigation systems to modern greenhouses and staging areas, technology enhances tradition by providing scientific rigor to an already refined process.



## Partnerships to Grow Premium Roses

We partner with the world’s most renowned breeders to develop tomorrow’s newest and most innovative varieties. Together we collaborate to study attributes such as extended vase life, novel colors, and shapes of rare beauty. This process takes an average of five years of meticulous investigation. As a result we set the trends and tone for future varieties to be enjoyed worldwide.

## Delivering Beauty

Uncompromising beauty is delicate by nature. After harvesting, our roses are prepared using state-of-the-art packaging processes, and great attention is given to maintaining a temperature-controlled supply chain. Our processes are constantly monitored and optimized, so the roses will last as long as possible. Strategic alliances with reputable airlines, logistics companies and customs agents enable us to deliver the freshest roses anywhere in the world within only a few hours.





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# Rosaprima Iconic Rose *Collection*

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## Curating an Exclusive Rosaprima Collection

Our ability to curate a rose collection is unlike any other. Since our inception, we have developed deep knowledge and proprietary processes for every aspect of rose-curating and selection. Thousands of codes and varieties are tested in our 400 acre estate in the Guachalá region of Ecuador, at nearly 3,000 meters. Only the roses that meet our stringent tests and requirements in terms of bud size, coloration, longevity and resilience are brought to commercial production and introduced to the most discerning markets around the globe. As a result, our collection is a unique and impeccable assortment of the best roses in the world.





