

African Violet Catalog

2017-2018



Violets

myViolet



**SHOP
ONLINE**

Featured Products



**HISTORY &
INNOVATION**

EverFloris Salutes the
US Shuttle Program
1981-2011



BEGONIAS



OPTIMARA



GROUP

**PLANT
CARE**



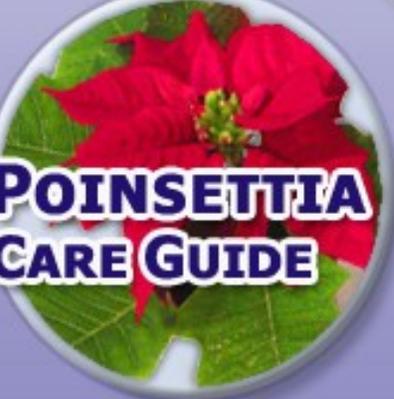
**FERNS
& FOLIAGE**



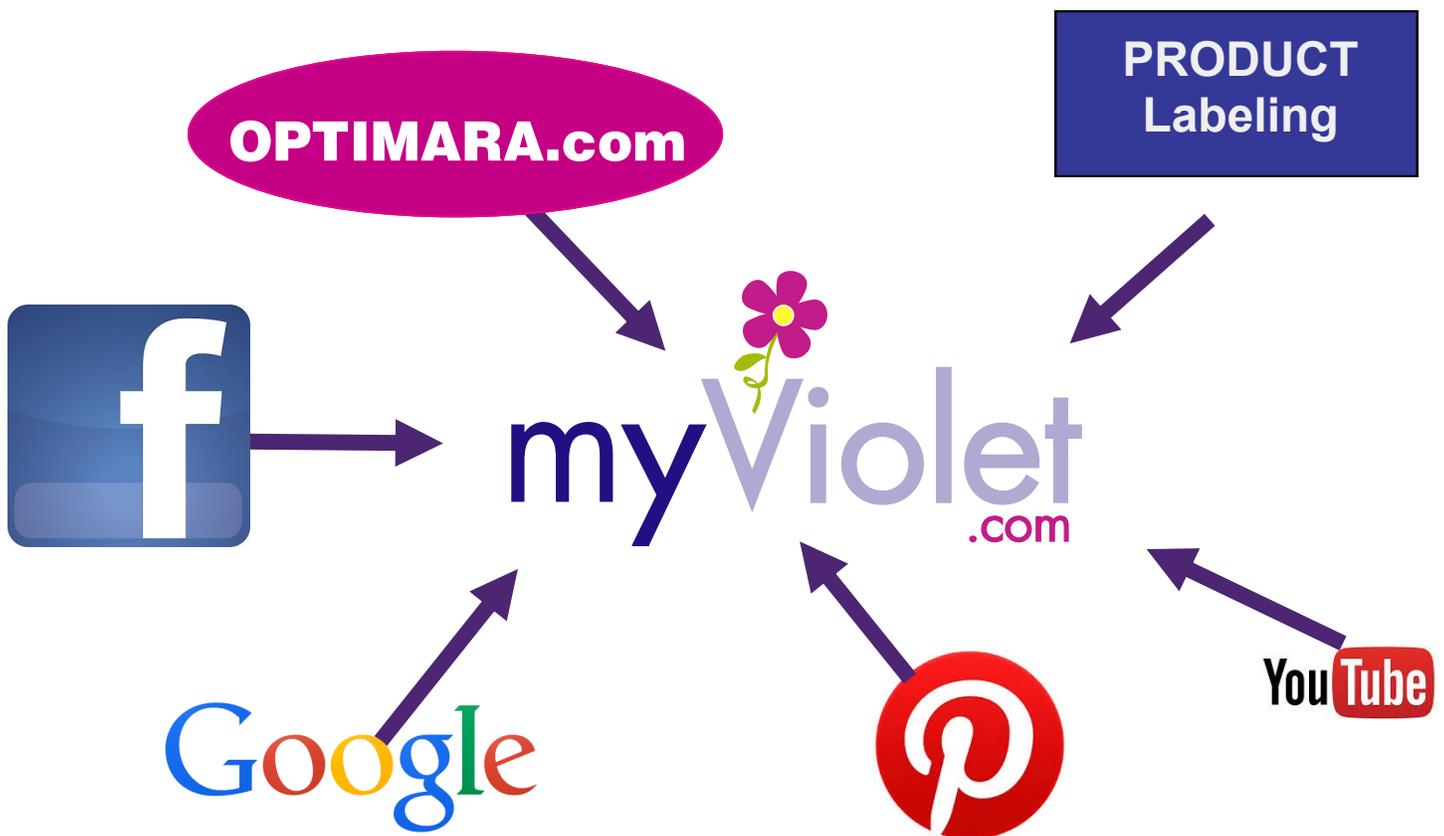
FLOREMARA
Young Plants



**POINSETTIA
CARE GUIDE**



Building a community of avid consumers that enjoy beautiful African Violets by using today's technology!

