

Joy

Play

Share





LONG-LASTING BLOOM

tested and approved
by professionals
(FloraHolland)

Brand new colours!

INDIAKA® cyclamen stand out for the amazing contrast between the petal's white base and the brightly coloured top. The small dark green leaves bring out the plant's radiance and attract attention.



Vibrant
colour
contrasts



Generous
blooming



Share the joy!

Indiaca is a ball game similar to volleyball that's played using your hands and feet. The flashy feathers in the game bring to mind the energetic colours of the INDIACA® cyclamen.

Sure to raise a smile!



INDIAKA®

4 COLOURS AVAILABLE:



SALMON
- 53030 -



ROSE
- 53070 -



BRIGHT PURPLE
- 53090 -



MAGENTA
- 53105 -

Original contrasts

The two-tone colour acts differently depending on the environment: some petals have an horizontal spread, some are more colourful at the top or are striped so the flowers come in a range of multiple looks.



A great
gift idea!



Ideal indoors
and
outdoors



IDENTIFY THE VARIETY WITH FREE MARKETING TOOLS:

- Free label*, to order at Floramedia.
- At your disposal, a wide choice of pictures, posters and care sheets (PDF files).
- INDIKA® logo to create personalized marketing tools.



*Shipment cost to be paid

To order INDIKA® labels, please contact:

FLORAMEDIA France

Tel.: +33 (0)4 37 48 40 90

Email: pierre.carrigue@floramedia.fr

At your disposal, marketing tools :

MOREL DIFFUSION

Tel.: +33 (0)4 94 19 73 15

Email: indiaka@cyclamen.com

COMMUNICATION FOR CONSUMERS

One website dedicated to consumers, 7 languages www.indiaka.cyclamen.com with several sections:

- Care tips videos for INDIKA®.
- Discover INDIKA® and all its different uses.
- INDIKA® community.

MERCHANDISING IDEAS FOR INDIKA®:

- Make the most of this unique new product to win over new clients.
- For a powerful impact, display your INDIKA® Cyclamen grouped per colour.
- Their gorgeous colour contrasts will grab your clients' attention.
- Showcase them in their own area, separate from other cyclamen if possible.

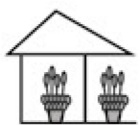





www.cyclamen.com



Tips to keep them lasting longer



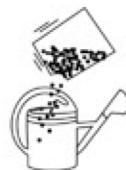
Indoors, outdoors,
balcony, terrace



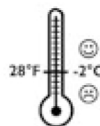
Exposure to light
not in direct sunlight
keep sheltered



Water in moderation
keep the soil slightly moist



Fertilise once a month
Remove damaged flowers
and leaves



Hardiness: -2°C (28°F)

More information on indiaka.cyclamen.com



NEW MIDI CYCLAMEN!

4 COLOURS AVAILABLE



INDIAKA®
Salmon
- 53030 -



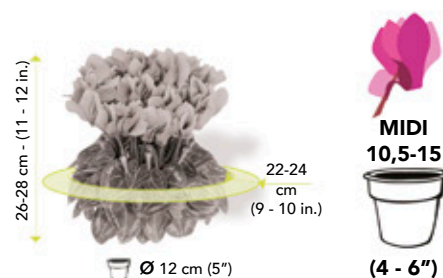
INDIAKA®
Rose
- 53070 -



INDIAKA®
Bright purple
- 53090 -



INDIAKA®
Magenta
- 53105 -



Good growth
ability with
round shape

Excellent
capacity
in reflowering

For an eye-
catching look:
sell your INDIAKA®
with 8-10 flowers

GROWING DATA:

INDIAKA® has been awarded as OUTstanding Cyclamen®: the label for the best varieties for outdoor use.

VARIETY	POT SIZE (cm / in.)	CROP TIME (weeks)		ADT (Average Daily Temperature) and growing stage							
		From sowing	From plug 20-25mm (0,78-0,98")	SUMMER		AUTUMN		WINTER		SPRING	
				Growth >25°C (77°F)	Flowering 20°-25°C (68 -77°F)	Growth 20°-25°C (68 -77°F)	Flowering 15-20°C (59 - 68°F)	Growth 15-20°C (59 - 68°F)	Flowering 12-15°C (54 - 59°F)	Growth 15-20°C (59 - 68°F)	Flowering 12-15°C (54 - 59°F)
INDIAKA®	10,5-11 (4 - 4,25")	30 ~ 32	18 ~ 20			☺		☺ ☺	☺ ☺	☺ ☺	☺ ☺
	12 (5")	30 ~ 32	18 ~ 20	☺		☺ ☺	☺	☺ ☺	☺ ☺		
	13/15 (5,25-6")	30 ~ 32	18 ~ 20	☺		☺ ☺	☺				

☺ ☺ Very favourable

☺ Favourable

The growing data stated in these specifications have been observed in Fréjus (France) using culture techniques described on our website www.cyclamen.com. The INDIAKA® culture timing is shorter in a Northern climate type: 28-30 weeks. Please contact us for ajustements according to your area of production.

VARIETY FEATURES

TWO-TONE PETAL COLOUR: a question of day-length and temperature



- **Average-day:**
Even proportion of colour and white
- **Flowering:** mid-autumn/winter



- **Long-day:**
The colour prevails
- **Flowering:** spring/summer/early autumn



- **Short-day:**
The white prevails
- **Flowering:** winter

In a cool climate: the intensity of the INDIAKA® varieties' white/colour contrast depends on the temperature; the colder it is, the more intense the colour contrast.

For good two-tone petal colour, plan your sales period from October.
(Southern Hemisphere plan from April-May)

On average, we count around 2% of straight colours, beginning of flowering.



2565 rue de Montourey
83600 Fréjus | FRANCE
Tel. +33 (0)4 94 19 73 00

Tel. internat. +33(0)4 94 19 73 04
morel.diffusion@cyclamen.com

indiaka.cyclamen.com



As proud contributors to cyclamen biodiversity, we are delighted that our Morel F1 hybrids collection has been designated a 'Collection Nationale' by the CCVS*. This recognition ensures long-term varietal diversity, which is pivotal to our cyclamen breeding business. We are passionate innovators, and our ambition is to guarantee lasting quality and excellence of our products.

* CCVS: Conservation of Specialized Plant Collections