About Poulsen Roser A/S

Poulsen Roser is a world-leader in the breeding of new pot roses and clematis for indoor and outdoor use.

Every year, 50 million Poulsen roses and 2 million Poulsen clematis are produced under licence at nurseries in over 50 countries worldwide.

More than 50% of all pot roses sold worldwide are Poulsen roses.
Miniature clematis, ideal to place in pots or jars indoors and outdoors. The plants are only 25 cm when purchased and they can easily be used as any other flowering pot plant in the living room. They have Long Decorative Value™, implying an exceptional keeping quality.

After the indoor flowering they can be cut back, repotted and placed in the garden, where they will flourish repeatedly throughout the summer.

Since the growth is compact and horizontal, they can also be used as ground covers. These varieties should have light or no pruning. Place them in a sunny or semi-sunny location preferably with the roots in shade.
BOULEVARD® Floral

Pot size: 19-23 cm
Height: 100-150 cm

Compact middle sized plants with repeat flowering from early spring to late summer. They can be enjoyed indoors as any other flowering pot plant before planting outside. These clematis flower from the leaf axils and the ends of the stems, resulting in flowers right from the ground.

They are ideal for growing in containers placed on the patio and are a must for small town or city gardens and balconies.
Guiding Promise™
Evipo53.

Pot size: 19-23 cm
Height: 150-200

Compact middle sized plants with repeat flowering from early spring to late summer. They are ideal for growing in containers placed on the patio. They can also grow on pergolas, trees or walls. These clematis flower from the leaf axils and the ends of the stems, resulting in flowers right from the ground.

The clematis are healthy, hardy and easy grown. They have a vigorous regrowth each spring and they can be pruned in this period.

Place in a sunny or semi-sunny location with the roots in shade.
BOULEVARD® Evergreen

Pot size: 19-23 cm
Height: 150-200 cm

Compact middle sized plants with repeat flowering from early spring to early summer. They are ideal for growing in containers placed on the patio. They can also grow on pergolas, trees or walls.

These special clematis are evergreen and will show flowers from the right from the ground to the top. The clematis are very vigorous, healthy, hardy and easy grown and should not be pruned - just remove damaged foliage in the spring.

Place in a sunny or semi-sunny location with the roots in shade.
An exciting and unusual collection of clematis for indoors and outdoors. The varieties in the GARLAND® collection are rich flowering with up to 20 - 30 flowers per plant. They come in a range of colours and are grown on a bow, which is an ideal way of displaying their numerous beautiful flowers.

The clematis will flower indoors in early winter for up to 8 weeks before becoming ready to plant outside the following spring.

When planted outside it should be treated as garden clematis and grown with other host plants. Place them in a sunny or semi-sunny location with the roots in shade.

They can be pruned in the spring.
Pot size: 15-19 cm
Height: 150-200 cm

Double or semi-double flowers with a long flower life.

The flowering period is late spring, summer and autumn. The second crop of flowers are also double or semi-double, which is a rare quality for clematis.

They can be grown with wall mounted supports, trellis, pergolas or obelisks, or can be grown in containers on the patio or deck garden.

Place them in a sunny or semi-sunny location with the roots in shade.

These healthy and hardy clematis should have a light or no pruning in the spring.
Compact middle sized plants with repeat flowering from early spring to late summer. They are ideal for growing in containers placed on the patio. They can also grow on pergolas, trees or walls. These clematis flower from the leaf axils and the ends of the stems, resulting in flowers from the ground to the top.

These clematis are healthy and hardy. They have a vigorous regrowth each spring and they can be pruned in this period. Place in a sunny or semi-sunny location with the roots in shade.
These clematis have an “old fashioned” appearance. These rather unusual clematis can be grown in a range of different locations in the garden, both with wall trained or free standing trees, shrubs and low growing shrubs.

They are very healthy and hardy and should be placed in a sunny or semi-sunny location, preferably with the roots in shade. The clematis in this collection should have light or no pruning.
This wonderful collection of vigorous free flowering clematis come in a range of colours, shapes and sizes. They provide masses of flowers over a long period of time - right from midsummer to autumn.

The clematis can quickly cover trellis or add a second season to colour to a rose or small tree. Place them in a sunny or semi-sunny location preferably with the roots in shade.

The clematis in this collection can be pruned hard in early spring.
NEW WORLD™

Pot size: 15-19 cm
Height: 100-200 cm

These impressive large flowering garden clematis are perfectly winter hardy and look amazing on walls, pergolas etc. or grown with shrubs or other climbers.

They have a long flowering period from mid summer until autumn. Early summer flowers are 15 cm becoming smaller as the season progresses.

Place them in a sunny or semi-sunny location, preferably with the roots in shade. They can be pruned in early spring.
Our products
Poulsen Roser develops new roses and clematis in many different sizes and for many different purposes. Right from the very small PARTY® roses used for indoor table decorations with a height of no more than 10 cm. At the other end of the scale are the large COURTYARD® rambling roses that grow to a height of as much as 300 cm. Our clematis collection also ranges from small indoor decorative potted plants to huge rambling outdoor varieties.

Awards
Every year Poulsen Roser receives several awards – for fragrance, beauty, hardiness and health.

Quality
It is vital to Poulsen Roser that only the very best roses and clematis are introduced on the market. We spend 5-8 years testing each outdoor variety in several climate zones to ensure that they live up to our strict requirements for health and hardiness.

Long Decorative Value™
All Poulsen Roser’s potted roses have Long Decorative Value™. This means that the roses are of exceptionally high quality and hardiness – which allows them to look perfect just after production, during transport, in the retailer and with the end customer.

Poulsen Roser guarantees that roses with Long Decorative Value™ are able to handle 11 days’ transport, cooling and shelf-life in the retail outlet. After this, the fantastic quality keeps for at least two weeks with the consumer.

Roses from Poulsen have some of the best quality and hardiness on the market. Recognise these fantastic roses by Long Decorative Value™.

Other qualities
Roses and clematis from Poulsen Roser are very rich flowering. The roses flower continuously from early summer until the first frost. Roses and clematis are available in countless intense colours and most roses have fragrance.

Other collections from Poulsen Roser
All varieties can be found at www.poulsenroser.com.

Poulsen Roser neither produces nor sells roses and clematis. Our plants are available in most well-stocked nurseries and garden centres.