

A Breakthrough Result with Cut Flowers - Roses

OptiFreeze has achieved a breakthrough result with cut flowers – specifically with roses. Our innovative technology can extend the life time of roses significantly with a potential to have a significant impact on the market for cut flowers.

OptiFreeze started to work with roses at the beginning of May 2019. The learnings from other projects contributed to this breakthrough after several positive test results with roses. Cut flowers like roses have a short life expectancy since they mostly have a long journey from the farms into our vases at home. The type of roses OptiFreeze work with usually have a life time of 7-10 days but after a successful treatment with our innovative technology they stayed fresh even after 14 days at the room temperature.



Control (left side) and treated (right side) roses on the bench at room temperature after 13 days of treatment.

The first result of these tests was presented by OptiFreeze's CEO Eda Demir Westman at the Fleuroselect Gala Dinner in De Lier, the Netherlands, on 13th of June.

"We have received many positive comments after the presentation and feel very excited by the reactions and interests of our technology. We have a great collaboration with Syngenta Flowers that encourages us to find new applications of our technology on different products. OptiFreeze will now intensify the work with cut flowers together with Syngenta Flowers. We will continue the work with roses, different varieties of roses and in the second level, we will work with other species as well, says Eda Demir Westman, CEO OptiFreeze.

The key producers of cut flowers are Kenya, Colombia and Ecuador. When it comes to crops, the top three species of cut flowers are roses, chrysanthemums and tulips. Roses are by far the highest production volumes among all the other cut flowers. According to AIPH, the number of roses sales was 1,731 million pieces in 2017. The global market size of cut flowers was 41 billion USD in 2018.

Eda Demir Westman, CEO
Lund, July 31, 2019.

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