

**Violets  
Ferns  
Foliage  
Begonias  
Seasonals  
Gift Baskets**



*all our classics & new offerings*

# **OPTIMARA®**

## **Product Catalog**



*Innovation*

*Experience*

*Performance*

*Quality*

**HOLTKAMP  
GREENHOUSES**



# OUR PROMISE

We provide new, exciting violet hybrids, decorative foliage plants and care products which are the industry best and favored among growers, retailers and consumers.

Optimara is committed to excellence, integrity and innovation in the retail plant industry. Our guarantee to the customers is a diverse selection of top-quality plants and flowers in a winning product line.



Reinhold Holtkamp Jr. giving a tour of our R&D greenhouse during the 2014 AVSA National Convention, introducing a new high-performance Optimara variety, Rhapsodie Ingrid.



**When You Order  
OPTIMARA Violets**  
we have new  
customers in  
every state *already*  
waiting to visit your store.

  
**myViolet**  
.com

**Our innovative Fresh Violet Alert system  
has a proven record of driving store traffic.**

## HOW DOES IT WORK?

Users select a distance range (10, 25, or 50 mi.) around their Zip Code, if our shipping data finds a match, an email is automatically sent, with: Store Name, Location, Phone, Type of violets in shipment, and ETA

**The Fresh Violet Alert system is approaching 1,000,000 Direct Store Referrals.**

**This helps people find the violets they love, while bringing new, repeat customers right to your store**

**myViolet.com from OPTIMARA®**



## contents

- 3 2" Violet Items**
- 5 Qwick Pot-cover**
- 8 4" Violet Items**
- 14 Ferns**
- 16 Elatior Begonia**
- 17 Rex Begonia**
- 18 Foliage Mix**
- 20 Flower Baskets**
- 22 Poinsettia**



### KEY TO ICONS



2 Inch  
Miniature



4 Inch  
Standard



6 Inch  
Large



Wick System  
Self-Watering



Drop  
Shipping



ALL  
Season



SUMMER  
Holiday



WINTER  
Holiday



# 2" Miniature Violets

ALL SEASON



## Mini-Violet Varieties



## Miniature & Super-Mini

Apatite  
Arapahoe  
Aztec  
Azurite  
Blackfoot  
Blue Topaz  
Cheyenne  
Chickasaw  
Comanche  
Coral  
Creek  
Crystal  
Hopi  
Inca  
Maya  
Oneida  
Ottawa  
Sapphire  
Tourmaline  
Wichita



## Houseplants of the Future, Today!

Optimara Violets have been in a constant cycle of improvement for over 60 years, and the results are visible in every aspect of our plants and how they grow.

Tall, strong bloom stalks, richly colored flowers, high durability and natural symmetry are just a few of the many reasons Optimara Violets are favored world-wide.



**OPTIMARA®**



# NEW ITEMS

ALL SEASON



\*Also available with  
2" Optimara  
mini-violets

**#40247**



**#40226**

Sleek White Bulb Vases,  
in Fluted Modern Style with  
Mixed Mini-Foliage in grow-pot

**BOLD COLORS!**

**#48204**

New Ceramics in  
Bright Colors with  
2" Mixed Mini-Foliage  
in standard grow-pot



ALL SEASON NEW SELECTIONS



# 2" Mini-Violets NEW ITEMS

ALL SEASON



## OPTIMARA VIOLETS A Visible Difference!

- Strong blooms
- High shelf-durability
- Rich flower colors
- Tall bloom-stems
- Natural symmetry

just a few of the many reasons why Optimara varieties are the favored violet hybrids worldwide



### #40293

4-color Earth Tone Ceramics, one-piece attached water-saucer and **Colorful 2" Mini-Violet** in grow-pot



## Improved Product!



**Miniature & Super-Mini Varieties**

### #40229

Traditional-Style Off-White /Eggshell Stoneware with Blue Floral Pattern and **mini-violet** in grow-pot



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# Qwick<sup>TM</sup> system

## For Extended Shelf-Life

### ADVANTAGES

Modern Style  
Sleek Design  
Cost-Effective  
Wick-Watering  
Attractive Colors  
Extends Plant Life  
Reduces Maintenance



## NEW DESIGN KEEPS PLANTS HAPPY LONGER!

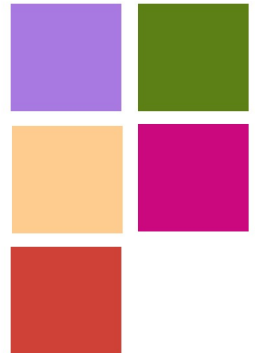
## INNOVATIVE ITEMS

- Decreases or eliminates maintenance
- Extends peak-beauty and longevity 25%
- Ships with water in well, sufficient to keep violet moist & blooming for 4 weeks
- If product is sleeved, the evaporation rate is reduced to a minimum

Available in sizes  
2", 4", 5" and 6"



### FIVE COLOR VARIATIONS



Introducing  
**Qwick<sup>TM</sup>**  
system  
**Self-Watering Pot Cover**



# 2" Mini-Violets CLASSIC ITEMS

ALL SEASON

Best Seller!