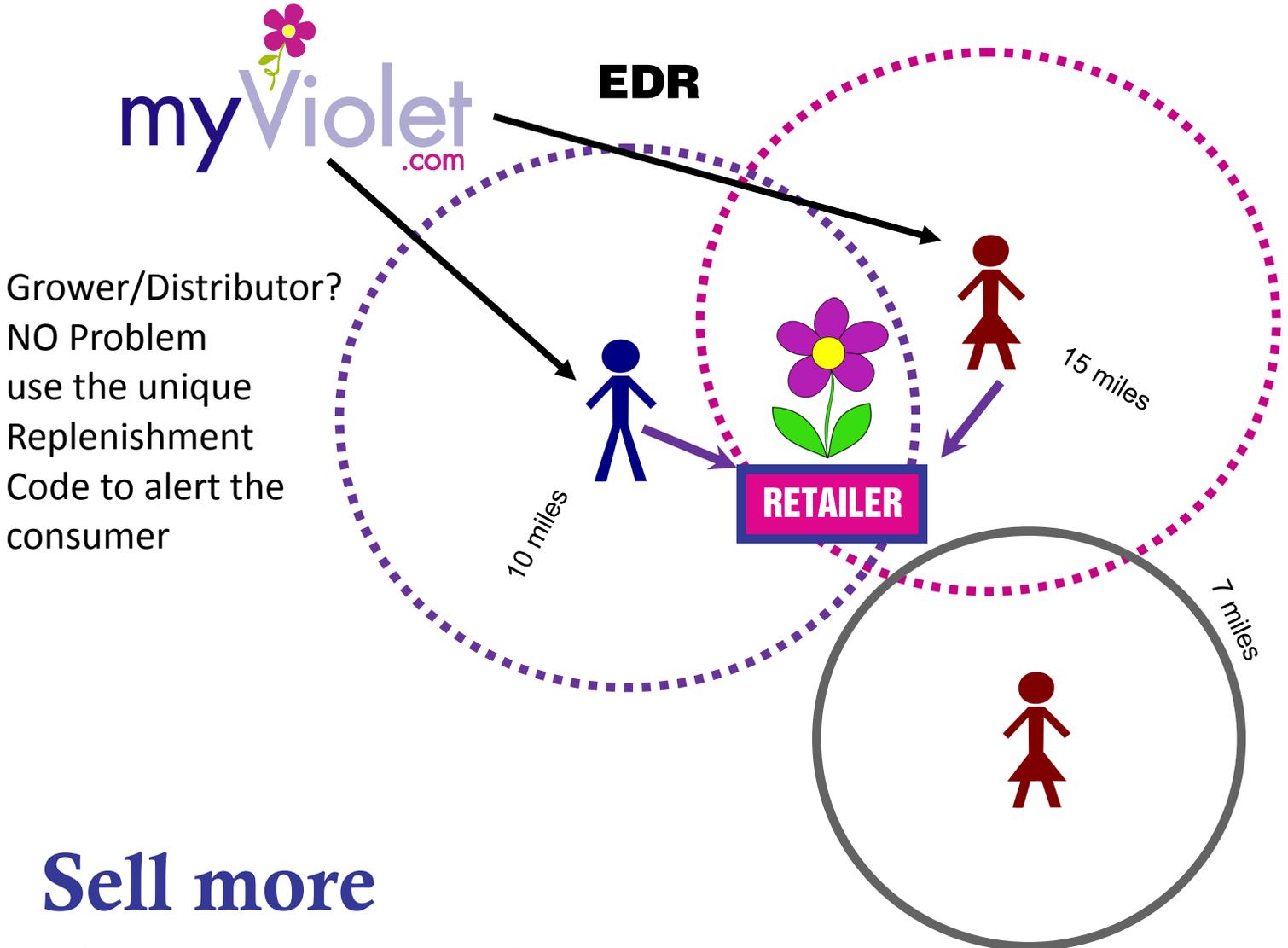


myViolet.com provides the consumer with:

