



Product range

To get an impression of our complete product range, browse through all our catalogues.



More info

Visit our website for the latest news, product information and to download images and other resources which will support you in promoting your assortment. Scan the QR-code for more information or send an e-mail to info@hilverdaflorist.com.











Gerbera

Standard Gerbera
Mini Gerbera
Pomponi® Standard
Pomponi® Mini
Piccolini®
FireworX® Standard

Cut Flowers

Alstroemeria Dianthus Gypsophila Helleborus Limonium Scabiosa

Pot, Patio & Garden

Alstroemeria
Dianthus
Echinacea
Gerbera
Helleborus
Salvia

Content

Alstroemeria





Dianthus

20	BEAUTIES
24	flow
28	Odessa
30	Sunflor

Echinacea



Gerbera



Pot Gerbera



Alstroemeria

Overview

The Alstroemeria assortment includes series designed for garden use and series for patio settings. The Summer Paradise® Series contains the tallest and most vigorous garden perennials. Looking for a more compact garden crop? Then the Summer Valley Series is here for you. The Inticancha® Series is perfect for adding colour to the patio. Explore the overview to learn more about these robust and distinctive series and browse through the following pages to see all varieties.













Visit our website to download images, cultivation manuals and other great point of sale materials of our Alstroemeria series

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Magic White tesmagwhi



Malaga tesmala



Maya tesmaya



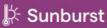
Moon tesmoonli



Navayo tesnava



Paraíso tesparai



tessunbu

NEW

With **Sunburst** we bring the first white variety to our heat-tolerant collection. A true asset to our range! Sunburst is floriferous, easy-growing and combines well with other varieties within the heat-tolerant collection.







DianthusOverview

As the Dianthus specialist we offer a wide assortment in four strong brands for every market and cultivation programme.

HilverdaFlorist developed many different series of Dianthus, each with unique features and characteristics. In the overview the differences between the Dianthus series are explained: all beautiful and versatile in their own way.















Superior garden performance of Dianthus Beauties®

Beauties® is our perennial Dianthus series which delivers an impressive garden performance with great flower quality and cold- and rain resistance. Several varieties produce a delicate scent. These tough perennials are easy to grow, quick to finish and programmable for year-round sales. We recently expanded this compact and uniform Dianthus series with new stunning colours.

Sjaak Sijm - Assortment Manager Pot & Garden Dianthus



Rousey hilbearous



Sherisé hilbeasher



Tasha hiltasha













Golden Bay hilbechmay



Grace Bay hilbechgre



Miami Beach hilbechmiami



Red Beach hilbechred



Shark Bay hilbechcanno



White Bay hilbechwhi

















Edberg hiledbe

Ö 🐇



Esta

koes

Ö 🖥



Evert

hilevert

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hilrees















finesse





Fygi hilfygi





Luigi hilluigi







Norah hilnorah







Orange Bling Bling hilorbli





Orinoco hilorin







Red Allura hilreal











Red Bull hilrebu







Skylar hilskyl







Yellow Bling Bling hilyelblbl





Echinacea Overview

The Echinacea MOOODZ® Series contains fast-flowering Echinacea from tissue culture. With these varieties you will not only be one of the first to hit the market, you will do so with a highly attractive crop, leaving the rest far behind.

These TC-raised plants are more voluminous and create more flower buds compared to Echinacea from seeds. These uniform varieties don't require vernalisation. MOOODZ® is easy branching, offers strong colours, a high flower quality and adapts well under different light intensities. The MOOODZ® assortment contains compact and medium varieties that are highly uniform and perfect for bench-run sales. Great bonus: MOOODZ® attracts pollinators like bees and butterflies.











Visit our website to download images, cultivation manuals and other great point of sale materials of our Echinacea MOOODZ® Series

hilverdaflorist.com



Medium











Gerbera Garvinea®

The Garvinea® is the only true garden Gerbera in the market. With its natural weather, pest and disease restistance, Garvinea® provides lots of happy colours from early spring until frost. No other Gerbera can match the vigour and flower power displayed by the Garvinea® Series.

This robust garden plant offers countless long-lasting large flowers. Garvinea® attracts pollinators such as bees and butterflies. Produce them at relatively low temperatures, without PGR's and little to no intervention of pesticides.

This unique assortment consists of three unique series that are based on the strong and robust Garvinea® genetics. The differences are the flower size and shape. No matter what Garvinea® you grow, retail and consumers will enjoy it!

