#40212

CLASSIC  
arcadian  
style

Rustic terra-cotta ceramics, featuring Floral Emboss *plus* colorful 2" Optimara mini-violet in grow-pot

Sage/white or terra-cotta

#40212

#40211



#40211

Pastel Floral/Paisley Stoneware in Calming Complimentary Colors and Optimara Mini-Violet in grow-pot



#40230



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# CLASSIC ITEMS

ALL SEASON



**#20042**



Mix of Colorful Optimara Mini-Violets  
in Wick-Watering Jack-pot with Bold,  
Modern Colors and grow-pot



**#20031**

Optimara Watership™  
Wick-Watering Pot,  
Clear Plastic/Frosted Top  
& Beautiful Mini-Violet  
in standard grow-pot



**#40133**

2" Mix of Beautiful Mini-  
Foliage Plants with Wick-  
Watered Jack-pot in  
Bold, Modern Colors  
in grow-pot.



Best  
Seller!



**#48000**

2" Mix of Beautiful  
Mini-Foliage Plants,  
(excellent variation  
of colors and types)  
in standard grow-pot.





# 4" Violet Varieties

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4-Inch OPTIMARA Varieties



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# CLASSIC Violet Items

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**#20020**

2" Optimara  
Miniature Violet  
in grow-pot



Best  
Seller!

**Our #1  
Best-Seller**



**#40040**

4" Optimara  
Ultra-Durable  
Standard Violet  
in grow-pot



**#40060**

6" Extra-Large  
Premium Variety  
Optimara Violet  
in grow-pot



**A Beautiful Mix of Solid  
& Multi-Colored Varieties!**

*The Only Violet Brand Recognized World-Wide*

ALL SEASON

CLASSIC VIOLET SELECTIONS



# Violet Selections

ALL SEASON



**#20042** 2" wick watering DS ALL season 365

2" Optimara Violet in **Qwick cover** or Jack-pot, (various colors) and standard grow-pot.



**#40042**

4" Optimara Violet in **Qwick cover** (various colors) and standard grow-pot.



**#80122**

Optimara Violet Food  
14-12-14 bloom-boosting  
fertilizer mix (guaranteed  
chemical analysis)



**#42410**

Mix of Colorful Optimara 4" Violets  
in Flower Decorated Pastel Metal  
Pots and standard grow-pot



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# CLASSIC 4" Violet Items

ALL SEASON





**#40042**



**#40069**

**6" Optimara Violet in Qwick cover**  
(various colors) and standard grow-pot.



**#40435**  

Colorful Optimara 4" Violet  
in Summer Morning Vase  
with floral decoration  
and standard grow-pot

**#40046**

**4" Optimara Violet**  
in Foil-Cover, and  
standard grow-pot  
\*colors vary by season



**#40450**

**4" Optimara Violet**  
in Classic White Vase  
and standard grow-pot





# Violet Selections

ALL SEASON



## #42461

4" Optimara Violet  
in Tan/Brown  
Decorative Ceramic  
and grow-pot.



## #40412

4" Optimara Violet  
in Rustic Ceramic  
with Rose Emboss  
White and Sage style  
in standard grow-pot