- Specific variety identification
- Detailed growing instructions
- Unique diagnostic tool for African Violets health and growth potential
- No more guess work of what to do next
- Symptom-based recommendations from Dr. Optimara to help grow beautiful violets.
- Connect with an Expert for Q&A
- Insights into the new and unique varieties coming out of Research and Development
- Consumer account setup and mailing list registration
- Fresh Violet Alerts of incoming shipments within the GEO-FENCE
- A growing community of avid African Violet lovers
- Retail search tool
- More to come.....

Fresh Violet e-mail Alert

Enthusiastic and dedicated consumers establish their GEO-FENCE according to a set travel preference (5 mi, 10 mi, 15 miles, etc...). Whenever a shipment is delivered within the GEO-FENCE, myViolet sends a "Fresh Violet Alert" in the form of an E-mail Destination Recommendation (EDR) to alert the consumers. Excite your customers with FRESH African Violets!



**Sell more
than just Violets...**

*Bring consumers to your store to
shop some more!*

The myViolet e-mail
notification system is
being Patent Reviewed

Holtkamp Greenhouses, Inc. PO Box 78565 Nashville, TN 37207 <http://catalog.optimara.com>

1-800-443-2290

OPTIMARA[®] 2" MINIATURE AFRICAN VIOLET



Sold as assorted color. URC Item #20003 / RC Item #20005



Apatite



Arapahoe



Aztec



Azurite



Blackfoot



Blue Topaz



Cheyenne



Chicasaw



Comanche



Coral



Creek



Crystal

Volume discounts
available.

OPTIMARA[®] 2" MINIATURE AFRICAN VIOLET



Sold as assorted color. URC Item #20003 / RC Item #20005



Hopi



Inca



Maya



Oneida



Ottawa



Sapphire



Tourmaline



Wichita


myViolet
.com

OPTIMARA[®] 4" AFRICAN VIOLET



Sold as assorted color. URC Item # 29990 / RC Item #30000



Andrea



Anika



Arkansas



Barbara



California



Chico



Cindy



Colorado



Connecticut



Cora



Dali



Degas



Delaware



Evelyn



Farrah



Gauguin

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OPTIMARA[®] 4" AFRICAN VIOLET



Sold as assorted color. URC Item # 29990 / RC Item #30000



Georgia 



Gisela



Harlequin



Hawaii 



Hiroshige 



Indiana



Ingrid



Iowa



Joan



Juliana 



Kentucky



Louisiana



Lucia



Maine 



Manitoba 



Margit



designates large variety plant also grown as a 6 inch variety

OPTIMARA[®] 4" AFRICAN VIOLET



Sold as assorted color. URC Item # 29990 / RC Item #30000



Martinique



Maui



Michele



Michigan



Millennia



Modesty



Monet



Monique



Montana



Natalie



New Jersey



New York



North Carolina



Ontario



Patricia



Pennsylvania

1-800-443-2290

OPTIMARA[®] 4" AFRICAN VIOLET



Sold as assorted color. URC Item # 29990 / RC Item #30000



Rebecca



Rita



Romance



Scarlet



Seurat



Stephanie



Susi



Tennessee



Teresa



Texas



Trinidad



Utah



Virginia



Wisconsin



Wyoming



Yellowstone



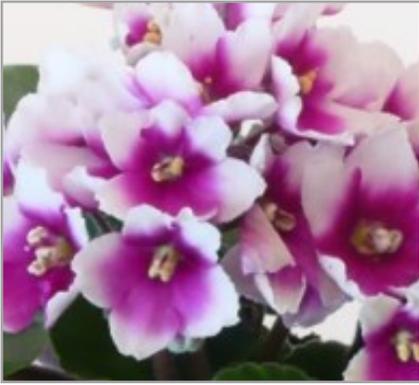
designates large variety plant also grown as a 6 inch variety

OPTIMARA[®]