Visit our website to download images, cultivation manuals and other great point of sale materials of Garvinea®

hilverdaflorist.com





Joy garswjoy



Love garswlove



Memories garsweetmemo

Maggie

NEW

hilswemag

Sweet like candy! Garvinea®
Sweet Maggie is the first
stong pink variety with a green
center we welcome into the
Sweet Series. Be mesmerized
by the semi-double, elegant
flower shape.





Sixteen garsixteen



Smile garsmile



Sparkle garswsparkle







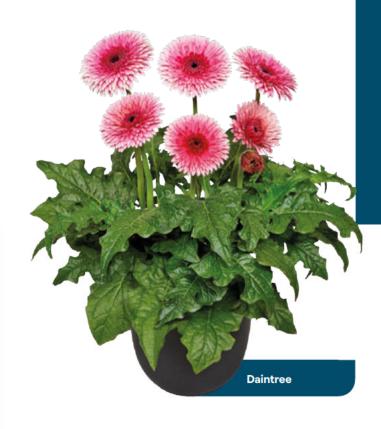


GerberaPatio Gerbera

When it comes to high-impact plants, there is nothing quite like the charm of Patio Gerberas. This one of a kind series offers voluminous statement plants with stunning, large flowers up to 16 cm. Patio Gerberas are available in a wide range of varieties, from solid colours to beautiful bicolours. The Patio Gerbera Glorious is an addition to the existing Patio Gerbera Series. Glorious varieties are stylish eye-catchers, that can easily be recognized by their large double flowers.

Clustered in large containers, Patio Gerberas offer a great burst of beauty. These varieties are quick to bloom and have an impressive flush of flowers. The long-lasting, successive flowers will bloom for months. After picking the flowers they perform perfectly in a vase as well.











Visit our website to download images, cultivation manuals and other great point of sale materials of our Patio Gerbera Series

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Hot Springs hilhotsp



Karoo flokaroo



Kruger flokruger



Monte Viso



Painted Desert painted desert



Pinnacles pinnacles



Sedona sedona



Volcanoes flocanoes











Pot Gerbera From seed

HilverdaFlorist offers a wide assortment of seed-raised pot Gerbera varieties. These three series together make this the most complete assortment available in diverse pot sizes to meet any customer demand.

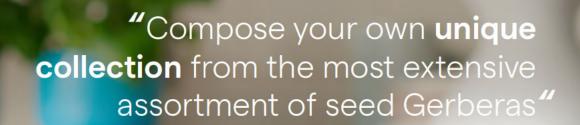










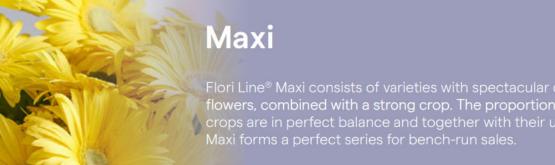




Scan and discover more!

Synchronized flowering for bench-run sales







*from sowing







Midi

The Flori Line[®] Midi varieties are uniform and well balanced like the Flori Line[®] Maxi, but due to the slightly smaller plant and flower size, they are used for smaller pot sizes. The assortment consists of strong solid and bicolour varieties, and is available in several mixes.

