

Israel: New Chamelaucium-Verticordia hybrid from Aviv "Harmonie"

Aviv "Harmonie" Israel announces that Aviv bought the rights for sales and marketing of a new specialty product called "Rey" from Nir Nursery.



Rey is a natural hybrid between Chamelaucium and Verticordia that was bred by Nir Nursery, specializing in Australian plants breeding.



The new product has a distinctive combination of attractive foliage and clusters of uniquely shaped flowers.



Nir Nursery and Aviv Flowers growers are now working together to create sufficient production for the next winter season. The first flowers are expected to get to market in December and to be available in small quantities until April.



Rey was introduced for the first time to florists at the "Agora Harmonie Floral Design Competition" that took place in Belgium this month.



Florists enjoyed working with Rey very much, and reported that it is a very workable product with an attractive sturdy foliage and stem structure, amazing color (fuchsia pink) and long vase life.

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