



HilverdaFlorist
CREATE. SHARE. FLOURISH.

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HilverdaFlorist - Catalogue Pot, Patio & Garden 2027 - 2028

27 Pot, Patio & Garden 28



HilverdaFlorist

leads the global market in selecting, breeding and propagation of unique varieties in pot & garden plants and cut flowers

Driven by innovation, we provide high-quality products and expert service through a global network of production locations, agents and our dedicated staff. As a reliable partner, we serve the entire floriculture industry from the very beginning of the supply chain.



[Watch our corporate video](#)

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.

Product range

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



Cut Flower Gerbera

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



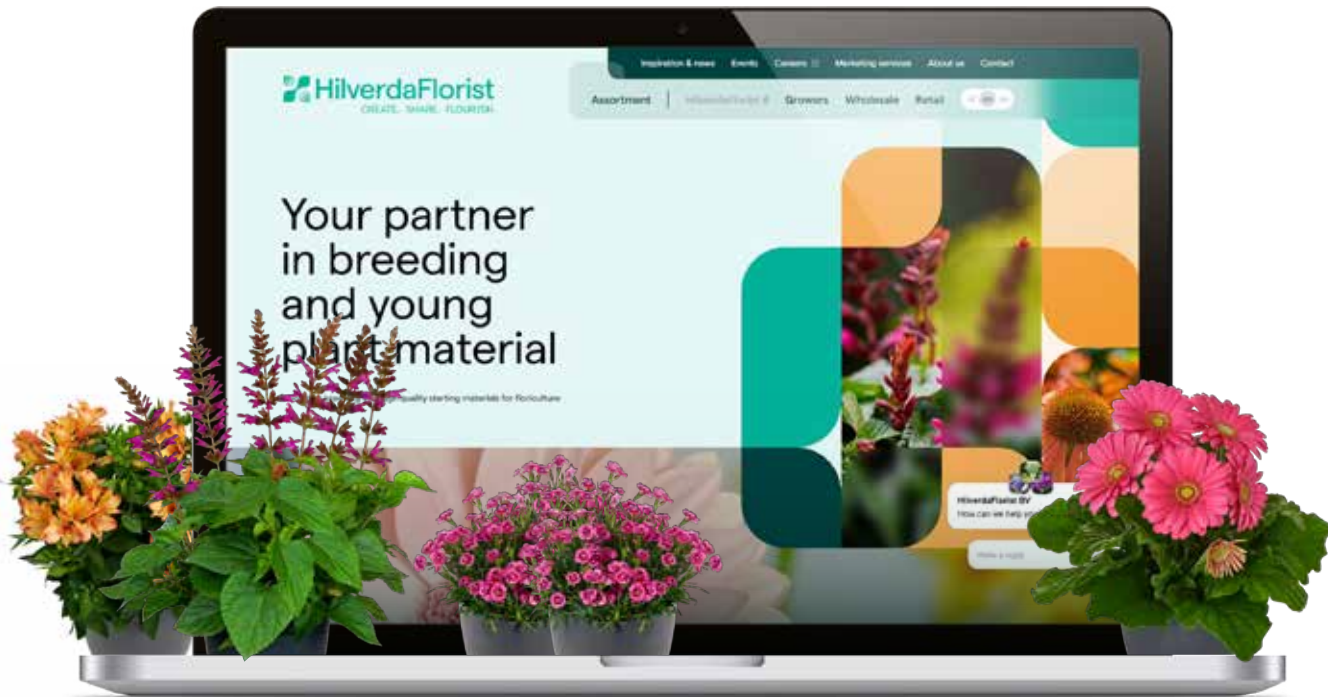
Cut Flowers

- Alstroemeria
- Dianthus
- Gypsophila
- Helleborus
- Limonium



Pot, Patio & Garden

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



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 marketing@hilverdaflorist.com

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Melodiva®

Series Overview



Colourful patio Alstroemerias

Inticancha® offers elegant petals, large flowers, and vivid colours. These low-maintenance plants bloom continuously from spring to autumn. Perfect for patios, balconies, or gardens. The heat-tolerant collection is extra tolerant to sunny and warm environments. Alstroemeria Inticancha® is suitable for outdoor cultivation and shows minimal flower damage under (direct) sunlight.

Pot size	Height	Flower size	Growing time	Type	USDA
17 - 21 cm	20 - 30 cm	5 - 6 cm	S 12 - 14 weeks	Rhizome/	hardiness
6.5 - 8 inch	8 - 12 inch	2 - 2.5 inch	W 18 - 22 weeks	TC	Zone 8



Tall perennial garden Alstroemeria

Summer Paradise™ contains robust garden Alstroemeria that bloom from May to November. Each year, the plants become fuller and more robust, developing into reliable perennials. For optimal revenue, consider selling them as semi-finished with a maximum loading factor and shorter cultivation time.

Pot size	Height	Flower size	Growing time	Type	USDA
19 - 23 cm	60 - 75 cm	5 - 6 cm	S 15 - 17 weeks	Rhizome/	hardiness
7.5 - 9 inch	24 - 30 inch	2 - 2.5 inch	W 20 - 24 weeks	TC	Zone 6



Compact perennial garden Alstroemeria

Impress your customers with the vibrant colours and large flowers of the Summer Valley™ Series. This compact garden perennial, the little sister of the Summer Paradise™ Series, delivers a continuous display of flowers from May until November. Ideal for use in borders and containers.

Pot size	Height	Flower size	Growing time	Type	USDA
19 - 23 cm	35 - 45 cm	5 - 6 cm	S 15 - 17 weeks	Rhizome/	hardiness
7.5 - 9 inch	14 - 18 inch	2 - 2.5 inch	W 20 - 24 weeks	TC	Zone 6



Perennial garden Dianthus

Beauties™ is ideal for indoor cultivation with limited heat or even outdoor throughout autumn and winter. This low-maintenance perennial is perfect as ground cover. Dianthus Beauties™ has excellent weather tolerance (down to -15°C) and thrives in both full sun and rainy conditions.

Pot size	Height	Growing time	Type	USDA
9 - 12 cm	8 - 17 cm	S 8 - 12 weeks	RC/URC	hardiness
4 - 4.5 inch	3 - 6.5 inch	W 16 - 20 weeks		Zone 3



Premium pot Dianthus with double flowers

Flow® is valued for its easy cultivation and good tolerance to higher temperatures, making it suitable for summer production and extending the Dianthus sales period. The plants show vigorous growth, fill a 12-15 cm pot well, and develop balanced foliage with large double flowers in a range of attractive colours.

Pot size	Height	Growing time	Type	USDA
12 - 15 cm	15 - 20 cm	S 10 - 13 weeks	RC/URC	hardiness
4.5 - 6 inch	6 - 8 inch	W 18 - 20 weeks		Zone 7/8



Prennial Dianthus with scent

Developed from the Beauties™ series, this fast-growing perennial is suitable for bigger pot sizes. The plants flower continuously, with repeat flowering encouraged by trimming. A subtle natural scent completes the overall plant quality.

Pot size	Height	Growing time	Type	USDA
12 - 17 cm	15 - 20 cm	S 9 - 11 weeks	RC/URC	hardiness
3.5 - 6.5 inch	6 - 8 inch	W 16 - 18 weeks		Zone 4

NEW



Top-performing perennial Dianthus

Dianthus Picture Perfect® is a uniform, low-maintenance Dianthus with magenta and dark red flowers. The flowers retain their intense colour. Grown without growth regulators, the plants provide a consistent appearance in retail settings. This variety flowers from spring to autumn.

Pot size	Height	Growing time	Type	USDA
9 - 12 cm	15 - 20 cm	S 8 - 12 weeks	RC/URC	hardiness
3.5 - 4.5 inch	6 - 8 inch	W 16 - 18 weeks		Zone 5



Uniform and quick to grow Pot Dianthus

Sunflor® has a compact growth habit and a short crop time. The series offers a wide range of unique colours and outstanding cold tolerance, reducing the need for heating during indoor cultivation. Sunflor® is also suitable for outdoor cultivation in autumn and winter.

Pot size	Height	Growing time	Type	USDA
9 - 12 cm	15 - 22 cm	S 8 - 13 weeks	RC/URC	hardiness
3.5 - 4.5 inch	6 - 8.5 inch	W 16 - 24 weeks		Zone 6



Fast flowering Echinacea from TC

Echinacea MOOODZ® offers a broad range of colours and includes both compact and medium-growing varieties. The series is highly uniform and well suited for bench-run sales. MOOODZ® performs well in mixed garden plantings and in larger patio containers. For consumers, the flowers are attractive to pollinators such as bees and butterflies.

Pot size	Height	Growing time	Type	USDA
15 - 19 cm	30 - 50 cm	12 - 14 weeks	TC	hardiness
6 - 7.5 inch	12 - 20 inch			Zone 6



Double-flowered Garden Gerbera

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	Height	Flower size	Growing time	Type	USDA
14 - 21 cm	30 - 40 cm	8 - 10 cm	S 8 - 12 weeks	TC	hardiness
5.5 - 8 inch	12 - 16 inch	3 - 4 inch	W 12 - 14 weeks		Zone 7



The one and only Garden Gerbera!

