

ROSES

by pheno geno

pheno
geno | ROSES

Collection 2017

Pheno Geno Roses d.o.o. Narodnog Fronta 10/4, 21 000 Novi Sad, Serbia
Visiting address: Vodozahvat Staro Đurđevo, 21 235 Temerin, Serbia
tel. +381 697 200 99
info@phenogenoroses.com - www.phenogenoroses.com

Collection 2017



CONTENT

We would especially like to thank:
Moiey, Igor, Per, Kovač family, Zlatko, Deniza,
Tatjana, Mirjana, Borislav and all the other
employees in our company;

Željko Škrbić, Srđan Saha and Biljana Obradović -
for waiting patiently in our field to take photos every
morning for the whole summer;
eMMY van Lamoen - for her wonderful ideas and
great support in developing our company's design.

Legal notice

© Copyright Pheno Geno Rose d.o.o. Collections 2017

The contents of these Collections, including but not
limited to logos, trademarks, trade-names, text, images,
graphics and their arrangements are proprietary to Pheno
Geno Rose d.o.o. or Pheno Geno Rose b.v. and subject
to intellectual property rights protection. No contents of
these Collections may be reproduced, copied, transferred,
published, distributed, translated or put on a website or on
the internet, without prior written authorisation.

Pheno Geno Rose d.o.o.
Narodnog Fronta 10/4
21000 Novi Sad
Serbia
info@phenogenoroses.com
www.phenogenoroses.com

Pheno Geno Rose b.v.
Burg. Wittestraat 21
5616 DA Eindhoven
The Netherlands
info@roath.nl

About Company	02
Rose Team	05
Rose Breeding	06
Our Collections	09
NEW Freska® Collection	10
Frayla® Collection	23
Pixie® Collection	42
Winterjewel® Collection	61
Mella® Collection	74
Cosmopolitan Lady	85

PHENO GENO ROSES

Pheno Geno Rose d.o.o. is a daughter company of the Roath b.v. company based in the Netherlands. The Dutch company has been cultivating garden roses since 1956.

At this moment, the third generation of Cox family is actively involved in the family business that has steadily grown into one of the most prominent companies in the field of garden roses breeding in Europe.

Pheno Geno Rose d.o.o, a company recognisable by its name, stands as a synonym for expertise and quality where, eight years ago, a team of educated ladies brought in their will to learn and their passion for breeding new varieties of roses by applying state-of-the-art techniques and scientific methods in this area.





THE ROSE TEAM

Biljana Božanić Tanjga (M.Sc. of Horticulture)

has specialised in rose breeding and gained experience in the breeding research at the ILVO Institute in Melle, Belgium and HAS in the Netherlands. She has been the General Manager and a Breeder of Pheno Geno Rose d.o.o. from the beginning.

Mirjana Vukosavljev Olujić (dr of Plant Breeding)

responsible for several research projects, including a 4-year research at WUR Plant Breeding Department, where she obtained her doctoral degree on Marker-assisted breeding in garden roses. She is a Breeder and the Head of Research Department in Pheno Geno Rose d.o.o.

Zorana Srećkov (dr of Genetics and Plant Breeding)

has obtained her doctoral degree in Genetics and Plant Breeding at the Department of Field and Vegetable Crops, University of Novi Sad, Serbia. She has been working for Pheno Geno Rose d.o.o. since 2016 as an Assistant Breeder and the Production Manager.

Biljana Obradović (M.Sc. of Graphic Engineering and Design)

Web and Graphic Designer responsible for the company's style and visual marketing. In addition, she is in charge of taking photographs of roses with an artistic approach and style.

ROSE BREEDING

Breeding of garden roses is much like creating a work of art – it requires time, patience and knowledge, but the end result is an unrepeatable masterpiece. In Pheno Geno Rose d.o.o, we rely on science to help us create new varieties with extraordinary new qualities that put our roses above all others. This is the reason we have decided to invest in marker-assisted breeding. The first results of this investment can be found in our Winterjewel® Collection developed by using MAS, a feature that makes these roses unique.