RP Black Pearl

Tess

Red Paris

RP Freedom Ultra



Checkmate



Hearts



Freedom



Sexy Red



Finally



Explorer



Fortune



Cherry O



High & Mora



Hot Paris



Topaz



Kate



Queenberry



Hot Shot



Pink Floyd



Purple Cezanne



Latin Breeze



Classic Cezanne



Malibu



Priceless



Sweet Unique



Carrousel



Dark Engagement



Rosita Vendela



Miranda



Art Deco



Hot Escimo



Christa





Luciano



Nena



Sweet Akito



Titanic



O'Hara



Mayra Pink



Jessika



Keira



Constance



Purple Haze



Early Grey



Ocean Song



Cool Water



Moody Blues



Mamy Blue



Blueberry



Deep Purple



Faith



Secret Garden



Havana



Sweetness



Shimmer



RP Flamingo



Duett



Hermosa



Imagination



Romantic Antike



High & Orange



Cartagena



Wow



Coral Reef



Wild Spirit





High & Yellow Flame



Cabaret



Kahala



Iguazú



Coffee Break



Nina



Throne



Confidential



Orange Crush



Free Spirit



Tropical Amazon



Circus



Nexus



High & Magic



Cherry Brandy



Miracle



Juliet



Country Home



Tiffany



Shukrani



Engagement



Romance



Peach Aubade



Geraldine



Esperance



Mother of Pearl



Sweet Escimo



Pink Mondial



Arleen



Salma



Wedding Spirit



White O'Hara





Mondial



Sahara



Pompeii



Cava



RP Tundra



Alba



Moonstone



Green Tea



Jade



Wasabi



Marvel



Dynamic



Catalina



Yokohama



Gran Dorado



Lighthouse



Idole



Brighton



Beatrice



Crème de la Crème



Hummer



High & Exotic



Sonrisa



Super Sun



Gospel



Country Sun



Gold Strike



Bikini



Mohana



Tara



Butterscotch



Alert





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Variety	Color	Variety	Color
Coral Reef	Coral	Jessika	Light Pink
Wow	Coral	Keira	Light Pink
		Luciano	Light Pink
Cava	Cream	Miranda	Light Pink
Crème de la Crème	Cream	Mother of Pearl	Light Pink
Crystal	Cream	Nena	Light Pink
Dynamic	Cream	O'Hara	Light Pink
Marvel	Cream	Pink Mondial	Light Pink
		Secret Garden	Light Pink
Coffee Break	Earth Tones	Sweet Akito	Light Pink
Kahala	Earth Tones	Sweet Escimo	Light Pink
		Titanic	Light Pink
Green Tea	Green	Art Deco	Medium Pink
Jade	Green	Dark Engagement	Medium Pink
Wasabi	Green	Engagement	Medium Pink
Cherry O	Hot Pink	Geraldine	Medium Pink
High & Mora	Hot Pink	Havana	Medium Pink
Hot Paris	Hot Pink	Hermosa	Medium Pink
Hot Shot	Hot Pink	Hot Escimo	Medium Pink
Kate	Hot Pink	Mayra Pink	Medium Pink
Latin Breeze	Hot Pink	Priceless	Medium Pink
Pink Floyd	Hot Pink	Romance	Medium Pink
Purple Cezanne	Hot Pink	Romantic Antike	Medium Pink
Queenberry	Hot Pink	Rosita Vendela	Medium Pink
Topaz	Hot Pink	RP Flamingo	Medium Pink
		Salma	Medium Pink
Blueberry	Lavender	Sweet Unique	Medium Pink
Cool Water	Lavender		
Early Grey	Lavender	Cartagena	Orange
Faith	Lavender	Confidential	Orange
Mamy Blue	Lavender	Miracle	Orange
Moody Blues	Lavender	Nexus	Orange
Ocean Song	Lavender	Nina	Orange
		Orange Crush	Orange
Deep Purple	Lavender Bi-Color	Throne	Orange
Purple Haze	Lavender Bi-Color	Tropical Amazon	Orange
		Wild Spirit	Orange
Arleen	Light Pink		
Christa	Light Pink	Cabaret	Orange Bi-Color
Constance	Light Pink	Cherry Brandy	Orange Bi-Color