The Garvinea® Sweet Series is characterised by uniform growth and does not require the use of plant growth regulators. With a recommended production time of 8-12 weeks in summer and 12-14 weeks in winter, the series allows for efficient planning. Its strong root system and natural resistance support sustainable cultivation and reliable post-sale performance.

Pot size	Height	Flower size	Growing time	Type	USDA
14 - 21 cm	30 - 40 cm	6 - 9 cm	S 8 - 12 weeks	TC	hardiness
5.5 - 8 inch	12 - 16 inch	2.5 - 3.5 inch	W 12 - 14 weeks		Zone 7



High impact Patio Gerbera

Patio Gerbera™ varieties are characterised by large flowers up to 16 cm and a long flowering period from spring through autumn. Strong, sturdy stems provide good support for the large flowers, which also attract butterflies and other beneficial pollinators.

Pot size	Height	Flower size	Growing time	Type	USDA
19 - 30 cm	45 - 60 cm	12 - 16 cm	S 12 - 16 weeks	TC	hardiness
7.5 - 12 inch	18 - 23 inch	4.5 - 6 inc	W 16 - 20 weeks		Zone 8



The most extensive Pot Gerbera range

The Flori Line® assortment comprises a wide range of colour types, including solid, bicolour and pastel selections, with flower sizes spanning from Medium to Giant. Flori Line® is available in several mixes that are perfect for retail.

Pot size	Height	Flower size	Growing time*	Type
10 - 17 cm	14 - 26 cm	5 - 14 cm	S 12 - 16 weeks	Seed/
3.5 - 6.5 inch	5.5 - 10 inch	2 - 5.5 inch	W 13 - 17 weeks	coated seed

* from sowing



Pot Gerbera series with exceptional uniformity

Melodiva® is a new uniform pot gerbera series with consistent flowering and plant habit, supporting efficient production. Suitable for 4-4.5 inch pots, it offers reliable seed availability, good shelf life and continuous flowering across nine Stunning colours.

Pot size	Height	Flower size	Growing time*	Type
10 - 13 cm	18 - 22 cm	6 - 8 cm	S 12 - 13 weeks	Seed/
4 - 5 inch	7 - 8.5 inch	2.5 - 3 inch	W 14 - 16 weeks	coated seed

* from sowing



Pot Gerbera with long-lasting double flowers

Sundayz™ is a unique seed gerbera series with double-shaped flowers. The double blooms offer extended shelf life and sustained decorative performance in indoor and outdoor applications.

Pot size	Height	Flower size	Growing time*	Type
10 - 15 cm	14 - 24 cm	5 - 11 cm	S 12 - 14 weeks	Seed/
3.5 - 6 inch	5.5 - 9.5 inch	2 - 4.5 inch	W 13 - 16 weeks	coated seed

* from sowing



Perfect Helleborus for winter holiday sales

Helleborus Awesome!™ (Christmas Rose) begins flowering in November, making it perfect for holiday sales. Grown from tissue culture, it offers exceptional uniformity and more blooms than seed-raised varieties.

Pot size	Height	Growing time	Type	USDA
15 - 17 cm	30 - 40 cm	30 - 35 weeks	TC	hardiness
6 - 6.5 inch	12 - 16 inch			zone 4



Helleborus in glamorous colours

Helleborus Glamour™ offers exceptional ornamental value with unique flower shapes and a vibrant colour range. Blooming from December through spring, this perennial is perfect for boosting sales after the holidays.

Pot size	Height	Growing time	Type	USDA
17 - 19 cm	35 - 50 cm	30 - 35 weeks	TC	hardiness
6.5 - 7.5 inch	14 - 20 inch			zone 4



The first Helleborus ready for retail

The Helleborus JWLS® Series stands out with its heat tolerance and true perennial nature. Grown from tissue culture, it's suitable for controlled, programmed cultivation. With JWLS® Winterbells ready for retail as early as September, it flowers for up to seven months, making it an absolute asset for both consumers and retail.

Pot size	Height	Growing time	Type	USDA
17 - 19 cm	35 - 55 cm	30 - 35 weeks	TC	hardiness
6.5 - 7.5 inch	14 - 21.5 inch			zone 4



Salvia with outstanding garden performance

Salvia Salgoon® stands out with its uniform growth, heat tolerance, and abundant blooms. This fast-flowering series is perfect for early sales and can even be grown semi-finished for landscaping. This series is highly resilient and easy to transport. We offer both compact and medium varieties.

Pot size	Height	Growing time	Type	USDA
17 - 21 cm	40 - 55 cm	S 8 - 12 weeks	RC	hardiness
6.5 - 8 inch	16 - 21.5 inch	W 12 - 14 weeks		zone 8



Download

Scan the QR code and get our latest catalogues, growing manuals, POS materials and images



“ Compact and rich
flowering patio
Alstroemeria

NEW Alstroemeria
Inticancha® Liliana



View our
assortment
online!

Flowers continuously from spring
to autumn

Big flowers and bright colours

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



Liliana **NEW**
Teslilia

- Fresh lilac colour
- Easy growing
- Fast and rich flowering
- Retail ready in 12-13 weeks (summer)

Advised retail combo's	
Uniform & heat tolerant	Uniform mix
Havana	Doba
Malaga	Hula
Sunburst	Liliana
Sunset	Magic White
Sunshine	Mirabel
Sunstar	Moon
	Paraíso
	Romance

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
W 18 - 22 weeks

Type
Rhizome/TC

USDA
Hardiness
Zone 8



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

INTICANCHIA®

— PATIO ALSTROEMERIA —



Machu
Tesmach



Magic White
Tesmagwhi



 **Malaga**
Tesmala



Romance
Tesromance



 **Sunburst**
Tessunbu



 **Sunset**
Tessunse



Maya
Tesmaya



Mirabel
Tesmirabel



Moon
Tesmoonli



 **Sunshine**
Tesshine



 **Sunstar**
Tessunstar



Valletta
Tesval



Navayo
Tesnava



Paraíso
Tesparai



Red
Tesrobin



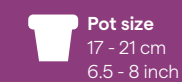
White Pink Blush
Tesblushin



Use our ready-to-use designs to
make your range stand out!



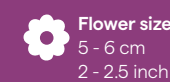
Contact us for more info
marketing@hilverdaflorist.com



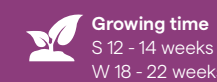
Pot size
17 - 21 cm
6.5 - 8 inch



Height
20 - 30 cm
8 - 12 inch



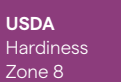
Flower size
5 - 6 cm
2 - 2.5 inch



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



Type
Rhizome/TC



USDA
Hardiness
Zone 8

“Voluminous garden perennial Alstroemeria!



Alstroemeria Summer Paradise™
Indian Summer

View our assortment online!

- Low maintenance garden perennial
- Continuous flowering from spring to the first frost
- Sell semi-finished with a maximum loading factor & revenue
- Excellent performance in landscape

Summer Paradise™

Alstroemeria Summer Paradise™



Indian Summer
Tessonto



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 W 20 - 24 weeks	Type Rhizome/TC	USDA Hardiness Zone 6
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“ **Compact and powerful** garden Alstroemeria

Exclusive crop with minimal effort to grow

Well suited for cooler growing conditions, offering a sustainable choice

Continuous flowering from spring to the first frost

Becomes more voluminous and abundant with each season

Alstroemeria Summer Valley™
Valley Girl



View our
assortment
online!