Last spring, more than 70,000 new rose seedlings germinated from the crosses we made in the previous year. 5,000 seedlings out of this number were chosen for further selection. Each of these beautiful new seedlings is a potential new variety on the market!





OUR COLLECTIONS

Roses from our collections are available in different colours, flower shapes and fragrances.

They are carefully created and selected by our team, with a particular emphasis on elegance and daintiness.

The latest addition to our already versatile rose collection is the charming and colorful Freska® Collection.

In addition to our featured new collection, we've included several newcomers to the existing collections that we have already presented:

- **Frayla® Collection:** Fragrant Shrub roses
- **Pixie® Collection:** Groundcover and Miniature roses
- **Winterjewel® Collection:** Winterhardy Shrub roses
- **Mella® Collection:** Natural flowering, Wildlife-friendly roses

STRIPED FRESKA® COLLECTION^{NEW}

Inspired by the painting technique, our latest collection of striped roses presents a unity of art and nature. Freska, Serbian version of Italian word fresco, has been employed in wall painting since antiquity. In Serbian ecclesiastical art, it has been in practice since the 13th century and it decorates the walls of well-known Serbian monasteries.

As if an invisible painter had struck his brush upon the gentle petals of the roses, every single variety of this collection is a masterpiece of elegance. Vivid colours of these roses will undoubtedly make them a centrepiece of your garden regardless of where you plant them.



VIZANTINA™ FRESKA®

bozvizfre®

Gentle petals of this orange-white rose are highlighted by the colour of its dark leaves. It blooms continually throughout the season, giving bud after bud of healthy new flowers.

Delicate fragrance proves that this rose has much more to offer than just a visual sensation. It is well suited for mixed border in combination with medium-sized perennials.



FRESKA® COLLECTION
Vizantina™ Freska®



FRESKA® COLLECTION
Yustina™ Freska®

YUSTINA™ FRESKA®

bozyusfre®

This orange-pink rose bears charming, medium-sized flowers that bloom in rich clusters one after another. Golden yellow centre provides a pleasant contrast to the dark colour of its petals. It forms a healthy shrub with plenty of dark green foliage. This variety is ideal for planting in groups or in combination with other medium-sized roses.

KONSTANTINA™ FRESKA®

bozkonfre®

Truly amazing variety of deep-pink colour dappled with white lines is a must-have of rose gardens. Attractive, double flowers gathered in large clusters on long stems with healthy leaves are perfect as vase flowers. It is a shrub of medium size, suitable for rose beds or in combination with other perennials. Without a doubt, this is a rose you will be enchanted by.



FRESKA® COLLECTION
Konstantina™ Freska®



FRESKA® COLLECTION
Angelina™ Freska®

ANGELINA™ FRESKA®

bozangfre®

Subtle pink stripes across its petals give a dose of elegance to this light yellow rose. Cheerful, semi-double flowers are borne in rich clusters throughout the whole season. It is a compact shrub of medium size, very healthy and reliable, suitable for planting in large pots. It is best when planted in groups since that is when this gentle rose truly stands out.

VALENTINA™ FRESKA®

bozvalfre®

The frontrunner of this collection, truly amazing Valentina™ Freska®, is a pride of any garden. Distinctive velvet red colour, streaked with shades of yellow and white is eye-catching and alluring. Flowers are borne on long, single stems and are perfect for use as vase flowers or in home-made flower arrangements. It is a strong, large shrub suitable for rose beds or the back of the border in combination with medium-size perennials.



FRESKA® COLLECTION
Valentina™ Freska®



FRAGRANT FRAYLA® COLLECTION

Frayla /frajla/ - Serbian name from the beginning of the 19th century for a versatile, charming and gentle woman.

