

OPTIMARA®



Product Catalog


From the most popular African Violet in the world to a complete line of consumer plant care products, Optimara has what it takes to make your business grow. Optimara is the world's largest grower of African Violets. With the largest selection of full-blooming varieties offered, Optimara continues to advance the industry through the development of new plant characteristics and innovative growing techniques that have been refined over years of research and development.

Backing up everything that Optimara grows is a uniquely energetic marketing and distribution program that makes Optimara Violets as easy to sell as they are to grow. In the design of all Optimara packaging and display materials, the focus is on minimizing set-up and maintenance, while maximizing selling power and attention-getting appeal.

At Optimara we know that our responsibility for our products does not stop after the sale. Each year Optimara embarks on a new quest to be innovative and we look forward to serving our customers and consumers.




myViolet
.com

 <p>Simply register this Violet online. Start your own premium collection!</p>	UNIQUE ACCESS CODE 1Z5DS1	<p>You too can grow beautiful African Violets! Use the access code to:</p> <ul style="list-style-type: none">• Register your Violet• Identify the variety name• Gain full access to the powerful diagnostic tool "Dr. Optimara"• Learn how to bring out the best in your Violet• And more....
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2010-11

Consumer Support

Optimara is helpful by providing various sources of information, reference and guidance for customers on the world wide web sites

<http://www.optimara.com>, <http://www.optimara.info> and <http://www.myViolet.com>

Proudly Grown in the USA



The certification "Proudly Grown in the USA" denotes quality products grown and sold in the USA. By displaying the official certification mark as shown here, Optimara is displaying the fact that it is creating jobs in the USA and producing a product in this country which meets or exceeds quality standards set forth by the Produce Marketing Association (PMA).

Social Responsibility

In 1997, Optimara developed a Social Responsibility Program covering those who provide imported goods and services to the company. This Program establishes strict working guidelines and humanitarian conditions under which items are to be manufactured in countries outside the United States.

The objective of this program is to assure a safe and equitable working environment for foreign workers and prevent their exploitation. Since the inception of the program, this objective has been met by resolving several issues where working conditions have significantly been improved above the normally required standards. The program has been successful for the employee, who has a more enjoyable working experience, and the employer, who has a more stable, productive workforce. The results of this program make it possible for Optimara and its customers to enjoy better products, consistent in quality, at a fair and reasonable price.

We are proud of the fact that we can not only offer a high quality value product, but we can proudly say that all Optimara products are produced in a *Socially Responsible* working environment.

NeverFloris

daring name, dazzling results!

TM

Let your mind wander into NeverLand with NeverFloris inspired creations of unlimited possibilities.

"NeverFloris" stands for one of the most unique and exciting creations, our Research and Development has released to the market.

Featuring the typical characteristic of an African Violet with an abundance of flower stems and hundreds of tiny buds which will NEVER flower, hence the most daring floral name of all times: "NeverFloris"



NeverFloris™ keeps this bizarre, yet uniquely attractive, decorative appearance for many months making it perform like a foliage plant. This avant-garde plant and its beautiful look and texture of the NeverFloris allows this plant to enter a new area that the professional Florist world is truly excited about.

Neverfloris is recommended for use with multiple types of floral arrangements. A platform, the canvas, the playground for the ever creative mind of a Florist.



In 2009, the Hermann Holtkamp Greenhouses of Germany accepted the Taspo Award in Berlin. NeverFloris received the distinguished "Rabensteiner Award for the "Best Marketable Plant Novelty for 2009"



myViolet.com

myViolet.com will provide your customers with:

- Unique Access Code for each Violet sold
- Specific Variety Identification
- Detailed growing instructions
- Unique diagnostic tool of your African Violets health and potential
- Chat with an Expert
- No more guess work of what to do next
- Symptoms based recommendations from Dr. Optimara to help grow beautiful Violets.
- Progress analysis and recommendations of how to gown bigger, healthier and more beautiful African Violets.
- Insights into new and unique varieties to come out of Research and Development
- Consumer account setup and mailing list registration
- Pre-alerts of incoming shipments to favorite/closest Optimara retail location
- Downloadable screen savers of our many award winning Optimara African Violet varieties
- Join a growing group of African Violet lovers
- On-line Blogging
- More to come.....



