



**CAPTAIN
CALLA**



QUALITY AROUND THE WORLD!



**CAPTAIN
CALLA**

STRONG PLANT STRUCTURE, RICH FLOWERING AND LONG-LASTING FLOWERS

As breeders of Callas we believe that 'New' alone is not good enough. We work on improving our Calla assortment every day.

The Captain Calla brand is known worldwide and we can deliver them every day of the year.

The process of testing, propagating and preparation only begins when a Calla is considered to be good enough to be named a Captain Calla. Therefore, you are not only assured of a magnificent product but also of a tuber that is all set and ready to grow in your greenhouse to a pot Calla plant or exceptional cut flowers.

CAPTAINCALLA.NL

Growing
tubers in
fields



Our own
breeding
facility



Quality
control





POT CALLAS

A good Calla tuber has a short growing period and high flower production. Staying updated on propagation, cultivation, and preparation is crucial. Captain pot Callas have strong-colored flowers, abundant blooms, and a sturdy plant structure. They offer an extremely long enjoyment time, ensuring a lasting floral experience.

ONLY THE BEST POT CALLAS GET THE NAME

CAPTAIN CALLA



xx



xxx



9-11
weeks

Captain Beretta®



xxx



xxx



7-9
weeks

Captain Caruso®



xx



xxx



9-11
weeks

Captain Miró®



xx



xxxx



9-11
weeks

Captain Cheerio®



x



xxxx



7-9
weeks

Captain Farolito®



xx



xxx



8-10
weeks

Captain Beluga®



xx



xxx



8-10
weeks

Captain Everest®



xx



xxxx



7-9
weeks

Captain Fresco®



xx



xxx



9-11
weeks

Captain Nevado®

PLANT HEIGHT



Long: xxx

Medium: xx

Short: x



xx



xxxx



9-11 weeks

Captain Dynamo®



x



xxx



9-11 weeks

Captain Ravello®



xx



xxxx



7-9 weeks

Captain Solo®



xx



xxxx



9-11 weeks

Captain Lido®



xx



xxx



8-10 weeks

Captain Brunello®



xx



xxx



8-10 weeks

Captain Osorno®



xx



xxxx



6-8 weeks

Captain Serano®



xx



xxx



8-10 weeks

Captain Hollywood®



xxx



xx



8-10 weeks

Captain Redwood®

FLOWERS PER TUBER



Many Flowers: xxxx

A lot of flowers: xxx

Normal amount of flowers: xx



CUT CALLAS

Captain cut Callas captures hearts with its unique features. It produces sturdier stems, round flower shapes, and high flower counts. With its durability, the flowers remain elegant and upright in delicate arrangements. Prepare to be amazed by the remarkable high flower productivity of Captain Calla. They have a long vase life, staying fresh and vibrant for days.

