



*Relax, it's Rio*

**syngenta** flowers





# Introduction

Our vividly beautiful **Rio® Dipladenia**, also known as 'Rio Mandevilla', originates from the tropical South-American continent. It naturally exudes an exotic ambiance. Through breeding we have also made it flexible by focusing on the needs of growers retailers and final consumers.

Our breeding programme has focused not only on bringing new colours to market but also different types within the range. Next to the standard Rio series we also have Rio Petite, Rio Grande and Rio Elegant. Each series offers unique features that create opportunities to match your production to the needs of your customer, and ultimately, the gardener.

The Rio offers so many **advantages to growers**. Being the earliest series in the market, it can extend the grower's sales season. This richly-flowered plant is also easy to grow, has good branching, shorter stems, brilliant and elongated leaves, and has good tolerance of low light conditions. So you can be first in the market and deliver your customers healthy plants all season long.

Rio holds **advantages for retailers and consumers** too. The earliness of the Rio series allows retailers to exploit first sales and continue those sales all season long. This, combined with Point-of-Sale material and a supporting consumer website, make Rio the perfect retailer's plant.

**Gardeners** will be delighted with how easy it is to care for Rio given its heatproof and drought-tolerant performance. Even in North European conditions Rio gives gardeners a great experience, coping with colder, humid and rainy conditions. Even-though no special care is required, care tips are available for the end consumer via the Rio website.

For more information see [www.syngentaflowers.eu/brands/rio](http://www.syngentaflowers.eu/brands/rio)  
For more information on end consumer website, see [www.myfavouriterio.com](http://www.myfavouriterio.com)



# The standard that makes Rio a winner

**Rio**<sup>®</sup>

**DIPLADENIA**



A mid-compact, early flowerer that always wins the hearts of growers, the standard Rio is designed to start sales earlier. Offering easy production, good branching, no vining and shorter stems, Rio works perfectly in 10.5 cm up to 14 cm pots.



**APPLEBLOSSOM**

*A refreshing color*



**DARK RED**

*Easy to grow*

- ★ Compact plant, good branching for easy production
- ★ Early flowering to kick-start early sales
- ★ Ideal for 10.5 cm up to 14 cm pots
- ★ The grower's choice
- ★ Shorter stems
- ★ Good tolerance of low light conditions



**PINK**

*Market leader in this color*



**DEEP RED**

*Our best seller*



**RED**

*Large flowers*



**WHITE**

*Flexible variety from 10 cm to 32 Litres pot*





**Rio®**

DIPLADENIA

**Petite**



## The high-density production bestseller

A showy yet compact series that starts the growing year with a tropical burst, the Rio Petite is ideal for high-density production. It offers no vining, low PGR requirements and the opportunity for quick culture in a short lead time.

- \* Compact plant with low PGR requirements
- \* Late plantation – quick culture on short lead times
- \* No vining, suitable for high density
- \* Very early flowering
- \* Ideal for packs or pots up to 10.5 cm



**PETITE RED**

*Unique no vining red,  
10 cm pot favorite*



**PETITE PINK**

*A real pink*

**IMP**



# A climbing Dipladenia that grows beautifully in pots



A vigorous, large-flowered climber that adds volume to any space, the Rio Grande is a tropical statement plant ideal for larger pots. Offering vivid, stable colours in full sun it even produces vines in low light.



## GRANDE PINK

*Steady pink,  
flexible variety*



## GRANDE RED

*Hottest red*

- \* Vigorous growth producing large, climbing plants
- \* Large flowered with stable colours in full sun
- \* Ideal in larger pots (14 cm+ up to 32 liters with 4 plants)
- \* Excellent garden performance
- \* Produces vines even under low light conditions

## GRANDE SCARLET

*Long lasting red,  
the best performer  
in Europe. Flexible  
in different  
pot sizes*





**Rio®**

DIPLADENIA

**Elegant**

## The beauty that steals hearts everywhere

A highly floriferous, large-flowered beauty with excellent branching, the Rio Elegant delivers exotic charm with a little more vigour than Rio. Offering strong, stable colours all summer long it is ideal for 10.5 cm to 15 cm pots.

- ✱ Slightly more vigorous than Rio, excellent branching for a fast pot fill
- ✱ Very floriferous with large flowers
- ✱ Strong and stable colours all summer long
- ✱ Ideal for 10.5 cm to 15 cm pots
- ✱ Excellent garden performance



**ELEGANT LIGHT PINK**

*Extra-large flowers  
in this group*



**ELEGANT VELVET RED**

*The red that  
does not fade*



**ELEGANT CORAL PINK**

*Unique bicolor  
shiny color also suitable  
for hanging baskets*



**ELEGANT PINK**

*Performs extremely  
well outdoor*

# POS materials

Helping a plant stand out at the Point of Sale (POS) is vital to a strong sales performance. We do all we can to help you enhance your product presentation with standard POS materials.

These beautifully-designed pots (available in 10.5 cm or other sizes upon request) are offered as standard. They are available at Teku and can be ordered through your regular pot supplier. We can also develop special artwork upon request.

The Rio® labels are available in two sizes. The stick label is available for all series and the bigger swing label is available for the Rio Grande, Rio Elegant and Rio. We propose you variety and generic Rio labels. You can order them at:

[www.syngentaflowers.elburgsmits.shop](http://www.syngentaflowers.elburgsmits.shop)

For special artwork requests, please contact your Syngenta Flowers Sales representative.



Rio Dipladenia Pots



Rio Dipladenia Labels



Rio Dipladenia Poster

## Product Forms

Our full assortment is available in all Product Forms.

NEW

### YPM - Paperplug

- ✳ Easy to remove from the tray
- ✳ Faster rooting and establishment
- ✳ High quality young plant



25 mm paperpot  
125 plants per tray  
Certified biodegradable plug  
Delivered in CC trolley  
Production in Europe

### Xtray

- ✳ Our biggest young plant
- ✳ Faster extraction and greater root protection
- ✳ The opportunity to automate your potting operations robotically



30 mm plug  
128 plants per tray  
Stacking delivery  
Production in Europe

### Quickstep

- ✳ Our economical young plant
- ✳ Regular Product Form
- ✳ Easy to transplant



18 mm paperpot  
100 plants per box  
Certified biodegradable plug  
Delivered in cardbox  
Direct from Ethiopia

**Protection of Rio series:** The Rio Dipladenia series is protected by Plant Breeders' Rights (PBR), also known as Plant Variety Rights (PVR). Syngenta Flowers, as the holder of PBR, or PVR, for the Rio Dipladenia has exclusive control of the propagating material for a number of years but also has the right to license the variety to others. The Rio, therefore, can be propagated only with a license.



## syngenta<sup>®</sup>flowers

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[www.syngentaflowers.eu/brands/rio](http://www.syngentaflowers.eu/brands/rio)  
[Myfavouriterio.com](http://Myfavouriterio.com)

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