Height
18 - 22 cm



Flower size 7 - 9 cm 3 - 3.5 inch



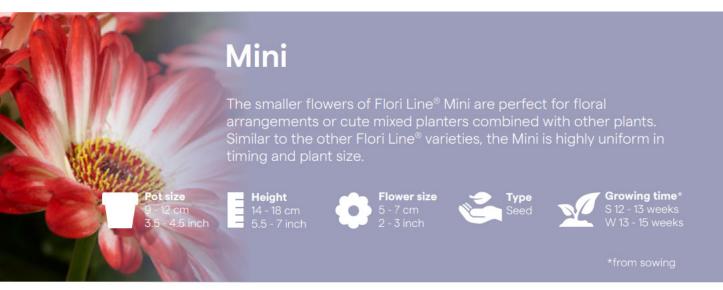


*from sowing







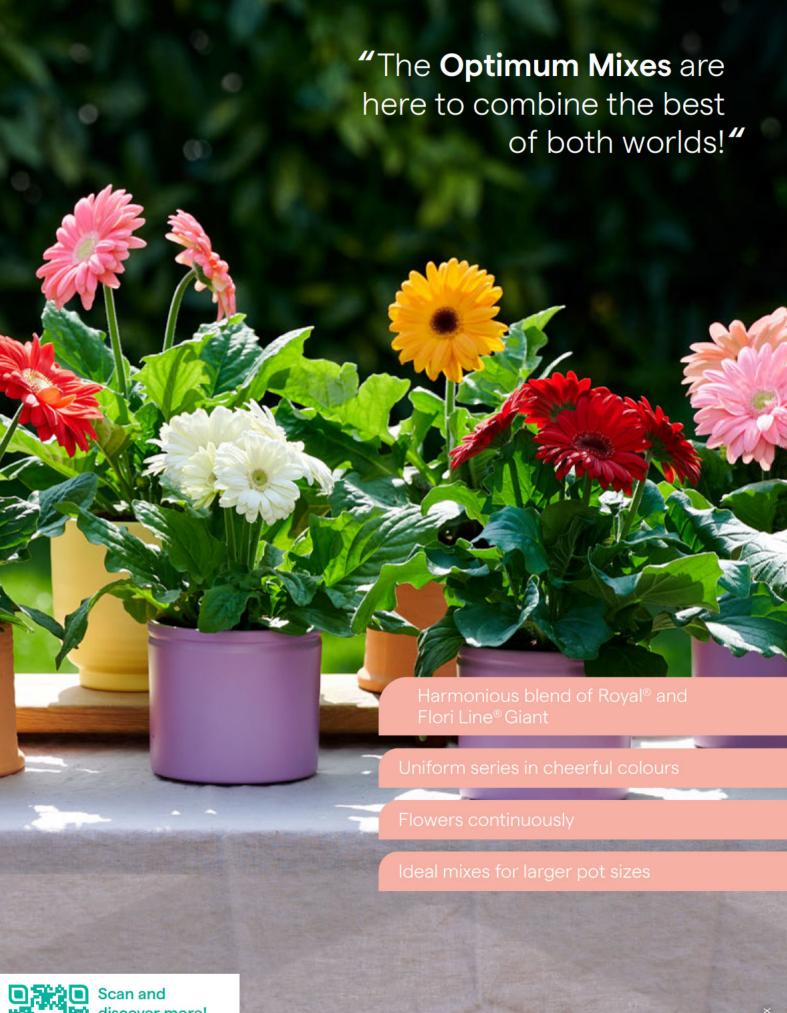




















Midi

The playful Sundayz® Midi varieties are quick to finish and highly uniform like every other Sundayz® varieties. The Midi varieties will definitely bring a fun touch to every indoor area or a boost of colour to a balcony or terrace table. Discover strong colours and beautiful two tones like Berries 'n Cream



Flower size 7 - 9 cm 3 - 3.5 inch





from sowing



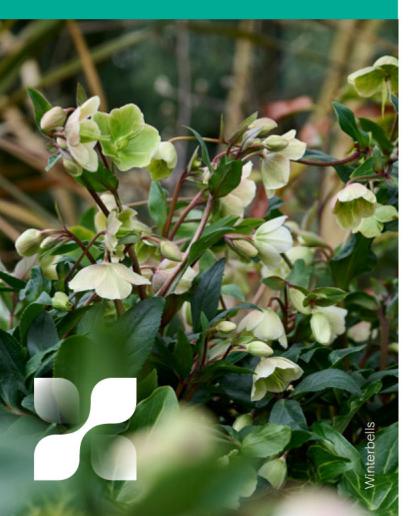
Helleborus

Overview

The Helleborus assortment consists of Interspecific (JWLS®), Orientalis (Glamour®) and Niger (Awesome®) types. Starting in September until late spring there is a Helleborus in our assortment for your ideal sales window to suit your cultivation programme.













Scan and discover more!



Unique flower shapes

Exceptional colour combinations

Compact to medium plant habits

Strong plants that can withstand the cold



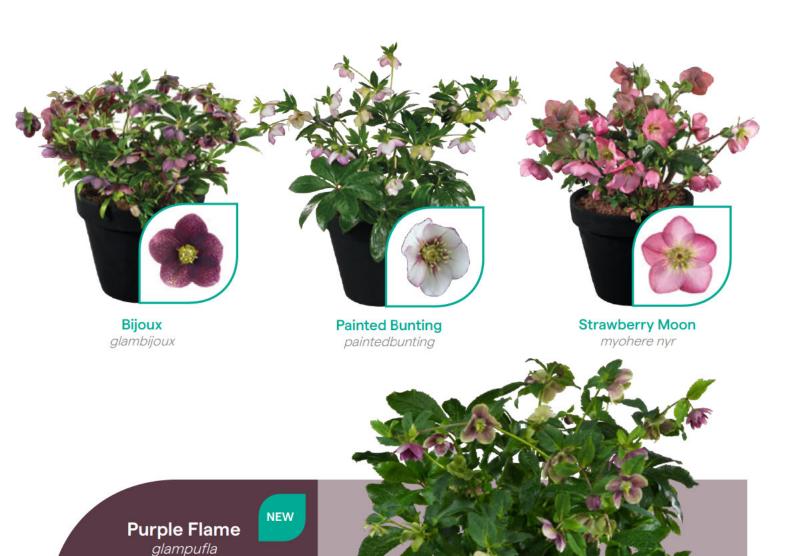
Scan and discover more!