CAPTAIN CALLA IS THE PERFECT COMPLEMENT

TO YOUR WEEKLY FLORAL BOUQUET



xxx



xxxx



7-14 weeks

Captain Beretta®



xxxx



xxx



8-14 weeks

Captain Carrera®



xxxx



xx



7-14 weeks

Captain Promise®



xxx



xxxx



6-12 weeks

Captain Hollywood®



xxxx



xx



7-14 weeks

Captain Romance®



xxx



xxxx



6-14 weeks

Captain Samba®



xxx



xxx



7-14 weeks

Captain Alma®



xxxx



xx



8-14 weeks

Captain Violetta®



xxx



xxxx



6-14 weeks

Captain Melrose®

STEM LENGTH



Extra long: xxxx

Long: xxx

Medium: xx

Short: x



xxxx



xxx



7-14 weeks

Captain Ranomi®



xx



xxx



8-10 weeks

Captain Beluga®



xxx



xxxx



6-14 weeks

Captain Ventura®



xxx



xxxx



8-14 weeks

Captain Odeon®



xxx



xxx



7-14 weeks

Captain Trinity®



xx

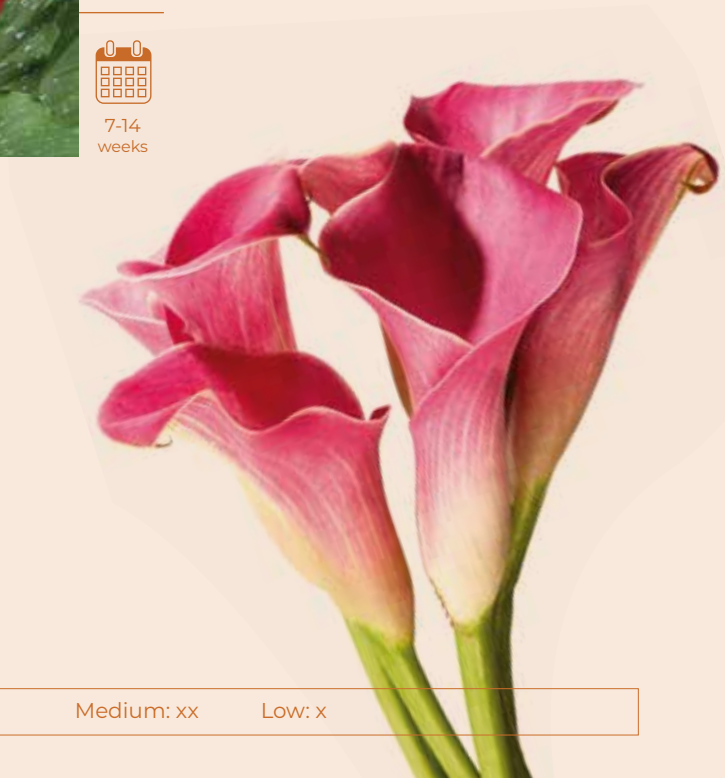


xxxx



6-14 weeks

Captain Solo®



PRODUCTION PER TUBER



Extra high: xxxx

High: xxx

Medium: xx

Low: x

GROW SUPPORT

W

You can find our
Captain Callas
everywhere around the
world. Every location
requires different care.
That is where we can
help with our grower
support team.

W



QUANTITY OF TUBERS PER POT

Tuber Size	4 inch (10cm) pot	6 inch (15 cm) pot	8 inch (20cm) pot	1 Gallon pot	10 inch (25 cm) pot
14-16 cm	1	2	3	3	5
16-18 cm	-	1	2	2	3
18-20 cm	-	1	2	2	3
20-22 cm	-	1	1	1	2



Growing Callas is a challenging job as we know only too well; therefore, every day we look for the right treatment method for every Captain Calla variety. We are pleased to share this knowledge with our customers.

Every day our grower support team tries to achieve the best results from our Captain Callas. Not only by growing them in our own testing greenhouse and cultivating them ourselves, but also by collaborating on research with various institutions on cultivation improvement, disease prevention and other developments.

POT CALLAS



VARIETY	COLOUR	PLANT HEIGHT	FLOWERS PER TUBER	GROWING WEEKS
Captain Beluga®	○	xx	xxx	8-10
Captain Everest®	○	xx	xxx	8-10
Captain Fresco®	○	xx	xxxx	7-9
Captain Kelso®	○	xxx	xxx	8-10
Captain Lorenzo®	○	xx	xxx	8-10
Captain Nevado®	○	xx	xxx	8-10
Captain Sisto®	○	xx	xxxx	8-10
Captain Cheerio®	●	xx	xxxx	9-11
Captain Farolito®	●	x	xxxx	7-9
Captain Marrero®	●	xxx	xx	9-11
Captain Samba®	●	xxx	xxx	8-10
Captain Caruso®	●○	xxx	xxx	7-9
Captain Miró®	●○	xx	xxx	9-11
Captain Beretta®	●	xx	xxx	9-11
Captain Dynamo®	●	xx	xxxx	9-11
Captain Ravello®	●	x	xxx	9-11
Captain Solo®	●	xx	xxxx	7-9
Captain Lido®	●●	xx	xxxx	9-11
Captain Brunello®	●	xx	xxx	8-10
Captain Osorno®	●	xx	xxx	8-10
Captain Serano®	●	xx	xxxx	7-9
Captain Hollywood®	●●	xx	xxx	8-10
Captain Redwood®	●	xxx	xx	8-10
Sumatra®	●	xxx	xxxx	9-11
Paco®	●	xx	xxxx	9-11
Picasso®	●○	xxx	xx	8-10
Odessa®	●	xxx	xxxx	9-11
Sunclub®	●	xxx	xxx	8-10
Virgin Art®	○	xx	xxxx	7-9
Candy Art®	●	xxx	xxx	9-11
Purple Art®	●	xx	xxxx	8-10
Solero Art®	●	xxx	xx	9-11

PLANT HEIGHT Long: xxx Medium: xx Short: x

FLOWERS PER TUBER Many Flowers: xxxx A lot of flowers: xxx Normal amount of flowers: xx

