

Front Lines

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New Rose Collection Exclusive To IGCs

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The new Simply Brilliant collection of roses from Certified Roses, set to debut at retail in 2013, will be available exclusively to independent garden centers nationwide. The collection features seven internationally award-winning roses from the renowned Kordes breeding program and represents the next generation of roses. Each of the roses selected combine the elegant look of a traditional rose with environmentally sustainable plants that are low-maintenance and

naturally disease resistant.

“Certified Roses selected seven outstanding varieties for its Simply Brilliant line based on their beauty, fragrance and ability to perform in American gardens,” says Certified Roses CEO Jerry Vernon. “From classic hybrid teas to an exceptional climber, we’re bringing home gardeners some of the finest roses that Kordes has to offer.”

Kordes roses are tested in garden trials across the U.S., including sites in New York, California, South Carolina, Oregon, Wisconsin and Texas. To find out more about the program, call a sales representative at (800) 527-8708 or visit www.certifiedrose.com.

Varieties in the new line include:

- Kordes Golden Gate (climber)
- Grand Amore (hybrid tea)
- Pink Enchantment (hybrid tea)
- Beverly (hybrid tea)
- Poseidon (floribunda)
- Kosmos (floribunda)
- Black Forest rose (floribunda) **GP**