Scan and download our POS and technical materials Visit our website to download images, cultivation manuals and other great point of sale materials of our Helleborus series

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Enjoy the remarkable beauty of **Purple Flame**, which is fast-flowering and adds a vibrant touch to the garden. This gorgeous plant has vigorous growth, double flowers and a beautiful purple hue.







Salvia Overview

The Salgoon® Series contains fast-flowering, vigorous Salvia plants with many side shoots and exceptionally long-flowering stems. The stems, foliage and flowers have a beautiful contrasting dark colour. The Salgoon® Series grows uniformly and has a heavy bloom set. One cutting can easily fill a 21 cm pot.

Salvia Salgoon® is a great garden performer and keeps on flowering until the first frost.











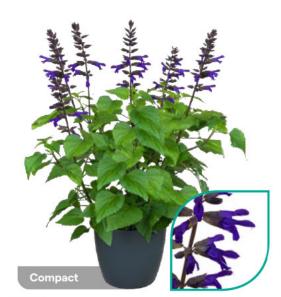
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Lake Garda tl993



Lake Titicaca









Assortment overview



Crop	Series	Commercial name	Variety denomination	Colour	Plant habit	Height (cm)	Pot size (cm)	Common use	Retail ready (wks)	Flowering period	Page
Alstroemer	ia Intican	cha®									10 - 13
		Bryce	tesbryce	Orange	Compact	20 - 30	17 - 21	Patio, Garden	S 12-14/W 14-16	Mar - Oct	11
		Dark Purple	tesdarklin	Purple	Compact	20 - 30	17 - 21	Patio, Garden	S 12-14/W 14-16	Mar - Oct	11
		Doba	tesdoba	Red	Compact	20 - 30	17 - 21	Patio, Garden	S 12-14/W 14-16	Mar - Oct	11
		Havana	tessunhava	Yellow	Compact	20 - 30	17 - 21	Patio, Garden	S 12-14/W 14-16	Mar - Oct	11
	NEW	Hula	teshula	White/purple	Compact	20 - 30	17 - 21	Patio, Garden	S 12-14/W 14-16	Mar - Oct	11
		Indigo	tesindig	Purple	Compact	20 - 30	17 - 21	Patio, Garden	S 12-14/W 14-16	Mar - Oct	11
		Machu	tesmach	Pink	Compact	20 - 30	17 - 21	Patio, Garden	S 12-14/W 14-16	Mar - Oct	11
		Magic White	tesmagwhi	White	Compact	20 - 30	17 - 21	Patio, Garden	S 12-14/W 14-16	Mar - Oct	12
		Malaga	tesmala	Pink	Compact	20 - 30	17 - 21	Patio, Garden	S 12-14/W 14-16	Mar - Oct	12
		Maya	tesmaya	White/pink	Compact	20 - 30	17 - 21	Patio, Garden	S 12-14/W 14-16	Mar - Oct	12
		Moon	tesmoonli	White/purple	Compact	20 - 30	17 - 21	Patio, Garden	S 12-14/W 14-16	Mar - Oct	12
		Navayo	tesnava	Soft purple	Compact	20 - 30	17 - 21	Patio, Garden	S 12-14/W 14-16	Mar - Oct	12
		Paraíso	tesparai	Dark purple	Compact	20 - 30	17 - 21	Patio, Garden	S 12-14/W 14-16	Mar - Oct	12
		Red	tesrobin	Red	Compact	20 - 30	17 - 21	Patio, Garden	S 12-14/W 14-16	Mar - Oct	13
		Romance	tesromance	Dark pink	Compact	20 - 30	17 - 21	Patio, Garden	S 12-14/W 14-16	Mar - Oct	13
