

Cactusmania 2025: Innovation and Passion for Succulent Plants

Cactusmania.it unveils its 2025 novelties at IPM Essen.

Cactusmania by Manera is pleased to announce the arrival of unique specimens and exclusive compositions, combining design, biodiversity, and botanical allure. Once again, Annarita Manera, leveraging her extensive experience, is ready to amaze. By interpreting the needs of customers and gathering insights from retailers, practical and innovative solutions have been crafted. Drawing inspiration from the past while anticipating the future, the 2025 collection reflects emerging European trends in the world of succulents and cacti, including:

- **Sustainable Innovation:** Italian terracotta, highly valued across Europe, takes center stage in the Terra collection. Hand-decorated pots ensure the perfect environment for succulents, both outdoors in summer and indoors during winter. Not just ordinary pots, but modern, functional designs, like the Graptoveria Starfire. Following the success of Mangave Praying Hands, awarded first place at last year's IPM, Annarita Manera collaborated with Plantipp and Spanish hybridizer Succulentia to introduce this stunning new variety. Its leaves, flower petals, and rosette create a vibrant "flame" of color!
- **Rare Plants and Mutations:** There is a growing demand for unique varieties, such as monstrous or crested cacti. To meet this need, the assortment now includes exceptional plants like the striking *Lophocereus scotti* cv. *Mostruoso*—a monstrous columnar cactus perfect for true collectors—and *Opuntia engelmannii* cv. *Boskowitz*, an ornamental prickly pear cactus with soft, pure white spines that make a bold visual statement.
- **Artistic Succulent Compositions:** Unique and artistic succulent arrangements are integrated into eco-friendly decor, such as glass planters. The Vetri collection, debuting in 2025, showcases these stunning creations.
- **Miniature Plants for Micro Ecosystems:** The well-known Neris bonsai succulent series, a favorite for years, expands in 2025 with two new terrarium-inspired compositions. These innovative designs recreate captivating microenvironments. Warm colors and soft forms of *Aeonium* will elevate any retail display, appealing not only to succulent enthusiasts but also to younger audiences seeking elegant and vibrant decor for homes, offices, or gardens.
- **Focus on Plant Care and Education:** In 2025, workshops and tutorials will be offered to enhance cultivation skills. The journey begins with the *Pedilanthus macrocarpus* *crestatum*, followed by the *Senecio kleinia*, two elegant succulents prized for both their decorative appeal and their ability to enrich interior spaces.

Cactusmania by Manera continually evolves, inspiring passion for the world of succulents. Cacti and succulents remain essential in all garden centers, delighting both casual customers and avid collectors.

Don't miss the chance to be inspired by our exclusive 2025 offerings, come to visit us at Stand 6B38!