Queen's Award for Dianthus specialist

British ornamental horticulture company Whetman Pinks is celebrating after being named the winner of the prestigious Queen’s Award for Enterprise – the UK’s highest accolade for business success. The citation refers to the Company’s ‘Outstanding Contribution to International Trade’.

Based in Ashcombe, South Devon, Whetman Pinks was founded in 1936 and employs 32 people from the local area. Whetman breeds and propagates hybrid Dianthus (Pinks) and exports to a worldwide market including mainland Europe, Japan, USA, Canada, Australia, New Zealand and South Africa. It is the only commercial Dianthus specialist in the world. As a first time winner of the Queen’s Award for Enterprise, the company is single-minded in its pursuit of excellence and customer satisfaction. Sales are achieved via trade shows – mainly abroad, publications and its wholesale catalogue as well as with the invaluable support of overseas intermediaries such as PMA.

Managing Director Carolyn Bourne said that receiving the Queen’s Award would contribute greatly towards helping to promote the UK Ornamental Horticulture industry around the world. She added that “the thrill and pride of winning comes as a wonderful boost to morale in these difficult times for the industry. In a year which has included a Gold Medal at Chelsea, a regional Employer of the Year award and Overall Ornamental Grower of the Year Award, the Queen’s Award in her Jubilee year comes as a magnificent finale.” Above all she expressed thanks to all her colleagues at Whetman’s for the hard work without which it would never have been possible.

View the Dianthus ‘Scent First’ Collection at www.pma.com.au

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