



# HilverdaFlorist

CREATE. SHARE. FLOURISH.



Pot, Patio & Garden Catalogue

# '25/26



HilverdaFlorist is proud to share a brand new tagline and corporate video with you, to kick off the season. The goal is to inspire collaboration and engagement that extends to our team, partners, the entire industry and society.



Watch our corporate video

# HilverdaFlorist

CREATE. SHARE. FLOURISH.



**Bart Sneek**  
Commercial Director

**Disclaimer:**

The information in this catalogue is based on results obtained from trials carried out at HilverdaFlorist B.V. in the Netherlands. HilverdaFlorist B.V. cannot be held responsible for any inaccuracies or incomplete information in this catalogue.

**General Conditions:**

All offers, agreements and supplies shall be made and concluded under and with due observance of the General Conditions of the Association Plantum NL, as filed with the Chamber of Commerce in Rotterdam, Gouda office, the Netherlands on 21 May 2012.

# Create. Share. Flourish.

Packed with surprising novelties, improved genetics and new branding concepts, our Pot, Patio & Garden catalogue is here to inform and inspire you for the seasons to come. Whether you are looking for an innovative eye-catcher to differentiate your range with, or for a solid year-round programme, we are here to fit your needs. By creating relevant and distinctive varieties, we aim to add value for the entire chain in order to make it flourish as sustainable as possible. This process is captured in our newly launched tagline: **Create. Share. Flourish.**

**Assortment 2025 – 2026**

From this year on, you will explore our assortment in a combined catalogue covering two years. Every other year, we will inform you of the changes in our range through an intermediate issue. Coming in a different format, you can still find the inspiration and information you expect from us. This development is in line with HilverdaFlorist's innovative and sustainable view of the future. Our team is at your service at all times for questions or additional information.

**NEW!**

Following up on our range, we are happy to introduce you to our innovations. Head over to page 26 to discover our new stand-alone marketing concept: Picture Perfect®. After an extensive trial phase, this variety is now ready to transform gardens and interiors into Picture Perfect® settings.

New in our Garvinea® garden Gerbera series is Sweet Chili: the first true red variety with a dark center making our range even more complete. In Echinacea MOOODZ® we present five novelties: good branching and manageable plants in vibrant colours. Make sure to check out these, and all our other promising introductions.

Three of our already proven series have been given a completely new look. Explore Alstroemeria Inticancha® (page 8), garden Gerbera Garvinea® (page 40) and Salvia Salgoon® (page 86) and let these branding concepts work in your advantage. The HilverdaFlorist team is here to help you compose programmes, to come up with creative solutions and to support you when it comes to both cultivation and market approach.

**Let's flourish together**

With over 110 years of combined experience, HilverdaFlorist integrates expertise with innovation, prioritizing sustainability and proactive collaboration. We focus on genetic progress and invest in advanced automation and breeding technologies. Our team, our subsidiaries and our global sales and distribution network drive our business. Check out our show greenhouses in De Kwakel, NL, or meet us at international events. We strive to flourish with you and provide top quality genetics and exceptional service to create a beautiful, responsible and sustainable future together.

We would like to thank you for working with us and are looking forward to inspire you with this catalogue.

# 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](mailto:info@hilverdaflorist.com).





## Cut Flower Gerbera

- Standard Gerbera
- Mini Gerbera
- Pomponi® Mini
- Pomponi® Standard
- Piccolini®
- Rebel®

## Cut Flowers

- Alstroemeria
- Dianthus
- Gypsophila
- Helleborus
- Limonium
- Scabiosa

## Pot, Patio & Garden

- Alstroemeria
- Dianthus
- Echinacea
- Gerbera
- Helleborus
- Salvia

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### On the cover

Our 2025-2026 cover shows you a selection of our Pot, Patio & Garden range. **1** Dianthus Sunflor® Rinjani **2** Dianthus Beauties® Romee **3** Salvia Salgoon® Lake Como **4** Potted Gerbera Flori Line® Mini Eyecatcher Hot Pink BC Imp **5** Echinacea MOOODZ® Imagination **6** Alstroemeria Inticancha® Paraiso **7** Helleborus Glamour® Elance **8** Salvia Salgoon® Lake Flamingo **9** Dianthus Picture Perfect® **10** Alstroemeria Summer Paradise® Indian Summer **11** Patio Gerbera Komodo **12** Echinacea MOOODZ® mix **13** Garden Gerbera Garvinea® Sweet Chili

# Alstroemeria

## Overview

The Alstroemeria assortment includes series created for various settings: from garden use to the patio. The Summer Paradise® Series contains the tallest and most voluminous 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 the unique characteristics of each series and browse through the following pages to see all varieties.



Sunset



Summer Heat



Valley Girl

## INTICANCHA

### Patio Alstroemeria series

Inticancha® presents an exquisite ornamental value with elegant petals, large flowers and vivid colours. These plants are not only visually stunning but also low-maintenance, offering a continuous bloom from spring through autumn. Inticancha® is perfect for a patio or balcony but can be planted in a garden as well. This series contains a heat-tolerant collection (indicated with the ☀ icon) that thrives in sunny and warm environments more than any other Alstroemeria. They are suitable for outdoor cultivation and show minimal flower damage under (direct) sunlight.



**Pot size**  
17 - 21 cm  
6.5 - 8 inch



**Height**  
20 - 30 cm  
8 - 12 inch



**Flower size**  
5 - 6 cm  
2 - 2.5 inch



**Growing time**  
S 12 - 14 weeks  
A 18 - 22 weeks



**Type**  
Rhizome/TC

## Summer Paradise

### Tall and most voluminous perennials

Summer Paradise® contains robust garden perennials that will produce an uninterrupted display of flowers from May until the first frost. With each passing year, the plants become more voluminous, earning their status as superstar perennials. The series' strikingly tall stems make them ideal for background borders and even for picking bouquets. For optimal revenue, consider selling the product as semi-finished with a maximum loading factor and shorter cultivation time.



**Pot size**  
19 - 23 cm  
7.5 - 9 inch



**Height**  
60 - 75 cm  
24 - 30 inch



**Flower size**  
5 - 6 cm  
2 - 2.5 inch



**Growing time**  
S 15 - 17 weeks  
A 20 - 24 weeks



**Type**  
Rhizome/TC

## Summer Valley

### Compact garden perennials

Be amazed by the vibrant colours and big flowers of the Summer Valley Series. This charming little sister of the Summer Paradise® Series will produce an unbroken display of flowers from May until November. The Summer Valley Series contains border Alstroemerias that perform best in the garden but suit a container on a patio just as well!



**Pot size**  
19 - 23 cm  
7.5 - 9 inch



**Height**  
35 - 45 cm  
14 - 18 inch



**Flower size**  
5 - 6 cm  
2 - 2.5 inch



**Growing time**  
S 15 - 17 weeks  
A 20 - 24 weeks



**Type**  
Rhizome/TC



Hula



Indian Summer



Spring Valley



Summer Chic



“Inticancha® offers impressive ornamental value to the patio with its elegant petals, large flowers and vivid colours”



Compact and rich flowering plants

Suitable for outdoor cultivation

Most heat-tolerant varieties indicated with 

Sturdy plants hold up well during long-distance transport

# INTICANCHA

— PATIO ALSTROEMERIA —



**Bryce**  
*tesbryce*



**Dark Purple**  
*tesdarklin*



**Doba**  
*tesdoba*



 **Havana**  
*tessunhava*



**Hula**  
*teshula*



**Indigo**  
*tesindig*



**Machu**  
*tesmach*



**Magic White**  
*tesmagwhi*



 **Malaga**  
*tesmala*



Scan and discover more!



Pot size  
17 - 21 cm  
6.5 - 8 inch



Height  
20 - 30 cm  
8 - 12 inch



Flower size  
5 - 6 cm  
2 - 2.5 inch



Growing time  
S 12 - 14 weeks  
A 18 - 22 weeks



Type  
Rhizome/TC



Scan and download our POS & technical materials

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

[hilverdaflorist.com](http://hilverdaflorist.com)



# INTICANCHA

— PATIO ALSTROEMERIA —

Alstroemeria Inticancha®



**Maya**  
*tesmaya*



**Moon**  
*tesmoonli*



**Navayo**  
*tesnava*



 **Sunstar**  
*tessunstar*



**Valentino**  
*tesvalen*



**Valletta**  
*tesval*



**Paraíso**  
*tesparai*



**Red**  
*tesrobin*



**Romance**  
*tesromance*



 **Sunburst**  
*tessunbu*



 **Sunset**  
*tessunse*



 **Sunshine**  
*tesshine*



**White Pink Blush**  
*tesblushin*



## NEW!

The Alstroemeria Inticancha® branding concept is created to give you everything you need to share the story of these stunning Alstroemerias.

Print your promotional materials with our ready-to-use designs and make your range stand out. Contact your Area Sales Manager or [marketing@hilverdaflorist.com](mailto:marketing@hilverdaflorist.com) for more information.



**Pot size**  
17 - 21 cm  
6.5 - 8 inch



**Height**  
20 - 30 cm  
8 - 12 inch



**Flower size**  
5 - 6 cm  
2 - 2.5 inch



**Growing time**  
S 12 - 14 weeks  
A 18 - 22 weeks



**Type**  
Rhizome/TC

“Tall and most voluminous garden Alstroemeria varieties can be found in the **Summer Paradise® Series**”



Easy-care perennial garden Alstroemeria

Flowers continuously from spring until frost

Sell plants as semi-finished with a maximum loading factor and revenue

Great landscape performer

Summer Breeze

# Summer Paradise

Alstroemeria Summer Paradise®



**Indian Summer**  
*tesronto*



**Summer Break**  
*tessumbreak*



**Summer Breeze**  
*tessumbre*



**Summer Chic**  
*tessumchi*



**Summer Heat**  
*tessumheat*



**Summer Pepper**  
*tessumpep*



**Summer Rose**  
*tessumrose*



**Summer Saint**  
*tessumsaint*



**Summer Sky**  
*tessumsky*



Pot size  
19 - 23 cm  
7.5 - 9 inch



Height  
60 - 75 cm  
24 - 30 inch



Flower size  
5 - 6 cm  
2 - 2.5 inch



Growing time  
S 15 - 17 weeks  
A 20 - 24 weeks



Type  
Rhizome/TC

“The **Summer Valley Series** brings impressive yet compact garden Astroemeria varieties”

# Summer Valley



**Beach Valley**  
*tessumbeach*



**River Valley**  
*tessumriver*



**Spring Valley**  
*tesvalsprin*



**Times Valley**  
*tessvaltime*



**Valley Girl**  
*tesvalgir*



**Wild Valley**  
*tesvalwild*

Compact border Astroemeria

Big flowers in fresh colours

Flowers continuously from spring until frost

More voluminous and abundant every year



## Exclusive, colourful and exotic

Astroemeria is the answer for growers looking for an exclusive yet low-effort crop. It thrives in cooler conditions making it a sustainable choice. In our Astroemeria breeding programme, we always search for exotic colours and varieties that thrive in increasingly warmer and drier summers, turning consumers' gardens into colourful paradises.

**Stef Berkhout – Assortment Manager Pot & Garden Astroemeria**



Scan and discover more!

Valley Girl



**Pot size**  
19 - 23 cm  
7.5 - 9 inch



**Height**  
35 - 45 cm  
14 - 18 inch



**Flower size**  
5 - 6 cm  
2 - 2.5 inch



**Growing time**  
S 15 - 17 weeks  
A 20 - 24 weeks



**Type**  
Rhizome/TC

# Dianthus Overview

We offer a wide assortment in four strong brands for every market and cultivation programme. HilverdaFlorist developed different series of Dianthus, each with unique features and characteristics. We are happy to introduce our latest branding concept: Picture Perfect®. With this powerful concept, we take a major optimisation step in our range and inspire the market presenting a powerful crop with much-loved looks.

In the overview the specifications of each of the Dianthus series are explained: all beautiful and versatile in their own way.



Magic Beetle



NEW

Romee



NEW

Florida Bay



NEW

Picture Perfect®



NEW

Emily



## Perennial garden Dianthus

Beauties® stands out for its exceptional garden performance. This low-maintenance perennial series boasts cheerful and elegant blooms, serving as an excellent ground cover. Beauties® have great weather tolerance (until -15°C) and can handle any weather condition from full sun to rainy weather. It's the ideal easy-to-cultivate Dianthus; indoors with limited heat or even outdoors throughout autumn and winter.



Pot size  
9 - 12 cm  
4 - 4.5 inch



Height  
8 - 17 cm  
3 - 6.5 inch



Growing time  
S 8 - 12 weeks  
W 16 - 20 weeks



Type  
RC/URC



## Large double flowers in a wide range of colours

Flow® represents a league of its own. The beautiful well-balanced foliage combined with large Carnation type flowers in a huge diversity of stunning colours, make this series truly unique. These premium, vigorous plants can easily fill a 12 - 15 cm pot. Flow® is characterized by its ease of cultivation and resilience to higher temperatures, making them very suitable to finish off the plants during summer and extend the Dianthus sales window.



Pot size  
12 - 15 cm  
4.5 - 6 inch



Height  
15 - 20 cm  
6 - 8 inch



Growing time  
S 10 - 13 weeks  
W 18 - 20 weeks



Type  
RC/URC



## Meet Dianthus Picture Perfect®

A photogenic addition to any garden, terrace, or indoor space. This stunning variety of Dianthus offers a memorable touch with its adorable magenta and dark red blooms, transforming every setting into a picture-perfect scene. Planted in full soil, it thrives as a perennial (until -5°C), offering lively blooms year after year. Presented in a catchy branding concept, Picture Perfect® promises to be your new favourite Dianthus!



Pot size  
9 - 12 cm  
3.5 - 4.5 inch



Height  
15 - 22 cm  
6 - 8.5 inch



Growing time  
S 8 - 12 weeks  
W 16 - 18 weeks



Type  
RC/URC

## Sunflor

### Versatile assortment, discover Sunflor® Selection & Collection

Sunflor® contains many different colours, flower shapes and plant types. Sunflor® flowers from spring until late autumn and tolerates temperatures until -5°C. Sunflor® is even suitable for cultivation outdoors in autumn and winter. These varieties are perfect for the garden, patio planters and indoor use. Browse through our Sunflor® assortment, discover our Selection and Collection and compose your ultimate programme.