*\*also available in  
Terra-Cotta Ceramic*

## #40411



**A SPECTRUM  
OF COLORS  
TO FIT ANY STYLE**



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## Other Plant Selections

**ADDITIONAL  
OPTIMARA  
PRODUCTS**



**Ferns, Begonias, Seasonals,  
Foliage Plants, and Poinsettias**  
in a wide array of custom plastic & ceramic pots

Below: Room of 4" violets starting to bloom

Bottom: Ferns and miniature foliage plants at the TN greenhouse

ALL SEASON

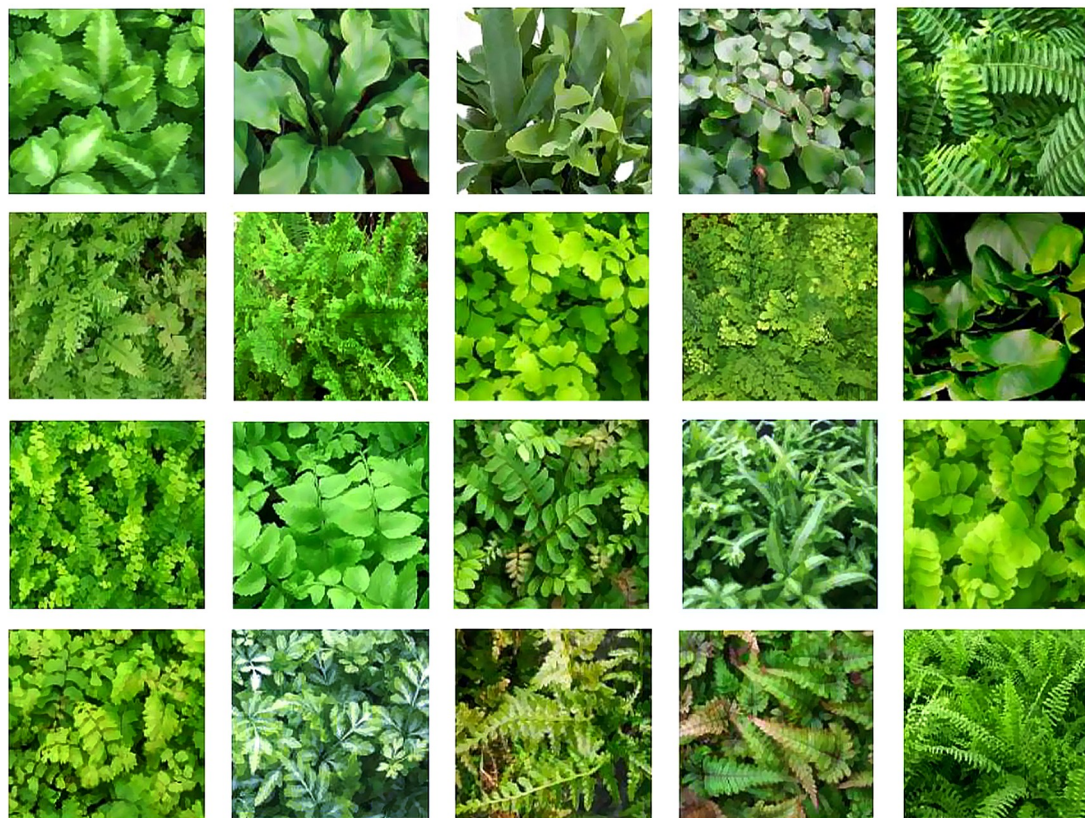


**Mini-Foliage & Ferns**



# Fern Selections

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Albo Lineata  
Birds Nest  
Blue Star  
Button Fern  
Emerald Queen

Five Finger Maidenhair  
Fluffy Ruffle  
Fragrant Maidenhair  
Fritz Luthii  
Heart

Lemon Button  
Macho  
Mayii  
Mahagony  
Pacific Maidenhair

Rosy Maidenhair  
Silver Lace  
Toothed Brake  
Tricolor  
True Boston

## *cold resistant* **HARDY Ferns**

Autumn  
Christmas  
East Indian Holly  
Fortune's Holly

Japanese Holly  
Japanese Painted  
Korean Rock  
Lady

Leatherleaf  
Male  
Ostrich  
Red Japanese Painted  
Scarlet Lady

Shaggy Shield  
Southern Shield  
Southern Riverwood  
Tassle



## **TROPICAL Ferns** *warm climate*



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# Tropical & Hardy Fern Items

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**#48011**

4" Fern (various varieties) in grow-pot.



**#47703**

4" Fern in attractive Bio-pot & standard grow-pot.



**#47705**

4" Fern in Qwick cover wick-watering pot & standard grow-pot



**#48033**

6" Fern in Foil Cover with Beautiful Seasonal Colors with grow-pot



**#47721**

6" Fern in Qwick cover wick-watering pot & standard grow-pot



**Exciting New Ferns  
Evaluated Yearly!**

**\*Selections May Vary By Season**



# Elatior Begonias

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**#48020**

4" Elatior Begonia  
in grow-pot



**#48030**

6" Elatior Begonia  
in grow-pot



4" Elatior Begonia  
in **Qwick cover** & grow-pot

**#48024**



**#48026**

6" Elatior Begonia  
in **Qwick cover** & grow-pot



**BRIGHT, NEON COLORS!**



[myBegonia.com](http://myBegonia.com)



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# FASCINATING Foliage!