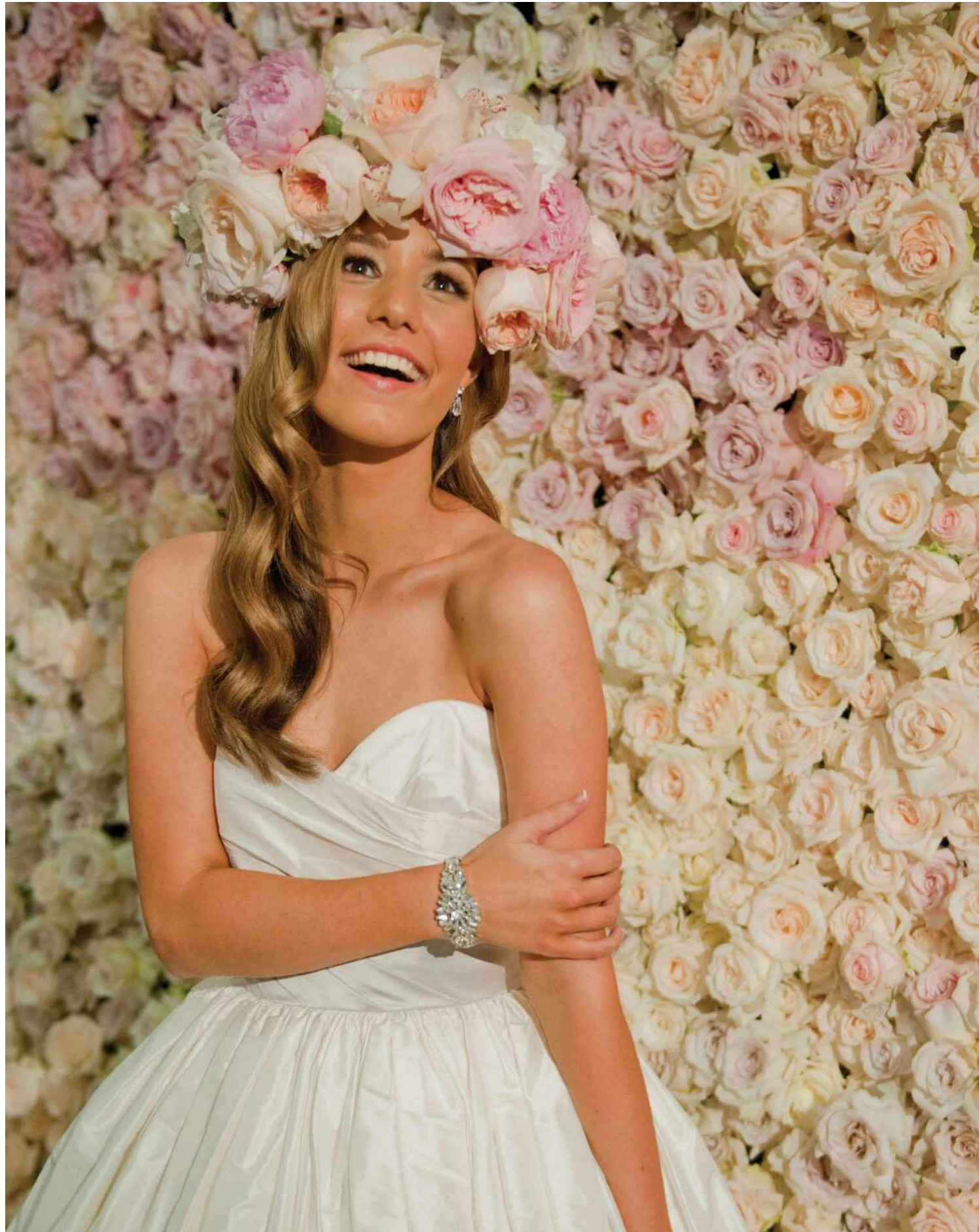
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Variety	Color	Variety	Color
Free Spirit	Orange Bi-Color	Mondial	White
High & Orange	Orange Bi-Color	Moonstone	White
Iguazú	Orange Bi-Color	Patience	White
		Playa Blanca	White
Country Home	Peach	Polar Star	White
Imagination	Peach	Polo	White
Juliet	Peach	Proud	White
Peach Aubade	Peach	RP Aspen	White
Shimmer	Peach	RP Tundra	White
Shukrani	Peach	Tibet	White
Tiffany	Peach	Vendela	White
Wedding Spirit	Peach	White O’Hara	White
Carrousel	Pink Bi-Color	Bikini	Yellow
Classic Cezanne	Pink Bi-Color	Brighton	Yellow
Duett	Pink Bi-Color	Butterscotch	Yellow
Esperance	Pink Bi-Color	Catalina	Yellow
Malibu	Pink Bi-Color	Country Sun	Yellow
Sweetness	Pink Bi-Color	Gold Strike	Yellow
		Gospel	Yellow
Checkmate	Red	Gran Dorado	Yellow
Explorer	Red	High & Exotic	Yellow
Finally	Red	Hummer	Yellow
Fortune	Red	Idole	Yellow
Freedom	Red	Lighthouse	Yellow
Hearts	Red	Mohana	Yellow
Red Paris	Red	Sonrisa	Yellow
RP Black Pearl	Red	Super Sun	Yellow
RP Freedom Ultra	Red	Tara	Yellow
Sexy Red	Red	Yokohama	Yellow
Tess	Red		
		Alert	Yellow Bi- Color
Pompeii	Sandy	Beatrice	Yellow Bi- Color
Quicksand	Sandy	Circus	Yellow Bi- Color
Sahara	Sandy	High & Magic	Yellow Bi- Color
		High & Yellow Flame	Yellow Bi- Color
Akito	White		
Alba	White		
Candlelight	White		
Escimo	White		
First Lady	White		

Rose Collection Catalog 2019

Garden Variety	Color
Free Spirit	Orange
Kahala	Orange
Country Home	Peach
Juliet	Peach
Wedding Spirit	Peach
Hearts	Red
RP Black Pearl	Red
Tess	Red
Candlelight	White
Moonstone	White
Patience	White
RP Aspen	White
White O’Hara	White
Beatrice	Yellow
Catalina	Yellow
Country Sun	Yellow
David Austin Variety	Color
Constance	Light Pink
Keira	Light Pink
Miranda	Light Pink
Kate	Medium Pink
Juliet	Peach
Tess	Red
Patience	White
Beatrice	Yellow
RP Exclusive Variety	Color
RP Flamingo	Medium Pink
RP Black Pearl	Red
RP Freedom Ultra	Red
RP Aspen	White
RP Tundra	White