Summer Valley™



Beach Valley
Tessumbeach



River Valley
Tessumriver



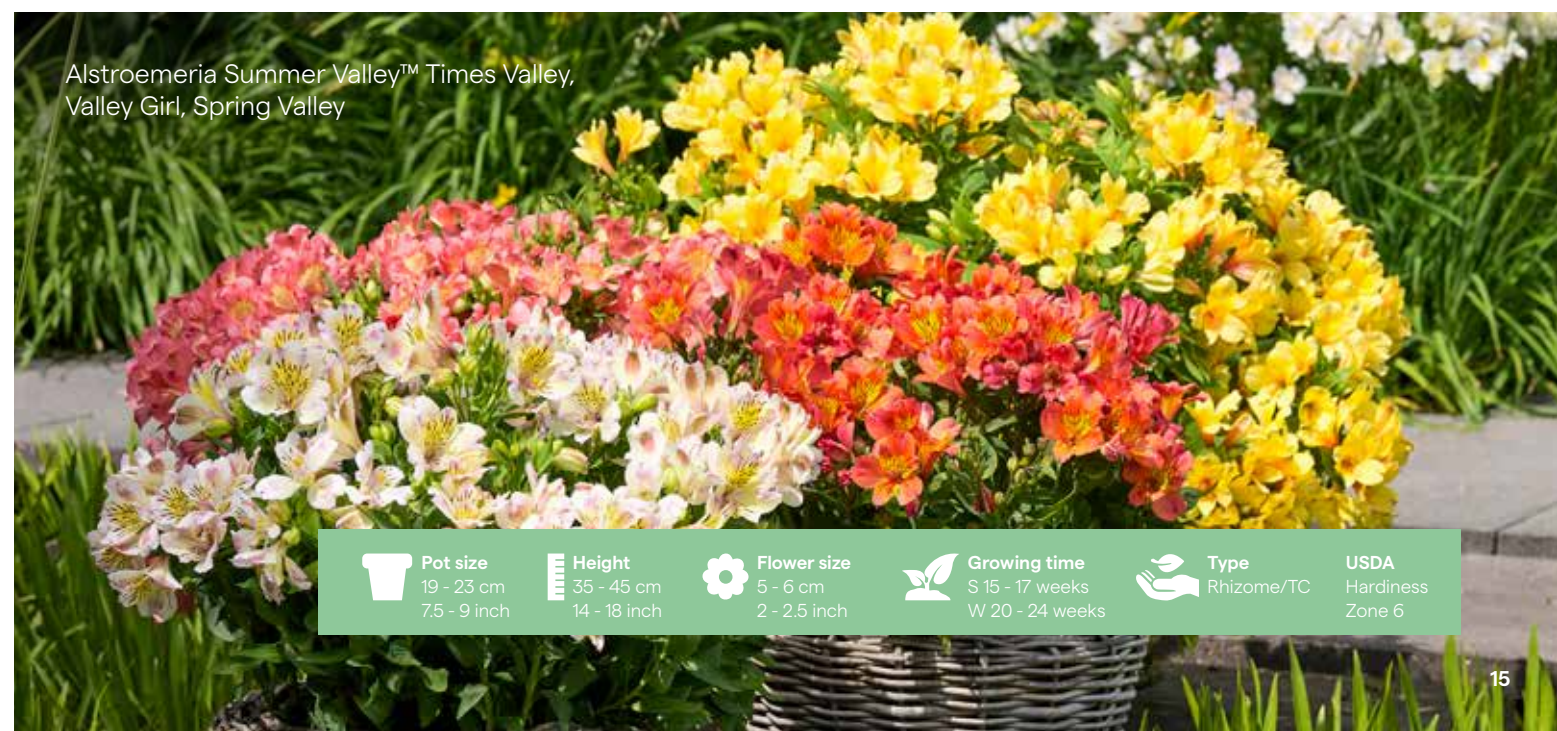
Spring Valley
Tesvalsprin



Times Valley
Tessvaltime



Valley Girl
Tesvalgir



Alstroemeria Summer Valley™ Times Valley,
Valley Girl, Spring Valley



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
W 20 - 24 weeks



Type
Rhizome/TC

USDA
Hardiness
Zone 6



“ Easy-growing
perennial Dianthus
with **elegant flowers**”

Low-maintenance perennial

Fast growing vigorous series

Sturdy plants with bright colours

Continuously flowering plants

Dianthus Beauties™ Romee



View our
assortment
online!



Freya
Hilbeafreya



Kahori
Holkahori



Kahori Pink
Holkahoripink



Kahori Scarlet
Holkahoriscarlet



Romee
Hilbearom



Sherisé
Hilbeasher



Tasha
Hiltasha



Tiiu
Hilarian



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

USDA
Hardiness
Zone 3

hilverdaflorist.com

“ Premium
Dianthus with
double flowers



Suitable for larger pot sizes

Special colours and big flowers

Resilience to higher temperatures

Highly uniform series

Dianthus Flow® Aloha Beach



View our
assortment
online!

flow®



Aloha Beach
Hilbechloha



Bristol Beach
Hilflobriba



Dream Beach
Hilbechdream



Glen Bay
Hilbechwaik



Grace Bay
Hilbechgre



Palm Beach
Hilpalbea



Pearl Beach
Hilpeabea



Red Beach
Hilbechred



Shark Bay
Hilbechcanno



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

USDA
Hardiness
Zone 7 - 8

“Fast-growing
perennial with
intense colour!



Suitable for larger pot sizes

Breeding out of Beauties series, perennial

Continuously flowering after trimming

Attractive scent

NEW Dianthus Hello Darling™



View our
assortment
online!

hello' Darling™

Hello Darling™ – Vigorous, fragrant
and long flowering

Hello Darling™ is a fast growing, perennial variety, specifically developed for larger pot sizes. This cultivar shows strong regrowth after trimming and continues flowering throughout the season. With its attractive scent and reliable performance,

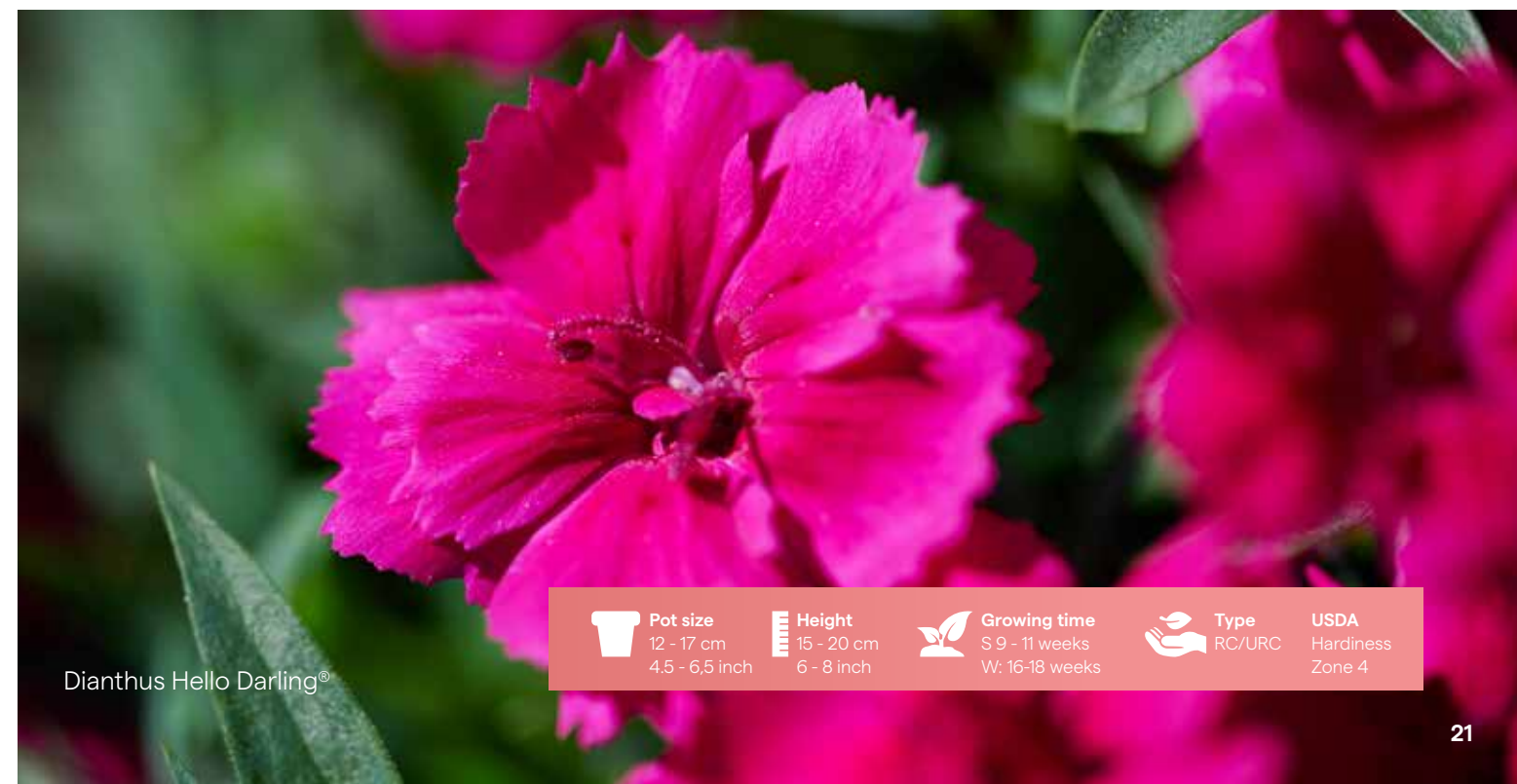
Hello Darling™ combines production efficiency with high ornamental value for garden and patio use. This Dianthus stands out for the beautiful contrast between its vibrant green leaves and its intensely purple flowers.

Create a strong brand presence with our ready to use designs. Matching pots and labels ensure a consistent and high quality look at retail.

Get in touch via
marketing@hilverdaflorist.com



Hello Darling™
Hilheldar



Dianthus Hello Darling®



Pot size
12 - 17 cm
4.5 - 6.5 inch



Height
15 - 20 cm
6 - 8 inch



Growing time
S 9 - 11 weeks
W: 16-18 weeks



Type
RC/URC

USDA
Hardiness
Zone 4

“ Perfect by **nature!**



Dianthus Picture Perfect®



View our
assortment
online!

- No growth regulators required
- A responsible choice for sustainability
- Firm plant with great uniformity
- Impressive shelf life and low maintenance for retail
- Flowers with long lasting colour



**Picture Perfect® – Reliable,
compact and sustainable**

Picture Perfect® is a pot dianthus that stands out for its compact growth and strong, uniform plant structure. These characteristics make production efficient and predictable, grown without growth regulators – a responsible choice for a sustainable supply chain. The flowers retain their intense colour. **Picture Perfect®** combines ease of cultivation with commercial reliability: a series that performs well in both the greenhouse and garden, adding value throughout the chain.