	NEW	S 0	tessunbu	White	Compact	20 - 30	17 - 21	Patio, Garden	S 12-14/W 14-16	Mar - Oct	12
		Sunset	tessunse	Yellow/orange	Compact	20 - 30	17 - 21	Patio, Garden	S 12-14/W 14-16	Mar - Oct	13
		Sunshine	tesshine	Pink	Compact	20 - 30	17 - 21	Patio, Garden	S 12-14/W 14-16	Mar - Oct	13
		Sunstar	tessunstar	Purple	Compact	20 - 30	17 - 21	Patio, Garden	S 12-14/W 14-16	Mar - Oct	13
		Valentino	tesvalen	Red	Compact	20 - 30	17 - 21	Patio, Garden	S 12-14/W 14-16	Mar - Oct	13
		Valletta	tesval	Red	Compact	20 - 30	17 - 21	Patio, Garden	S 12-14/W 14-16	Mar - Oct	13
		White Pink Blush	tesblushin	White	Compact	20 - 30	17 - 21	Patio, Garden	S 12-14/W 14-16	Mar - Oct	13
Alstroemer	ia Summe	er Paradise®									14 - 15
Albertoemer	io Gaillini	Indian Summer	tesronto	Orange	Tall	60 - 75	19 - 23	Patio, Garden	S 15-17/W 17-19	May - Nov	15
		Summer Break	tessumbreak	Soft pink	Tall	60 - 75	19 - 23	Patio, Garden	S 15-17/W 17-19	May - Nov	15
		Summer Breeze	tessumbre	Yellow	Tall	60 - 75	19 - 23	Patio, Garden	S 15-17/W 17-19	May - Nov	15
	NEW	54 TO 100 TO	tessumchi	Purple	Tall	60 - 75	19 - 23	Patio, Garden	S 15-17/W 17-19	May - Nov	15
	NEW	THE RESERVE OF THE PARTY OF THE	tesumheat	Red	8033	60 - 75	19 - 23	Patio, Garden	S 15-17/W 17-19	May - Nov	15
		Summer Pepper	tessumpep	Red	Tall	60 - 75	19 - 23	Patio, Garden	S 15-17/W 17-19	May - Nov	15
		Summer Rose	tessumrose	Pink	Tall	60 - 75	19 - 23	Patio, Garden	S 15-17/W 17-19	May - Nov	15
		Summer Saint	tessumsaint	Dark Pink	Tall	60 - 75	19 - 23	Patio, Garden	S 15-17/W 17-19	May - Nov	15
Aletusemen	ia Cumum	Summer Sky	tessumsky	White	Tall	60 - 75	19 - 23	Patio, Garden	S 15-17/W 17-19	May - Nov	15 17
Alstroemer	a summ		toccumbereb	Croom	Modium	35 - 45	10 07	Potio Cardon	C 15 17/M 17 10	May No:	16 - 17
		Beach Valley	tessumbeach	Cream	Medium		19 - 23	Patio, Garden	S 15-17/W 17-19		17
		River Valley	tessumriver	Dark pink	Compact	30 - 40	19 - 23	Patio, Garden	S 15-17/W 17-19	May - Nov	17
		Spring Valley	tesvalsprin	Yellow	Medium	35 - 45	19 - 23	Patio, Garden	S 15-17/W 17-19	May - Nov	17
		Times Valley	tessvaltime	White	Medium	35 - 45	19 - 23	Patio, Garden	S 15-17/W 17-19		17
		Valley Girl	tesvalgirl	Salmon	Medium	35 - 45	19 - 23	Patio, Garden	S 15-17/W 17-19	May - Nov	17
		Wild Valley	tesvalwild	Red	Medium	40 - 50	19 - 23	Patio, Garden	S 15-17/W 17-19	May - Nov	17
Dianthus	Beaution	es®									20 -21
		Freya	hilbeafreya	Light pink	Medium	10 - 17	9 - 12	Garden, Patio	S 8-12/W 16-20	Mar - Nov	21
		Hana Scarlet	shishi-02	Cerise	Compact	8 - 12	9 - 12	Garden, Patio	S 8-12/W 16-20	Mar - Nov	21
		Kahori	holkahori	Magenta	Medium	10 - 17	9 - 12	Garden, Patio	S 8-12/W 16-20	Mar - Nov	21