The new and innovative website to help the consumer grow more beautiful African Violets. Optimara is expanding on its company's tradition of EasyGrowing EasyCare with myViolet.com

Everyone can enjoy the rewarding experience of growing beautiful Optimara African Violets One just needs to know how. Let **myViolet.com** guide your customer.



3

Items marked with this logo are available for drop shipping anywhere within the continental USA.



ANDREA



ANIKA



ANNABELLE



CHICO



CINDY



COLORADO



CONNECTICUT



CORA



DALI



DEGAS



DELAWARE



EVELYNN



GAUGUIN



GEORGIA



GISELA



HARLEQUIN



HAWAII



HIROSHIGE



INDIANA



JOAN



JULIANA



KENTUCKY



LOUISIANA



MAINE



MANITOBA



MAUI



MICHAELANGELO



MICHELE



MICHIGAN



MIHO



MILLENNIA



MODESTY



MONET



MONTANA



NATALIE



NORTH CAROLINA



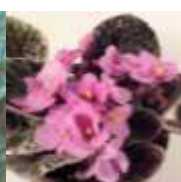
ONTARIO



PENNSYLVANIA



REBECCA



ROMANCE



RITA



SAMI



SCARLET



SEURAT



STEPHANIE



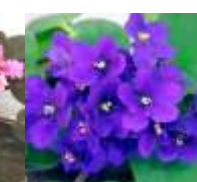
SUSI



TENNESSEE



TERESSA



WISCONSIN



WYOMING



YELLOWSTONE

Ever Floris

The New Evolution of Space Violets

In a sensational effort that launched African Violets into a new frontier, the Optimara Space Violet program put more than 25,000 seeds into orbit for nearly six years. This unusual step, in the annals of potted and flowering plants, turned out to be one giant leap that has produced significant and exciting characteristics for African Violets. Now, for the first time, these characteristics are available in a series dedicated exclusively to Space Violets. The EverFloris series is comprised entirely of African Violets that have been developed from the Space Violet program. They're bigger and easier to grow, with larger, fuller blooms that flower continuously. Unless they're EverFloris, there's no place on Earth you will find African Violets like these.

This series has been in Research and Development for over 20 years. It started in 1984 by sending seeds into Orbit on the NASA - LDEF station. After 5 1/2 years the seeds were finally retrieved and since 1990 the Holtkamp family has been working with the prodigy of these seeds called "Space Babies". The EverFloris Series is now available to the market in a 6 inch variety.

The EverFloris is the first continuous blooming African Violet which has beautiful wavy leaves and the flowers all have a stunning greenish edge. They're out of this world!