This collection is dedicated to commendable women in Serbian history, such as humanitarians, scientists, queens and princesses, artists and explorers. Their names are a source of inspiration and gratitude, and now they will forever be embedded in the fragrance of our roses.

Motivated by Eastern Damask scent of Bulgarian Rose Valley and Turkish Isparta, inspired by Old English and traditional French style, we've created fragrant roses for every garden.

Each variety of the Frayla® collection has a note of women's elegance, modesty and sophistication.

They are coloured with different roles in recognisable and prestige landscaping.

LENKA™ FRAYLA® NEW

bozlenfra®

Gentle pink colour of Mileva™ Frayla® will enrich any garden regardless of its style and size. Large petals of this rose variety are arranged in round, perfectly shaped flowers that beautifully stand out on its dark, healthy green leaves. Its sweet, strong fragrance makes this rose an excellent choice for planting next to open terraces and porches.



FRAYLA® COLLECTION
Lenka™ Frayla®



FRAYLA® COLLECTION
Mileva™ Frayla®

MILEVA™ FRAYLA® NEW

bozmilfra®

Gentle pink colour of Frayla® Mileva will enrich any garden regardless of its style and size. Large petals of this rose variety are arranged in round, perfectly shaped flowers that beautifully stand out on its dark, healthy green leaves. Its sweet, strong fragrance makes this rose an excellent choice for planting next to open terraces and porches.

EMILIJA™ FRAYLA®

bozemilfra®

Double flowers of pale pink pop up throughout summer and autumn. The petals are compiled in a ball, which opens to form a perfect giant, cup-shaped flower. Emilija™

Frayla® has beautiful fragrance, with overtones of fruit and honey on myrrh background. The colour is easily combined in mixed plantings and it is ideal for the back of the border.



FRAYLA® COLLECTION
Emilija™ Frayla®



FRAYLA® COLLECTION
Olivera™ Frayla®

OLIVERA™ FRAYLA®

bozolivfra®

Lovely, unusually flat bloom has many soft yellow petals that fade to creamy white as the flower gently opens. Its rich flower clusters create an enchanting effect in every garden. Olivera™ Frayla® makes a small, neat shrub which is particularly good for rose beds or in combination with evergreen shrubs. There is a gentle touch of tea rose fragrance with delicious hints of honey and fruit.

JELENA™ FRAYLA®

bozjelefra®

This is a rose of unusually strong fruity fragrance with the dominant background of apricot which makes Jelena™ Frayla® one of our best scented varieties in the Frayla® collection. The flowers begin as lovely little buds, opening to half-enclosed deep cups and eventually becoming perfectly open rich flowers with apricot centre and paling edges. This rose can be ideally combined with other perennials and higher shrubs in the background.



FRAYLA® COLLECTION
Jelena™ Frayla®



KATARINA™ FRAYLA®

bozkatafra®

This beautiful and attractive variety is medium-sized, typical old rose type, with flowers coloured in deep pink. Numerous small, silky petals form the magnificent pompon shape.

Recognisable delicious strawberry fragrance will make Katarina™ Frayla® your favourite and a must-have in any garden. Its strong, upright branches and shiny dark green leaves emphasise the beauty of its flowers.

DRAGA™ FRAYLA®

bozdragfra®

Draga™ Frayla® intensive recurrent blooming produces a wave upon wave of scarlet petals. This variety bears quite large, slightly rounded flowers with delicate and fresh scent notes. It forms a compact shrub with plenty dark green and disease-resistant foliage. Its excellent, low, strong, bushy habitus holds flowers up high in a lively manner. Ideal variety for rose beds and planting in groups.



FRAYLA® COLLECTION
Draga™ Frayla®



ISIDORA™ FRAYLA®

bozsidfra®

Isidora™ Frayla® provides us with magnificent golden-yellow, open cupped flowers placed on long stems. Notes such as oakmoss, amber and sandalwood create a fresh, pleasant woody scent. The foliage is that of a typical Old English rose, being smooth and of a lovely shade of pale green. It is suitable for growing with ornamental grasses and dwarf perennials.