Pot size  
9 - 12 cm  
4 - 4.5 inch



Height  
15 - 22 cm  
6 - 8.5 inch



Growing time  
S 8 - 13 weeks  
W 16 - 24 weeks



Type  
RC/URC



Rousey



Grace Bay



Picture Perfect®



Emily

“**Beauties**® is a low maintenance perennial series with cheerful and elegant blooms”

**BEAUTIES**  
BY DIANTHUS



**Freya**  
*hilbeafreya*



**Kahori**  
*holkahori*



**Kahori Pink**  
*holkahoripink*



**Kahori Scarlet**  
*holkahoriscarlet*



**Kaia**  
*hilbeakaia*



**Rousey**  
*hilbearous*

Perennial garden Dianthus

Fast-growing vigorous series

Sturdy and bright coloured flowers

Continuously flowering

**Romee** NEW  
*hilbearom*

With Romee we welcome the first white garden perennial Dianthus within the Beauties® Series. Romee is a compact variety with mounding growth and high growth uniformity. During summer Romee will get a beautiful pink blush.



Scan and discover more!

Romee



Pot size  
9 - 12 cm  
4.5 - 5 inch



Height  
8 - 17 cm  
3 - 6.5 inch



Growing time  
S 8 - 12 weeks  
W 16 - 20 weeks



Type  
RC/URC



### For every market and cultivation programme

Besides the well-known Beauties®, Flow® and Sunflor® Series, HilverdaFlorist now launches a unique stand-alone branding concept for retail: Picture Perfect®. With this versatile range, we are here for every type of demand, offering a perfect fit for your market and cultivation programme. Our team is here to help you compose the ultimate Dianthus programme for optimal results. (See page 27)

Sjaak Sijm – Assortment Manager Pot & Garden Dianthus



**Sherisé**  
*hilbeasher*



**Tasha**  
*hiltasha*



**Tiiu**  
*hilarian*



**Tyra**  
*hilbeatyr*



Tyra



**BEAUTIES**  
BY DIANTHUS



Pot size  
9 - 12 cm  
4.5 - 5 inch



Height  
8 - 17 cm  
3 - 6.5 inch



Growing time  
S 8 - 12 weeks  
W 16 - 20 weeks



Type  
RC/URC

“Dianthus Flow® represents a league of its own”

flow



**Apella Beach**  
*hilbechapell*



**Blinky Beach**  
*hilbechbli*



**Bondi Beach**  
*hilbechbondi*

NEW

**Florida Bay**  
*hilflobay*

Florida Bay has a stunning, new colour matching perfectly with other “Bay” varieties. Bay varieties are all close genetically related, therefore the performance is very uniform. This variety offers medium sized double flowers and a good shelf life.





**Dream Beach**  
*hilbechdream*



**Glen Bay**  
*hilbechwaik*



**Grace Bay**  
*hilbechgre*

Premium Dianthus with large, Carnation type flowers

Suitable for larger pot sizes

Perfect for indoor and outdoor use, flowering from early summer to frost

Including close genetically related, very uniform Bay varieties

Bondi Beach



Scan and discover more!



Pot size  
12 - 15 cm  
4.5 - 6 inch



Height  
15 - 20 cm  
6 - 8 inch



Growing time  
S 10 - 13 weeks



Type  
RC/URC

flow



**Palm Beach**  
*hilpalbea*

**NEW**

Palm Beach brings a new, trendy peach colour palette to the Flow® Series! This compact variety offers lots of volume with its impressive flowers.



**Pearl Beach**  
*hilpeabea*

**NEW**

Looking for a fresh white colour? Pearl Beach has a luxurious yet crisp look. The compact and uniform growth makes this an attractive and versatile crop.




**Red Beach**  
*hilbechred*



**Shark Bay**  
*hilbechcanno*



**White Bay**  
*hilbechwhi*



Pot size  
12 - 15 cm  
4.5 - 6 inch



Height  
15 - 20 cm  
6 - 8 inch



Growing time  
S 10 - 13 weeks



Type  
RC/URC

Grace Bay

“Here to turn any garden & home into a **Picture Perfect**® setting!”



- High flower count!
- Rich, prolonged flowering with a vibrant magenta and dark red colour contrast
- Firm plant with uniform growth
- Great shelf life, offering a good indoor and outdoor performance



Dianthus Picture Perfect®

**Picture Perfect**® *hilpicperf* NEW

Picture Perfect® is a rich, perpetual flowering variety with a vibrant magenta and dark red colour palette. This firm plant exhibits uniform growth, a great shelf life, and performs perfectly in both indoor and outdoor settings!



Capture nature's beauty with the brand new **Picture Perfect**® concept! Picture Perfect® makes every moment with it photo-worthy. With Picture Perfect®, anyone can get creative to shoot the perfect scene in their home and garden. Let's create lasting memories together and continue this into a flourishing future. Take advantage of all the benefits of this branding concept with ready-to-print materials.

Contact [marketing@hilverdaflorist.com](mailto:marketing@hilverdaflorist.com) for more information and visit [pictureperfectdianthus.com](http://pictureperfectdianthus.com).



Picture Perfect®

|   |  |   |  |
|---|--|---|--|
|  Pot size<br>9 - 12 cm<br>3.5 - 4.5 inch |  Height<br>15 - 22 cm<br>6 - 8,5 inch |  Growing time<br>S 8 - 12 weeks<br>W 16 - 18 weeks |  Type<br>RC/URC |
|---|--|---|--|

“Versatile and **extensive Dianthus series** to suit any grower’s needs”

# Sunflor

## Selection & Collection

**Sunflor®** now offers **Sunflor® Selection & Sunflor® Collection**, making it easier to set up uniform cultivation programmes by combining matching varieties. The Sunflor® Selection contains a (very) fast, uniform group with compact varieties that are a great match. A wide range with various colours, growing habits and unique performances can be found in the Sunflor® Collection. These varieties grow relatively slower than the Selection but offer extraordinary, complementary colours.

### Timing\*

|   |   |   |   |
|---|---|---|---|
|  |  |  |  |
| Very fast   | Fast  | Medium  | Late  |
| S 8 - 10 weeks<br>W 16 - 18 weeks   | S 9 - 11 weeks<br>W 17 - 19 weeks   | S 10 - 12 weeks<br>W 18 - 20 weeks  | S 11 - 13 weeks<br>W 21 - 24 weeks  |

### Plant habit\*

\*Excluding PGR application

|   |   |   |
|---|---|---|
|  |  |  |
| Compact   | Medium - compact  | Medium - tall   |
| 15 - 18 cm  | 18 - 20 cm  | 20 - 22 cm  |

## Selection



Pot size  
9 - 12 cm  
4 - 4.5 inch



Type  
RC/URC

Suitable for indoor and outdoor use

Select your own mix!

Short cultivation time

Wide range of stunning colours



**Beetle**  
*hilbeet!*  



**Charmy**  
*hilcharm*  



**Cosmos**  
*kocosmo*  



Scan and discover more!



**Dynamite**  
*hildyna*  



**Edberg**  
*hiledbe*  



**NEW** **Emily**  
*hilsunemy*  



**Megan**  
*hilmegansun*  



**Serena**  
*hilseren*  



**Sinclair**  
*hilsinclair*  



**Esta**  
*koes*  



**Evert**  
*hilevert*  



**Faganza**  
*faganza*  



**Vulcano**  
*hilvulca*  

NEW

**Jackie**  
*hiljackie*

Jackie has a luxurious burgundy colour with consistent colour performance. This compact variety offers high growth uniformity, good shelf life, beautiful double flowers and perpetual flowering.






NEW

**Rinjani**  
*hilrinjani*

Rinjani comes in a sweet cherry colour, double rounded flowers with a consistent colour performance. With high growth uniformity, Rinjani is the ideal compact variety for larger retail programmes.








**Kaylee**  
*hilkaylee*  



**Lady Beetle**  
*hilflabe*  



**NEW** **Magic Beetle**  
*hilmagicbe*  

**Timing\***

|   |   |   |   |
|---|---|---|---|
|  |  |  |  |
| Very fast   | Fast  | Medium  | Late  |
| S 8 - 10 weeks<br>W 16 - 18 weeks   | S 9 - 11 weeks<br>W 17 - 19 weeks   | S 10 - 12 weeks<br>W 18 - 20 weeks  | S 11 - 13 weeks<br>W 21 - 24 weeks  |

**Plant habit\***

|   |   |   |
|---|---|---|
|  |  |  |
| Compact   | Medium - compact  | Medium - tall   |
| 15 - 18 cm  | 18 - 20 cm  | 20 - 22 cm  |

\*Excluding PGR application

# Collection

Pot size  
9 - 12 cm  
4 - 4.5 inch

Type  
RC/URC



**Allura**  
*allura*



**Amber**  
*hilamber*



**Bianca**  
*kobianca*



**Bling Bling**  
*blingbling*



**Cody**  
*hilcody*



**Desire**  
*hildes*



**Fygi**  
*hilfygi*



**Luigi**  
*hilluigi*



**Orange Bling Bling**  
*hilorbli*



**Orinoco**  
*hilorin*



**Red Allura**  
*hilreal*



**Skylar**  
*hils kyl*

## Timing\*

| Very fast                         | Fast                              | Medium                             | Late                               |
|-----------------------------------|-----------------------------------|------------------------------------|------------------------------------|
| S 8 - 10 weeks<br>W 16 - 18 weeks | S 9 - 11 weeks<br>W 17 - 19 weeks | S 10 - 12 weeks<br>W 18 - 20 weeks | S 11 - 13 weeks<br>W 21 - 24 weeks |

## Plant habit\*

| Compact    | Medium - compact | Medium - tall |
|------------|------------------|---------------|
| 15 - 18 cm | 18 - 20 cm       | 20 - 22 cm    |

\*Excluding PGR application



# 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, but you will also 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 seed. The 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.



## Highly uniform garden & patio varieties

Just look at all those marvellous colours! The MOOODZ® assortment contains compact and medium size varieties that are fast-flowering and perfect for bench-run sales. MOOODZ® is perfect to mix in the garden or in a large patio planter.



**NEW** Flirty Compact



**NEW** Glory TC



**NEW** Fearless Medium



**NEW** Imagination TC



Jealousy

Imagination

Glory



Pot size  
17 - 19 cm  
6.5 - 7.5 inch



Plant habit  
Compact



Height  
30 - 40 cm  
12 - 16 inch



Growing time  
12 - 14 weeks



Type  
TC



Pot size  
17 - 19 cm  
6.5 - 7.5 inch



Plant habit  
Medium



Height  
35 - 50 cm  
14 - 20 inch



Growing time  
12 - 14 weeks



Type  
TC

“The Echinacea **MOOODZ**® Series is a series of fast flowering Echinacea from tissue culture”



Compact

NEW

**Flirty**  
*hilmoflirt*

Be seduced by new variety Flirty! It is hard to resist it's strong deep red colour. This efficient and compact crop is perfect for retail orders. Flirty has round petals that rest flat on the flower bud and is richly flowering.



Fastest assortment available on the market

Good branching and rich flowering

Does not require vernalisation

Easy-to-grow varieties ideal for bench-run sales



**Glory**  
*hilmooqlor*



**Motivation**  
*hilmoomotiv*



NEW **Serenity**  
*hilmosere*



Scan and discover more!



Pot size  
17 - 19 cm  
6.5 - 7.5 inch



Plant habit  
Compact



Height  
30 - 40 cm  
12 - 16 inch



Growing time  
12 - 14 weeks



Type  
TC



**NEW** **Amaze**  
*hilmomaze*



**Awake**  
*hilmooawak*



**Courage**  
*hilmooour*



**Jealousy**  
*hilmoojeal*



**Mediation**  
*hilmoomedi*



**Peace**  
*hilmoopea*



**Devotion**  
*hilmooevot*



**Dream**  
*hilmoodrea*



**Imagination**  
*hilmooimag*



**NEW** **Powerful**  
*hilmoopowe*



**Satisfy**  
*hilmooosati*



**Sympathy**  
*hilmooosymp*

**Fearless**  
*hilmofear*

**NEW**

The strong orange colour of Fearless is new to the MOODZ® Series and will blow you away! The green glow at the heart of the flower bud provides a fresh look. Fearless is well branched and rich flowering.



**Expanding possibilities**

We're continuously pushing boundaries to anticipate the market demands. Alongside delivering the fastest Echinacea varieties from TC, our team is actively enhancing our colour range to elevate your assortment. Excitingly, we're unveiling five bold new additions to the MOODZ® Series! Explore endless combinations to create a captivating assortment that really stands out.

Jan Jorrit Eveleens – Assortment Manager Echinacea



Pot size  
17 - 19 cm  
6.5 - 7.5 inch



Plant habit  
Medium



Height  
35 - 50 cm  
14 - 20 inch



Growing time  
12 - 14 weeks



Type  
TC

# Garden Gerbera Garvinea®

Garvinea® is the one and only true garden Gerbera in the market. With its natural weather, pest and disease resistance, 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 flowers, serving as a great season extender! 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 assortment consists of three unique series. The differences are in the flower size and shape. No matter which Garvinea® you grow, retail and consumers will enjoy it! Now wrapped in a brand-new concept, Garvinea® is here to impact the market.



Hot Pink



Light Pink



Blaze

Actual size!

## Garvinea. CHEEKY SERIES

### Highest flower count in the Garvinea® Series

Garvinea® Cheeky has cheeky mini flowers! These varieties are suitable for cultivation in smaller pot sizes. Don't be misled by the cuteness, because the Cheeky Series produces the highest flower count of all the Garvinea® Series.

|  |  |   |  |   |
|--|--|---|--|---|
|  Pot size<br>12 - 17 cm<br>4.5 - 6.5 inch |  Height<br>25 - 40 cm<br>10 - 16 inch |  Flower size<br>5 cm<br>2 inch |  Type<br>TC |  Growing time<br>S 7 - 11 weeks<br>W 11 - 13 weeks |
|--|--|---|--|---|

## Garvinea. MAJESTIC SERIES

### Long-lasting double flowers

Garvinea® Majestic offers large long-lasting double flowers. Just like all Garvinea® Series, Majestic attracts pollinators and has great weather tolerance. These varieties perform best in the garden, but suit a container on a patio just as well.

|  |  |  |  |   |
|--|--|--|--|---|
|  Pot size<br>14 - 21 cm<br>5.5 - 8 inch |  Height<br>30 - 40 cm<br>12 - 16 inch |  Flower size<br>8 - 10 cm<br>3 - 4 inch |  Type<br>TC |  Growing time<br>S 8 - 12 weeks<br>W 12 - 14 weeks |
|--|--|--|--|---|

## Garvinea. SWEET SERIES

### Brings sweet colours to any garden

Garvinea® Sweet provides large flowers in lots of happy colours from early spring until the first frost. Sweet varieties are a real treat for any garden and for sure put a smile on your face.

|  |  |   |  |   |
|--|--|---|--|---|
|  Pot size<br>14 - 21 cm<br>5.5 - 8 inch |  Height<br>30 - 40 cm<br>12 - 16 inch |  Flower size<br>6 - 9 cm<br>2.5 - 3.5 inch |  Type<br>TC |  Growing time<br>S 8 - 12 weeks<br>W 12 - 14 weeks |
|--|--|---|--|---|



Red



Purple



Sunset



“The **garden Gerbera** with cheeky little flowers and a high flower count”

# Garvinea. CHEEKY SERIES

The **1** and only  
**GARDEN GERBERA**



Garden Gerbera **Garvinea® Cheeky**



### Discover our new Garvinea® brand!

Adding value through design and storytelling is essential to stand out. To serve the industry in the best way possible, HilverdaFlorist is focussing on brand development. We are at your service for concept development and marketing support. In this catalogue you will discover several new concepts, including the signature black and white brand for Garvinea®!

