

Press release

Barcelona, December 7th 2021

Selecta one announce strategic cooperation with Armada Breeding.

Selecta one has agreed with Armada for their Cut Chrysanthemum distribution in Colombia and Kenya, starting full-scale program in 2022.

Selecta one and Armada, jointly announced the two companies are entering into a new strategic alliance starting 2022 as the Chrysanthemum markets of Kenya and Colombia will be transferred to Selecta one. The formalization of an already cooperation leverages each company's unique strengths and assets; for Selecta one, the breeding program and genetics from Armada are a valued addition to their own range, where the successful supply chain, worldwide trial stations and extensive marketing and sales team are relevant to Armada. *"We see in Selecta one, a strategic partner where both companies will lead with their expertise to get a hold of our objectives. We share the common goal to expand consumer reach and enhance how customers are served by developing strong genetics and placing them into the market through out a successful supply chain."* Gerard Lentjes, CEO of Armada said.

Armada has been dedicated to the genetic improvement and the creation of new varieties of chrysanthemums for the past 15 years and showcases a rich collection of cushions, daisies and interesting novelties. Jordi Caballeria, Selecta cut Flowers's General manager, said: *"We are pleased to announce the signing of a strategic alliance, we find this a win-win situation for both parties and a true stimulant to Selecta's growth and strengthening its offering; this new partnership opens new opportunities; allowing us to launch new attractive varieties into key markets. Synergy benefits are central to both companies."*

In the meantime, both Armada and Selecta one will work closely together to ensure a smooth transition and deliver excellent quality material. If you are interested or have any questions, the Selecta one team is available at any time.

Selecta One

The family company Selecta one is a world-leader in breeding, producing and marketing vegetatively propagated ornamental plants. The breeding activities include bedding and balcony plants, poinsettias, perennials and cut flowers. With eleven production sites and distribution companies in Europe, Africa, Asia and America, the corporate group serves all relevant markets worldwide. Quality and sustainability are our key concepts for innovations in the product and marketing sector, whilst responsibility and reliability are the basic principles for our dealings with customers, members of staff and the environment. Our commercial objective is to create a green product world, to win over and inspire gardeners, the trade and the end consumer.

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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