

EXCITING RANGE OF NEW WAXFLOWER VARIETIES FOR THE MIDDLE EAST

Helix Australia is a wholly Australian owned and operated business specializing in the breeding, marketing and licensing of new and improved Waxflower varieties. Since its inception in 2008 Helix Australia has put together an exciting range of new Waxflower varieties including My Sweet Sixteen, Dancing Queen, Chantilly Lace, Sarah's Delight, Moonlight Delight, Raspberry Ripple and Pearl Buttons.

Helix Australia is headed up by Adrian Parsons and Craig Musson - who both have over 20 years horticultural marketing experience via their roles as directors of WAFEX - Australia's leading cut flower exporter.

Waxflower is a very popular pot and landscape plant with strong interest from home gardeners and commercial landscapers

alike. Many of the Helix Australia Waxflower varieties offer excellent application for landscape useage in warm dry climates.

"Chamelaucium is native to the hot, dry and sandy soils of Western Australia and will adapt and grow well in similar climates within the Middle East countries," Adrian Parsons explained.

"Typically waxflower plants grow to around 1 - 1.5metres in height and they respond very well to annual heavy pruning to ensure they maintain a compact dense shape," said Parsons.

Waxflower plants can be used as feature plants in a landscape design or also planted en masse for large scale burst

of colours across the white, pink ,mauve and red shades featured in the Helix Australia range of varieties.

The new Helix Waxflower varieties bring new forms including bigger buds and new colours as well as a wider spread of flowering times from mid winter until late spring.

To assist a strong retail presence for its new Waxflower varieties Helix Australia has also invested in an excellent range of plant labels.

Parsons said "... We have had strong feedback from nursery growers that the Helix labels enable these varieties to be sold all year round and are not restricted to a spring sales window when in flower..."

To ensure a steady pipeline of new varieties is available for Helix Australia's expanding global client base, parent company WAFEX has been very active procuring new Waxflower varieties from private breeders in addition to actively supporting government funded research



Chamelaucium
Dancing Queen



IN JUNE 2011 WAFEX WAS APPOINTED BY THE DEPARTMENT OF AGRICULTURE AND FOOD WESTERN AUSTRALIA AS THE EXCLUSIVE LICENSEE OF THREE YET TO BE NAMED WAXFLOWER VARIETIES WHICH WILL INITIALLY BE OFFERED TO WESTERN AUSTRALIAN FLOWER GROWERS.

into Waxflower breeding and varietal improvement.

In June 2011 WAFEX was appointed by The Department of Agriculture and Food Western Australia as the exclusive licensee of three yet to be named Waxflower varieties which will initially be offered to Western Australian flower growers.

Also in June 2011 WAFEX has agreed to jointly fund research into somatic fusion within the Chamelaucium alliance. This project will be managed by the Rural Funds Research and Development

Corporation and will be carried out at the Botanic Gardens and parks Authority, Kings Park Western Australia. The somatic fusion project will use highly refined breeding techniques incorporating many of the exciting colours and forms of the genera Chamelaucium, Darwinia and Verticordia.

WAFEX also has a commercialisation agreement with a state based authority in Victoria for the marketing of an exciting range of new Leptospermum hybrids. The Leptospermum genus also has



Chamelaucium Chantilly Lace

definite application for landscape use in the dry sandy soils and warm climate of the Middle East.

Helix Australia seeks expression of interest from

NEW Australian Waxflowers

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My Sweet Sixteen (b),
Dancing Queen (b),
Chantilly Lace,
Sarah's Delight (b),
Moonlight Delight (b),
Pearl Buttons (b) and
Raspberry Ripple (b).



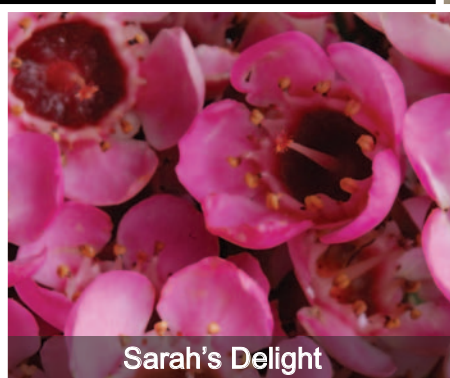
Moonlight Delight

**We are
Waxflower specialists & leaders**

**We have
New varieties available NOW
and more to come**

**Ideal flowering plant for
dry locations**

**Middle East agent/distributor
enquiries welcome**

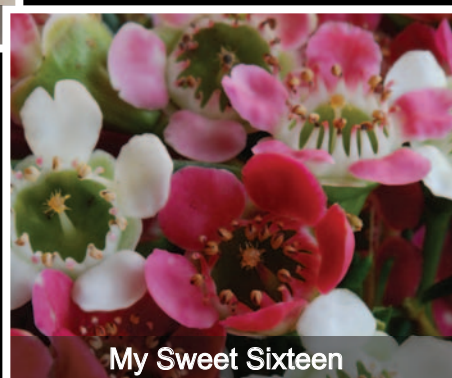


Sarah's Delight



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My Sweet Sixteen

HELIX AUSTRALIA
SEEKS EXPRESSION
OF INTEREST FROM
AGENTS, GROWERS
OR DISTRIBUTORS
TO MARKET THE
EXCITING RANGE OF
WAXFLOWER
VARIETIES
THROUGHOUT THE
NURSERY AND
LANDSCAPE
MARKETS OF THE
MIDDLE EAST.



Chamelaucium
Moonlight Delight

agents, growers or distributors to market the exciting range of Waxflower varieties throughout the nursery and landscape markets of the Middle East.

Some of Helix Australia's new Waxflower varieties include:-

Moonlight Delight

Masses of large glossy red buds in mid winter are followed by an abundance of large white flowers with a crimson centre in early spring.

Sarah's Delight

Vibrant pink wax blooms with a crimson red centre open upon a backdrop of fresh, fine green foliage.

Chantilly Lace

Unique frilly edge white blooms with very attractive lime



Chamelaucium
Raspberry Ripple

green centre upon a backdrop of fresh, fine green foliage

Strawberry Surprise

A stunning mid pink Waxflower variety featuring a unique frilly pink petal formation upon a backdrop of fresh green fine foliage

Raspberry Ripple

Features masses of dark pink crimson blooms on tall stems upon a backdrop of fresh green fine foliage

Dancing Queen

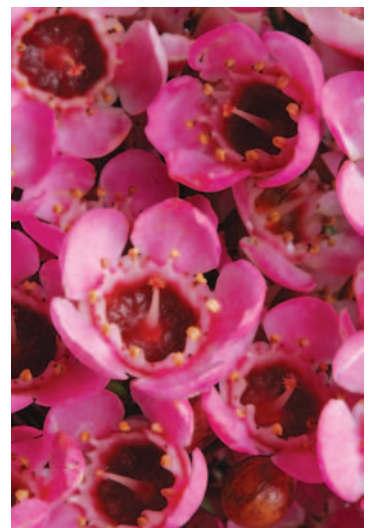
A unique double Waxflower featuring an abundance of blooms ranging from soft baby pink through to vibrant candy pink

My Sweet Sixteen

From early spring, masses of pure white flowers open, then mature to a rich red shade



Chamelaucium My Sweet 16



Chamelaucium Sarah's Delight

displaying an attractive bi colour appearance with both white and red flowers and everything in between.



Chamelaucium Raspberry Ripple



Chamelaucium Strawberry Surprise