

Ball Horticultural Company Acquires Kordes Licensing Rights From Newflora

Transaction gives Star Roses and Plants and Ball exclusive rights to sell Kordes garden and potted rose varieties throughout the U.S. and Canada.

WEST CHICAGO, IL – Effective March 31, Ball Horticultural Company purchased the assets of Newflora® LLC, which included the master license to sell an extensive line of garden and potted rose offerings throughout the U.S. and Canada. Since 2003, Newflora has been the exclusive agent for Kordes®, the world's largest breeder of roses.

The transaction transfers the Kordes garden rose license management to Star® Roses and Plants, and the Kordes potted rose license management to Ball Ingenuity, a division of Ball that has successfully introduced and managed a diverse range of flowering potted plants into the North American market since its inception in 2011.

"The trialing, supply management and patent protection of Kordes that was well-cared for by Newflora will continue at Star Roses and Plants," confirms Steve Hutton, President of Star Roses and Plants. "We are excited to expand our network of garden rose offerings to our customers, which will ultimately grow the North American market and introduce gardeners to a wider variety of roses."

"We appreciate the work that Newflora has done to introduce Kordes Roses in North America and are excited about these new relationships with two industry leading companies, Star Roses and Plants and Ball," says Tim Kordes of W. Kordes' Söhne. "This new contract paves the way for a 'flowerfull' future with more beautiful and durable garden roses for North American gardens."

"We are confident that the North American licensing of Kordes is in good hands, and that our network of licensees will continue to find success in the rose marketplace," say Gary and Chris Pellett, founders of Newflora, LLC., who will continue to support these programs through a transition period.

For additional information, please visit www.ballhort.com/media.

About Ball Horticultural Company Ball Horticultural Company is an internationally renowned breeder, producer and wholesale distributor of ornamental plants and edibles. A family-owned business since it was founded in 1905, Ball has introduced many innovative, award-winning varieties to the world of horticulture, including the Wave® petunia family and Super Elfin® impatiens. The company has worldwide production, sales and marketing through its many subsidiaries on six continents. For further information, visit ballhort.com.

About Star® Roses and Plants From the Peace rose to the revolutionary Knock Out® and Drift® roses, Star Roses and Plants is a leading genetics company involved directly in breeding roses, perennials and woody plants, and introducing plants from other breeders around the world. Star Roses and Plants is a wholly owned subsidiary of Ball Horticultural Company. For more information, please visit www.starrosesandplants.com.

About W. Kordes' Söhne Fifth generation, family-owned W. Kordes' Söhne is one of the most renowned rose breeders for garden roses, cut roses and pot roses. Kordes rose varieties are introduced by agents and general licensees in over 30 countries and in many parts of the world. Kordes' market share is very high.

About Newflora® LLC Founded by Christine and Gary Pellett in 2003, Newflora is the exclusive agent in North America for German rose breeder Kordes® Rosen. This marketing and research company is dedicated to introducing innovative and new ornamental plants to North America and is located in the Rogue Valley of southern Oregon. For more information, visit newflora.com.