

Press Release.

ProVaR proudly announce new Web Site



Protected Varieties Ltd. (ProVaR) are delighted to announce the launch of their new web site. This has been designed to give clear information about our plants, the range available and descriptions to the trade and public.

A full growers directory aims to make sourcing the new plants easy for Garden Centres and coming soon is a full listing against every plant of the wholesale growers. Future plans include the addition of a Garden Centre directory to direct the public to their nearest stockist.

The site has been part funded by the HDC and developed by Subfusion.com.

For further information please contact Wendy Staniforth on 01483 476251 or E mail Sales@protected-varieties.co.uk

Notes for Editors

Protected Varieties Ltd (ProVaR) is an organisation that has been set up to increase levels of awareness in new ornamental plants and to respond quickly to requests for information from garden centres, nurseries and journalists about the supply in the U.K. of protected plants. ProVaR will also collect royalties on protected plants for its members

Policing and monitoring of royalties from the sale of ProVaR breeder member's varieties is carried out by Wendy Staniforth combining the role of Field Officer and Administrator

ProVaR aims to create user friendly access to the availability of improved varieties, sources of stock, technical summaries and images

“This is an exciting new opportunity for breeders throughout Europe to have their plants more widely licensed in the UK and Ireland at an affordable cost” says Chairman Patrick Fairweather.

Applications for Breeder and Grower membership are available from Wendy Staniforth on Tel / Fax: 01483 476251 or E-mail: sales@protected-varieties.co.uk

ProVar has been formed as a result of the separation of Hardy Nursery Stock Breeders and Rose Breeders previously working together in BARB. ProVar will give a clearer focus on the different marketing and planning needs of a rapidly expanding range of ornamental varieties that in the near future will stretch from perennials, through small and large shrubs to climbers and trees.