4" AFRICAN VIOLET *myViolet Series*



Sold as assorted color. URC Item # 29994 / RC Item #30000



myCharm



myDarling



myDelight



myDesire



myDream



myJoy



myLove



myPassion



mySensation


myViolet
.com
1-800-443-2290



EverBeautiful RC#30963



EverGlory RC#30971



EverGrace RC#30920



EverJoy RC#30990



EverLove RC#30960



EverPraise RC#30980



EverPrecious RC#30981



EverRejoice RC#30975



12 **EverSpecial** RC#30921



EverYoung RC#30951

Holtkamp Greenhouses, Inc.
PO Box 78565 Nashville, TN 37207
<http://catalog.optimara.com>

*Sold As Assorted Trays

EverFloris™ 6" African Violet

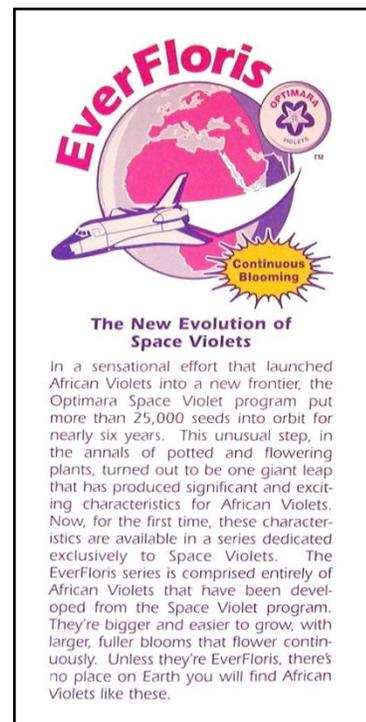
Introducing the Re-Evolutionary African Violet

Trial Pack Offer!



Trial Pack Offer
150 Plugs
3 sets of 50 plugs
assortment of
available varieties

\$149
Item #32007



- Each plant comes with a plant care tag and stake!
- Box and shipping charges still apply

50 cell tray provides larger plant.

15 weeks to finish in 6" pot.

10 weeks to finish in 4" pot.

EverFloris violet produces more than twice the bud count as compared to standard violet varieties.

Plants have thick curly leaves and larger plant mass than standard violet varieties.

This variety is considered a "Space Baby" since its genetic background is descended from seeds that were in outer space for 5 1/2 years.

Ideal plant for 6" production.



Violet Grower Program



Optimara now offers its customers an even greater selection of its already unsurpassed Violet program. The Optimara varieties are easy-to-grow and come in many captivating colors. With over 50 varieties available in four stages, Optimara offers a program no other grower offers to their customers. Holtkamp Greenhouses is the proud recipient of the 1999 SAF Gold Medal Award honoring the originator of a widely distributed plant that has become established as having an outstanding horticultural and commercial value.



Un-rooted Baby
Item # 29990:

A premium un-rooted baby (cutting) 2" to 2 1/2" in length, featuring a strong center heart, handpicked and graded for constant caliper. Six to seven weeks to potting. Only 9 to 10 weeks after potting for a premium finished product.



Starter / Liner
Item # 30000:

Only 9 to 10 weeks to finish. Large selection of over 50 varieties in the 4 inch series. Tray of 84 (4 tray min). Additional sizes: super-sized 6 inch series and the 2 inch miniature varieties.



Small Pre-Finished
Item # 40020

Only 3-4 weeks from Finished. Assorted Varieties. Vigorous growth with many visible buds. Set to final spacing.



Large Pre-Finished
Item # 40030

Only 2 weeks from finished. One to two open blooms with many visible buds ready to open quickly.

Call Us:
1-800-443-2290

Broker List

Eason Horticulture Resources

939 Hellen Ruth Drive
Fort Wright, KY 41017
800-214-2221
Fax: 859-578-2266

E.C.G.C. Distributors, Ltd.

P.O. Box 873
Charles Town, WV 25414
804-378-4277
Fax: 804-378-4278

Express Seed Co.

51051 U.S. Route 20
Oberlin, OH 44074
800-221-3838
Fax: 440-774-2728

SHS-Griffin Greenhouse and Nursery Supplies

4343 Commerce Court
Lisle, IL 60532
800-323-7253

McHutchison Hort. Distributors

64 Mountain View Blvd.
Wayne, NJ 07470
800-943-2230
Fax: 866-234-8884

Messick Company

39 North Central Ave.
Campbell, CA 95008
408-871-9816
Fax: 408-871-9839



**For Your Nearest
Distributor call:**

1-800-443-2290

“Tennessee”





Find us on
facebook  85,000+
<http://www.facebook.com/optimara>

Join Us At: **myViolet**.com

African Violets and more!

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