Cheryl Zethof – Marketing Coordinator



- Garden Garvinea® with cute small flowers
- Highest flower count in the Garvinea® Series
- Suitable for cultivation in smaller pot sizes
- Keeps on flowering from spring until frost



**Hot Pink**  
*hilgahotpi*



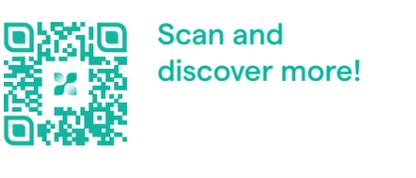
**Magenta**  
*chemag20AA*



**Red**  
*chered20AA*



**Yellow**  
*cheyel20AA*



Magenta

|   |   |  |   |  |
|---|---|--|---|--|
|  <b>Pot size</b><br>12 - 17 cm<br>4.5 - 6.5 inch |  <b>Height</b><br>25 - 40 cm<br>10 - 16 inch |  <b>Flower size</b><br>5 cm<br>2 inch |  <b>Type</b><br>TC |  <b>Growing time</b><br>S 7 - 11 weeks<br>W 11 - 13 weeks |
|---|---|--|---|--|

“Double the fun!  
One of a kind **garden Gerbera**  
with elegant, large double flowers”

# Garvinea.

MAJESTIC SERIES

The **1** and only  
**GARDEN  
GERBERA**



**Burgundy**  
majbur20aa



**Light Pink**  
majlip20aa



**Purple**  
majpur21aa



**Yellow**  
majyel20aa

Strong garden plant

Great weather tolerance

Large long-lasting double flowers

Attracts bees and other pollinators



Garden Gerbera **Garvinea**® Majestic



Scan and  
discover more!

Light Pink



Pot size  
14 - 21 cm  
5.5 - 8 inch



Height  
30 - 40 cm  
12 - 16 inch



Flower size  
8 - 10 cm  
3 - 4 inch



Type  
TC



Growing time  
S 8 - 12 weeks  
W 12 - 14 weeks

“ Strong garden Gerbera producing an endless flush of flowers in the sweetest colours ”



- High colour impact in the garden
- Great weather tolerance
- Highly resistant to pests & diseases
- Flowers continuously from spring until frost

# Garvinea.

## SWEET SERIES



The **1** and only  
**GARDEN GERBERA**

Garden Gerbera Garvinea® Sweet

**Chili**  
*garswechi*

**NEW**

Sweet Chili is here to spice up the Garvinea® Sweet assortment! This variety is the first true red with a black center, making it a valuable addition to the series.

**Chili**  
*garswechi*

**Blaze**  
*hilswebla*

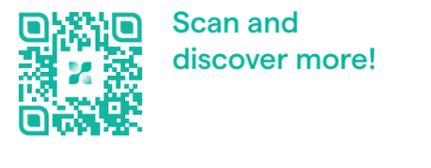
**Femmy**  
*classic femmy*

**Fiesta**  
*sweet fiesta*

**Frosting**  
*sweet frosting*

**Glow**  
*garglow*

**Heart**  
*garheart*



|  |                                      |   |            |   |
|--|--------------------------------------|---|------------|---|
| Pot size<br>14 - 21 cm<br>5.5 - 8 inch | Height<br>30 - 40 cm<br>12 - 16 inch | Flower size<br>6 - 9 cm<br>2.5 - 3.5 inch | Type<br>TC | Growing time<br>S 8 - 12 weeks<br>W 12 - 14 weeks |
|--|--------------------------------------|---|------------|---|

Chili



Scan and download our POS & technical materials

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

[hilverdaflorist.com](http://hilverdaflorist.com)



# Garvinea. SWEET SERIES

## Step into the colourful world of Garvinea®

We are happy to introduce you to the new branding concept for Garvinea®! The Garvinea® branding concept gives you everything you need to share the story of these powerful garden Gerberas.

Tell the story of Garvinea® and offer the added value the plants deserve like no other! Make it work to your advantage. Print your promotional materials with our ready-to-use designs and make your range stand out. Contact us for all possibilities: [marketing@hilverdaflorist.com](mailto:marketing@hilverdaflorist.com).

Don't forget to follow [@garvinea](https://www.instagram.com/garvinea) on Instagram & Facebook and visit [garvinea.com](http://garvinea.com), created to inspire colour-loving gardeners worldwide!



**Honey**  
*garho*



**Joy**  
*garswjoy*



**Love**  
*garswlove*



**Surprise**  
*garsurprise*



**Maggie**  
*hilswemag*



**Memories**  
*garsweetmemo*



**Smile**  
*garsmile*



**Vibe**  
*garswvibe*



**Sparkle**  
*garswsparkle*



**Spice**  
*garspice*



**Sunset**  
*sweet sunset*



Pot size  
14 - 21 cm  
5.5 - 8 inch



Height  
30 - 40 cm  
12 - 16 inch



Flower size  
6 - 9 cm  
2.5 - 3.5 inch



Type  
TC



Growing time  
S 8 - 12 weeks  
W 12 - 14 weeks

# Gerbera

## Patio Gerbera

When it comes to high-impact plants, there is nothing like the presence of Patio Gerberas. This one-of-a-kind series offers statement plants with stunning, large flowers up to 16 cm. Patio Gerberas are available in a wide range of variations, from strong colours to beautiful bicolours.

Besides the standard Patio Gerberas, there is Patio Gerbera Glorious. Glorious varieties are stylish, even more voluminous eye-catchers, that can easily be recognized by their large fully double flowers.

Clustered in large containers, Patio Gerberas offer a great burst of beauty. These varieties are quick to flower and offer an impressive flush of flowers for months on end. Patio Gerberas' flowers are also great for picking bouquets from the consumer's own garden!



# PATIO

Gerbera

## Creating a 'WOW!' effect

Patio Gerberas will dazzle customers with their instant 'WOW!' effect. These varieties are ideal for adding colour and beauty to patios, balconies and other outdoor spaces. Patio Gerberas will flower from spring until autumn, with successive blooms keeping their vivid colours. The sturdy stems support the massive flowers which attract butterflies and other pollinators.



**Pot size**  
19 - 30 cm  
7.5 - 12 inch



**Type**  
TC



**Height**  
40 - 60 cm  
16 - 23 inch



**Growing time**  
S 12 - 16 weeks  
W 16 - 20 weeks



**Flower size**  
12 - 16 cm  
4.5 - 6 inch



# GLORIOUS PATIO

Gerbera

Actual size!

## A true eye-catcher for every outdoor area

Explore Patio Gerbera Glorious for an array of stunning, fully double-flowered varieties. These divas of the patio boast stylish, voluminous plants that are sure to turn heads on any terrace. Whether styled in a mixed patio planter or used as stand alone, Glorious adds a touch of elegance to any outdoor space.



**Pot size**  
19 - 30 cm  
7.5 - 12 inch



**Type**  
TC



**Height**  
30 - 45 cm  
12 - 18 inch



**Growing time**  
S 12 - 16 weeks  
W 16 - 20 weeks



**Flower size**  
10 - 14 cm  
4 - 5.5 inch



Daintree

Volcanoes

Glorious Mix

“Massive blooms for maximum impact”

# PATIO

Gerbera



**Bighorn**  
*bighorn*



**Capitol Reef**  
*capitol reef*



**Daintree**  
*hildain*



**Glacier**  
*floglacier*



**Great Smoky Mountains**  
*flosmoky*



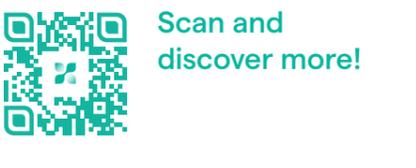
**Hot Springs**  
*hilhotsp*

**NEW**

**Komodo**  
*hilkomodo*

Komodo brings optimised genetics into the Patio Gerbera Series. The semi-double flowers come in a strong yellow colour with a black center.

- Instant 'WOW!' effect
- Huge and stylish flowers up to 16 cm
- Pick flowers for a bouquet
- Attracts butterflies and other pollinators



Komodo

|  |   |  |                   |   |
|--|---|--|-------------------|---|
| <b>Pot size</b><br>19 - 30 cm<br>7.5 - 12 inch | <b>Height</b><br>40 - 60 cm<br>16 - 23 inch | <b>Flower size</b><br>12 - 16 cm<br>4.5 - 6 inch | <b>Type</b><br>TC | <b>Growing time</b><br>S 12 - 16 weeks<br>W 16 - 20 weeks |
|--|---|--|-------------------|---|



Scan and download our POS & technical materials

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

[hilverdaflorist.com](http://hilverdaflorist.com)



# PATIO

Gerbera



**Karoo**  
*flokaroo*



**Kruger**  
*flokruger*



**Monte Viso**  
*flomonvi*



**Painted Desert**  
*painted desert*



**Pinnacles**  
*pinnacles*



**Sedona**  
*sedona*



**Volcanoes**  
*flocanoes*



Pot size  
19 - 30 cm  
7.5 - 12 inch



Height  
40 - 60 cm  
16 - 23 inch



Flower size  
12 - 16 cm  
4.5 - 6 inch



Type  
TC



Growing time  
S 12 - 16 weeks  
W 16 - 20 weeks

Pinnacles

Bighorn

“Patio Gerbera Glorious is the double flowered eye-catcher for every outdoor area”

# GLORIOUS PATIO

Gerbera

Gerbera Patio Gerbera Glorious



Light Pink  
*glolip21aa*



Orange  
*gloora20aa*



Purple  
*glopur20aa*



Yellow  
*gloyel20aa*



Light Pink

Huge and stylish fully double flowers

Rich flowering from spring until autumn

A true consumer favourite!

Pick flowers for a bouquet



Yellow

Orange



Pot size  
19 - 30 cm  
7.5 - 12 inch



Height  
30 - 45 cm  
12 - 18 inch



Flower size  
10 - 14 cm  
4 - 5.5 inch



Type  
TC



Growing time  
S 12 - 16 weeks  
W 16 - 20 weeks



Scan and discover more!

# Potted Gerbera

## From seed

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



NEW

Mini Eyecatcher  
Hot Pink BC Imp



Optimum Mix



Neon Violet



Maxi Rose

# FLORILINE

## The most extensive range available

Flori Line® is the most extensive potted Gerbera assortment available! From intense solid colours to eyecatchers and pastels with flower sizes from Mini to Giant. Flori Line® is available in several mixes that are perfect for retail. Grow your Flori Line® in pot sizes from 6 cm up to 17 cm!



**Pot size**  
6 - 17 cm  
2.5 - 6.5 inch



**Height**  
12 - 26 cm  
4.5 - 10 inch



**Flower size**  
3 - 14 cm  
1 - 5.5 inch



**Type**  
Seed



**Growing time\***  
S 12 - 16 weeks  
W 13 - 17 weeks



## Best of both worlds!

Discover the Optimum Mixes: the best of both worlds! These mixtures feature a harmonious blend of Royal and Flori Line® Giant varieties with consistent growth and complementary hues, ideal for larger pot sizes. With their abundant beauty, the mixes offer an explosion of happiness and are available in two categories - a diverse mix and a mix exclusively with black centers.



**Pot size**  
15 - 17 cm  
6 - 6.5 inch



**Height**  
22 - 26 cm  
8.5 - 10 inch



**Flower size**  
8 - 14 cm  
3 - 5.5 inch



**Type**  
Seed



**Growing time\***  
S 15 - 16 weeks  
W 15 - 17 weeks



## Globally proven series for larger pot sizes

The Royal Series offers attractive intense colours. Royal contains highly uniform varieties: the vigorous plants produce many flowers. This series has a rich history and is globally proven for larger pot sizes.



**Pot size**  
15 - 17 cm  
6 - 6.5 inch



**Height**  
22 - 26 cm  
8.5 - 10 inch



**Flower size**  
8 - 11 cm  
3 - 4.5 inch



**Type**  
Seed



**Growing time\***  
S 15 - 16 weeks  
W 15 - 17 weeks



## Large double flowers with a long shelf life

Sundayz® is the only series of seed Gerbera with double-shaped flowers. This series has a great indoor-outdoor versatility: a fun splash of colour in the living room, on a windowsill or on a balcony or terrace table. The double flowers have a longer shelf life and keep their beauty even longer in the garden.



**Pot size**  
6 - 15 cm  
2.5 - 6 inch



**Height**  
12 - 24 cm  
4.5 - 9.5 inch



**Flower size**  
3 - 11 cm  
1 - 4.5 inch



**Type**  
Seed



**Growing time\***  
S 12 - 14 weeks  
W 13 - 16 weeks

\*from sowing



Optimum Mix BC

Red Imp

Optimum Mix

Deep Pink

Maxi Deep Rose

“Compose your own **unique collection** from the most extensive assortment of seed Gerberas”

# FLORILINE



## Flori Line® Giant

Giants will definitely be a favourite in retail, because of the attention-grabbing appearance and its versatility. The plants are strong, voluminous and vigorous. They carry big and bombastic flowers in stunning colours. Combining the happy colours within the series creates a feast for the eyes.