CUT GALLAS



VARIETY	COLOUR	STEM LENGTH	FLOWERS PER TUBER	GROWING WEEKS
Captain Beluga®	○	xx	xxx	8-10
Captain Ventura®	○	xxx	xxxx	6-14
Captain Melrose®	●	xxx	xxxx	6-14
Captain Alma®	●	xxx	xxx	7-14
Captain Romance®	●	xxxx	xx	7-14
Captain Samba®	●	xxx	xxxx	6-14
Captain Violetta®	●	xxxx	xx	8-14
Captain Hollywood®	● ●	xxx	xxxx	6-12
Captain Promise®	●	xxxx	xx	7-14
Captain Ranomi®	● ○	xxxx	xxx	7-14
Captain Beretta®	●	xxx	xxxx	7-14
Captain Carrera®	●	xxxx	xxx	8-14
Captain Solo®	●	xx	xxxx	6-14
Captain Odeon®	●	xxx	xxxx	8-14
Captain Trinity®	● ●	xxx	xxx	7-14
Sumatra®	●	xxx	xxxx	8-14
Picasso®	● ○	xxx	xx	6-14
Cantor®	●	xxx	xxx	7-14
Odessa®	●	xx	xxxx	6-14
Gold Medal®	●	xxx	xxx	7-14
Callista®	●	xxx	xxxx	8-14
Ivory Art®	○	xxx	xxx	8-14
Pure Art®	○	xxx	xxx	7-14
White Art®	○	xx	xxxx	7-14
Shiny Art®	●	xxx	xxx	8-14
Sweet Art®	●	xxx	xxx	7-14
Sunny Art®	●	xxxx	xxx	7-14

STEM LENGTH Extra long: xxxx Long: xxx Medium: xx Short: x

PRODUCTION PER TUBER Extra high: xxxx High: xxx Medium: xx Low: x

CAPTAIN CHEERIO®



**THINK
PINK**

**RICH FLOWERING
LONG LASTING
FLOWERS**



INDOOR



CAPTAIN CHEERIO®



**THINK
PINK**

**RICH FLOWERING
LONG LASTING
FLOWERS**



INDOOR

MOTHERS DAY

CAPTAIN CHEERIO

RICH FLOWERING

LONG LASTING FLOWERS

MOTHERS DAY

CAPTAIN CHEERIO

RICH FLOWERING

LONG LASTING FLOWERS

RETAIL CONCEPTS

With its great colors and strong exposure Captain Callas are trendy and applicable to many different events throughout the year like Halloween, Christmas, Mothers Day, Valentines Day and Chinese New Year. Captain Calla flowers are available 365 days for every season & event. Our team is happy to help you with the marketing of your Captain Callas with the latest trends and will offer inspiration as a creative partner.

A UNIQUE WAY TO MAKE THE CALLA STAND OUT

ON THE RETAIL SHOP FLOOR

THEMES & TRENDS

We do our best to promote cut and potted Callas to retailers, florists and consumers around the world. To follow all inspiration and trends, visit the website simplycalla.com for more inspiration!



Tube



DIY Kit



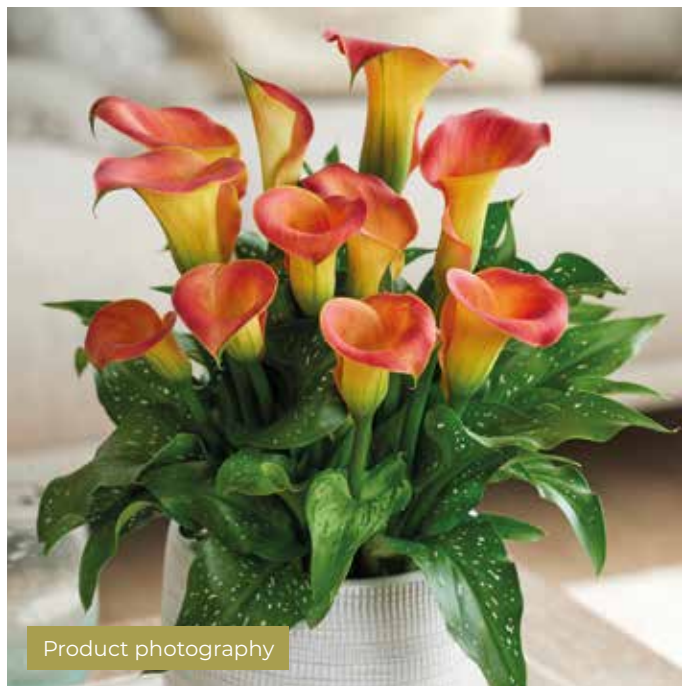
Pre-Planted Pot



Collaboration with designers



Theme photography



Product photography



Patio setting

FOLLOW US



CAPTAINCALLA.NL

Captain Calla | Kruiswijk 24, Anna Paulowna - Holland | +31 223 521 841

Member of the Kapiteyn group