Boost your Dianthus **Picture Perfect®** with the developed branding! Check page 69 for order information of pots and labels or contact marketing@hilverdaflorist.com for support.



Picture Perfect®
Hilpicperf



Dianthus Picture Perfect®

	Pot size 9 - 12 cm 3.5 - 4.5 inch		Height 15 - 20 cm 6 - 8,5 inch		Growing time S 8 - 12 weeks W 16 - 18 weeks		Type RC/URC		USDA Hardiness Zone 5
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“Versatile and extensive
Dianthus series



- Suitable for indoor and outdoor use
- Select your own mix!
- Short cultivation time
- Wide range of stunning colours

NEW Dianthus Sunflor® Elara



View our
assortment
online!

Sunflor®

Selection & Collection

Dianthus Sunflor® offers two options: Sunflor® Selection and Collection. The Selection includes fast-growing, uniform, and compact varieties that are easy to match. The Collection features a wide range of colours, growth habits, and unique performances. Although these varieties are not as fast compared to the Selection, they offer extraordinary and complementary colours.

Timing*				Plant habit*			*Excluding PGR application
							
Very fast	Fast	Medium	Late	Compact	Medium - compact	Medium - tall	
S 8 - 10 weeks W 16 - 18 weeks	S 9 - 11 weeks W 17 - 19 weeks	S 10 - 12 weeks W 18 - 20 weeks	S 11 - 13 weeks W 21 - 24 weeks	15 - 18 cm	18 - 20 cm	20 - 22 cm	



Avery
Hilsunaver



Beetle
Hilbeet



Charmy
Hilcharm



Cosmos
Kocosmo



Elara
Hilelara



- Compact, uniform growth
- Fast growth and continuous flowering
- Extensive shelf life
- Cultivation without PGR possible

	Pot size 9 - 12 cm 3.5 - 4.5 inch		Type RC/URC		USDA Hardiness Zone 6
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Dynamite
Hildyna



Emily
Hilsunemy



Esta
Koes



Rory
Hilsunrory



Serena
Hilseren



Sinclair
Hilsinclair



Evert
Hilevert



Faganza
Faganza



Jackie
Hiljackie



Timing*



Very fast
S 8 - 10 weeks
W 16 - 18 weeks



Fast
S 9 - 11 weeks
W 17 - 19 weeks



Medium
S 10 - 12 weeks
W 18 - 20 weeks



Late
S 11 - 13 weeks
W 21 - 24 weeks

Plant habit*



Compact
15 - 18 cm



Medium - compact
18 - 20 cm



Medium - tall
20 - 22 cm

*Excluding PGR application



Kaylee®
Hilkaylee



Kenji
Hilsunken



Megan
Hilmegansun



Lima
Hillima

NEW

- Special colour within Dianthus Sunflor®
- Compact, uniform growth
- Extensive shelf life
- Cultivation without PGR possible



Rinjani
Hilrinjani



NEW Dianthus Sunflor® Lima



Timing*

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

Plant habit*

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

*Excluding PGR application



Allura
Allura



Amber
Hilamber



Bling Bling
Blingbling



Cody
Hilcody



Desire
Hildes



Luigi
Hilluigi



Orange Bling Bling
Hilorbli

	Pot size		USDA
	9 - 12 cm	RC/URC	Hardiness
	3.5 - 4.5 inch		Zone 6

Sunflor®

Dianthus Sunflor®

Dianthus Sunflor® Emily

Fast flowering Echinacea from tissue culture

Echinacea MOOODZ® Peace



View our
assortment
online!

- Fastest assortment on the market
- Strong branching with abundant flowering
- No vernalisation required
- Easy-to-grow varieties, ideal for bench-run sales

mooodz®

	Plant habit	Height	
Amaze	Medium	40 – 50	
Courage	Medium	35 – 45	
Devotion	Medium	40 – 50	
Fantasy	Medium	40 – 50	NEW
Fearless	Medium	35 – 40	

Echinacea MOOODZ®



Amaze
Hilmomaze



Courage
Hilmoocour



Devotion
Hilmoodevot



Fantasy
Hilmofantasy

NEW

- Compact growth
- Produces large flowers
- Intense colour
- Dark stems with coloured petals



Fearless
Hilmofear



Pot size
15 - 19 cm
6 - 7.5 inch



Height (compact)
30 - 40 cm
12 - 16 inch



Height (medium)
35 - 50 cm
14 - 20 inch



Growing time
12 - 14 weeks



Type
TC



USDA
Hardiness
Zone 6



Flirty
Hilmoflirt



Jealousy
Hilmoojeal



Motivation
Hilmoomotiv



Peace
Hilmoopea



Powerful
Hilmoopowe



Sympathy
Hilmoo symp



Zen
Hilmoozen



Wisdom
Hilmowisdom

NEW

- Fresh purple colour
- Easy growing
- Fast and rich flowering
- Retail ready in 12-13 weeks (summer)

moodz®

	Plant habit	Height
Flirty	Compact	35 - 40
Jealousy	Medium	40 - 50
Motivation	Compact	30 - 35
Peace	Medium	35 - 45
Powerful	Medium	35 - 45
Sympathy	Medium	40 - 50
Wisdom	Medium	40 - 50
Zen	Medium	40 - 50

Echinacea MOODZ®



Echinacea MOODZ® Mix

	Pot size 15 - 19 cm 6 - 7.5 inch		Height (compact) 30 - 40 cm 12 - 16 inch		Height (medium) 35 - 50 cm 14 - 20 inch		Growing time 12 - 14 weeks		Type TC		USDA Hardiness Zone 6
--	---	--	---	--	--	--	--------------------------------------	--	-------------------	--	---------------------------------

“Garden Gerbera
with **bold, large
double flowers**”

Strong, resilient garden plants

Excellent weather tolerance

Large, long-lasting double flowers

Attractive to bees and other pollinators

Gerbera Garvinea® Majestic
Purple



View our
assortment
online!

Garvinea®
MAJESTIC SERIES

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



Garden Gerbera **Garvinea® Majestic**



Majestic Burgundy
Majbur20aa



Majestic Light Pink
Majlip20aa



Majestic Purple
Majpur21aa



Majestic Yellow
Majyel21bb



Pot size
14 - 21 cm
5.5 - 8 inch



Height
30 - 40 cm
12 - 16 inch



Flower size
8 - 10 cm
3 - 4 inch



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



Type
TC

USDA
Hardiness
Zone 7

“The one and only **true**
Garden Gerbera!

Garvinea®
SWEET SERIES



	Plant habit	Height
Sweet Blaze	Compact	30 - 35
Sweet Chili	Compact	30 - 35
Sweet Felicity	Compact	30 - 35
Sweet Femmy	Compact	30 - 35

NEW

Garden Gerbera Garvinea® Sweet



Sweet Blaze
Hilswesbla



Sweet Chili
Garswechi



Sweet Femmy
Classic femmy



Sweet Felicity
Hilswefeli

NEW

- Bicoloured flowers.
- A true consumer favourite
- A full, well-formed plant
- Fast and uniform flowering

Highly resistant to pests & diseases

Continuous flowering from spring until frost

Strong colour impact in the garden

Excellent weather tolerance

NEW Gerbera Garvinea®
Sweet Felicity



View our
assortment
online!



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



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



Type
TC



USDA
Hardiness
Zone 7



Scan and download
our POS & technical
materials

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

hilverdaflorist.com



Sweet Frosting
Sweet frosting



Sweet Glow
Garglow



Sweet Joy
Garswjoy

Garvinea® SWEET SERIES



Sweet Spice
Garspice



Sweet Sunset
Sweet sunset

	Plant habit	Height
Sweet Frosting	Medium	35 - 40
Sweet Glow	Medium	30 - 35
Sweet Joy	Medium	30 - 35
Sweet Love	Compact	30 - 35
Sweet Maggie	Compact	30 - 35
Sweet Memories	Compact	30 - 35
Sweet Pastry	Compact	30 - 35
Sweet Smile	Medium	35 - 40
Sweet Sparkle	Medium	35 - 40
Sweet Spice	Medium	35 - 40
Sweet Sunset	Medium	35 - 40



Sweet Love
Garswlove



Sweet Maggie
Hilswemag



Sweet Memories
Garsweetmemo



Sweet Pastry
Hilswepast



Sweet Smile
Garsmile



Sweet Sparkle
Garswsparkle



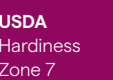
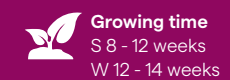
Gerbera Garvinea®
Sweet Memories



Step into the colourful world of Garvinea®

Our branding concept is available to support and strengthen your assortment, giving you all the tools you need to tell the story of these strong, high impact garden Gerberas at retail. Boost the visibility and recognition of your Garvinea® assortment with branded pots, labels and marketing materials.

For ordering information regarding pots and labels, please refer to page 69 or contact us at marketing@hilverdaflorist.com



“ Impressive **big flowers**
for maximum impact



Patio™ Gerbera Volcanoes

Highly uniform Patio™ Gerbera's from TC

Huge and stylish flowers up to 16 cm

Fast to flower with an abundant flush of flowers

Instant 'WOW!' effect



View our
assortment
online!