 **Pot size**  
15 - 17 cm  
6 - 6.5 inch

 **Height**  
22 - 26 cm  
8.5 - 10 inch

 **Flower size**  
12 - 14 cm  
4.5 - 5.5 inch

 **Type**  
Seed

 **Growing time\***  
S 15 - 16 weeks  
W 16 - 17 weeks

\*from sowing

Strong solid colours and unique bicolours

High uniformity in timing and plant size

Available in various sizes; Giant to Mini

Synchronized flowering for bench-run sales

Mini Eyecatcher Hot Pink BC Imp



Coral



Coral BC



Golden Yellow BC



Orange



Orange BC



Pink



Scan and discover more!



Red



White



Yellow



Golden Yellow BC



Hot Pink



Light Pink BC

## Flori Line® Maxi

Flori Line® Maxi consists of varieties with spectacular colours and generous flowers, combined with a strong crop. The proportions of the flowers and crops are in perfect balance and together with their uniform growing habit, Maxi forms a perfect series for bench-run sales.

|  |  |  |   |   |
|--|--|--|---|---|
|  <p><b>Pot size</b><br/>12 - 15 cm<br/>4,5 - 6 inch</p> |  <p><b>Height</b><br/>20 - 24 cm<br/>8 - 9,5 inch</p> |  <p><b>Flower size</b><br/>8 - 11 cm<br/>3 - 4,5 inch</p> |  <p><b>Type</b><br/>Seed</p> |  <p><b>Growing time*</b><br/>S 13 - 14 weeks<br/>W 14 - 16 weeks</p> |
|--|--|--|---|---|

\*from sowing



Lilac BC



Orange



Orange BC



Coral



Dark Fireball BC



Dark Purple



Pink



Pink BC



Red



Eyecatcher Purple BC



Eyecatcher Red BC



Fireball BC



Red BC



White



White BC Imp



Yellow



Yellow BC



### All-time favourites

Our seed-raised Gerberas have been in the global market for quite some time now. Associated with cheerfulness and purity, Gerberas are the all-time favourites for gifting, brightening up both indoor and outdoor settings with their vibrant hues. To stay up-to-date and sustainable we continuously focus on optimisation and innovation, presenting new and improved genetics. We are committed to developing uniform, early blooming varieties that meet our high standards for versatility and robust plant growth.

Jan Jorrit Eveleens – Assortment Manager Potted Gerbera

## Flori Line® 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 bicolor varieties, and is available in several mixes.



Pot size  
10 - 13 cm  
4 - 5 inch



Height  
18 - 22 cm  
7 - 8,5 inch



Flower size  
7 - 9 cm  
3 - 3,5 inch



Type  
Seed



Growing time\*  
S 13 - 14 weeks  
W 14 - 16 weeks

\*from sowing



Bicolour BC



Dark Fireball BC



Dark Purple



Eyecatcher Dark Purple BC



Orange



Orange BC



Pink



Pink BC



Eyecatcher Purple BC



Eyecatcher Red BC



Eyecatcher Twilight BC



Fireball BC

NEW

### Red Imp

Flori Line® Midi Red Improved now offers better uniformity and a more compact growth habit. With a high number of flowers, Midi Red is back and better!





Red BC



White



White BC



Yellow



Hot Pink



Lilac



Lilac BC



Orange



Yellow BC



Orange BC



Pink



Pink BC



Red

## Flori Line® Mini

The smaller flowers of Flori Line® Mini are perfect for floral arrangements or cute mixed planters combined with other plants. Similar to the other Flori Line® varieties, the Mini is highly uniform in timing and plant size.

|  |   |  |   |  |
|--|---|--|---|--|
|  <b>Pot size</b><br>9 - 12 cm<br>3.5 - 4.5 inch |  <b>Height</b><br>14 - 18 cm<br>5.5 - 7 inch |  <b>Flower size</b><br>5 - 7 cm<br>2 - 3 inch |  <b>Type</b><br>Seed |  <b>Growing time*</b><br>S 12 - 13 weeks<br>W 13 - 15 weeks |
|--|---|--|---|--|

\*from sowing



Red BC



White



White BC



Yellow



Contour BC



Dark Purple BC



**NEW** Eyecatcher  
Hot Pink BC Imp



Eyecatcher  
Red BC



Yellow BC

## Flori Line® Mixes

Flori Line® is available in several mixes that are perfect for retail! Our assortment provides a variety of vivid mixes designed for various pot sizes. Take for example the Spider Mix with unique Maxi or Mini varieties, the Select Mix BC with selected black centre varieties or the cozy Autumn Mix. The bright colour palette and fun eye-catching plants within these mixes offer numerous options to be creative with Gerberas all year through.



Select Mix  
Maxi, Midi & Mini



Select Mix BC  
Maxi, Midi, Mini



Spider Mix  
Maxi & Mini



Specialty Mix  
Midi



Autumn Mix  
Maxi & Midi

# FLORILINE



Spider Mix

“The **Optimum Mixes** are here to combine the best of both worlds!”



# OPTIMUM mix

## Optimum Mix

The Optimum Mix consists of a harmonious blend of happy colours with both green and black centres. Let the large flowers within this mix speak for themselves and amaze your customers.



## Optimum Mix BC

The strong colour contrast within the Optimum Mix BC creates an impressive appearance. This mix is a delightful addition to any balcony, terrace table or indoor space.



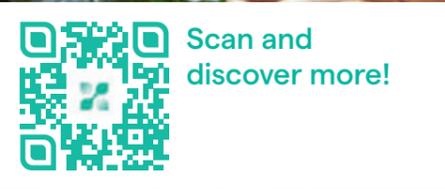
Harmonious blend of Royal® and Flori Line® Giant

Happy and cheerful colours

Quick and uniform flowering

Ideal mixes for larger pot sizes

Optimum Mix



 Pot size  
15 - 17 cm  
6 - 6.5 inch

 Height  
22 - 26 cm  
8.5 - 10 inch

 Flower size  
8 - 14 cm  
3 - 5.5 inch

 Type  
Seed

 Growing time\*  
S 15 - 16 weeks  
W 15 - 17 weeks

\*from sowing

“An impressive flush of perfectly balanced flowers”

Globally proven series for larger pot sizes

Uniform series in unique colours

An impressive flush of flowers!

Perfect to combine with Flori Line® Giant

# ROYAL



Deep Orange



Deep Pink



Deep Rose



Golden Yellow



Neon Violet



Orange Scarlet



Red



White

Mix



Scan and discover more!

**Pot size**  
15 - 17 cm  
6 - 6.5 inch

**Height**  
22 - 26 cm  
8.5 - 10 inch

**Flower size**  
8 - 14 cm  
3 - 5.5 inch

**Type**  
Seed

**Growing time\***  
S 15 - 16 weeks  
W 15 - 17 weeks

\*from sowing

“Sundayz® offers  
colourful long-lasting  
double flowers”



**SUNDAYZ**  
double flowers  
double joy



Long-lasting double flowers

Year-round available

Long shelf life

Suitable for indoor and outdoor use

## Maxi

Maxi contains varieties that will stand out in every interior or outdoors. With their compact and uniform growing habit, these varieties will look great planted in (patio) containers. Be amazed by the enormous double flowers in various bright colours.

 **Pot size**  
12 - 15 cm  
4.5 - 6 inch

 **Height**  
20 - 24 cm  
8 - 9.5 inch

 **Flower size**  
8 - 11 cm  
3 - 4.5 inch

 **Type**  
Seed

 **Growing time\***  
S 13 - 14 weeks  
W 14 - 16 weeks

\*from sowing



Deep Rose



Rose



Red



Mix



Scan and  
discover more!

## Midi

The playful Sundayz® Midi varieties are quick to finish and highly uniform like all 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.

|   |   |  |   |  |
|---|---|--|---|--|
|  <b>Pot size</b><br>10 - 13 cm<br>4 - 5 inch |  <b>Height</b><br>18 - 22 cm<br>7 - 8.5 inch |  <b>Flower size</b><br>7 - 9 cm<br>3 - 3.5 inch |  <b>Type</b><br>Seed |  <b>Growing time*</b><br>S 13 - 14 weeks<br>W 14 - 16 weeks |
|---|---|--|---|--|

\*from sowing

## Mini

The Sundayz® Mini varieties bring smaller flowers, with a high colour impact. These varieties have an excellent indoor and outdoor performance and a lovely appearance. Mini varieties are a popular choice for interior decoration due to their bright colours and petite size. The bigger the better is no longer a thing when seeing these beautiful flowers!

|   |   |  |   |  |
|---|---|--|---|--|
|  <b>Pot size</b><br>9 - 12 cm<br>3.5 - 4.5 |  <b>Height</b><br>14 - 18 cm<br>5.5 - 7 inch |  <b>Flower size</b><br>5 - 7 cm<br>2 - 3 inch |  <b>Type</b><br>Seed |  <b>Growing time*</b><br>S 12 - 13 weeks<br>W 13 - 15 weeks |
|---|---|--|---|--|

\*from sowing



Berries 'n Cream



Purple



Mix



Bicolour



Lilac



Orange



Red



Pink



Purple



Red



Midi Berries 'n Cream



White



Yellow



Mix

# Helleborus Overview

The Helleborus assortment consists of the **Awesome!**® (Niger), **Glamour**® (Orientalis) and **JWLS**® (Interspecific) Series. Starting in September until late spring there is a Helleborus in our assortment for your ideal sales window, suiting every cultivation programme.



Nagano



Strawberry Moon



Endless

AWESOME!

## Perfect for your winter holiday sales

The Helleborus Awesome!® (Niger), or Christmas Rose, starts flowering in November. Therefore, it has a perfect timing for winter holiday sales. This Helleborus from tissue culture is highly uniform and produces more flowers, compared to seed-raised Helleborus.



Pot size  
15 - 17 cm  
6 - 6.5 inch



Height  
30 - 40 cm  
12 - 16 inch



Type  
TC



Growing time  
30 - 35 weeks



## Exceptional range of glamorous colours

Helleborus Glamour® (Orientalis) varieties have great ornamental value, an exceptional range of colours and unique flower shapes. This garden perennial starts flowering in December and keeps on flowering during spring. This Spring Rose is perfect to kickstart your sales after the holidays into the new year.



Pot size  
17 - 19 cm  
6.5 - 7.5 inch



Height  
35 - 50 cm  
14 - 20 inch



Type  
TC



Growing time  
30 - 35 weeks

# JWLS

HELLEBORUS

## The first varieties ready for retail

The Helleborus JWLS® (Interspecific) Series displays unique characteristics. These true perennials are heat-tolerant and, since they are from tissue culture, suitable for controlled growth by programmed cultivation. Helleborus JWLS® can be sold in bloom from early September and continues to flower for up to 7 months. A real gem for the consumer and retail!



Pot size  
17 - 19 cm  
6.5 - 7.5



Height  
35 - 55 cm  
16 - 21.5 inch



Type  
TC



Growing time  
30 - 35 weeks



Heavenly



Eilance



Winterbells



Diamondfire



“The perfect **Helleborus** for winter holiday sales”



Suitable for controlled growth

Extremely heat and cold tolerant

Highly uniform and more vigorous compared to seed-raised Helleborus

AWESOME!

**Heavenly**  
*wilniheav*

Heavenly is a true beauty! Be amazed by the bright white flowers and high flower count, a feast for the eyes during the holidays. The first flowers appear in mid-October.



**Nagano**  
*hilawenaga*

Nagano meets your needs when it comes to a high flower count and a magnificent appearance. The first flowers appear in mid-October. Nagano can be cultivated outdoors.

Heavenly



Pot size  
15 - 17 cm  
6 - 6.5 inch



Height  
30 - 40 cm  
12 - 16 inch



Type  
TC



Growing time  
30 - 35 weeks



Scan and discover more!

“**Glamour**<sup>®</sup> varieties have exceptional colours and **unique flower shapes**”



- Compact to medium plant habits
- Strong plants that can withstand the cold
- Unique flower shapes
- Exceptional colour combinations



**Beaming Blush**  
*glambeam*

**Bijoux**  
*glambijoux*

**Elance**  
*glamelan*

**Purple Flame**  
*glampuffa*

**Strawberry Moon**  
*miyohere nyr*

Elance

|   |   |   |  |
|---|---|---|--|
|  <b>Pot size</b><br>17 - 19 cm<br>6.5 - 7.5 inch |  <b>Height</b><br>35 - 50 cm<br>14 - 20 inch |  <b>Type</b><br>TC |  <b>Growing time</b><br>30 - 35 weeks |
|---|---|---|--|

 Scan and discover more!

“ Helleborus JWLS® is the perfect winter perennial for the garden and patio “



- Perfect for controlled growth
- Extremely heat and cold tolerant
- Perennial for the garden and patio
- Winterbells** flowers up to 7 months

# JWLS

## HELLEBORUS



**Dacaya**  
*hiljwlsdaca*



**Diamonfire**  
*hiljwlsdiamon*



**Endless**  
*hiljwlsend*



**Guess**  
*hiljwlsguess*



**Winterbells**  
*winterbells*

Diamonfire



Pot size  
17 - 19 cm  
6.5 - 7.5



Height  
35 - 55 cm  
16 - 21.5 inch



Type  
TC



Growing time  
30 - 35 weeks



Scan and discover more!

# Salvia

## Overview

The Salvia Salgoon® Series contains fast-flowering, vigorous Salvia plants with many side shoots and exceptionally long-flowering, fully packed stems. The stems, foliage and flowers come in beautiful contrasting colours.

The Salgoon® Series grows uniformly and one cutting can easily fill a 21 cm pot. Salvia Salgoon® is a great garden performer and keeps on flowering till the first frost!



### Outstanding garden performance

Salvia Salgoon® is known for its strong garden performance, uniform growing habit, heat tolerance, and well-filled bloom set. Be one of the first to hit the market with this easy and fast-flowering series, performing as interspecific annuals. You can even grow them semi-finished for landscaping. All varieties are highly resilient and transport easily with the flowers still in the buds. We now offer compact and medium varieties.