EverBeautiful

EverGlory

EverGrace

EverJoy

EverLove



EverPraise

EverPrecious

EverRejoice

EverSpecial

EverYoung



OPTIMARA® 2" MINIATURE AFRICAN VIOLETS



Arapahoe



Azurite



Aztec



Blackfoot



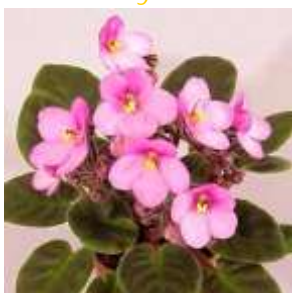
Cheyenne



Chickasaw



Comanche



Creek



Hopi



Inca



Maya



Oneida



Ottawa



Pawnee



Wichita

DS



Tropical



Garden



myFern.com

making its August 2010 debut





35001 Andrea



35003 Camelot



35004 Celia



35005 Dew Drop



35026 Fairy



35006 Helen Tuepel



35007 Her Majesty



35027 Ester



35010 Lilliam



35011 Marion Louise



35012 Merry Christmas



35013 Michelle



35014 Mikado



35016 Pink Charming



35018 Red Heart



floremara

elator begonia



Baladin Balamon Barkos Batik Berseba Pink Berseba Red



Binos Blitz Bonbon Pink Bonbon White Borias Britt Dark



Camilla Carnaval Cindy Fringed Clara Clara Fringed Dragone



Dragone Champagne Eva Janny Fringed Julie Kristy Fringed Nadine



Nelly Netja Dark Netja Fringed Peggy Sandrine Veronica



Dark Pink Light Pink Orange Red Improved Red Orange Soft Pink



Bromo Etna Krakatau Virunga

Elatior begonias

Solenia

Volcano

1-800-443-2290

Recent Past Series

TM

2 Inch



42269



4 Inch



42463

6 Inch



40661



40662



1-800-443-2290

Recent Past Series

TM

6 Inch Dishgarden



42661



42662



8 Inch Dishgarden



42761



42762



All Season Items



2" ITEM # 20022

DS



*2" ITEM # 20031

DS



2" ITEM # 20040

DS



4" ITEM # 40040

DS



6" ITEM # 40060

DS



2" ITEM # 40220

DS



6" ITEM # 40061

DS

All Season Items



DS

2" ITEM # 40211



6" ITEM # 40611

4" ITEM # 40411

2" ITEM # 48006

2" Orchids in Assorted Ceramics

DS



New!

All Season Items



2" ITEM # 40230



2" ITEM # 40212



1-800-443-2290

All Season Items



4" ITEM # 48024



6" ITEM # 48026



4" ITEM # 48040



6" ITEM # 48045



4" ITEM # 48055

All Season Items



6" ITEM # 48033



4" ITEM # 48100

All Season Items

New!

New!



2" ITEM #21000

DS

2" Petite Herbs in Watership



4" ITEM # 40401

DS

Deco Take-Out Box with 4" Herb



New!

DS

4" ITEM # 42410

4" African Violet in Pastel Embossed Metal Pot

All Season Items



DS

2" ITEM # 42260



DS

2" ITEM # 40229



4" ITEM # 40423



4" ITEM # 40450



4" ITEM # 48005

DS



4" ITEM # 40435

All Season Items



4" ITEM # 40431



4" ITEM # 40461



4" ITEM # 40046

6" ITEM # 40066



4" ITEM # 40049

DS

New!

DS

4" African Violet in Tuscana Pot Cover



4" ITEM # 40471

6" ITEM # 40671

All Season Items



4" ITEM # 40420



4" ITEM # 42432



4" ITEM # 42445



4" ITEM # 40070



Fall Harvest Items



4" ITEM # 42446



8" ITEM # 42712



6" ITEM # 42612



2" ITEM # 42212



Season of Advent Items



DS

2" ITEM # 41299



DS

2" ITEM # 41298

Season of Advent Items



DS

2" ITEM # 41297

New!

DS

2" ITEM # 43201

New Ornamental Globes



Season of Advent Items



2" ITEM # 48006

2" Orchids in Assorted Ceramics

DS

6" ITEM # 48067



8" ITEM # 48068

New!



2" ITEM # 41031

DS



2" item # 41040

DS



2" item # 41035

DS

1-800-443-2290

ADDITIONAL SELECTIONS FOR VALENTINE'S DAY



4" ITEM # 40049

DS



2" ITEM # 42230

DS



6" ITEM # 40069

DS



3" ITEM # 40313

3" African Violet in Trinity Vase



New!

2" ITEM # 42281

DS

ADDITIONAL SELECTIONS FOR MOTHER'S DAY & SPRING



DS

2" ITEM # 42267



DS

2" ITEM # 42205



6" ITEM # 40069



6" ITEM # 40620



6" ITEM # 42645



OPTIFLORA, LLC

Quality Plant Care Products

Optimara plant care products are the direct outcome of Optimara's "Total Growing" concept. Out of endless years of documenting tests on soil samples, watering methods and fertilizer compositions, Optimara has developed a precise understanding of the conditions under which African Violets and other flowering house plants thrive. While seeking to duplicate these conditions at their greenhouses, Optimara has developed a line of the highest quality, consumer plant care products.