Crop	Series	Commercial name	Variety denomination	Colour	Plant habit	Height (cm)	Pot size (cm)	Common use	Retail ready (wks)	Flowering period	Page
Dianthus	Sunflo	r ^a									30 - 35
		Allura	allura	Pink	Medium	18 - 20	9 - 12	Pot, Patio, Garden	S 10-12/W 18-20	Mar - Nov	33
		Amber	hilamber	Yellow	Tall	20 - 22	9 - 12	Pot, Patio, Garden	S 11-13/W 21-24	Mar - Nov	33
		Bianca	kobianca	White/dark red	Medium	18 - 20	9 - 12	Pot, Patio, Garden	S 11-13/W 21-24	Mar - Nov	33
		Bling Bling	blingbling	Peach	Tall	20 - 22	9 - 12	Pot, Patio, Garden	S 10-12/W 18-20	Mar - Nov	33
		Cody	hilcody	Orange	Medium	18 - 20	9 - 12	Pot, Patio, Garden	S 11-13/W 21-24	Mar - Nov	33
	0	Desire	hildes	Burgundy	Medium	18 - 20	9 - 12	Pot, Patio, Garden	S 10-12/W 18-20	Mar - Nov	33
	=	Finesse	finesse	Dark purple/pink	Tall	20 - 22	9 - 12	Pot, Patio, Garden	S 11-13/W 21-24	Mar - Nov	34
	ပ	Fygi	hilfygi	Purple	Medium	18 - 20	9 - 12	Pot, Patio, Garden	S 10-12/W 18-20	Mar - Nov	34
	w.	Luigi	hilluigi	Peach	Tall	20 - 22	9 - 12	Pot, Patio, Garden	S 10-12/W 18-20	Mar - Nov	34
	5	Norah	hilnorah	Pink	Tall	20 - 22	9 - 12	Pot, Patio, Garden	S 10-12/W 18-20	Mar - Nov	34
	0	Orange Bling Bling	hilorbli	Orange	Tall	20 - 22	9 - 12	Pot, Patio, Garden	S 10-12/W 18-20	Mar - Nov	34
		Orinoco	hilorin	Light pink/pink	Medium	18 - 20	9 - 12	Pot, Patio, Garden	S 10-12/W 18-20	Mar - Nov	34
		Red Allura	hilreal	Red	Tall	20 - 22	9 - 12	Pot, Patio, Garden	S 10-12/W 18-20	Mar - Nov	34
		Red Bull	hilrebu	Red	Medium	18 - 20	9 - 12	Pot, Patio, Garden	S 11-13/W 21-24	Mar - Nov	34
		Skylar	hilskyl	Hot pink	Tall	20 - 22	9 - 12	Pot, Patio, Garden	S 11-13/W 21-24	Mar - Nov	34
		Yellow Bling Bling	hilyelblbl	Yellow	Tall	20 - 22	9 - 12	Pot, Patio, Garden	S 10-12/W 18-20	Mar - Nov	34
Echinacea	мооо	DZ [®]									36 - 41
		Awake	hilmooawak	Pink	Medium	35 - 45	17 - 19	Garden, Patio	12-14	May - Sept	40
		Courage	hilmoocour	Pink	Medium	35 - 45	17 - 19	Garden, Patio	12-14	May - Sept	40
		Devotion	hilmoodevot	Red	Medium	40 - 45	17 - 19	Garden, Patio	12-14	May - Sept	40
		Dream	hilmoodrea	Yellow	Medium	35 - 45	17 - 19	Garden, Patio	12-14	May - Sept	40
		Glory	hilmooglor	White	Compact	30 - 35	17 - 19	Garden, Patio	12-14	May - Sept	39
		Imagination	hilmooimag	Pink	Medium	35 - 45	17 - 19	Garden, Patio	12-14	May - Sep	40
		Jealousy	hilmoojeal	Green	Medium	35 - 45	17 - 19	Garden, Patio	12-14	May - Sep	40
		Mediation	hilmoomedi	Orange	Compact	30 - 35	17 - 19	Garden, Patio	12-14	May - Sept	39
		Motivation	hilmoomotiv	Salmon	Medium	35 - 45	17 - 19	Garden, Patio	12-14	May - Sept	41
		Peace	hilmoopea	Yellow	Medium	35 - 45	17 - 19	Garden, Patio	12-14	May - Sept	41
		Satisfy	hilmoosati	Orange	Medium	45 - 55	17 - 19	Garden, Patio	12-14	May - Sept	41
		Sympathy	hilmoosymp	Orange	Medium	45 - 55	17 - 19	Garden, Patio	12-14	May - Sept	41
Gerbera	Garvin	ea® Cheeky									44 - 45
	NEW	Hot Pink	hilgahotpi	Magenta	Medium	30 - 35	12 - 17	Garden, Patio	S 7-11/W 11-13	Mar - Nov	45
		Magenta	chemag20aa	Magenta	Medium	30 - 35	12 - 17	Garden, Patio	S 7-11/W 11-13	Mar - Nov	45
		Orange	cheora20aa	Orange	Tall	35 - 40	12 - 17	Garden, Patio	S 7-11/W 11-13	Mar - Nov	45
		Pink	chepin21AA	Pink	Medium	30 - 40	12 - 17	Garden, Patio	S 7-11/W 11-13	Mar - Nov	45
		Red	chered20aa	Red	Medium	30 - 40	12 - 17	Garden, Patio	S 7-11/W 11-13	Mar - Nov	45
		Yellow	cheyel20aa	Yellow	Compact	25 - 30	12 - 17	Garden, Patio	S 7-11/W 11-13	Mar - Nov	45
Gerbera	Garvin	ea® Majestic									46 - 47
		Burgundy	majbur20aa	Burgundy	Medium	35 - 40	14 - 21	Garden, Patio	S 8-14/W 12-14	Mar - Nov	47
		Light Pink	majlip20aa	Light pink	Medium	30 - 35	14 - 21	Garden, Patio	S 8-14/W 12-14	Mar - Nov	47
		Purple	majpur21aa	Purple	Medium	35 - 40	14 - 21	Garden, Patio	S 8-14/W 12-14	Mar - Nov	47
		Yellow	majyel20aa	Yellow	Medium	30 - 35	14 - 21	Garden, Patio	S 8-14/W 12-14	Mar - Nov	47
Gerbera	Garvin	ea® Sweet									48 - 51
	NEW		hilswebla	Yellow/red	Compact	30 - 35	14 - 21	Garden, Patio	S 8-12/W 12-14	Mar - Nov	49
		Femmy	classic femmy	Pink	Compact	30 - 35	14 - 21	Garden, Patio	S 8-12/W 12-14	Mar - Nov	49