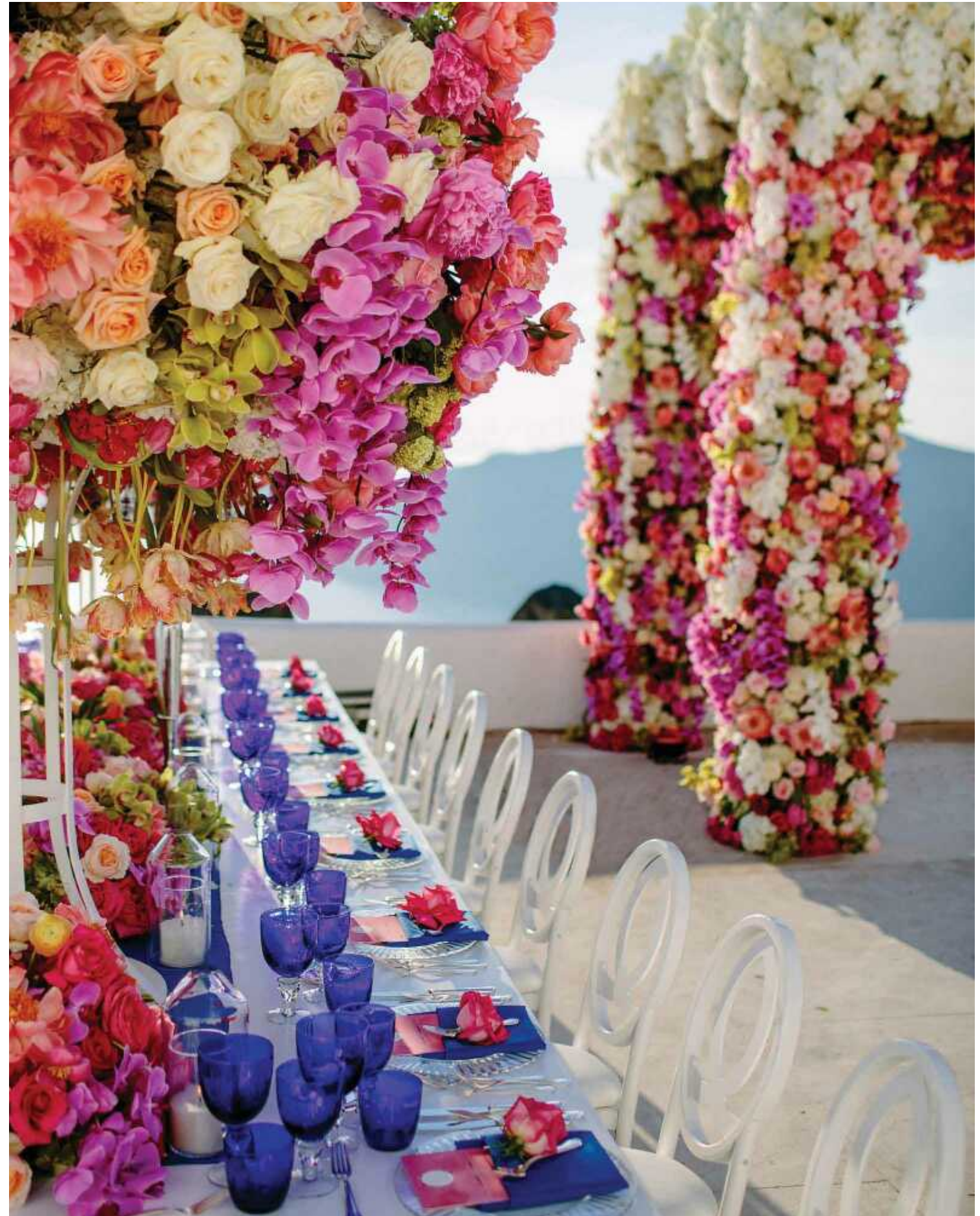




























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[WWW.ROSAPRIMA.COM](http://WWW.ROSAPRIMA.COM)