Lake Blueberry  
Compact



Pot size  
17 - 21 cm  
6.5 - 8 inch



Plant habit  
Compact



Height  
40 - 55 cm  
16 - 21.5 inch



Type  
RC



Growing time  
S 8 - 12 weeks  
W 12 - 14 weeks

Mix



Strawberry Lake  
Medium



Pot size  
17 - 21 cm  
6.5 - 8 inch



Plant habit  
Medium



Height  
50 - 65 cm  
20 - 25.5 inch



Type  
RC



Growing time  
S 8 - 12 weeks  
W 12 - 14 weeks

Strawberry Lake



Lake Blueberry



“Salgoon® offers strong, resilient plants with many sturdy, fully packed flower spikes”



Strong plants with good branching

Attracts bees and butterflies

Uniform varieties in vivid colours

One cutting can easily fill a 21 cm pot



The outstanding performance of Salvia Salgoon® in a new look

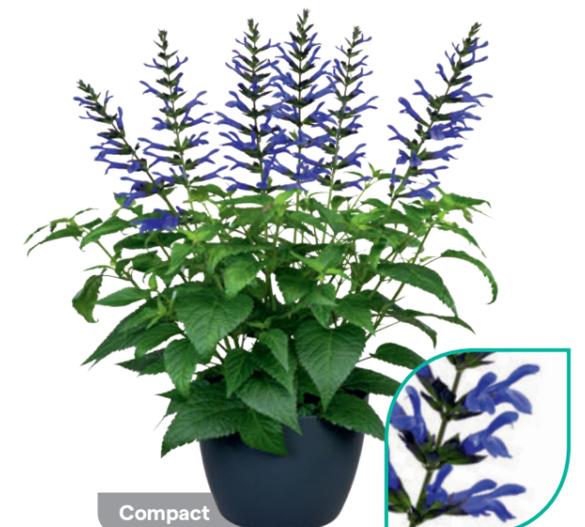
The garden performance of Salvia Salgoon® is by now proven to be exceptional. The sturdy and robust plants offer many firm and well-filled flower spikes and are heat tolerant. This much loved product is now available with its colourful new branding concept. Now, you can position your unique Salgoon® varieties to the market even better.

Stein Schouten – Assortment Manager Salvia



Compact

Lake Blueberry  
t11016



Compact

Lake Como  
t11017

Lake Como



Scan and discover more!



Pot size  
17 - 21 cm  
6.5 - 8 inch



Plant habit  
Compact



Height  
40 - 55 cm  
16 - 21.5 inch



Type  
RC



Growing time  
S 8 - 12 weeks  
W 12 - 14 weeks



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 Salvia Salgoon® Series

[hilverdaflorist.com](http://hilverdaflorist.com)



**New Concept**

*Rich Flowering*

Salvia Salgoon®



Compact

**Lake Flamingo**  
t11019



Compact

**Lake Garda**  
t1993



Compact

**Lake Onega**  
t11018



Medium

**Strawberry Lake**  
t1993



Looking for the product for nature-loving gardeners? Especially for those who love untouched nature and purity, we have developed Salvia Salgoon®! Colourful spikes waving in the wind, delicate scents, and the soothing sounds of buzzing and chirping... Salvia brings a calming and relaxing vibe to any outdoor living space.

Benefit from using the Salvia Salgoon® branding concept! Tell the story of Salvia Salgoon® and offer the added value the plants deserve like no other! Make it work to your advantage. Print your promotional materials with our ready-to-use designs and make your range stand out.



Let's make gardens flourish, with this stunning series. Want to know more or discuss options for your assortment?

Contact your Area Sales Manager or [marketing@hilverdaflorist.com](mailto:marketing@hilverdaflorist.com).



Pot size  
17 - 21 cm  
6.5 - 8 inch



Plant habit  
Compact  
& Medium



Height  
40 - 65 cm  
16 - 25.5 inch



Type  
RC



Growing time  
S 8 - 12 weeks  
W 12 - 14 weeks

# Assortment overview



| Crop             | Series           | Commercial name | Variety denomination | Colour  | Plant habit | Height (cm)   | Pot size (cm)   | Common use      | Retail ready (wks) | Flowering period | Page    |
|------------------|------------------|-----------------|----------------------|---------|-------------|---------------|-----------------|-----------------|--------------------|------------------|---------|
| Alstroemeria     | Inticancha®      |                 |                      |         |             |               |                 |                 |                    |                  | 8 - 11  |
|                  | Bryce            | tesbryce        | Orange               | Compact | 20 - 30     | 17 - 21       | Patio, Garden   | S 12-14/W 14-16 | Mar - Oct          | 9                |         |
|                  | Dark Purple      | tesdarklin      | Purple               | Compact | 20 - 30     | 17 - 21       | Patio, Garden   | S 12-14/W 14-16 | Mar - Oct          | 9                |         |
|                  | Doba             | tesdoba         | Red                  | Compact | 20 - 30     | 17 - 21       | Patio, Garden   | S 12-14/W 14-16 | Mar - Oct          | 9                |         |
|                  | Havana           | tessunhava      | Yellow               | Compact | 20 - 30     | 17 - 21       | Patio, Garden   | S 12-14/W 14-16 | Mar - Oct          | 9                |         |
|                  | Hula             | teshula         | White/purple         | Compact | 20 - 30     | 17 - 21       | Patio, Garden   | S 12-14/W 14-16 | Mar - Oct          | 9                |         |
|                  | Indigo           | tesindig        | Purple               | Compact | 20 - 30     | 17 - 21       | Patio, Garden   | S 12-14/W 14-16 | Mar - Oct          | 9                |         |
|                  | Machu            | tesmach         | Pink                 | Compact | 20 - 30     | 17 - 21       | Patio, Garden   | S 12-14/W 14-16 | Mar - Oct          | 9                |         |
|                  | Magic White      | tesmagwhi       | White                | Compact | 20 - 30     | 17 - 21       | Patio, Garden   | S 12-14/W 14-16 | Mar - Oct          | 9                |         |
|                  | Malaga           | tesmala         | Pink                 | Compact | 20 - 30     | 17 - 21       | Patio, Garden   | S 12-14/W 14-16 | Mar - Oct          | 9                |         |
|                  | Maya             | tesmaya         | White/pink           | Compact | 20 - 30     | 17 - 21       | Patio, Garden   | S 12-14/W 14-16 | Mar - Oct          | 10               |         |
|                  | Moon             | tesmoonli       | White/purple         | Compact | 20 - 30     | 17 - 21       | Patio, Garden   | S 12-14/W 14-16 | Mar - Oct          | 10               |         |
|                  | Navayo           | tesnava         | Soft purple          | Compact | 20 - 30     | 17 - 21       | Patio, Garden   | S 12-14/W 14-16 | Mar - Oct          | 10               |         |
|                  | Paraiso          | tesparai        | Dark purple          | Compact | 20 - 30     | 17 - 21       | Patio, Garden   | S 12-14/W 14-16 | Mar - Oct          | 10               |         |
|                  | Red              | tesrobin        | Red                  | Compact | 20 - 30     | 17 - 21       | Patio, Garden   | S 12-14/W 14-16 | Mar - Oct          | 10               |         |
|                  | Romance          | tesromance      | Dark pink            | Compact | 20 - 30     | 17 - 21       | Patio, Garden   | S 12-14/W 14-16 | Mar - Oct          | 10               |         |
|                  | Sunburst         | tessunbu        | White                | Compact | 20 - 30     | 17 - 21       | Patio, Garden   | S 12-14/W 14-16 | Mar - Oct          | 10               |         |
|                  | Sunset           | tessunse        | Yellow/orange        | Compact | 20 - 30     | 17 - 21       | Patio, Garden   | S 12-14/W 14-16 | Mar - Oct          | 10               |         |
|                  | Sunshine         | tesshine        | Pink                 | Compact | 20 - 30     | 17 - 21       | Patio, Garden   | S 12-14/W 14-16 | Mar - Oct          | 10               |         |
|                  | Sunstar          | tessunstar      | Purple               | Compact | 20 - 30     | 17 - 21       | Patio, Garden   | S 12-14/W 14-16 | Mar - Oct          | 11               |         |
| Valentino        | tesvalen         | Red             | Compact              | 20 - 30 | 17 - 21     | Patio, Garden | S 12-14/W 14-16 | Mar - Oct       | 11                 |                  |         |
| Valletta         | tesval           | Red             | Compact              | 20 - 30 | 17 - 21     | Patio, Garden | S 12-14/W 14-16 | Mar - Oct       | 11                 |                  |         |
| White Pink Blush | tesblushin       | White           | Compact              | 20 - 30 | 17 - 21     | Patio, Garden | S 12-14/W 14-16 | Mar - Oct       | 11                 |                  |         |
| Alstroemeria     | Summer Paradise® |                 |                      |         |             |               |                 |                 |                    |                  | 12 - 13 |
|                  | Indian Summer    | tesronto        | Orange               | Tall    | 60 - 75     | 19 - 23       | Garden          | S 15-17/W 17-19 | May - Nov          | 13               |         |
|                  | Summer Break     | tessumbreak     | Soft pink            | Tall    | 60 - 75     | 19 - 23       | Garden          | S 15-17/W 17-19 | May - Nov          | 13               |         |
|                  | Summer Breeze    | tessumbre       | Yellow               | Tall    | 60 - 75     | 19 - 23       | Garden          | S 15-17/W 17-19 | May - Nov          | 13               |         |
|                  | Summer Chic      | tessumchi       | Purple               | Tall    | 60 - 75     | 19 - 23       | Garden          | S 15-17/W 17-19 | May - Nov          | 13               |         |
|                  | Summer Heat      | tesumheat       | Red                  | Tall    | 60 - 75     | 19 - 23       | Garden          | S 15-17/W 17-19 | May - Nov          | 13               |         |
|                  | Summer Pepper    | tessumpep       | Red                  | Tall    | 60 - 75     | 19 - 23       | Garden          | S 15-17/W 17-19 | May - Nov          | 13               |         |
|                  | Summer Rose      | tessumrose      | Pink                 | Tall    | 60 - 75     | 19 - 23       | Garden          | S 15-17/W 17-19 | May - Nov          | 13               |         |
|                  | Summer Saint     | tessumsaint     | Dark pink            | Tall    | 60 - 75     | 19 - 23       | Garden          | S 15-17/W 17-19 | May - Nov          | 13               |         |
|                  | Summer Sky       | tessumsky       | White                | Tall    | 60 - 75     | 19 - 23       | Garden          | S 15-17/W 17-19 | May - Nov          | 13               |         |
| Alstroemeria     | Summer Valley    |                 |                      |         |             |               |                 |                 |                    |                  | 14 - 15 |
|                  | Beach Valley     | tessumbeach     | Cream                | Medium  | 35 - 45     | 19 - 23       | Garden, Patio   | S 15-17/W 17-19 | May - Nov          | 15               |         |
|                  | River Valley     | tessumriver     | Dark pink            | Compact | 30 - 40     | 19 - 23       | Garden, Patio   | S 15-17/W 17-19 | May - Nov          | 15               |         |
|                  | Spring Valley    | tesvalsprin     | Yellow               | Medium  | 35 - 45     | 19 - 23       | Garden, Patio   | S 15-17/W 17-19 | May - Nov          | 15               |         |
|                  | Times Valley     | tessvaltime     | White                | Medium  | 35 - 45     | 19 - 23       | Garden, Patio   | S 15-17/W 17-19 | May - Nov          | 15               |         |
|                  | Valley Girl      | tesvalgirl      | Salmon               | Medium  | 35 - 45     | 19 - 23       | Garden, Patio   | S 15-17/W 17-19 | May - Nov          | 15               |         |
|                  | Wild Valley      | tesvalwild      | Red                  | Medium  | 40 - 50     | 19 - 23       | Garden, Patio   | S 15-17/W 17-19 | May - Nov          | 15               |         |
| Dianthus         | Beauties®        |                 |                      |         |             |               |                 |                 |                    |                  | 18 - 21 |
|                  | Freya            | hilbeafreya     | Light pink           | Medium  | 10 - 17     | 9 - 12        | Garden, Patio   | S 8-12/W 16-20  | Mar - Nov          | 19               |         |
|                  | Kahori           | holkahori       | Magenta              | Medium  | 10 - 17     | 9 - 12        | Garden, Patio   | S 8-12/W 16-20  | Mar - Nov          | 19               |         |

