

Media Release  
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## two roses in one

**There's another cycle, apart from the cycle of life, which affects plants. Ask anyone whose business is linked to horticulture, and they'll happily agree that *fashion* is omnipresent.**

Fashion affects what people see – in display gardens, magazines, garden shows – and therefore what they look for to take home and plant. Sometimes one fashion era gently evolves into another; at other times there's a distinct break between the two.



And when Flower Carpet Amber is released to Australian gardeners in autumn 2008, it will be a surprising break, and for two reasons.

Firstly Amber is part of the “Next Generation” breeding of Flower Carpet, produced after 15 years of continuous breeding, to improve on already excellent criteria. Of course the usual come into play – appearance and form – but the shift is definitely towards producing a rose which puts less of a strain on the planet. At a time when the use of chemicals is being discouraged, this rose has the natural ability to thrive without them.

Secondly, each of its assets has been ramped up and improved upon. And this says a great deal given it's one of the Flower Carpet roses which, when they first came onto the scene, were a shocking departure from the rose norm.

Back in the late 1980s, we need to remember that roses were fussy things, often ungainly in form and needing dusting, spraying and skilled pruning to help them look their best. Then Anthony Tesselaar introduced the first Flower Carpet Rose to the world – that remarkable pink rose, bred by German breeder Werner Noack – and the perception of roses suddenly shifted. This Flower Carpet Rose was *tough*; it flowered for *months*; it didn't need dusting or spraying; and you could prune it with hedge clippers or *not at all*. Whether public demand helped encourage the breeding of the Flower Carpet Rose, or the rose itself helped to effect a change is a moot point. What is certain is that a new era was ushered in where easy care roses boomed in popularity.

Amber is the latest addition in the Flower Carpet series. It has all the best attributes of the other seven in the series, plus something which is being driven (yet again) by fashion. Take it as a given that it's tougher, with improved disease resistance. It flowers even earlier and for longer than the other Flower Carpet Roses.

For those who are desperate to grow roses in hot and humid climates, it performs beautifully. However, it has one *very special aspect*. Amber is right up there with the current fashion trend for special roses – those with candy-striped petals, colour-dipped petal edges or an iridescent sheen. It has rich amber coloured buds which open to golden amber and *then shift in colour* to a soft pink-apricot. The result is a vision of colour variation on a great shaped bush.

En masse it's awe-inspiring. It's lolly-like oranges and lemons' tones team fabulously with dark toned foliage plants like Cordyline Red Fountain. And its shape and colour variation make it the modern cottage-gardener's ideal rose. So keep a look out in April next year for a rose that will steadily become known and be a solid favourite.

## Amber at a glance

### height and spread

Amber Flower carpet will reach a mature height of between 60 and 90 cm with a mature spread of 90 cm

### growth habit

This rose grows into a low, compact bush with dense foliage

### flowering

This is the earliest Flower Carpet Rose to flower, producing masses of flowers from early Spring through to late Autumn. Ideally it prefers full sun, though it will perform with a full day of filtered light. In partial shade (4 – 5 hours of sun a day) it will still bloom though in reduced numbers. The medium-sized flowers themselves open as a golden amber from rich amber buds, progressively shifting to soft pink-apricot as they age.

### foliage

Flower Carpet Amber's foliage is a dark glossy green with medium-sized leaves.

### care

A simple annual cut back is all that's necessary as this rose is self cleaning. As it is very tolerant of common rose blights, only spray if necessary. For maximum flowering, Amber likes a light trim after each major flush, together with a handful of slow release fertiliser. Irrigate young plants to ensure their establishment.

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## MEDIA

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