ITEM # 80122



DS



ITEM # 74000

DS



ITEM # 80410

DS



ITEM # 80200

DS



DS

Call 1-800-443-2290

Product Listing

ITEM #	SIZE	DESCRIPTION	PACK	SELF WATERING
ALL SEASON ITEMS				
20022	2"	VIOLET IN VIOLET DO WINDOWS WATERSHIP	20	Y
20031	2"	VIOLET IN WATERSHIP	15/20/30	Y
20040	2"	VIOLET IN UNICOVER	20	Y
21000	2"	PETITE HERB IN WATERSHIP	18	Y
40040	4"	FINISHED VIOLET	15/30	N
40046	4"	VIOLET IN SPEEDCOVER	15/30	N
40049	4"	FINISHED VIOLET IN TUSCANA COVER	15/30	N
40055	4.5"	FINISHED VIOLET IN LARGER 4.5" POT	20	N
40060	6"	FINISHED VIOLET	8	N
40061	6"	FINISHED EVERFLORIS VIOLET	8	N
40066	6"	VIOLET IN SPEEDCOVER	8	N
40070	4"	ASSORTED FINISHED VIOLETS AND FOLIAGE	20/30	N
40220	2"	VIOLET IN CERAMIC WATERCAN	20	Y
40211	2"	VIOLET IN TERRA COTTA	20	Y
40212	2"	VIOLET IN TRADITIONAL PEARL RIM VASE	15/30	Y
40411	4"	VIOLET IN TERRA COTTA	12	N
40611	6"	VIOLET IN TERRA COTTA	6	N
40229	2"	VIOLET IN BLUE/WHITE CERAMIC	20	Y
40230	2"	VIOLET IN STONEWARE	20	Y
40401	4"	HERB IN DECO TAKE-OUT BOX	20	N
40420	4"	VIOLET IN ANTIQUE GREEN RIB/WEAVE VASE	12	Y
40423	4"	VIOLET IN BLUE/WHITE LOVESEAT	8	Y
40431	4"	VIOLET IN BEVELED POT WITH FLOWERS AND BUTTERFLIES	12	N
40435	4"	VIOLET IN BLUE/WHITE ASSORTED CERAMIC VASE	20	Y
40450	4"	VIOLET IN WHITE FLUTED VASE	12	Y
40461	4"	VIOLET IN ANTIQUE WHITE CACHE VASE	12	Y
40471	4"	VIOLET IN PLAIN CLAY POT WITH NO HOLE IN BOTTOM	12/20	N
42410	4"	VIOLET IN PASTEL EMBOSSED METAL POT	20	N
42260	2"	VIOLET IN SQUARE CERAMIC TEA CUP	20	Y
42445	4"	VIOLET IN BRUSHED CERAMIC COVER	20	N
42645	6"	VIOLET IN BRUSHED CERAMIC COVER	6	N
48005	4"	ASSORTED FOLIAGE IN TUSCANA POT COVER	20	N
48006	2"	ORCHIDS IN ASSORTED CERAMICS	12	Y
48024	4"	FINISHED ELATIOR BEGONIA IN TUSCANA POT COVER	20	N
48026	6"	FINISHED ELATIOR BEGONIA IN TUSCANA POT COVER	8	N
48033	6"	ASSORTED FERNS IN SPEED COVER	8	N
48040	4"	ASSORTED FINISHED REX BEGONIAS	20	N
48045	6"	ASSORTED FINISHED REX BEGONIAS	8	N
48055	4"	PEPPEROMIA IN ANTIQUE GREEN VASE	12	N
48100	4"	ASSORTED TABLE FERNS IN PANTERRA POT w/ SAUCER	20	N
48116	10"	FERN IN HANGING BASKET	each	N
FALL HARVEST ITEMS				
42212	2"	VIOLET IN SAGE ROSE PATTERN VASE	20	Y
42446	4"	VIOLET IN TOP GLAZED CERAMIC POT	12	N
42612	6"	VIOLET IN SAGE ROSE PATTERN VASE	6	N
42712	8"	DISHGARDEN IN 8" SAGE ROSE DISH	4	N
SEASON OF ADVENT ITEMS				
41035	2"	POINSETTIA IN WATERSHIP	20	Y
41040	2"	POINSETTIA IN UNICOVER	20	N
41297	2"	POINSETTIA IN SANTA SERIES	20	Y
41298	2"	POINSETTIA IN SNOWMAN SERIES	20	Y
41299	2"	POINSETTIA IN HOLIDAY SERIES	20	Y
43201	2"	POINSETTIA IN ORNAMENTAL GLOBE SERIES	20	Y
48006	2"	ORCHID IN ASSORTED HOLIDAY CERAMICS	12	Y
48067	6"	CHRISTMAS CACTUS IN POT COVER	8	N
48068	8"	CHRISTMAS CACTUS IN HANGING BASKET	4	N