| Crop             | Series               | Commercial name  | Variety denomination | Colour  | Plant habit | Height (cm)        | Pot size (cm)      | Common use      | Retail ready (wks) | Flowering period | Page    |
|------------------|----------------------|------------------|----------------------|---------|-------------|--------------------|--------------------|-----------------|--------------------|------------------|---------|
| Dianthus         | Beauties®            |                  |                      |         |             |                    |                    |                 |                    |                  | 18 - 21 |
|                  | Kahori Pink          | holkahoripink    | Pink                 | Medium  | 10 - 17     | 9 - 12             | Garden, Patio      | S 8-12/W 16-20  | Mar - Nov          | 19               |         |
|                  | Kahori Scarlet       | holkahoriscarlet | Cerise               | Medium  | 10 - 17     | 9 - 12             | Garden, Patio      | S 8-12/W 16-20  | Mar - Nov          | 19               |         |
|                  | Kaia                 | hilbeakaia       | Purple/white         | Medium  | 10 - 17     | 9 - 12             | Garden, Patio      | S 8-12/W 16-20  | Mar - Nov          | 19               |         |
|                  | NEW Romee            | hilbearom        | White                | Medium  | 10 - 17     | 9 - 12             | Garden, Patio      | S 8-12/W 16-20  | Mar - Nov          | 19               |         |
|                  | Rousey               | hilbearous       | Purple               | Medium  | 10 - 17     | 9 - 12             | Garden, Patio      | S 8-12/W 16-20  | Mar - Nov          | 19               |         |
|                  | Sherisé              | hilbeasher       | Red                  | Compact | 8 - 12      | 9 - 12             | Garden, Patio      | S 8-12/W 16-20  | Mar - Nov          | 20               |         |
|                  | Tasha                | hiltasha         | Magenta              | Medium  | 10 - 17     | 9 - 12             | Garden, Patio      | S 8-12/W 16-20  | Mar - Nov          | 20               |         |
|                  | Tiuu                 | hilarian         | Purple               | Medium  | 10 - 17     | 9 - 12             | Garden, Patio      | S 8-12/W 16-20  | Mar - Nov          | 20               |         |
|                  | Tyra                 | hilbeatyr        | Red                  | Medium  | 10 - 17     | 9 - 12             | Garden, Patio      | S 8-12/W 16-20  | Mar - Nov          | 20               |         |
| Dianthus         | Flow®                |                  |                      |         |             |                    |                    |                 |                    |                  | 22 - 25 |
|                  | Apella Beach         | hilbechapell     | Green                | Medium  | 15 - 20     | 12 - 15            | Pot, Patio         | S 10-13/W 18-20 | Apr - Oct          | 23               |         |
|                  | Blinky Beach         | hilbechbli       | Dark purple          | Medium  | 15 - 20     | 12 - 15            | Pot, Patio         | S 10-13/W 18-20 | Apr - Oct          | 23               |         |
|                  | Bondi Beach          | hilbechbondi     | Peach                | Medium  | 15 - 20     | 12 - 15            | Pot, Patio         | S 10-13/W 18-20 | Apr - Oct          | 23               |         |
|                  | Dream Beach          | hilbechdream     | Pink                 | Medium  | 15 - 20     | 12 - 15            | Pot, Patio         | S 10-13/W 18-20 | Apr - Oct          | 23               |         |
|                  | NEW Florida Bay      | hilflobay        | Purple               | Medium  | 15 - 20     | 12 - 15            | Pot, Patio         | S 10-13/W 18-20 | Apr - Oct          | 23               |         |
|                  | Glen Bay             | hilbechwaik      | Salmon/purple        | Medium  | 15 - 20     | 12 - 15            | Pot, Patio         | S 10-13/W 18-20 | Apr - Oct          | 23               |         |
|                  | Grace Bay            | hilbechgre       | Light yellow/purple  | Medium  | 15 - 20     | 12 - 15            | Pot, Patio         | S 10-13/W 18-20 | Apr - Oct          | 23               |         |
|                  | NEW Palm Beach       | hilpalbea        | Bicolour             | Medium  | 15 - 20     | 12 - 15            | Pot, Patio         | S 10-13/W 18-20 | Apr - Oct          | 24               |         |
|                  | NEW Pearl Beach      | hilpeabea        | White                | Medium  | 15 - 20     | 12 - 15            | Pot, Patio         | S 10-13/W 18-20 | Apr - Oct          | 24               |         |
| Red Beach        | hilbechred           | Red              | Medium               | 15 - 20 | 12 - 15     | Pot, Patio         | S 10-13/W 18-20    | Apr - Oct       | 24                 |                  |         |
| Shark Bay        | hilbechcanno         | White/purple     | Medium               | 15 - 20 | 12 - 15     | Pot, Patio         | S 10-13/W 18-20    | Apr - Oct       | 24                 |                  |         |
| White Bay        | hilbechwhi           | White            | Medium               | 15 - 20 | 12 - 15     | Pot, Patio         | S 10-13/W 18-20    | Apr - Oct       | 24                 |                  |         |
| Dianthus         | Specialty            |                  |                      |         |             |                    |                    |                 |                    |                  | 26 - 27 |
|                  | NEW Picture Perfect® | hilpicperf       | Bicolour             | Compact | 15 - 20     | 9 - 12             | Pot, Patio, Garden | S 8-12/W 16-20  | Mar - Nov          | 27               |         |
| Dianthus         | Sunflor®             |                  |                      |         |             |                    |                    |                 |                    |                  | 28 - 33 |
|                  | Beetle               | hilbeetl         | Dark purple          | Compact | 15 - 18     | 9 - 12             | Pot, Patio, Garden | S 9-11/W 17-19  | Mar - Nov          | 29               |         |
|                  | Charmy               | hilcharm         | White/purple         | Compact | 15 - 18     | 9 - 12             | Pot, Patio, Garden | S 8-10/W 16-18  | Mar - Nov          | 29               |         |
|                  | Cosmos               | kocosmo          | White                | Compact | 15 - 18     | 9 - 12             | Pot, Patio, Garden | S 9-11/W 17-19  | Mar - Nov          | 29               |         |
|                  | Dynamite             | hildyna          | Red                  | Compact | 15 - 18     | 9 - 12             | Pot, Patio, Garden | S 9-11/W 17-19  | Mar - Nov          | 30               |         |
|                  | Edberg               | hiledbe          | White                | Medium  | 18 - 20     | 9 - 12             | Pot, Patio, Garden | S 8-10/W 16-18  | Mar - Nov          | 30               |         |
|                  | NEW Emily            | hilsunemy        | White                | Compact | 15 - 18     | 9 - 12             | Pot, Patio, Garden | S 10-12/W 18-20 | Mar - Nov          | 30               |         |
|                  | Esta                 | koes             | Cerise/light pink    | Medium  | 18 - 20     | 9 - 12             | Pot, Patio, Garden | S 9-11/W 17-19  | Mar - Nov          | 30               |         |
|                  | Evert                | hilevert         | Pink                 | Compact | 15 - 18     | 9 - 12             | Pot, Patio, Garden | S 9-11/W 17-19  | Mar - Nov          | 30               |         |
|                  | Faganza              | faganza          | Magenta              | Compact | 15 - 18     | 9 - 12             | Pot, Patio, Garden | S 8-10/W 16-18  | Mar - Nov          | 30               |         |
|                  | NEW Jackie           | hiljackie        | Burgundy             | Compact | 15 - 18     | 9 - 12             | Pot, Patio, Garden | S 8-10/W 16-18  | Mar - Nov          | 30               |         |
|                  | Kaylee               | hilkaylee        | Burgundy/white       | Compact | 15 - 18     | 9 - 12             | Pot, Patio, Garden | S 8-10/W 16-18  | Mar - Nov          | 30               |         |
|                  | Lady Beetle          | hilflabe         | Pink                 | Compact | 15 - 18     | 9 - 12             | Pot, Patio, Garden | S 9-11/W 17-19  | Mar - Nov          | 30               |         |
| NEW Magic Beetle | hilmagicbe           | Coral            | Compact              | 15 - 18 | 9 - 12      | Pot, Patio, Garden | S 9-11/W 17-19     | Mar - Nov       | 30                 |                  |         |
| Megan            | hilmegansun          | Red/light pink   | Compact              | 15 - 18 | 9 - 12      | Pot, Patio, Garden | S 8-10/W 16-18     | Mar - Nov       | 31                 |                  |         |
| NEW Rinjani      | hilorinjani          | Cherry           | Compact              | 15 - 18 | 9 - 12      | Pot, Patio, Garden | S 8-10/W 16-18     | Mar - Nov       | 31                 |                  |         |
| Serena           | hilseren             | Pink             | Medium               | 18 - 20 | 9 - 12      | Pot, Patio, Garden | S 8-10/W 16-18     | Mar - Nov       | 31                 |                  |         |
| Sinclair         | hilsinclair          | Magenta/red      | Medium               | 18 - 20 | 9 - 12      | Pot, Patio, Garden | S 9-11/W 17-19     | Mar - Nov       | 31                 |                  |         |
| Vulcano          | hilvulca             | Red              | Tall                 | 20 - 22 | 9 - 12      | Pot, Patio, Garden | S 9-11/W 17-19     | Mar - Nov       | 31                 |                  |         |

SELECTION



Amaze Fearless Flirty Powerful Serenity Chili



Komodo Midi Red Imp Mini Eyecatcher Hot Pink BC Imp

| Crop       | Series             | Commercial name    | Variety denomination | Colour          | Plant habit | Height (cm) | Pot size (cm) | Common use         | Retail ready (wks) | Flowering period | Page    |
|------------|--------------------|--------------------|----------------------|-----------------|-------------|-------------|---------------|--------------------|--------------------|------------------|---------|
| Dianthus   | Sunflor®           |                    |                      |                 |             |             |               |                    |                    |                  | 28 - 33 |
| COLLECTION |                    | Allura             | allura               | Pink            | Medium      | 18 - 20     | 9 - 12        | Pot, Patio, Garden | S 10-12/W 18-20    | Mar - Nov        | 32      |
|            |                    | Amber              | hilamber             | Yellow          | Tall        | 20 - 22     | 9 - 12        | Pot, Patio, Garden | S 11-13/W 21-24    | Mar - Nov        | 32      |
|            |                    | Bianca             | kobianca             | White/dark red  | Medium      | 18 - 20     | 9 - 12        | Pot, Patio, Garden | S 11-13/W 21-24    | Mar - Nov        | 32      |
|            |                    | Bling Bling        | blingbling           | Peach           | Tall        | 20 - 22     | 9 - 12        | Pot, Patio, Garden | S 10-12/W 18-20    | Mar - Nov        | 32      |
|            |                    | Cody               | hilcody              | Orange          | Medium      | 18 - 20     | 9 - 12        | Pot, Patio, Garden | S 11-13/W 21-24    | Mar - Nov        | 32      |
|            |                    | Desire             | hildes               | Burgundy        | Medium      | 18 - 20     | 9 - 12        | Pot, Patio, Garden | S 10-12/W 18-20    | Mar - Nov        | 32      |
|            |                    | Fygi               | hilfygi              | Purple          | Medium      | 18 - 20     | 9 - 12        | Pot, Patio, Garden | S 10-12/W 18-20    | Mar - Nov        | 32      |
|            |                    | Luigi              | hilluigi             | Peach           | Tall        | 20 - 22     | 9 - 12        | Pot, Patio, Garden | S 10-12/W 18-20    | Mar - Nov        | 32      |
|            |                    | Orange Bling Bling | hilorbli             | Orange          | Tall        | 20 - 22     | 9 - 12        | Pot, Patio, Garden | S 10-12/W 18-20    | Mar - Nov        | 32      |
|            |                    | Orinoco            | hilorin              | Light pink/pink | Medium      | 18 - 20     | 9 - 12        | Pot, Patio, Garden | S 10-12/W 18-20    | Mar - Nov        | 33      |
|            |                    | Red Allura         | hilreal              | Red             | Tall        | 20 - 22     | 9 - 12        | Pot, Patio, Garden | S 10-12/W 18-20    | Mar - Nov        | 33      |
|            |                    | Skylar             | hilskyl              | Hot pink        | Tall        | 20 - 22     | 9 - 12        | Pot, Patio, Garden | S 11-13/W 21-24    | Mar - Nov        | 33      |
|            | Echinacea          | MOOODZ®            |                      |                 |             |             |               |                    |                    |                  |         |
| NEW        |                    | Amaze              | hilmomaze            | Yellow          | Medium      | 40 - 50     | 17 - 19       | Garden, Patio      | 12-14              | May - Sept       | 38      |
|            |                    | Awake              | hilmoowak            | Pink            | Medium      | 35 - 45     | 17 - 19       | Garden, Patio      | 12-14              | May - Sept       | 38      |
|            |                    | Courage            | hilmoocour           | Pink            | Medium      | 35 - 45     | 17 - 19       | Garden, Patio      | 12-14              | May - Sept       | 38      |
|            |                    | Devotion           | hilmoodevot          | Red             | Medium      | 40 - 45     | 17 - 19       | Garden, Patio      | 12-14              | May - Sept       | 38      |
|            |                    | Dream              | hilmoodrea           | Yellow          | Medium      | 35 - 45     | 17 - 19       | Garden, Patio      | 12-14              | May - Sept       | 38      |
| NEW        |                    | Fearless           | hilmofear            | Orange          | Medium      | 35 - 45     | 17 - 19       | Garden, Patio      | 12-14              | May - Sept       | 38      |
| NEW        |                    | Flirty             | hilmoflirt           | Fuchsia         | Compact     | 35 - 45     | 15 - 19       | Garden, Patio      | 12-14              | May - Sept       | 37      |
|            |                    | Glory              | hilmooqlor           | White           | Compact     | 30 - 35     | 17 - 19       | Garden, Patio      | 12-14              | May - Sept       | 37      |
|            |                    | Imagination        | hilmooimag           | Pink            | Medium      | 40 - 50     | 17 - 19       | Garden, Patio      | 12-14              | May - Sept       | 38      |
|            |                    | Jealousy           | hilmoojeal           | Green           | Medium      | 40 - 50     | 17 - 19       | Garden, Patio      | 12-14              | May - Sept       | 39      |
|            |                    | Mediation          | hilmoomedi           | Orange          | Medium      | 35 - 40     | 17 - 19       | Garden, Patio      | 12-14              | May - Sept       | 39      |
|            |                    | Motivation         | hilmoomotiv          | Salmon          | Compact     | 30 - 35     | 15 - 19       | Garden, Patio      | 12-14              | May - Sept       | 37      |
|            |                    | Peace              | hilmoopea            | Yellow          | Medium      | 35 - 45     | 17 - 19       | Garden, Patio      | 12-14              | May - Sept       | 39      |
| NEW        |                    | Powerful           | hilmooopowe          | Red             | Medium      | 35 - 45     | 17 - 19       | Garden, Patio      | 12-14              | May - Sept       | 39      |
|            |                    | Satisfy            | hilmooosati          | Orange          | Medium      | 40 - 50     | 17 - 19       | Garden, Patio      | 12-14              | May - Sept       | 39      |
| NEW        |                    | Serenity           | hilmooosere          | White           | Compact     | 30 - 35     | 15 - 19       | Garden, Patio      | 12-14              | May - Sept       | 37      |
|            |                    | Sympathy           | hilmooosymp          | Orange          | Medium      | 40 - 50     | 17 - 19       | Garden, Patio      | 12-14              | May - Sept       | 39      |
| Gerbera    | Garvinea® Cheeky   |                    |                      |                 |             |             |               |                    |                    |                  | 42 - 43 |
|            |                    | Hot Pink           | hilgahotpi           | Magenta         | Medium      | 30 - 35     | 12 - 17       | Garden, Patio      | S 7-11/W 11-13     | Mar - Nov        | 43      |
|            |                    | Magenta            | chemag20aa           | Magenta         | Medium      | 30 - 35     | 12 - 17       | Garden, Patio      | S 7-11/W 11-13     | Mar - Nov        | 43      |
|            |                    | Red                | chered20aa           | Red             | Medium      | 30 - 40     | 12 - 17       | Garden, Patio      | S 7-11/W 11-13     | Mar - Nov        | 43      |
|            |                    | Yellow             | cheyel20aa           | Yellow          | Compact     | 25 - 30     | 12 - 17       | Garden, Patio      | S 7-11/W 11-13     | Mar - Nov        | 43      |
| Gerbera    | Garvinea® Majestic |                    |                      |                 |             |             |               |                    |                    |                  | 44 - 45 |
|            |                    | Burgundy           | majbur20aa           | Burgundy        | Medium      | 35 - 40     | 14 - 21       | Garden, Patio      | S 8-14/W 12-14     | Mar - Nov        | 45      |
|            |                    | Light Pink         | majlip20aa           | Light pink      | Medium      | 30 - 35     | 14 - 21       | Garden, Patio      | S 8-14/W 12-14     | Mar - Nov        | 45      |
|            |                    | Purple             | majpur21aa           | Purple          | Medium      | 35 - 40     | 14 - 21       | Garden, Patio      | S 8-14/W 12-14     | Mar - Nov        | 45      |
|            |                    | Yellow             | majyel20aa           | Yellow          | Medium      | 30 - 35     | 14 - 21       | Garden, Patio      | S 8-14/W 12-14     | Mar - Nov        | 45      |
| Gerbera    | Garvinea® Sweet    |                    |                      |                 |             |             |               |                    |                    |                  | 46 - 49 |
|            |                    | Blaze              | hilswebla            | Yellow/red      | Compact     | 30 - 35     | 14 - 21       | Garden, Patio      | S 8-12/W 12-14     | Mar - Nov        | 47      |
| NEW        |                    | Chili              | garswechi            | Red             | Compact     | 30 - 35     | 14 - 21       | Garden, Patio      | S 8-12/W 12-14     | Mar - Nov        | 47      |
|            |                    | Femmy              | classic femmy        | Pink            | Compact     | 30 - 35     | 14 - 21       | Garden, Patio      | S 8-12/W 12-14     | Mar - Nov        | 47      |