PATIO™

Gerbera

	Plant habit	Height
Daintree	Medium	45 - 50
Glacier	Tall	50 - 55
Great Smokey Mountains	Medium	50 - 55
Hot Springs	Medium	45 - 50
Karoo	Compact	45 - 50
Komodo	Medium	50 - 55
Masai Mara	Medium	45 - 50



Daintree
Hildain



Glacier
Foglacier



Great Smoky Mountains
Flosmoky



Hot Springs
Hilhotsp



Karoo
Flokaroo



Komodo
Hilkomodo



Masai Mara
Hilmasmara



Pot size
19 - 30 cm
7.5 - 12 inch



Height
45 - 60 cm
18 - 23 inch



Flower size
12 - 16 cm
4.5 - 6 inch



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



Type
TC

USDA
Hardiness
Zone 8



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

	Plant habit	Height
Painted Desert	Medium	45 - 50
Pinnacles	Medium	50 - 55
Volcanoes	Medium	45 - 50



Painted Desert
Painted desert



Pinnacles
Pinnacles



Volcanoes
Flocanoes



Actual size!



Pot size
19 - 30 cm
7.5 - 12 inch



Height
45 - 60 cm
18 - 23 inch



Flower size
12 - 16 cm
4.5 - 6 inch



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



Type
TC

USDA
Hardiness
Zone 8

Patio™

Gerbera



Patio™ Gerbera Komodo

“Seed-raised Gerberas
with the **most vibrant** colours



Bold solid colours and unique bi-colour combinations

Highly uniform timing and consistent plant size

Offered in a full size range from Giant to Midi

Synchronized flowering ideal for efficient bench run sales

Gerbera Flori Line® Giant
Golden Yellow BC



View our
assortment
online!

FLORI LINE®



Giant Coral



Giant Coral BC



Giant Golden Yellow BC



Giant Orange



Giant Orange BC



Giant Pink



Giant Red



Giant White



Giant Yellow



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



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



Type
Coated seed/
seed



Maxi Coral



Maxi Dark Fireball BC



Maxi Dark Purple



Maxi Orange BC



Maxi Pink



Maxi Pink BC



Maxi Eyecatcher Purple BC



Maxi Eyecatcher Red BC



Maxi Fireball BC



Maxi Red



Maxi Red BC



Maxi White



Maxi Golden Yellow BC



Maxi Hot Pink



Maxi Light Pink BC



Maxi White BC



Maxi Yellow



Maxi Yellow BC



Maxi Lilac BC



Maxi Mexican Pink



Maxi Orange



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



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



Type
Coated seed/
seed



Midi Bicolour BC



Midi Dark Fireball BC



Midi Deep Rose

- Bright pink colour
- Compact plant

NEW



Midi Pink



Midi Pink BC



Midi Red



Midi Red BC



Midi Dark Purple



Midi Eyecatcher Dark Purple BC



Midi Eyecatcher Purple BC



Midi Eyecatcher Red BC



Midi White



Midi White BC



Midi Yellow



Midi Yellow BC



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



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



Type
Coated seed/
seed



Midi Eyecatcher Twilight BC



Midi Fireball BC



Midi Lavender BC



Midi Light Pink BC



Select Mix
Maxi & Midi



Select Mix BC
Maxi & Midi



Spider Mix
Maxi & Mini



Midi Lilac



Midi Lilac BC



Midi Orange



Midi Orange BC



Specialty Mix
Midi



Pot size
10 - 15 cm
4 - 6 inch



Height
18 - 24 cm
7 - 9,5 inch



Flower size
7 - 11 cm
3 - 4,5 inch



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



Type
Coated seed

“The best seed-raised gerbera
for **colour** and **uniformity**”

Extremely uniform timing and plant habit

Outstanding bench run with 90–100%
sale readiness

Nine vibrant, distinct colours

Most uniform series for 10 - 13 cm
(4 - 4.5") pots

NEW Gerbera Melodiva®
Hot Pink



View our
assortment
online!



Melodiva®



NEW Coral BC



NEW Hot Pink



NEW Orange BC



NEW Pink



NEW Red



NEW Red BC



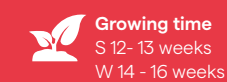
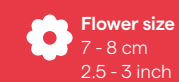
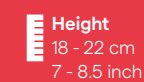
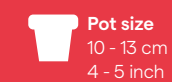
NEW Two Tone Pink BC



NEW White BC



NEW Yellow BC



“The **only seed** Gerbera
with **double flowers**



Wide colour assortment

Year-round programmable

Excellent shelf life

Versatile for indoor and outdoor use

Gerbera Sundayz™ Maxi Mix



View our
assortment
online!



SUNDAYZ™
double flowers
double joy



Maxi Pink

NEW

- The first true pink Sundayz™ variety
- Big flowers with high petal count
- Vigorous plant



Maxi Red



Midi Berries 'n Cream



Maxi, Midi & Mini Mix

Gerbera Sundayz™ Mini Mix



Pot size
9 - 15 cm
3.5 - 6 inch



Height
14 - 24 cm
5.5 - 9.5 inch



Flower size
5 - 11 cm
2 - 4.5 inch



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



Type
Coated seed

“ Helleborus optimised
for **performance**
in the **winter sales**
period



Easy to manage growth for consistent results

High flower count and bright white flowers

Performs well under both warm and cold conditions

Stronger growth and greater uniformity than seed propagated Helleborus

Helleborus Awesome!™
Heavenly



View our
assortment
online!

AWESOME!™

	Plant habit	Height	Flowering Period
Heavenly	Compact	30 - 40	Nov - Feb
Nagano	Compact	30 - 35	Nov - Feb



Heavenly
Wilnihea



Nagano
Hilawenaga



Helleborus Awesome!™
Heavenly



Pot size
15 - 17 cm
6 - 6.5 inch



Height
30 - 40 cm
12 - 16 inch

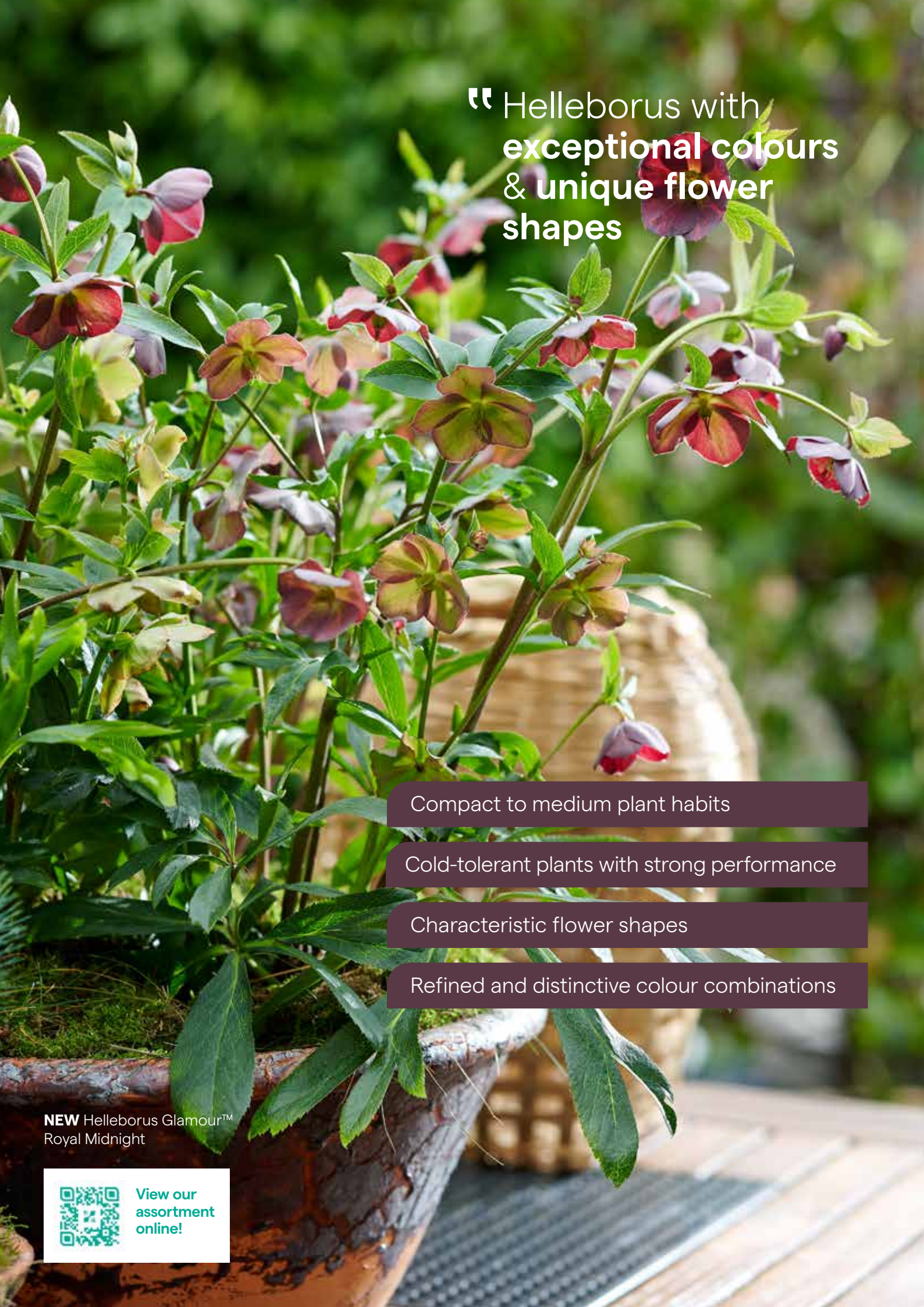


Growing time
30 - 35 weeks



Type
TC

USDA
Hardiness
Zone 4



“ Helleborus with exceptional colours & unique flower shapes

NEW Helleborus Glamour™
Royal Midnight



View our assortment online!