Product Listing

ITEM	SIZE	DESCRIPTION	PACK	SELF
#				WATERING
VALENTINE ITEMS				
40049	4"	FINSHED VIOLET IN TUSCANA POT COVER	20	N
40069	6"	FINSHED VIOLET IN TUSCANA POT COVER	8	N
40313	3"	THREE FINISHED VIOLETS IN TRINITY VASE	6	Y
42230	2"	FINSHED VIOLET IN ASSORTED PEARL BEADED BASKET	20	Y
42281	2"	FINISHED VIOLET IN RED GLOBE VASE	20	Y
MOTHER'S DAY AND SPRING ITEMS				
40069	6"	VIOLET IN ASSORTED TUSCANA POT COVER	8	N
40620	6"	VIOLET IN ASSORTED CERAMIC VASE	6	N
42205	2"	VIOLET IN GOLD LEAF VASE	20	Y
42267	2"	VIOLET IN CERAMIC TULIP PICKET FENCE VASE	20	Y
OPTIFLORA PLANT CARE PRODUCTS				
74000	4"	OPTIFLORA MAXIWELL	12	Y
80122	N/A	OPTIFLORA VIOLET FOOD PACKETS	12	N/A
80200	N/A	OPTIFLORA PLANT FOOD PACKETS	12	N/A
80410	4"	OPTIFLORA WATERMAID SELF-WATERING PAD	12	Y



Items marked with this logo are available for drop shipping anywhere within the continental USA.

Recent Past Series

ITEM #	DESCRIPTION	CASE	SELF WATERING
42269	2" ASSORTED CERAMIC VASES - 4 ASSORTED	20	Y
42463	4" TAN CERAMIC VASES IN SAUCERS - 3 ASSORTED	12	Y
42562	5" BROWN CERAMIC MINIGARDENS - 2 ASSORTED	6	N
40661	6" TAN CERAMIC VASE - 2 ASSORTED	6	N
40662	6" BROWN CERAMIC VASE - 2 ASSORTED	6	N
42661	6" TAN CERAMIC DISHGARDEN - 2 ASSORTED	6	N
42662	6" BROWN CERAMIC DISHGARDEN - 2 ASSORTED	6	N
42761	8" TAN CERAMIC DISHGARDENS - 2 ASSORTED	4	N
42762	8" BROWN CERAMIC DISHGARDENS - 2 ASSORTED	4	N



2" Item # 42269

DS



4" Item # 42463



5" Item # 42562



6" Item # 40661



6" Item # 40662



myViolet
.com

1.800.443.2290

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Floremara, LLC
Optiflora, LLC
Optimara Distribution, Inc.



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