Op	otimum Mix	Optimur	n Mix BC	Maxi Deep Rose		Maxi F	Rose	Hea	ivenly	Nag	ano
Crop	Series	Commercial name	Variety denomination	Colour	Plant habit	Height (cm)	Pot size (cm)	Common use	Retail ready (wks)	Flowering period	Page
Gerbera	Optimo	ım Mix									72 - 7
	NEW	Optimum Mix									
	NEW	Optimum Mix BC		Mix	Medium	22 - 26	15 - 17	Pot	S 15-16/W 15-17	Year round	73
Gerbera	Royal										74 - 7
		Deep Orange		Orange shades BC	Medium	22 - 26	15 - 17	Pot	S 15-16/W 15-17	Year round	75
		Deep Pink		Pink BC	Medium	22 - 26	15 -17	Pot	S 15-16/W 15-17	Year round	75
		Deep Rose		Lila BC	Medium	22 - 26	15 - 17	Pot	S 15-16/W 15-17	Year round	75
		Golden Yellow		Yellow BC	Medium	22 - 26	15 - 17	Pot	S 15-16/W 15-17	Year round	75
		Orange Scarlet		Dark orange BC	Medium	22 - 26	15 - 17	Pot	S 15-16/W 15-17	Year round	75
		Neon Violet		Neon violet BC	Compact	22 - 26	15 - 17	Pot	S 15-16/W 15-17	Year round	75
		Red		Red BC	Medium	22 - 26	15 - 17	Pot	S 15-16/W 15-17	Year round	75
		White		White	Medium	22 - 26	15 - 17	Pot	S 15-16/W 15-17	Year round	75
		Yellow		Yellow BC	Medium	22 - 26	15 - 17	Pot	S 15-16/W 15-17	Year round	75
	NEW	Maxi Deep Rose									
		Maxi Mix		Mix	Medium	20 - 24	12 - 15	Pot	S 13-14/W 14-16	Year round	77
		Maxi Red		Red	Medium	20 - 24	12 - 15	Pot	S 13-14/W 14-16	Year round	77
	NEW	Maxi Rose		Rose	Medium	20 - 24	12 - 15	Pot	S 13-14/W 14-16	Year round	77
		Midi Berries 'n Cream		Bicolour	Medium	18 - 22	10 - 13	Pot	S 13-14/W 14-16	Year round	78
		Midi Mix		Mix	Medium	18 - 22	10 - 13	Pot	S 13-14/W 14-16	Year round	78
		Midi Purple		Purple	Medium	18 - 22	10 - 13	Pot	S 13-14/W 14-16	Year round	78
		Midi Red		Red	Medium	18 - 22	10 - 13	Pot	S 13-14/W 14-16	Year round	78
		Mini Bicolour		Bicolour	Medium	14 - 18	9 - 12	Pot	S 12-13/W 13-15	Year round	79
		Mini Lilac		Lilac	Medium	14 - 18	9 - 12	Pot	S 12-13/W 13-15	Year round	79
		Mini Mix		Mix	Medium	14 - 18	9 - 12	Pot	S 12-13/W 13-15	Year round	79
		Mini Orange		Orange	Medium	14 - 18	9 - 12	Pot	S 12-13/W 13-15	Year round	79
		Mini Pink		Pink	Medium	14 - 18	9 - 12	Pot	S 12-13/W 13-15	Year round	79
		Mini Purple		Purple	Medium	14 - 18	9 - 12	Pot	S 12-13/W 13-15	Year round	79
		Mini Red		Red	Medium	14 - 18	9 - 12	Pot	S 12-13/W 13-15	Year round	79
		Mini White		White	Medium	14 - 18	9 - 12	Pot	S 12-13/W 13-15	Year round	
		Mini Yellow		Yellow	Medium	14 - 18	9 - 12	Pot	S 12-13/W 13-15	Year round	
		Micro Mix		Mix	Compact	12 - 16	6 - 10	Pot	S 12-13/W 13-15	Year round	
elleborus	s Awesoi	me!®									82 -
Telleborus		Aspen	hilnelasp	White	Compact	30 - 35	15 - 17	Garden, Patio	30 - 35	Nov - Feb	83
	NEW		wilniheav	White	Compact	30 - 40	15 - 17	Garden, Patio	30 - 35	Nov - Feb	83
	NEW	95									
elleborus	NO. 2007/2007 CM	Maria and Colorosa									84 -
		Ashwood Peach Cocktail	ashwood peach cocktail	Pink	Medium	35 - 45	17 - 19	Garden, Patio	30 - 35	Jan - Mar	85
		Beaming Blush	glambeam	Pink/white	Medium	35 - 45	17 - 19	Garden, Patio	30 - 35	Dec - Mar	85
		Bijoux	glambijoux	Purple	Compact	35 - 45	17 - 19	Garden, Patio	30 - 35	Dec - Mar	86
	NEW	Elance	glamelan	Purple	Compact	35 - 45	17 - 19	Garden, Patio	30 - 35	Dec - Mar	85
		Painted Bunting	paintedbunting	White	Medium	35 - 45	17 - 19	Garden, Patio	30 - 35	Jan - Mar	86
	NEW	Purple Flame	glampufla	Lilac	Medium	40 - 50	17 - 19	Garden, Patio	30 - 35	Dec - Mar	86
			note sometiment of a	Extraction of the second		The same	COLUMB 1999		2003 2003	Tarana and an and an	90