## Rex Begonia Items

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Andrew



Camelot



Celia



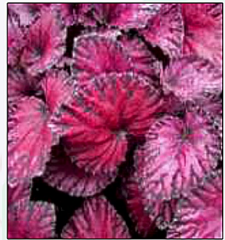
Dew Drop



Lilliam



Marion Louise



Fairy



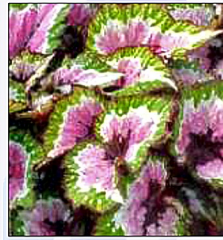
Helen Teupel



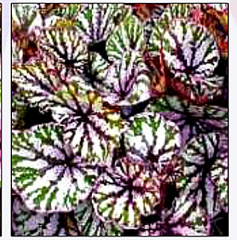
Her Majesty



Esther



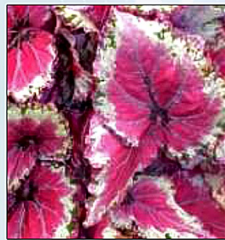
Merry Christmas



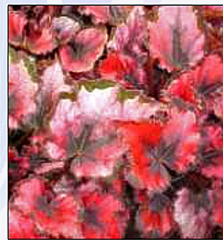
Michelle



Mikado



Pink Charming



Red Heart



Hieroglyphics

**#48040**  
4" Rex Begonia  
in grow-pot



**#48044**  
4" Rex Begonia in Qwick cover  
& grow-pot



**#47994**  
2" Rex Begonia  
in grow-pot



Available  
with Qwick cover



**#48045**  
6" Rex Begonia  
in grow-pot.



**#48048**  
6" Rex Begonia in  
Qwick cover & grow-pot





# Foliage Plants & More

ALL SEASON



**#41034**

**2" Foliage Mix 20pk in Qwick cover**

## Eye-Catching Foliage Mix

**2" or 4"**  
in grow-pot or  
**NEW shelf-life boosting**  
**Qwick cover** (wick-watering)

### Custom Foliage Mix

- White/Green Fittonias
  - Red Fittonias
  - Lovely Pothos
  - Episcia
  - Strawberry Begonia
  - Silver, Purple, and Watermelon Peperomias
- and other seasonals as available



### Our Foliage Mix Also Includes

- All 38 Tropical and Hardy Ferns Listed
- All 16 Rex Begonias Previously Listed as available

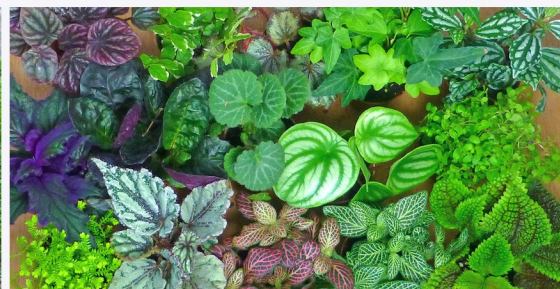
**Tray of 4" Mixed Foliage Plants**  
20pk in grow-pot

**#48010**



**4" Mixed Foliage**  
20pk in **Qwick cover**

**#48005**



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## Other Foliage Available

**#48004**

4" Fittonia  
mix of Red & Pink



**#48012**

4" Fittonia  
assorted colors



**#48013**

4" Peperomia  
assorted colors



**#48019**

4" Episcia  
assorted colors



**#47985**

2" Kalanchoe

in pot-cover (assorted colors)



**4" Violet & Foliage Mix #40070**



ALL SEASON



# Flower & Foilage Baskets

SPECIALTY ITEMS



**#48120**

10" Basket of  
Optimara Violets,  
Begonias and Mixed Foilage

Best  
Seller!

**Flower & Foilage  
Basket Sizes  
6", 8" and 10"**



\*seasonal  
option

Christmas Basket with Poinsettias  
Optimara Violets and Mixed Foilage

8" Size **#48210**  
10" Size **#48220**

**#40710**

8" DishGarden, plastic in terra-cotta style  
featuring Optimara Violets, Elatior Begonias  
with Ferns and Mixed Foilage



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## Optimara Basket & DishGarden Mix

**Colorful Optimara Violets and Elatior Begonias** *plus*

- Selections from 38 different Tropical & Hardy Ferns
- White/Green Fittonias
- Red/Pink Fittonias
- Lovely Pothos
- Variegated Ivy
- Rex Begonias
- Jade or Succulents

*plus Poinsettia with other seasonals when available*

Best Seller!