| Crop    | Series                 | Commercial name       | Variety denomination | Colour           | Plant habit | Height (cm) | Pot size (cm) | Common use    | Retail ready (wks) | Flowering period | Page    |
|---------|------------------------|-----------------------|----------------------|------------------|-------------|-------------|---------------|---------------|--------------------|------------------|---------|
| Gerbera | Garvinea® Sweet        |                       |                      |                  |             |             |               |               |                    |                  | 46 - 49 |
|         |                        | Fiesta                | sweet fiesta         | White/pink       | Tall        | 35 - 40     | 14 - 21       | Garden, Patio | S 8-12/W 12-14     | Mar - Nov        | 47      |
|         |                        | Frosting              | sweet frosting       | White            | Medium      | 35 - 40     | 14 - 21       | Garden, Patio | S 8-12/W 12-14     | Mar - Nov        | 47      |
|         |                        | Glow                  | garglow              | Red              | Medium      | 30 - 35     | 14 - 21       | Garden, Patio | S 8-12/W 12-14     | Mar - Nov        | 47      |
|         |                        | Heart                 | garheart             | Pink             | Medium      | 30 - 35     | 14 - 21       | Garden, Patio | S 8-12/W 12-14     | Mar - Nov        | 47      |
|         |                        | Honey                 | garho                | Yellow           | Medium      | 30 - 35     | 14 - 21       | Garden, Patio | S 8-12/W 12-14     | Mar - Nov        | 48      |
|         |                        | Joy                   | garswjoy             | Yellow           | Medium      | 30 - 35     | 14 - 21       | Garden, Patio | S 8-12/W 12-14     | Mar - Nov        | 48      |
|         |                        | Love                  | garswlove            | Red              | Compact     | 30 - 35     | 14 - 21       | Garden, Patio | S 8-12/W 12-14     | Mar - Nov        | 48      |
|         |                        | Maggie                | hilswevag            | Hot pink         | Compact     | 30 - 35     | 14 - 21       | Garden, Patio | S 8-12/W 12-14     | Mar - Nov        | 48      |
|         |                        | Memories              | garsweetmemo         | White/light pink | Compact     | 30 - 35     | 14 - 21       | Garden, Patio | S 8-12/W 12-14     | Mar - Nov        | 48      |
|         |                        | Smile                 | garsmile             | Yellow           | Medium      | 35 - 40     | 14 - 21       | Garden, Patio | S 8-12/W 12-14     | Mar - Nov        | 48      |
|         |                        | Sparkle               | garswsparkle         | Purple           | Medium      | 35 - 40     | 14 - 21       | Garden, Patio | S 8-12/W 12-14     | Mar - Nov        | 48      |
|         |                        | Spice                 | garswspice           | Purple           | Medium      | 35 - 40     | 14 - 21       | Garden, Patio | S 8-12/W 12-14     | Mar - Nov        | 48      |
|         |                        | Sunset                | sweet sunset         | Orange/yellow    | Medium      | 35 - 40     | 14 - 21       | Garden, Patio | S 8-12/W 12-14     | Mar - Nov        | 48      |
|         |                        | Surprise              | garsurprise          | Purple           | Medium      | 30 - 35     | 14 - 21       | Garden, Patio | S 8-12/W 12-14     | Mar - Nov        | 49      |
|         |                        | Vibe                  | garswvibe            | Yellow           | Medium      | 35 - 40     | 14 - 21       | Garden, Patio | S 8-12/W 12-14     | Mar - Nov        | 49      |
| Gerbera | Patio Gerbera          |                       |                      |                  |             |             |               |               |                    |                  | 52 - 54 |
|         |                        | Bighorn               | bighorn              | Purple           | Tall        | 50 - 60     | 19 - 30       | Patio         | S 12-16/W 16-20    | Mar - Nov        | 53      |
|         |                        | Capitol Reef          | capitol reef         | Pink/white       | Medium      | 40 - 50     | 19 - 30       | Patio         | S 12-16/W 16-20    | Mar - Nov        | 53      |
|         |                        | Daintree              | hildain              | Purple/lilac     | Medium      | 45 - 50     | 19 - 30       | Patio         | S 12-16/W 16-20    | Mar - Nov        | 53      |
|         |                        | Glacier               | floglacier           | White            | Tall        | 50 - 55     | 19 - 30       | Patio         | S 12-16/W 16-20    | Mar - Nov        | 53      |
|         |                        | Great Smoky Mountains | flosmoky             | Orange           | Tall        | 50 - 55     | 19 - 30       | Patio         | S 12-16/W 16-20    | Mar - Nov        | 53      |
|         |                        | Hot Springs           | hilhotsp             | Purple/white     | Medium      | 45 - 50     | 19 - 30       | Patio         | S 12-16/W 16-20    | Mar - Nov        | 53      |
|         |                        | Karoo                 | flokaroo             | Pink/white       | Medium      | 45 - 60     | 19 - 30       | Patio         | S 12-16/W 16-20    | Mar - Nov        | 54      |
| NEW     |                        | Komodo                | hilkomodo            | Yellow           | Medium      | 50 - 55     | 19 - 30       | Patio         | S 12-16/W 16-20    | Mar - Nov        | 53      |
|         |                        | Kruger                | flokruker            | Yellow           | Compact     | 40 - 50     | 19 - 30       | Patio         | S 12-16/W 16-20    | Mar - Nov        | 54      |
|         |                        | Monte Viso            | flomonvi             | Pink/white       | Medium      | 45 - 50     | 19 - 30       | Patio         | S 12-16/W 16-20    | Mar - Nov        | 54      |
|         |                        | Painted Desert        | painted desert       | Orange/yellow    | Medium      | 45 - 50     | 19 - 30       | Patio         | S 12-16/W 16-20    | Mar - Nov        | 54      |
|         |                        | Pinnacles             | pinnacles            | Red              | Medium      | 50 - 55     | 19 - 30       | Patio         | S 12-16/W 16-20    | Mar - Nov        | 54      |
|         |                        | Sedona                | sedona               | Red              | Tall        | 50 - 60     | 19 - 30       | Patio         | S 12-16/W 16-20    | Mar - Nov        | 54      |
|         |                        | Volcanoes             | flocanoes            | Red/orange       | Medium      | 45 - 50     | 19 - 30       | Patio         | S 12-16/W 16-20    | Mar - Nov        | 54      |
| Gerbera | Patio Gerbera Glorious |                       |                      |                  |             |             |               |               |                    |                  | 56 - 57 |
|         |                        | Light Pink            | glolip21aa           | Light pink       | Medium      | 40 - 45     | 19 - 30       | Patio         | S 12-16/W 16-20    | Mar - Nov        | 57      |
|         |                        | Orange                | gloora20aa           | Orange           | Medium      | 40 - 45     | 19 - 30       | Patio         | S 12-16/W 16-20    | Mar - Nov        | 57      |
|         |                        | Purple                | glopur20aa           | Purple           | Medium      | 40 - 45     | 19 - 30       | Patio         | S 12-16/W 16-20    | Mar - Nov        | 57      |
|         |                        | Yellow                | gloyel20aa           | Yellow           | Medium      | 40 - 45     | 19 - 30       | Patio         | S 12-16/W 16-20    | Mar - Nov        | 57      |
| Gerbera | Flori Line®            |                       |                      |                  |             |             |               |               |                    |                  | 60 - 69 |
|         |                        | Giant varieties       |                      |                  | Medium      | 22 - 26     | 15 - 17       | Pot           | S 15-16/W 16-17    | Year round       | 61 - 62 |
|         |                        | Maxi varieties        |                      |                  | Medium      | 20 - 24     | 12 - 15       | Pot           | S 13-14/W 14-16    | Year round       | 62 - 64 |
|         |                        | Midi varieties        |                      |                  | Medium      | 18 - 22     | 10 - 13       | Pot           | S 13-14/W 14-16    | Year round       | 64 - 66 |
|         |                        | Mini varieties        |                      |                  | Medium      | 14 - 18     | 9 - 12        | Pot           | S 12-13/W 13-15    | Year round       | 66 - 67 |
|         |                        | Mixes                 |                      |                  |             |             |               | Pot           |                    | Year round       | 68      |
| Gerbera | Optimum Mix            |                       |                      |                  |             |             |               |               |                    |                  | 70 - 71 |
|         |                        | Optimum Mix           |                      | Mix              | Medium      | 22 - 26     | 15 - 17       | Pot           | S 15-16/W 15-17    | Year round       | 71      |
|         |                        | Optimum Mix BC        |                      | Mix              | Medium      | 22 - 26     | 15 - 17       | Pot           | S 15-16/W 15-17    | Year round       | 71      |

| Crop              | Series           | Commercial name       | Variety denomination | Colour           | Plant habit | Height (cm) | Pot size (cm) | Common use    | Retail ready (wks) | Flowering period | Page           |
|-------------------|------------------|-----------------------|----------------------|------------------|-------------|-------------|---------------|---------------|--------------------|------------------|----------------|
| <b>Gerbera</b>    | <b>Royal</b>     |                       |                      |                  |             |             |               |               |                    |                  | <b>72 - 73</b> |
|                   |                  | Deep Orange           |                      | Orange shades BC | Medium      | 22 - 26     | 15 - 17       | Pot           | S 15-16/W 15-17    | Year round       | 73             |
|                   |                  | Deep Pink             |                      | Pink BC          | Medium      | 22 - 26     | 15 - 17       | Pot           | S 15-16/W 15-17    | Year round       | 73             |
|                   |                  | Deep Rose             |                      | Lila BC          | Medium      | 22 - 26     | 15 - 17       | Pot           | S 15-16/W 15-17    | Year round       | 73             |
|                   |                  | Golden Yellow         |                      | Yellow BC        | Medium      | 22 - 26     | 15 - 17       | Pot           | S 15-16/W 15-17    | Year round       | 73             |
|                   |                  | Neon Violet           |                      | Neon violet BC   | Compact     | 22 - 26     | 15 - 17       | Pot           | S 15-16/W 15-17    | Year round       | 73             |
|                   |                  | Orange Scarlet        |                      | Dark orange BC   | Medium      | 22 - 26     | 15 - 17       | Pot           | S 15-16/W 15-17    | Year round       | 73             |
|                   |                  | Red                   |                      | Red BC           | Medium      | 22 - 26     | 15 - 17       | Pot           | S 15-16/W 15-17    | Year round       | 73             |
|                   |                  | White                 |                      | White            | Medium      | 22 - 26     | 15 - 17       | Pot           | S 15-16/W 15-17    | Year round       | 73             |
| <b>Gerbera</b>    | <b>Sundayz®</b>  |                       |                      |                  |             |             |               |               |                    |                  | <b>74 - 77</b> |
|                   |                  | Maxi Deep Rose        |                      | Deep rose        | Medium      | 20 - 24     | 12 - 15       | Pot           | S 13-14/W 14-16    | Year round       | 75             |
|                   |                  | Maxi Mix              |                      | Mix              | Medium      | 20 - 24     | 12 - 15       | Pot           | S 13-14/W 14-16    | Year round       | 75             |
|                   |                  | Maxi Red              |                      | Red              | Medium      | 20 - 24     | 12 - 15       | Pot           | S 13-14/W 14-16    | Year round       | 75             |
|                   |                  | Maxi Rose             |                      | Rose             | Medium      | 20 - 24     | 12 - 15       | Pot           | S 13-14/W 14-16    | Year round       | 75             |
|                   |                  | Midi Berries 'n Cream |                      | Bicolour         | Medium      | 18 - 22     | 10 - 13       | Pot           | S 13-14/W 14-16    | Year round       | 76             |
|                   |                  | Midi Mix              |                      | Mix              | Medium      | 18 - 22     | 10 - 13       | Pot           | S 13-14/W 14-16    | Year round       | 76             |
|                   |                  | Midi Purple           |                      | Purple           | Medium      | 18 - 22     | 10 - 13       | Pot           | S 13-14/W 14-16    | Year round       | 76             |
|                   |                  | Midi Red              |                      | Red              | Medium      | 18 - 22     | 10 - 13       | Pot           | S 13-14/W 14-16    | Year round       | 76             |
|                   |                  | Mini Bicolour         |                      | Bicolour         | Medium      | 14 - 18     | 9 - 12        | Pot           | S 12-13/W 13-15    | Year round       | 77             |
|                   |                  | Mini Lilac            |                      | Lilac            | Medium      | 14 - 18     | 9 - 12        | Pot           | S 12-13/W 13-15    | Year round       | 77             |
|                   |                  | Mini Mix              |                      | Mix              | Medium      | 14 - 18     | 9 - 12        | Pot           | S 12-13/W 13-15    | Year round       | 77             |
|                   |                  | Mini Orange           |                      | Orange           | Medium      | 14 - 18     | 9 - 12        | Pot           | S 12-13/W 13-15    | Year round       | 77             |
|                   |                  | Mini Pink             |                      | Pink             | Medium      | 14 - 18     | 9 - 12        | Pot           | S 12-13/W 13-15    | Year round       | 77             |
|                   |                  | Mini Purple           |                      | Purple           | Medium      | 14 - 18     | 9 - 12        | Pot           | S 12-13/W 13-15    | Year round       | 77             |
|                   |                  | Mini Red              |                      | Red              | Medium      | 14 - 18     | 9 - 12        | Pot           | S 12-13/W 13-15    | Year round       | 77             |
|                   |                  | Mini White            |                      | White            | Medium      | 14 - 18     | 9 - 12        | Pot           | S 12-13/W 13-15    | Year round       | 77             |
|                   |                  | Mini Yellow           |                      | Yellow           | Medium      | 14 - 18     | 9 - 12        | Pot           | S 12-13/W 13-15    | Year round       | 77             |
| <b>Helleborus</b> | <b>Awesome!®</b> |                       |                      |                  |             |             |               |               |                    |                  | <b>80 - 81</b> |
|                   |                  | Heavenly              | wilniheav            | White            | Compact     | 30 - 40     | 15 - 17       | Garden, Patio | 30 - 35            | Nov - Feb        | 81             |
|                   |                  | Nagano                | hilawenaga           | White            | Compact     | 30 - 40     | 15 - 17       | Garden, Patio | 30 - 35            | Nov - Feb        | 81             |
| <b>Helleborus</b> | <b>Glamour®</b>  |                       |                      |                  |             |             |               |               |                    |                  | <b>82 - 83</b> |
|                   |                  | Beaming Blush         | glambeam             | Pink/white       | Medium      | 35 - 45     | 17 - 19       | Garden, Patio | 30 - 35            | Dec - Mar        | 83             |
|                   |                  | Bijoux                | glambijoux           | Purple           | Compact     | 35 - 45     | 17 - 19       | Garden, Patio | 30 - 35            | Dec - Mar        | 83             |
|                   |                  | E lance               | glamelan             | Purple           | Compact     | 35 - 45     | 17 - 19       | Garden, Patio | 30 - 35            | Dec - Mar        | 83             |
|                   |                  | Purple Flame          | glampuffa            | Lilac            | Medium      | 40 - 50     | 17 - 19       | Garden, Patio | 30 - 35            | Dec - Mar        | 83             |
|                   |                  | Strawberry Moon       | miyohere nyr         | Deep rose        | Compact     | 35 - 45     | 17 - 19       | Garden, Patio | 30 - 35            | Dec - Mar        | 83             |
| <b>Helleborus</b> | <b>JWLS®</b>     |                       |                      |                  |             |             |               |               |                    |                  | <b>84 - 85</b> |
|                   |                  | Dacaya                | hijwlsdaca           | Green/pink       | Medium      | 50 - 55     | 17 - 19       | Garden, Patio | 30 - 35            | Jan - Apr        | 85             |
|                   |                  | Diamondfire           | hijwlsdiamon         | White            | Compact +   | 35 - 45     | 17 - 19       | Garden, Patio | 30 - 35            | Nov - Mar        | 85             |
|                   |                  | Endless               | hijwlsend            | White            | Compact +   | 35 - 45     | 17 - 19       | Garden, Patio | 30 - 35            | Nov - Mar        | 85             |
|                   |                  | Guess                 | hijwlsguess          | Green            | Medium      | 50 - 55     | 17 - 19       | Garden, Patio | 30 - 35            | Nov - Mar        | 85             |
|                   |                  | Winterbells           | winterbells          | Green/white      | Medium      | 50 - 55     | 17 - 19       | Garden, Patio | 30 - 35            | Sept - Apr       | 85             |
| <b>Salvia</b>     | <b>Salgoon®</b>  |                       |                      |                  |             |             |               |               |                    |                  | <b>86 - 91</b> |
|                   |                  | Lake Blueberry        | tl1016               | Dark blue        | Compact     | 40 - 55     | 17 - 21       | Garden, Patio | S 8-12/W 12-14     | Apr - Sept       | 89             |
|                   |                  | Lake Como             | tl1017               | Lavender blue    | Compact     | 40 - 55     | 17 - 21       | Garden, Patio | S 8-12/W 12-14     | Apr - Sept       | 89             |
|                   |                  | Lake Flamingo         | tl1019               | Pink             | Compact     | 40 - 55     | 17 - 21       | Garden, Patio | S 8-12/W 12-14     | Apr - Sept       | 90             |
|                   |                  | Lake Garda            | tl993                | Cherry pink      | Compact     | 40 - 55     | 17 - 21       | Garden, Patio | S 8-12/W 12-14     | Apr - Sept       | 90             |
|                   |                  | Lake Onega            | tl1018               | Purple           | Compact     | 40 - 55     | 17 - 21       | Garden, Patio | S 8-12/W 12-14     | Apr - Sept       | 90             |
|                   |                  | Strawberry Lake       | tl966                | Magenta          | Medium      | 50 - 65     | 17 - 21       | Garden, Patio | S 8-12/W 12-14     | Apr - Sept       | 90             |