- Compact to medium plant habits
- Cold-tolerant plants with strong performance
- Characteristic flower shapes
- Refined and distinctive colour combinations



Beaming Blush
Glambeam

	Plant habit	Height	Flowering Period
Beaming Blush	Medium	35 - 45	Dec - Mar
Bijoux	Compact	35 - 45	Dec - Mar
Elance	Compact	35 - 45	Dec - Mar
Purple Flame	Medium	40 - 50	Dec - Mar
Royal Midnight	Medium	40 - 50	Nov - Mar
Strawberry Moon	Compact	35 - 45	Dec - Mar



Bijoux
Glabbijoux



Elance
Glamelan



Purple Flame
Glampuffa



Royal Midnight **NEW**
Hilroymid

- Dark purple colour, royal attitude
- Fast growing
- Flowering from October



Strawberry Moon
Miyohere nyr



Pot size
17 - 19 cm
6.5 - 7.5 inch



Height
35 - 50 cm
14 - 20 inch



Growing time
30 - 35 weeks

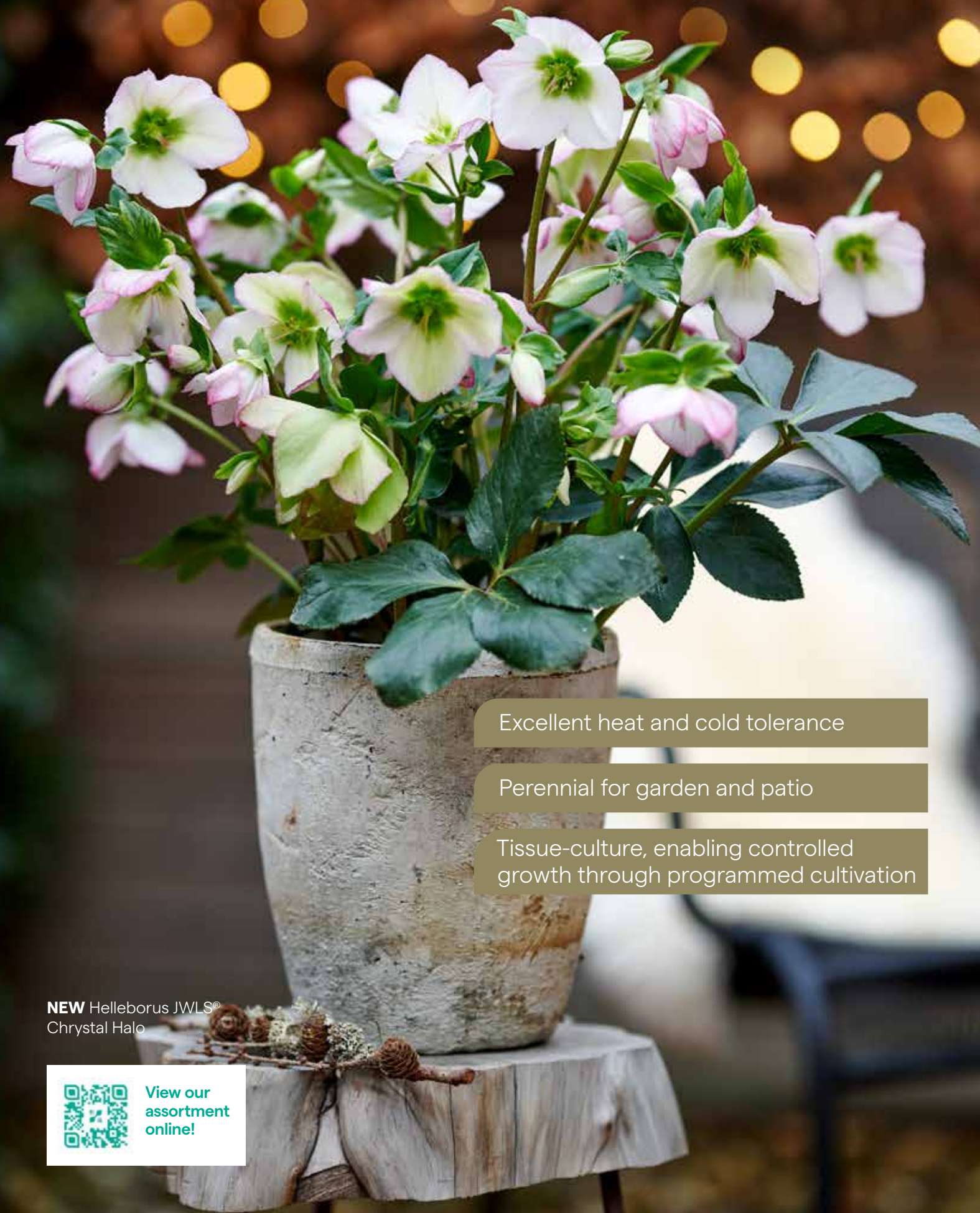


Type
TC



USDA
Hardiness
Zone 4

“The perfect
winter perennial!”



Excellent heat and cold tolerance

Perennial for garden and patio

Tissue-culture, enabling controlled
growth through programmed cultivation

NEW Helleborus JWLS®
Chrystal Halo



View our
assortment
online!

JWLS®

HELLEBORUS

	Plant habit	Height	Flowering Period	
Chrystal Halo	Medium	50 - 55	Jan - Apr	NEW
Dacaya	Medium	50 - 55	Jan - Apr	
Diamonfire	Compact +	35 - 45	Nov - Mar	
Endless	Compact +	35 - 45	Nov - Mar	
Winterbells	Medium	50 - 55	Sept - Apr	



Chrystal Halo
Hilchryhal

NEW

- Pure white flowers with pink edges
- Very high flower count
- Uniform Plants
- Flowering period of at least 3 months



Dacaya
Hiljwlsdaca



Diamonfire
Hiljwlsdiamon



Endless
Hiljwlsend



7
MONTHS
FLOWERING

Winterbells
Winterbells



Pot size
17 - 19 cm
6.5 - 7.5 inch



Height
35 - 50 cm
14 - 20 inch



Growing time
30 - 35 weeks



Type
TC

USDA
Hardiness
Zone 4



“ Strong growth, rich flowering, full impact

Salvia Salgoon®
Lake Silvretta



View our assortment online!

- Fastest assortment on the market
- Strong branching with abundant flowering
- Easy-to-grow varieties, ideal for bench-run sales



	Plant habit	Height
Lake Blueberry	Compact	40 - 55
Lake Como	Compact	40 - 55
Lake Flamingo	Compact	40 - 55
Lake Garda	Compact	40 - 55



Lake Blueberry
T11016



Lake Como
T11017



Lake Flamingo
T11019



Lake Garda
T1993



Pot size
17 - 21 cm
6.5 - 8 inch



Height
40 - 65 cm
16 - 25.5 inch



Plant habit
Compact
& Medium



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



Type
RC



USDA
Hardiness
Zone 8



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materials

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

hilverdaflorist.com

	Plant habit	Hight
Lake George	Compact	40 - 55
Lake Onega	Medium	40 - 55
Lake Silvretta	Compact	40 - 55



Lake George
T11087



Lake Onega
T11018



Lake Silvretta
T11086



Pot size
17 - 21 cm
6.5 - 8 inch



Height
40 - 65 cm
16 - 25.5 inch



Plant habit
Compact
& Medium



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



Type
RC



Scan the
QR code to
learn more

SALGOON®
SALVIA



Salvia Salgoon®

Branding concept

The **Salvia Salgoon®** branding concept helps you present the series in a distinctive way and add extra value. This ensures **Salvia Salgoon®** is shown at its best. 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

Assortment overview



Inticancha® Liliana

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
	NEW	Liliana	Teslilia	Lila	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	10
		Magic White	Tesmagwhi	White	Compact	20 - 30	17 - 21	Patio, Garden	S 12-14/W 14-16	Mar - Oct	10
		Malaga	Tesmala	Pink	Compact	20 - 30	17 - 21	Patio, Garden	S 12-14/W 14-16	Mar - Oct	10
		Maya	Tesmaya	White/pink	Compact	20 - 30	17 - 21	Patio, Garden	S 12-14/W 14-16	Mar - Oct	10
		Mirabel	Tesmirabel	Cherry/white	Compact	20 - 30	17 - 21	Patio, Garden	S 12-14/W 14- 6	Mar - Oct	10
		Moon	Tesmoonli	White/purple	Compact	20 - 30	17 - 21	Patio, Garden	S 12-14/W 14-16	Mar - Oct	10
		Navayo	Tesnav	Soft purple	Compact	20 - 30	17 - 21	Patio, Garden	S 12-14/W 14-16	Mar - Oct	10
		Paraíso	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	11
		Sunset	Tessunse	Yellow/orange	Compact	20 - 30	17 - 21	Patio, Garden	S 12-14/W 14-16	Mar - Oct	11
		Sunshine	Tesshine	Pink	Compact	20 - 30	17 - 21	Patio, Garden	S 12-14/W 14-16	Mar - Oct	11
		Sunstar	Tessunstar	Purple	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/pink	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	Tessumheat	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



