



Village Nurseries Reaffirms Tesselaar Partnership to Commemorate 20th Anniversary of Flower Carpet Rose

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ORANGE, Calif.--([BUSINESS WIRE](#))--Village Nurseries Wholesale, a specialty grower for landscape professionals, today joined Anthony Tesselaar Plants in celebrating the 20th anniversary of Flower Carpet® rose in recognition of its exclusive licensing agreement to grow and sell Tesselaar plants to landscape professionals in the tri-state region of California, Arizona and Nevada.

Flower Carpet ground cover roses (or Carpet Roses) are some of the most popular roses available in the world today. They are famous for their long flowering period, easy care, exceptional disease resistance and great drought tolerance in hot climates. A two- or three-year-old-plant provides about 1,000 blooms per bush and can be grown in full sun or partial shade.

The Flower Carpet line offers the ground cover roses with the most [All-Deutschland Rose](#) designations – the world’s highest honor for natural disease resistance. ADR trials are conducted at various sites throughout Germany, all of which strictly enforce the ADR’s no-chemical-pesticide trial requirements.

"Sales of [Flower Carpet roses](#) continue to gain traction with our core contractor customers in our geographic areas of influence, and we are delighted to see our partnership with Tesselaar grow into a multi-million dollar success," said David House, CEO of Village Nurseries. "Growing these ground cover roses represents a continuation of our commitment to providing landscape architects, designers and contractors with the widest possible breadth of superior plant material selections - as well as reliable favorites - to make their imaginative designs a reality."

Anthony Tesselaar's [Flower Carpet](#) was the original 'eco-rose', requiring no spraying or chemicals to keep it performing. These ground cover roses are so easy-care that anyone can grow them, gardener or not. Over the years Flower Carpet roses have become known for their vibrant colors, very low-maintenance, compact habit, drought tolerance (once established) and versatility. The Flower Carpet program also introduced the concept that plants should be branded to make them stand out in the market with an easily recognizable consumer package.

About Tesselaar

Tesselaar Plants is an international horticulture marketing company that searches the world (more than 15 different countries) to find and introduce new plants for the home garden, landscape, and home décor and gift markets. Tesselaar searches for best-of-class plants that are brilliant, environmentally friendly and easy to grow with a minimum of fuss. The company's world headquarters and research facility is located in Silvan, Victoria Australia, and its U.S. office is in Lawndale, California. For more information, visit <http://www.tesselaar.com>.

About Village Nurseries

Founded in 1976, Village Nurseries currently has major wholesale sales offices in Orange and Sacramento, California and more than 900 acres under cultivation in growing facilities located strategically throughout Northern and Southern California. It serves markets throughout the western United States while maintaining four specialty [Landscape Center](#) locations to serve landscape professionals. For more information, visit <http://www.villagenurseries.com>

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