NATALIJA™ FRAYLA®

boznatafra®

The amber flowers of Natalija™ Frayla® have a distinct tinge and are of a similar character as the Old Rose, each being a perfect rosette with a button eye in the centre. There is a sweet, spicy and warm note in its fragrance. It flowers freely and continuously on a neat, slightly arching shrub. Natalija™ Frayla® is ideal for the back of the border or for a more formal setting in a rose bed.



FRAYLA® COLLECTION
Natalija™ Frayla®

PIXIE® COLLECTION

Our Pixie collection is represented by two types of patio roses: miniature roses ranging from 20 to 35 cm and groundcovers ranging from 40 to 70 cm.

Miniature roses from our Pixie® collection have a diverse usage in container cultivation, in large terracotta containers or in small pots on window-sills. They are a perfect choice for your balcony or roof garden.

Our groundcovers are ideal for public and private landscaping. What makes them special is a vast range of colours, flower shapes, their continuous flowering and dense and sturdy growth. Their size and delightful appearance make them a memorable gift for your loved ones...



PUNCH™PIXIE® NEW

bozuncpix®

Pink flowers of relatively large size when compared to the size of the plant, stand out with their lovely round, full appearance. It is perfect for borders and the front of the garden, leaving the visitors pleasantly surprised with its gentle fragrance. It grows best when planted in full sun. Its small size and eye-catching flowers will seize anyone's attention, especially when planted in pots on balconies and terraces.



PIXIE® COLLECTION
Punch™ Pixie®



PIXIE® COLLECTION
Coral™ Pixie®

CORAL™ PIXIE® NEW

bozcorapix®

This unusual rose stands out at first glance with its unusual dark red colour and coral-like flower shape. It has excellent dense, branching habitus and it produces an abundance of small flowers throughout the whole season. Healthy green leaves and striking flower appearance make it a fine choice for every garden. Its beauty stands out the most when planted in combination with other patio roses or small perennials.

ASTERIA™ PIXIE®

bozastepix®

Rather unusual but very beautiful variety with tiny flowers of perfect soft paling pink. Harmonious sizes of flowers, leaves and growth type make a magnificent garden display.

Its excellent compact, dense and bushy habitus makes it an ideal candidate for general planting and ground covering. Continuous abundance of flowers with its swaggering pink shades promises a joyful summer ahead.



PIXIE® COLLECTION
Asteria™ Pixie®



PIXIE® COLLECTION
Blush™ Pixie®

BLUSH™ PIXIE®

bozbluspix®

Blush pink in colour, this rose has a playful and serene sense to it. It is an excellent border plant, but performs exquisitely as a pot rose as well. Although miniature in size, with miniature flowers and leaves, this rose will establish itself as a big and inevitable part of your garden decoration. Add to this its remarkable disease resistance and the fact it remains vigorous even under unfavourable conditions, and it is certain that this rose will establish itself as one of your all-time favourites.



PIXIE® COLLECTION
Gaudy™ Pixie®

GAUDY™ PIXIE®

bozgaudpix®

Definite eye-catcher, this striped rose is sure to stand out in any garden arrangement. Its many petals in the shape of a rosette in two striking, perfectly aligned colours, give this rose a distinctive and astonishing look. In the right light, the flowers present themselves as having an almost pearlescent colour, moving from a gentle pink to a pure white colour.

The bush is a small and dense one, perfectly fitting in borders, but the sheer beauty of this flower will leave it up to your creativity to use it anywhere you like.

MAUVE™ PIXIE®

bozivko®

Mauve Pixie is the pride of our collection of patio roses. This rose is unique for its bright lipstick red colour of the flower, which will continue to be a gem of your garden throughout the year since it blooms repeatedly. Clustered flowers dominate over small, healthy leaves. It is an excellent choice for planting in mixed borders or for growing in pots. Delicate, sensual fragrance is almost implied for such a beautiful rose, but it will still leave you pleasantly surprised.



