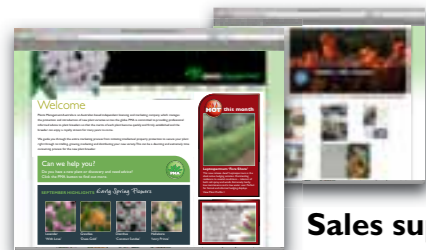


Licensing • Marketing • Distribution

Visit the PMA website for comprehensive information on our varieties, as well as advice for breeders and growers.

In early 2011 we are set to launch our new 'Media Centre'- specifically designed to provide the latest information directly to members of the horticultural media.

Resources available on
www.pma.com.au:



Sales support



Fact sheets



Labels



High resolution images



Locate a plant



ABOUT US

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Phone: 61 (0) 3 6265 9050 Fax: 61 (0) 3 6265 9919

Email: info@pma.com.au

www.pma.com.au

Plants Management Australia (PMA) is an Australian based independent plant licensing and marketing company. PMA manages the protection and introduction of new plant varieties across the globe. We are committed to providing professional, informed advice to plant breeders and discoverers so that the merits of each variety become quickly and firmly established in the marketplace and the breeder can enjoy a steady royalty stream for many years to come.

PMA guides breeders through the entire marketing process from initiating intellectual property protection right through to trialling, growing, marketing and distributing new varieties. Operating for nearly 20 years, PMA has experienced staff ready to guide breeders through all aspects of the process. We pride ourselves on our knowledge, experience, honesty and open communication. PMA staff travel extensively both within Australia and abroad communicating with breeders and growers and strengthening the network that supports our plants. We value a 'face to face' approach and find it critical to maintaining high quality standards and gaining insights into new industry developments.



Left to right:
Chris Sargent General Manager
Amanda Mackinnon Office Manager
Tania Hoffmann Administration Assistant
Danielle Black Graphic Designer
Joe Chelkowski Web Technician

Trialling and Growing

PMA offers detailed evaluations for new varieties. We select the most appropriate growers within Australia as well as international agents that have an interest in, enthusiasm for and experience with similar varieties. Each plant is supported by a comprehensive network of well respected propagators, production nurseries laboratories and distributors.

Protection

PMA has a qualified QP on staff to manage the protection of new varieties. This may include applying for Plant Breeders Rights (PBR) or other intellectual property protection such as trademarks. We can advise on the most suitable course of action for each variety and manage the entire process, completing all required paperwork, trials and official lodgement of documents.

Advertising and Marketing

PMA offers a assessments, recommendations and implementation of marketing strategies. We provide a smooth and notable introduction of products to consumers and encourage the establishment of long term product recognition by 'branding' to ensure lengthy commercial success. PMA's team includes a graphic design department who are specialists in horticultural marketing. They customise strategies for individual plants including labels, fact sheets, promotional literature, point-of-sale signage and internet advertising. PMA also have strong links with the horticultural media. PMA managed varieties are regularly featured in national magazines and newspapers, on popular consumer television programs and in industry publications.

PMA regularly displays at key industry events and expos both within Australia and overseas.

A global scale

PMA launches plants developed by independent breeders onto the domestic and international stages. We also introduce new varieties from overseas to the Australian market. Royalties are returned to the breeder bi annually.