**8" Basket of Violets, Begonias and Mixed Foliage**  
**#48110**  
**SET of TWO**

## CUTE! 2" Succulents



**#47723**  
**2" Succulent Mix 20pk in Potcover**

**2" Succulents Mix** **#47986**  
 in grow-pot





# POINSETTIA & HOLIDAY

SPECIALTY ITEMS

## OPTIMARA® Mini-Poinsettia Crop



### Enjoy the Elegant Charm of Optimara Mini-Poinsettias



Optimara offers a number of plants and potted arrangements for the holidays.

Miniaturized Poinsettias are available in a 2 inch pot size that can be shipped with the spill-proof, wick-system WaterShip. In addition, 2-inch Mini Poinsettias can be shipped with one of Optimara's Wick-Watering Ceramics. These include several choices of Specialized Holiday Ceramics and traditional Holiday Gift Vases -AND- this is the first year of shipping in the new economical, *shelf-life extending Quick cover*.

*We have perfected the technique of growing full, bright poinsettias in an adorable 2" pot-size. They have quickly become a best-selling holiday item. Please consider ordering a bit early to ensure availability.*



NEW!



OPTIMARA®

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**OPTIMARA Mini-Poinsettias**  
in our custom *Holiday Ceramics*

# Mini-Poinsettia Items

SPECIALTY ITEMS



**#43205**

**2" Mini-Poinsettias in Classic Tree Ceramics**  
Red & Green with Gold & White Decoration



**SET of FOUR**

**#43201**

**NEW Four-Color Striped Ceramics** with 2" Mini-Poinsettias



**NEW!**



**#41226**

**Four Styles of Bulb-Vase Ceramics**  
with 2" Mini-Poinsettias



**IMPROVED NEW ITEM**

A Beautiful New Variation on our White Bulb Vase Set

SEASONAL

Mini-Poinsettia & Custom Ceramics SELECTIONS

23



# POINSETTIA & HOLIDAY

SPECIALTY ITEMS



**#41229**

Blue & White  
Traditional Style

Stoneware Ceramic and 2" Optimara Mini-Poinsettia



**#41031**

Mini-Poinsettia  
in Watership

spill-proof, wick-watering container



**#41281**

All-Time Classic Decoration, Set of Four Holiday Ceramics  
traditional green, gold, silver and red! and 2" Optimara Mini-Poinsettias

Best  
Seller!



Ceramic Snowflake Ornaments, in Modern Colors  
with 2" Mini-Poinsettias

**#43202**



**#41035** 2" Mini-Poinsettia  
in grow-pot



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**OPTIMARA** Mini-Poinsettias  
in our custom Holiday Ceramics

New designs



**Last Season for  
Snowmen Ceramics!**

**#41298**

**Snowmen Ceramics** Set of Four  
with scarf & broom details + 2" Mini-Poinsettias

Best  
Seller!

## Mini-Poinsettia Items

SPECIALTY ITEMS



**#41205**

**Gold Leaf  
Antique-Style  
Ceramic Vase** with 2" Mini-Poinsettia

**Consumer Favorite  
for Gift-Giving!**



**#41041** 2" Mini-Poinsettia in **Qwick** cover





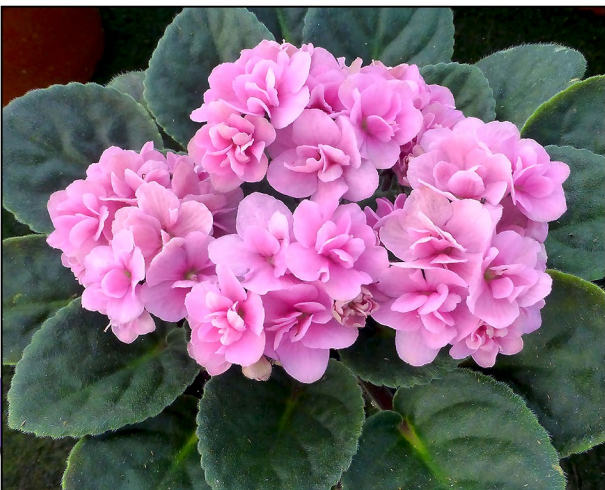
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GROUP

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Optiflora, LLC

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**INTERNET**

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[optimara.com](http://optimara.com)

**SOCIAL MEDIA**

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**myViolet**  
.com

Variety ID  
Storefinder  
Easy-Care Tips  
Fresh Violet Alerts