Hello Darling™

Sunflor® Elara

Sunflor® Lima

Crop	Series	Commercial name	Variety denomination	Colour	Plant habit	Height (cm)	Pot size (cm)	Common use	Retail ready (wks)	Flowering period	Page
Dianthus	Beauties™										16 - 17
		Freya	Hilbeafreya	Light pink	Medium	10 - 17	9 - 12	Garden, Patio	S 8-12/W 16-20	Mar - Nov	17
		Kahori	Holkahori	Magenta	Medium	10 - 17	9 - 12	Garden, Patio	S 8-12/W 16-20	Mar - Nov	17
		Kahori Pink	Holkahoripink	Pink	Medium	10 - 17	9 - 12	Garden, Patio	S 8-12/W 16-20	Mar - Nov	17
		Kahori Scarlet	Holkahoriscarlet	Cerise	Medium	10 - 17	9 - 12	Garden, Patio	S 8-12/W 16-20	Mar - Nov	17
		Romee	Hilbearom	White	Medium	10 - 17	9 - 12	Garden, Patio	S 8-12/W 16-20	Mar - Nov	17
		Sherisé	Hilbeasher	Red	Compact	8 - 12	9 - 12	Garden, Patio	S 8-12/W 16-20	Mar - Nov	17
		Tasha	Hiltasha	Magenta	Medium	10 - 17	9 - 12	Garden, Patio	S 8-12/W 16-20	Mar - Nov	17
		Tiiu	Hilarian	Purple	Medium	10 - 17	9 - 12	Garden, Patio	S 8-12/W 16-20	Mar - Nov	17
Dianthus	Flow®										18 - 19
		Aloha Beach	Hilbechloha	Yellow/orange	Medium	15 - 20	12 - 15	Pot, Patio	S 10-13/W 18-20	Apr - Oct	19
		Bristol Beach	Hilflobriba	Yellow	Medium	15 - 20	12 - 15	Pot, Patio	S 10-13/W 18 - 20	Apr - Oct	19
		Dream Beach	Hilbechdream	Pink	Medium	15 - 20	12 - 15	Pot, Patio	S 10-13/W 18-20	Apr - Oct	19
		Glen Bay	Hilbechwaik	Salmon/purple	Medium	15 - 20	12 - 15	Pot, Patio	S 10-13/W 18-20	Apr - Oct	19
		Grace Bay	Hilbechgre	Light yellow/purple	Medium	15 - 20	12 - 15	Pot, Patio	S 10-13/W 18-20	Apr - Oct	19
		Palm Beach	Hilpalbea	Bicolour	Medium	15 - 20	12 - 15	Pot, Patio	S 10-13/W 18-20	Apr - Oct	19
		Pearl Beach	Hilpeabea	White	Medium	15 - 20	12 - 15	Pot, Patio	S 10-13/W 18-20	Apr - Oct	19
		Red Beach	Hilbechred	Red	Medium	15 - 20	12 - 15	Pot, Patio	S 10-13/W 18-20	Apr - Oct	19
		Shark Bay	Hilbechcanno	White/purple	Medium	15 - 20	12 - 15	Pot, Patio	S 10-13/W 18-20	Apr - Oct	19
Dianthus	Specialty										20 - 21
	NEW	Hello Darling™	Hilheldar	Purple	Compact	15 - 20	12 - 17	Pot, Patio, Garden	S 8-10/W 16-18	Feb - Nov	21
		Picture Perfect®	Hilpicperf	Magenta/red	Compact	15 - 20	9 - 12	Pot, Patio, Garden	S 8-12/W 16-20	Mar - Nov	23
Dianthus	Sunflor®										24 - 29
		S E L E C T I O N									
		Avery	Hilsunaver	White	Compact	15 - 18	9 - 12	Pot, Patio, Garden	S 9-11/W 17-19	Mar - Nov	25
		Beetle	Hilbeetl	Dark purple	Compact	15 - 18	9 - 12	Pot, Patio, Garden	S 9-11/W 17-19	Mar - Nov	25
		Charmy	Hilcharm	White/purple	Compact	15 - 18	9 - 12	Pot, Patio, Garden	S 8-10/W 16-18	Mar - Nov	25
		Cosmos	Kocosmo	White	Compact	15 - 18	9 - 12	Pot, Patio, Garden	S 9-11/W 17-19	Mar - Nov	25
		Dynamite	Hildyna	Red	Compact	15 - 18	9 - 12	Pot, Patio, Garden	S 9-11/W 17-19	Mar - Nov	26
	NEW	Elara	Hilelara	Red	Compact	15 - 18	9 - 12	Pot, Patio, Garden	S 9-11/W 17-19	Mar - Nov	25
		Emily	Hilsunemy	White	Compact	15 - 18	9 - 12	Pot, Patio, Garden	S 10-12/W 18-20	Mar - Nov	26
		Esta	Koes	Cerise/light pink	Medium	18 - 20	9 - 12	Pot, Patio, Garden	S 9-11/W 17-19	Mar - Nov	26
		Evert	Hilevert	Pink	Compact	15 - 18	9 - 12	Pot, Patio, Garden	S 9-11/W 17-19	Mar - Nov	26
		Faganza	Faganza	Magenta	Compact	15 - 18	9 - 12	Pot, Patio, Garden	S 8-10/W 16-18	Mar - Nov	26
		Jackie	Hiljackie	Burgundy	Compact	15 - 18	9 - 12	Pot, Patio, Garden	S 8-10/W 16-18	Mar - Nov	26
		Kaylee®	Hilkaylee	Burgundy/white	Compact	15 - 18	9 - 12	Pot, Patio, Garden	S 8-10/W 16-18	Mar - Nov	26
		Kenji	Hilsunken	Red	Compact	15 - 18	9 - 12	Pot, Patio, Garden	S 9-11/W 17-19	Mar - Nov	26
	NEW	Lima	Hillima	Light peach	Compact	15 - 18	9 - 12	Pot, Patio, Garden	S 10-12/W 18-20	Mar - Nov	26
		Megan	Hilmegansun	Red/light pink	Compact	15 - 18	9 - 12	Pot, Patio, Garden	S 8-10/W 16-18	Mar - Nov	26
		Rinjani	Hilrinjani	Cherry	Compact	15 - 18	9 - 12	Pot, Patio, Garden	S 8-10/W 16-18	Mar - Nov	26
		Rory	Hilsunrory	Magenta/dark red	Compact	15 - 18	9 - 12	Pot, Patio, Garden	S 9-11/W 17-19	Mar - Nov	26
		Serena	Hilseren	Pink	Medium	18 - 20	9 - 12	Pot, Patio, Garden	S 8-10/W 16-18	Mar - Nov	27
		Sinclair	Hilsinclair	Magenta/red	Medium	18 - 20	9 - 12	Pot, Patio, Garden	S 9-11/W 17-19	Mar - Nov	27



