

# MEDIA RELEASE – Embargo 01 June 2009

## LAUNCH OF HELIX AUSTRALIA THE FUTURE IN WAXFLOWER

Craig Musson and Adrian Parsons, Directors of leading flower exporter WAFEX are proud to announce the launch of their new company Helix Australia.

Helix Australia is positioned to become the world's leading marketer of new and improved hybrid Waxflower varieties. Helix Australia directors Craig Musson and Adrian Parsons each have over 20 years experience in floricultural marketing both in Australia and overseas export markets.

Helix Australia has access and supply agreements with Australia's leading breeders and growers of Waxflower. Helix Australia has already put together a portfolio of new Waxflower varieties guaranteed to excite both cut flower and nursery growers alike. These varieties include My Sweet Sixteen, Dancing Queen, Chantilly Lace, Sarah's Delight, Moonlight Delight and Raspberry Ripple.

Helix Australia director Craig Musson said, ".... Our experience marketing Waxflower at WAFEX since 1991 has highlighted the importance of continually offering new and improved varieties to excite our customers. Waxflower is one of the leading filler flowers on the world market and sales growth is being driven by new varieties, improved colours, extended seasons and unique forms such as the double flower Dancing Queen...."

Musson continued, "..... as well as offering to cut flower growers a range of new and exciting Waxflower varieties, Helix Australia will take an active role promoting these varieties to trade buyers around the world..."

In addition to promoting new Waxflower varieties via the cut flower industry, Helix Australia will also be active developing sales of Waxflower as a potted nursery line. Helix Australia Melbourne based director Adrian Parsons will manage pot plant sales to nursery growers both in Australia and overseas.

Parsons said "..... since introducing our Waxflowers to the Australian nursery industry we have realised the strong interest in new Waxflower forms, as well the positive trade response due to Waxflower's tolerance of dry growing conditions..."

The serious drought impacting south eastern Australia, whilst being very tough on the nursery industry has resulted in very strong sales across Australian native species that perform well in dry conditions. Waxflower fits perfectly into this

category and uptake across Helix Australia's licensed propagators who service the nursery trade has been very strong.

Helix Australia has developed new and improved pot labels to improve the presentation of its Waxflower varieties at retail point of sale.

Helix Australia is also developing a range of PR activities targeted at media servicing home gardeners to further raise the profile of Waxflowers as an ideal garden plant for dry climates.

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**Interview and photo opportunities include:**

Mr Craig Musson – Helix director based in Perth

Mr Adrian Parsons – Helix director based in Melbourne

Cut flower grower standing in front of Waxflower crop

Nursery grower standing with potted Waxflower stock

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**For more information and to arrange an interview please contact:**

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