Strawberry Moon

myohere nyr

Deep rose

Compact 35 - 45 17 - 19

Garden, Patio

30 - 35

Dec - Mar 86

What to order

HilverdaFlorist offers different types of starting material depending on crop, cultivation and market requirements. This is an overview of the materials which are available. Let our sales representatives advise you about the best plant material for your market and cultivation requirements.



There are cultivation manuals available for all our crops. Scan the QR-code for a quick download or contact your sales representative.

Crop	Starting material	Tray size young plants
Alstroemeria	Rhizome / Tissue culture	40
Dianthus	Rooted cuttings / Unrooted cuttings	144
Echinacea	Tissue culture	84
Gerbera Garvinea® / Patio gerbera	Tissue culture	112
		40
		24
Gerbera Flori Line® / Optimum mix Sundayz®, Royal	Seed, 1000 per unit	144
Helleborus	Tissue culture	40
Salvia	Rooted cuttings	144







Plug

Tray

Seeds

A cleaner and more sustainable way of growing

HilverdaFlorist is continuously developing when it comes to innovation. By using Growcoon for all our plugs from now on, we make sure cultivation is cleaner and more sustainable. This 100% biodegradable product gives support and protection to the roots and enables optimal growth.

Growcoon consists of a web with an unique open net structure. When the roots themselves form a firm root ball over time, the cutting and seed plug holder degrades. Natural, improved root growth, and zero waste!



Global partnership

In order to maximize efficiency, we have decentralized parts of our business activities to our trusted subsidiaries and joint ventures. With this we achieve significant advantages in strategic, logistic and technological aspects.

Together with our partners in production, sales and distribution, we set up a solid global network, offering you the best possible support and local services.



Contact

If you would like to know more about our products, our company and what we can do for you, or if you would like to visit us, please do not hesitate to contact us.





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Personal service with a smile

We believe good communication is one of the key factors to build and maintain a successful, long-term relationship.

We are here to help and assist you in any way we can. Get in touch with us for questions about products, to find solutions to challenges, information about availability or the status of your order, for special requests and feedback.

Sales Support Team Simone, Fernando, Sabine, Kasia, Fred & Hannah

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Want to keep up with the latest news, introductions, events, product information and inspiration? Visit our website hilverdaflorist.com and subscribe to our newsletters for regular updates.

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All cultivation data mentioned are based on assessments excecuted by the breeding and cultivation department of HilverdaFlorist, and cultivation under Dutch climate conditions and according to the specific cultivation techniques applied. HilverdaFlorist BV cannot be held responsible in case the technical data in the catalogue deviate from other cultivation performances under different, local circumstances and climate conditions.



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