

## MEDIA RELEASE

Wednesday 20<sup>th</sup> December 2023

### A Rose by Any Other Name

**Treloar Roses has been a trusted name in the horticulture industry for more than six decades and today, they are excited to announce changes in leadership that will bring about an even brighter future for the business.**

Trent Treloar, who has been with company for 27 years, will continue in his capacity as Managing Director. He now welcomes his brother Elton, who has joined him as business partner and Managing Director.

Former co-director Gary Matuschka and his wife Rachael have decided to step away from the business, paving the way for Elton to move forward into the director role alongside Trent.

“Gary and I have been partners for the past 15 years after my parents retired from the business”, Trent said. “Rachael, Gary’s wife has also been a part of our team, and I’m thankful to them both for the integral role they played here at the rose farm.”

“Elton has been with the company for as long as Gary and I have been partners. He knows the business inside out and it was the most logical step for him to join me as we move the business forward”, said Trent of his brother’s passion for the company. “We’re third generation rose farmers and we are ready for what the future holds. Elton and I are looking forward to partnering together to ensure Treloar Roses continues into a bright and prosperous future.”

Elton is excited to bring fresh ideas to the table but also wants the rose community to know that the trusted name of Treloar Roses remains the same. “What’s most important to us while we transition through this change in management, is that our customers know that Treloar Roses will continue trading to the high standard that they’ve come to expect”, Elton said. “Our business focus is to improve on what we have”.

Treloar Roses have just released seven brilliant new release varieties for 2024 which are available online now to pre-order for despatch during the winter bare root season next year.

- Ends -



*Figure 1- Elton Treloar & Trent Treloar*

### **About Treloar Roses**

Treloar Roses is Australia's largest rose production nursery. It was founded by the late Ted Treloar during the early 1960's in Portland, Victoria. He began selling rose plants from his nursery located at the back of his fruit and vegetable shop. Ted quickly became frustrated by the problems of obtaining newer releases and quality plants, so he purchased some land and began a lifelong career in growing roses.

During the 1960's Ted saw the potential in sending bare root rose plants direct to customers by mail, as they travelled extremely well during the winter dormant season. In 1966 he produced the first of their now famous colour catalogues.

Ted's dedication to the industry and passion for roses saw the business grow into Australia's leading rose nursery, supplying both direct to the public and retail nurseries Australia wide.

Today they are still a family business. Now in the third generation, Treloar Roses is managed by Ted's grandsons, brothers Trent & Elton Treloar. Both have been trained in the rose industry under Ted's watchful eye and have inherited Ted's passion for growing beautiful roses.

### **SUPPLY**

**Bare Root Rose Plants** – Despatched Australia wide from late May to late August.

**Potted Rose Plants** – Despatched from late October to mid December.

### **ORDERING**

Online: [treloarroses.com.au](http://treloarroses.com.au)

Phone: 1300 044 852

### **IMAGE REQUESTS**

For image requests, please phone 1300 044 852 or email:

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