



# VARINOVA

## PRESS RELEASE

### **Palladyn ends representation Varinova in North America**

As per today marketing agency Palladyn (owned by Mark Schermer) will no longer represent Varinova in North America. Bart Kuijer, CEO of Varinova: "Mark has made a big contribution to expanding our strategy in North America. We are grateful for the work he has done during the last year and we wish him all the best in his new challenge."

Varinova is a family owned breeding company specializing in Cyclamen. With series like Maxora Fringed, Contiga and the newly introduced Magnia, Varinova has an attractive assortment that suits the market demands. Bart Kuijer will be the contact for brokers and growers in the North American market: *"We focus on uniformity, compact plants and large flowers. Next to Contiga and Magnia, we are anticipating much more interesting introductions to come."*

One of the main breeding directions at Varinova is developing varieties that are easy to grow and Botrytis tolerant. *"We can assist in choosing the best possible Cyclamen varieties considering local circumstances. Furthermore we have the knowledge to give technical cultivation support."*

For more information please contact:

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