PIXIE® COLLECTION
Mauve™ Pixie®



PIXIE® COLLECTION
Crimson™ Pixie®

CRIMSON™ PIXIE®

bozcrimpix®

Rich velvet crimson flower is that of an elusive kind and a must-have in any outstanding garden. This rose owes its magnificent appearance to its rich dark pink colour, gradually changing to velvet crimson. Perfectly in contrast with the colour of the flowers are the dark green leaves, giving this rose a strong impression.

Its beauty makes it a Jack-of-all-trades of roses, since it is suitable for borders, hedges and pots.

FIERY™ PIXIE®

bozfierpix®

This rose, with its fiery red flowers, brings an intense and exciting feeling to any garden.

Its distinctive look makes it perfect for the front of the border. A quite short growth turns it into an eye-catcher when used in combination with taller perennials. The overall appearance is further intensified by the compactness of its beautiful flowers.



PIXIE® COLLECTION
Fiery™ Pixie®



WINTERJEWEL® COLLECTION

Created with the help of the latest techniques in plant breeding, all roses from the Winterjewel® collection share an important common feature – hardiness to low winter temperatures. Our tests have shown that these varieties can withstand temperatures as low as -35°C in spite of their gentle appearance. In addition to this important quality, they come in various colours, have repeat blooming and have proven to be very healthy and reliable.

Based on their flower characteristics, we have divided our Winterjewel® collection into two sub-collections: Double and Semi-double. Double flowers are found in pink, purple-crimson and light pink colour. Their full, captivating appearance makes them perfect for old-style and front gardens.

Charming semi-double flowers bloom profusely throughout the summer and fall, and in colours such as intensive red, peach yellow and pure white they fit into every garden, regardless of its style and size.

ALLURE™ WINTERJEWEL®

bozalluwin®

We would like to start our double sub-collection with Allure™ Winterjewel®, a charming rose with flowers of pristine beauty. Pure pink colour paling to soft blush towards the inside produces a charming effect. It has warm, delicious scent with the hint of fruit. Flowers are in gentle clusters. Suitable for the back of the border in combination with other perennials and for planting out in any landscape plan.



WINTERJEWEL® COLLECTION
Allure™ Winterjewel®



WINTERJEWEL® COLLECTION
Crimson™ Winterjewel®

CRIMSON™ WINTERJEWEL®

bozcrimwin®

This intensive purple-crimson rose will be the pride of your garden, particularly in the dusk when its unique colour stands out even in a crowd. The shape of a rosette, with a large number of petals, forms a full rich flower which never goes unnoticed. This is a very healthy, winter-hardy rose and its flowers will charm you all year long. With an excellent shrub growth it can take its place in the middle of the border combined with medium-sized perennials, as well as a solitary plant in a large pot.

BLUSH™ WINTERJEWEL®

bozbluswin®

Enrich your garden with this beautiful warm light pink rose and you will be rewarded with more than just a pretty packaging. It comes together with an enchanting and mysterious scent which will make this rose the one that you stop by each time you visit your garden. It has clustered rich flowers opening to an informal rosette shape that stands on a strong medium-sized bush. Do not be deceived by its gentle appearance, though, since it is extremely resilient and will survive even the coldest winter temperatures.



WINTERJEWEL® COLLECTION
Blush™ Winterjewel®



WINTERJEWEL® COLLECTION
Scarlet™ Winterjewel®

SCARLET™ WINTERJEWEL®

bozscarwin®

Is there a better way of presenting our semi-double Winterjewel® collection than with this exceptional red rose. It is a very attractive variety with fully open, large, flat flowers that are produced with quite reliable continuity. Flowers are intensive red in colour with golden stamens in the middle. Well shaped, vigorous bush of medium height with luxurious, shiny and leathery dark foliage makes a great impression in mixed borders, rose beds or edges.