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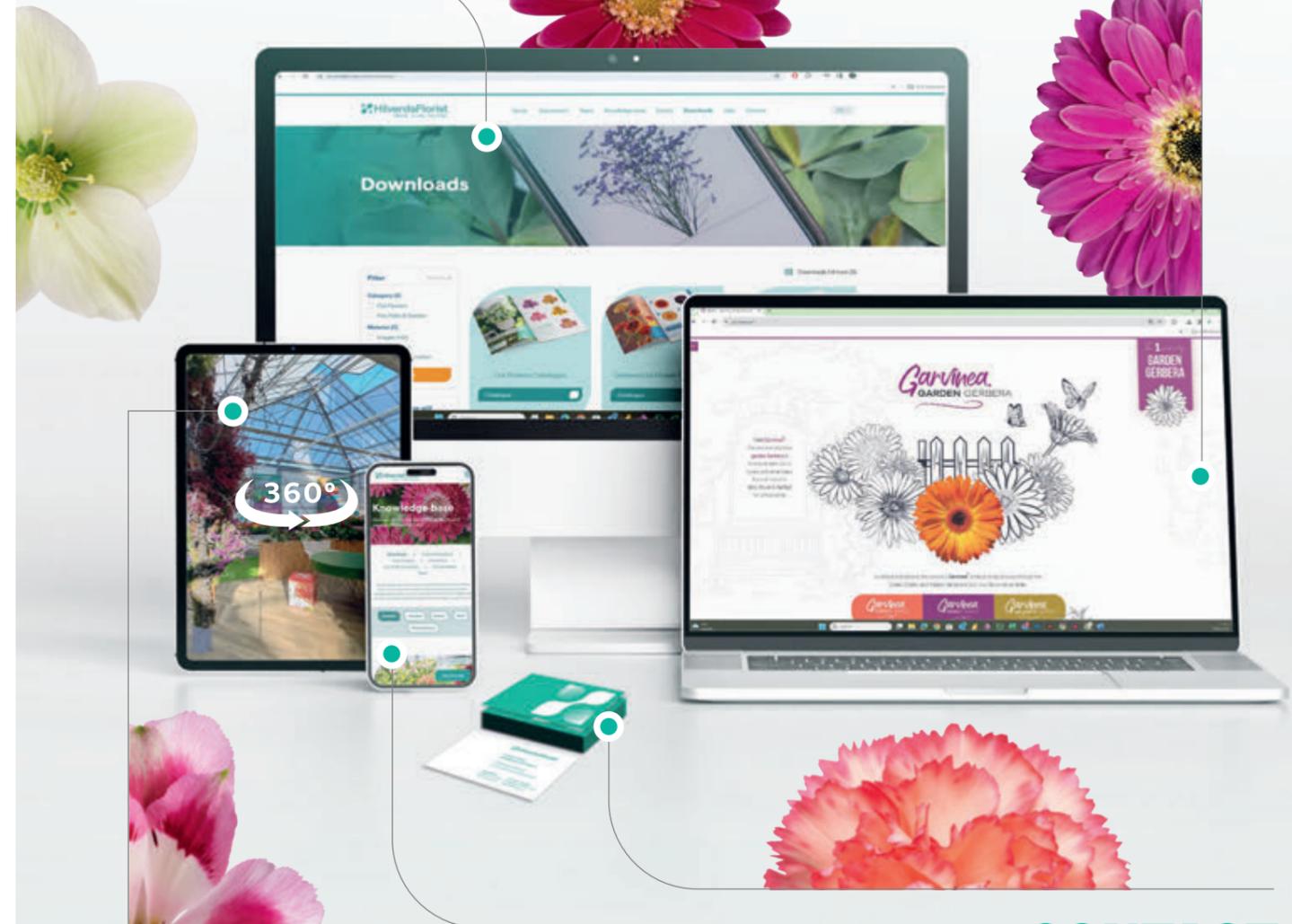


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# What to order?

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

| Crop   | Origin                   | Sales unit (tray size) | Also available as    |
|--|--------------------------|------------------------|----------------------|
| Alstroemeria                                     | Rhizome / Tissue culture | 40                     | TC                   |
| Dianthus   | Cutting                  | 144                    | URC, 500 per unit    |
| Echinacea  | Tissue culture           | 84                     | TC                   |
| Gerbera Garvinea® / Patio Gerbera                | Tissue culture           | 112                    | TC                   |
|  |                          | 40                     |                      |
|  |                          | 24                     |                      |
| Gerbera Flori Line®, Optimum Mix Sundayz®, Royal | Seed                     | 144                    | Seed, 1.000 per unit |
| Helleborus                                       | Tissue culture           | 40                     | TC                   |
| Salvia   | Cutting                  | 84                     | N/A                  |



Alstroemeria plug & tray



Echinacea plug & tray



Potted Gerbera seed

## Sustainability in breeding and production

Sustainability in floriculture is no longer just a concept, but an integral part of business operations. A crucial aspect of sustainability at HilverdaFlorist is the integration of sustainable principles into breeding. By improving resilience, the use of pesticides should be minimised in the near future. Plant resilience contributes to the satisfaction of consumers, who can enjoy healthier flowers and plants in their homes and gardens for a longer period of time. In production, circularity is crucial, with a strong focus on reusing and waste reduction. By investing in innovation, we continue to work on a more sustainable future.

Of course, there is much more on our agenda besides this slight impression. Having been FSI-joined, our sustainability calendar is packed with footprints and peat-free trials and much more. HilverdaFlorist is dedicating itself to this development in order to best serve its customers in the future.

# What we offer

HilverdaFlorist is your partner and expert in selecting, breeding, and propagating unique varieties of pot, patio & garden plants and cut flowers, offering high-quality young plant material tailored to your climate and cultivation methods.

## Your reliable partner

With a vertically integrated supply chain, from breeding to propagation in our own laboratories and young plant production facilities, you know who you are doing business with. Through continuous focus on international markets and more than 110 years of experience in horticulture, we are able to fine-tune our business activities accurately in the event of changes, so that our products are always relevant, groundbreaking and profitable.



## Innovation is key

Driven by opportunities and challenges, we invest in the future of horticulture. By partnering with the best professionals and continuously improving our processes, we are pushing the boundaries of innovation. By worldwide trialling of our varieties, investing in external and in-house R&D and continuously developing our own business processes, we focus on moving forward and aim for durability, resilience and efficiency.



## Ambitious team

Our passionate team is committed to your success, offering personalized support and building trusting relationships. Whether in our show greenhouses, online, or at trade shows, we strive for excellence and continuous improvement, so we can flourish together with you.

## Long-lasting partnership

We aspire to collaborate with you in creating, innovating, and finding solutions to our most significant challenges, driving forward the world of horticulture. Through our extensive worldwide network, you gain access to a wealth of expertise in R&D, breeding, cultivation techniques, and marketing, tailored to your regional needs. Let's share successes and insights to grow and improve side by side.



All our core values are visualised in our corporate video

# 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.



**HilverdaFlorist Colombia S.A.S.**  
 Subsidiary, specialist propagator and young plant supplier for Dianthus, Alstroemeria, Limonium, Gerbera, Scabiosa, Helleborus, Gypsophila, with exclusive sales in Colombia and additionally in other Latin American countries. [hilverdaflorist.co](http://hilverdaflorist.co)



**Murara Plants Ltd.**  
 Subsidiary, specialist propagator and young plant supplier to exclusively sell and distribute the complete assortment of HilverdaFlorist products in Africa. [muraraplants.com](http://muraraplants.com)



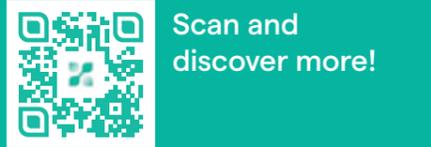
**Horti Partners**  
 Joint venture in the Netherlands between HilverdaFlorist and H.M. Tesselaar for research and breeding activities for Alstroemeria.



**KF Bioplants Pvt. Ltd.**  
 Joint venture in India between HilverdaFlorist and the Kumar Group, for young plant production for the local Indian market, worldwide export and sales for the Indian market. [kfbioplants.com](http://kfbioplants.com)

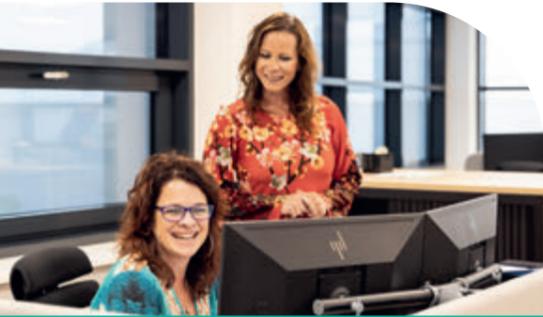


**HilverdaFlorist North America**  
 Subsidiary and brokerage in Canada, teaming up with rooting stations in Ontario and British Columbia, to sell and deliver rooted plant material of our pot and garden plant range directly to the Canadian growers.



# 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

## Connect online

Want to keep up with the latest news, introductions, events, product information and inspiration? Visit our website [hilverdaflorist.com](http://hilverdaflorist.com) and subscribe to our newsletters for regular updates.

Connect with us online and follow us on your favourite social media channels: [@hilverdaflorist](https://www.instagram.com/hilverdaflorist)



# Sales team



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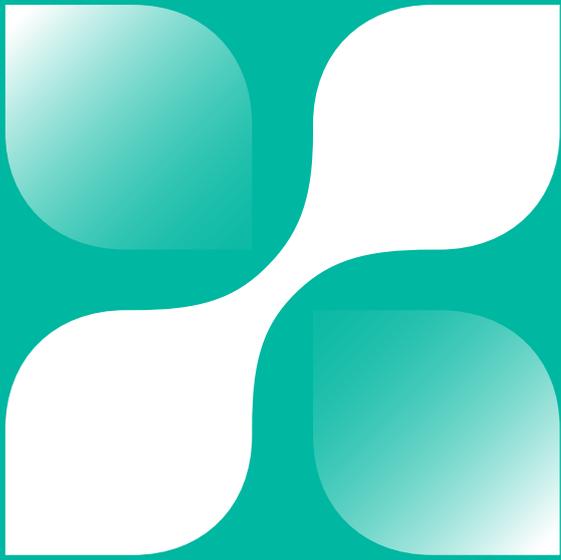


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Let's connect

Scan the QR-codes to connect with our team members.



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