



Rosa Eskelund

The importance of communication

Through the many years I have been working as a rose breeder, communication and innovation have been some of my most important focus areas.

For me, communication is about being able to reach the customer with interesting and inspiring information that adds value and makes them want to buy my beautiful roses. I constantly strive to be innovative and am not afraid of trying something new. I believe that makes me one of the most visible and well known rose breeders in Europe.

Communicating with the end consumers has always been important to me, and I was one of the first breeders to send out press releases and to keep a good relationship with journalists around the world. In Denmark, I have often been interviewed by different magazines and local newspapers, and I have several times had the pleasure of visiting garden centers showing the end consumers how to keep roses at home. I find direct dialogue to customers very important, and that is why I also use online communication platforms in my daily work. On www.rosa.dk, customers can ask me questions about roses and of course, I also use Facebook to communicate online.

With professional buyers, attending fairs around Europe is the most important way of showing new products and concepts for the market. We always focus on getting the right

placement for our stand and make sure we sign up our products for different awards. Again, this is a way to increase the visibility of our brand and products.

At the IPM fair in Essen, it is a tradition that the Danish organization Flora Dania rewards the most innovative concept, indoor and outdoor plant with the Flora Dania Innovation Award. The award is a great way to promote products to customers. Roses Forever has been the proud winner of this award several times. In 2012, we won the prize for the best indoor plant with our Infinity Rose, and the best concept with Edible Rose.

For IPM 2013, we are very happy to be one of four nominees for the best Indoor plant with our brand new Princess of Infinity rose. The new light pink Infinity rose was baptized by HRH Crown Princess Mary of Denmark in August at the opening of a large flower festival in Denmark. It is a very great honor for me that she agreed to name the beautiful new rose. The marketing value of this event is priceless. Almost every newspaper and magazine in Denmark covered the event, and we expect great sales from the rose, with which we will support the Danish Heart Organization for every sold rose in Denmark.



Rosa Eskelund is the owner of RosesForever ApS, a rose grower and breeder in Denmark.