SUNRISE™ WINTERJEWEL®

bozsunrwin®

Rose that loves the sun so much that it houses it in its flowers. Its colour fades to a soft peach-yellow as you move away from its centre making it resemble a sunrise.

The sunlit flowers are well matched with healthy, glossy and attractive foliage. It readily forms a medium-sized blooming shrub making it ideal for mixed borders and rose beds. It gives a pleasant, warm impression to any landscape.



WINTERJEWEL® COLLECTION
Sunrise™ Winterjewel®



WINTERJEWEL® COLLECTION
Milly™ Winterjewel®

MILLY™ WINTERJEWEL®

bozmillwin®

'Simply beautiful' are the first words that will come to your mind when looking at this pure white rose. Incredibly rich when flowering, its beauty lies in simplicity of its flowers with large silky petals. This rose keeps its beautiful dark leaves and flowers until the late autumn. To make the best out of this magnificent rose, use it in large groups in parks and borders or as decoration in bigger pots.

MELLA® COLLECTION

Carefully selected roses for creating extraordinary borders can be found in our exclusive Mella® collection. These roses enjoy company and will look best when planted in groups. They are compact, have continuous flowering from bottom to top and have an ideal rounded shape.

Named after the Latin word for 'honey', our Mella® collection is irresistible to bees and butterflies that enjoy foraging on its natural-looking flowers of attractive colours. They are perfect for biodiversity, wildflower, cottage or roof gardens. You can use them in borders, small hedges or as potted plants in larger containers.

Whatever your choice of use for these lovable plants may be, you are bound to enjoy their colourful flowers throughout the whole season.



BARBIE™ MELLA®

bozbarbbor®

One of our favourite roses that you will definitely enjoy. Effective, chic, eye-catching, it has all it takes to be the star of your garden. With its pink flowers and outstanding bush, it will give a whole new perspective to your landscape. It is perfectly suited for borders and will give the best flower display when planted in full sun.



MELLA® COLLECTION
Barbie™ Mella®



MELLA® COLLECTION
Ruby™ Mella®

RUBY™ MELLA®

bozrubybor®

Thin white stripes that cross its petals give an elegant look to this bright, cheerful red rose. The leaves are smooth, leathery and medium green coloured. It forms a beautiful, highly reliable, small-sized shrub. It is ideal for relatively small spaces in the garden, as well as pots on the balcony. It gives a cheerful note to any area of the garden.

DUCAT™ MELLA®

bozducabor®

Large, flat petals of this charming rose are the perfect shape to radiate its rich yellow colour. Its leaves are healthy, glossy, dark green and form a visually intense combination with the flower colour. Despite its radiant colour, it is great in companionship with other roses. Even a small group of these plants will make a magnificent sight in full blooming. It can be used in borders and in combination with small perennials. This rose is a perfect choice for your butterfly garden.



MELLA® COLLECTION
Ducat™ Mella®



MELLA® COLLECTION
Amulet™ Mella®

AMULET™ MELLA®

bozampap®

Pretty, intensive red colours of exquisite natural-looking type of flowers present a perfect choice for gardeners that prefer bright coloured, healthy shrubs for wildflower gardens. Healthy bushes with profusion of intensive red petals are in contrast with yellow stamens in the middle. Amulet has dense, compact, closely branched habitus and it flowers continuously during the season. We highly recommend it for all garden situations.



INTRODUCING



LADY OF BELGRADE®

LADY OF BELGRADE®

bozladbel ®

This truly extraordinary rose, of unusual, intensive shade of orange, bears the name of the capital of Serbia – a multicultural, historically rich and innovative city. Its flowers are concentrated in dense, ruffled clusters giving this rose truly breath-taking appearance. It has very good disease resistance and its medium size makes it perfect for open gardens, balconies, terraces and other places with limited space. Continual blooming of this unique rose ensures that you will enjoy its beauty throughout the whole season.