

## Another Award for the Gerrondo®

On March 6th, the Gerrondo® line from Terra Nigra won the FloraHolland Award 2007 in the category "Successful market introduction".



This honor was received because of the successful marketing strategy that was used to introduce this innovative product, making it a true addition to the current cut flower assortment.

Last year, Floraholland awarded the Gerrondos® the most promising product innovation prize. This award is given to a new product or cultivar that distinguishes itself from the current ones in the product groups Cutflowers, Green- and Garden plants.

Terra Nigra is the inventor of the Germini® which has revolutionized the gerbera industry. During the Hortifair in 2005, Terra Nigra introduced the Gerrondo®. This is a spectacular looking flower with an immensely high petal count: up to 450-500 petals! The petals are arranged in a bowl-shape, giving the flower its unique appearance. The Gerrondo® is commercial available worldwide.



Terra Mars®

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