MOOODZ® Fantasy

MOOODZ® Wisdom

Garvinea® Sweet Felicity

Melodiva® Coral BC

Melodiva® Hot Pink

Melodiva® Orange BC

Melodiva® Pink

Crop	Series	Commercial name	Variety denomination	Colour	Plant habit	Height (cm)	Pot size (cm)	Common use	Retail ready (wks)	Flowering period	Page
Dianthus	Sunflor®										24 - 29
	C O L L E C T I O N										
		Allura	Allura	Pink	Medium	18 - 20	9 - 12	Pot, Patio, Garden	S 10-12/W 18-20	Mar - Nov	28
		Amber	Hilamber	Yellow	Tall	20 - 22	9 - 12	Pot, Patio, Garden	S 11-13/W 21-24	Mar - Nov	28
		Bling Bling	Blingbling	Peach	Tall	20 - 22	9 - 12	Pot, Patio, Garden	S 10-12/W 18-20	Mar - Nov	28
		Cody	Hilcody	Orange	Medium	18 - 20	9 - 12	Pot, Patio, Garden	S 11-13/W 21-24	Mar - Nov	28
		Desire	Hildes	Burgundy	Medium	18 - 20	9 - 12	Pot, Patio, Garden	S 10-12/W 18-20	Mar - Nov	28
		Luigi	Hilluigi	Peach	Tall	20 - 22	9 - 12	Pot, Patio, Garden	S 10-12/W 18-20	Mar - Nov	28
		Orange Bling Bling	Hilorbli	Orange	Tall	20 - 22	9 - 12	Pot, Patio, Garden	S 10-12/W 18-20	Mar - Nov	28
Echinacea	MOOODZ®										30 - 33
		Amaze	Hilmomaze	Yellow	Medium	40 - 50	17 - 19	Garden, Patio	12-14	May - Sept	31
		Courage	Hilmocour	Pink	Medium	35 - 45	17 - 19	Garden, Patio	12-14	May - Sept	31
		Devotion	Hilmoodevot	Red	Medium	40 - 45	17 - 19	Garden, Patio	12-14	May - Sept	31
	NEW	Fantasy	Hilmofantasy	Pink	Medium	40 - 50	17 - 19	Garden, Patio	12 - 14 weeks	May - Sept	31
		Fearless	Hilmofear	Orange	Medium	35 - 45	17 - 19	Garden, Patio	12-14	May - Sept	31
		Flirty	Hilmoflirt	Fuchsia	Compact	35 - 45	15 - 19	Garden, Patio	12-14	May - Sept	31
		Jealousy	Hilmoojeal	Green	Medium	40 - 50	17 - 19	Garden, Patio	12-14	May - Sept	32
		Motivation	Hilmoomotiv	Salmon	Compact	30 - 35	15 - 19	Garden, Patio	12-14	May - Sept	32
		Peace	Hilmoopea	Yellow	Medium	35 - 45	17 - 19	Garden, Patio	12-14	May - Sept	32
		Powerful	Hilmoopowe	Red	Medium	35 - 45	17 - 19	Garden, Patio	12-14	May - Sept	32
		Sympathy	Hilmootsymp	Orange	Medium	40 - 50	17 - 19	Garden, Patio	12-14	May - Sept	32
	NEW	Wisdom	Hilmowisdom	Pink	Medium	40 - 50	17 - 19	Garden, Patio	12 - 14 weeks	May - Sept	32
		Zen	Hilmoozen	White	Compact	40 - 50	17 - 19	Garden, Patio	12-14	May - Sept	32
Gerbera	Garvinea® Majestic										34 - 35
		Majestic Burgundy	Majbur20aa	Burgundy	Medium	35 - 40	14 - 21	Garden, Patio	S 8-14/W 12-14	Mar - Nov	35
		Majestic Light Pink	Majlip20aa	Light pink	Medium	30 - 35	14 - 21	Garden, Patio	S 8-14/W 12-14	Mar - Nov	35
		Majestic Purple	Majpur21aa	Purple	Medium	35 - 40	14 - 21	Garden, Patio	S 8-14/W 12-14	Mar - Nov	35
		Majestic Yellow	Majyel21bb	Yellow	Medium	35 - 40	14 - 21	Garden, Patio	S 9-13/W 13-15	Mar - Nov	35
Gerbera	Garvinea® Sweet										36 - 39
		Sweet Blaze	Hilswebla	Yellow/red	Compact	30 - 35	14 - 21	Garden, Patio	S 8-12/W 12-14	Mar - Nov	37
		Sweet Chili	Garswechi	Red	Compact	30 - 35	14 - 21	Garden, Patio	S 8-12/W 12-14	Mar - Nov	37
	NEW	Sweet Felicity	Hilswefeli	Bicolour pink/white	Compact	30 - 35	14 - 21	Garden, Patio	S 8-12/W 12-14	Mar - Nov	37
		Sweet Femmy	Classic femmy	Pink	Compact	30 - 35	14 - 21	Garden, Patio	S 8-12/W 12-14	Mar - Nov	37
		Sweet Frosting	Sweet frosting	White	Medium	35 - 40	14 - 21	Garden, Patio	S 8-12/W 12-14	Mar - Nov	37
		Sweet Glow	Garglow	Red	Medium	30 - 35	14 - 21	Garden, Patio	S 8-12/W 12-14	Mar - Nov	37
		Sweet Joy	Garswjjoy	Yellow	Medium	30 - 35	14 - 21	Garden, Patio	S 8-12/W 12-14	Mar - Nov	38
		Sweet Love	Garswlove	Red	Compact	30 - 35	14 - 21	Garden, Patio	S 8-12/W 12-14	Mar - Nov	38
		Sweet Maggie	Hilswemag	Hot pink	Compact	30 - 35	14 - 21	Garden, Patio	S 8-12/W 12-14	Mar - Nov	38
		Sweet Memories	Garsweetmemo	White/light pink	Compact	30 - 35	14 - 21	Garden, Patio	S 8-12/W 12-14	Mar - Nov	38
		Sweet Pastry	Hilswepast	Pink	Compact	30 - 35	14 - 21	Garden, Patio	S 8-12/W 12-14	Mar - Nov	38
		Sweet Smile	Garsmile	Yellow	Medium	35 - 40	14 - 21	Garden, Patio	S 8-12/W 12-14	Mar - Nov	38
		Sweet Sparkle	Garswsparkle	Purple	Medium	35 - 40	14 - 21	Garden, Patio	S 8-12/W 12-14	Mar - Nov	38
		Sweet Spice	Garspice	Purple	Medium	35 - 40	14 - 21	Garden, Patio	S 8-12/W 12-14	Mar - Nov	38
		Sweet Sunset	Sweet sunset	Orange/yellow	Medium	35 - 40	14 - 21	Garden, Patio	S 8-12/W 12-14	Mar - Nov	38



Melodiva® Red

Melodiva® Red BC

Melodiva® Two Tone
Pink BC

Melodiva® White BC

Melodiva® Yellow BC

Glamour® Royal Midnight

Crop	Series	Commercial name	Variety denomination	Colour	Plant habit	Height (cm)	Pot size (cm)	Common use	Retail ready (wks)	Flowering period	Page
Gerbera	Patio Gerbera™										40 - 43
		Daintree	Hildain	Purple/lilac	Medium	45 - 50	19 - 30	Patio	S 12-16/W 16-20	Mar - Nov	41
		Glacier	Floglacier	White	Tall	50 - 55	19 - 30	Patio	S 12-16/W 16-20	Mar - Nov	41
		Great Smoky Mountains	Flosmoky	Orange	Tall	50 - 55	19 - 30	Patio	S 12-16/W 16-20	Mar - Nov	41
		Hot Springs	Hilhotsp	Purple/white	Medium	45 - 50	19 - 30	Patio	S 12-16/W 16-20	Mar - Nov	41
		Karoo	Flokaroo	Pink/white	Medium	45 - 60	19 - 30	Patio	S 12-16/W 16-20	Mar - Nov	41
		Komodo	Hilkomodo	Yellow	Medium	50 - 55	19 - 30	Patio	S 12-16/W 16-20	Mar - Nov	41
		Masai Mara	Hilmasmara	Bicolour orange	Medium	45 - 50	19 - 30	Patio	S 12-16/W 16-20	Mar - Nov	41
		Painted Desert	Painted desert	Orange/yellow	Medium	45 - 50	19 - 30	Patio	S 12-16/W 16-20	Mar - Nov	42
		Pinnacles	Pinnacles	Red	Medium	50 - 55	19 - 30	Patio	S 12-16/W 16-20	Mar - Nov	42
		Volcanoes	Flocanoes	Red/orange	Medium	45 - 50	19 - 30	Patio	S 12-16/W 16-20	Mar - Nov	42
Gerbera	Flori Line®										44 - 49
		Giant varieties			Medium	22 - 26	15 - 17	Pot	S 15-16/W 16-17	Year round	45
		Maxi varieties			Medium	20 - 24	12 - 15	Pot	S 13-14/W 14-16	Year round	46
		Midi varieties			Medium	18 - 22	10 - 13	Pot	S 13-14/W 14-16	Year round	48
		Mixes						Pot		Year round	
Gerbera	Melodiva®										50 - 51
	NEW	Coral BC	Hilmelcobla	Coral	Medium	18 - 22	10 - 13	Pot	S 13-14/W 14-16	Year round	51
	NEW	Hot Pink	Hilmelhotpi	Hot Pink	Medium	18 - 22	10 - 13	Pot	S 13-14/W 14-16	Year round	51
	NEW	Orange BC	Hilmelorabla	Orange	Medium	18 - 22	10 - 13	Pot	S 13-14/W 14-16	Year round	51
	NEW	Pink	Hilmelpink	Pink	Medium	18 - 22	10 - 13	Pot	S 13-14/W 14-16	Year round	51
	NEW	Red	Hilmelred	Red	Medium	18 - 22	10 - 13	Pot	S 13-14/W 14-16	Year round	51
	NEW	Red BC	Hilmelrebla	Red	Medium	18 - 22	10 - 13	Pot	S 13-14/W 14-16	Year round	51
	NEW	Two Tone Pink BC	Hilmeltopin	Bicolour pink/white	Medium	18 - 22	10 - 13	Pot	S 13-14/W 14-16	Year round	51
	NEW	White BC	Hilmelwhibla	White	Medium	18 - 22	10 - 13	Pot	S 13-14/W 14-16	Year round	51
	NEW	Yellow BC	Hilmelyelbla	Yellow	Medium	18 - 22	10 - 13	Pot	S 13-14/W 14-16	Year round	51
Gerbera	Sundayz™										52 - 53
	NEW	Maxi Pink		Red	Medium	20 - 24	12 - 15	Pot	S 13-14/W 14-16	Year round	53
		Maxi Red		Red	Medium	20 - 24	12 - 15	Pot	S 13-14/W 14-16	Year round	53
		Midi Berries 'n Cream		Bicolour	Medium	18 - 22	10 - 13	Pot	S 13-14/W 14-16	Year round	53
		Maxi, Midi, Mini Mix		Mix	Medium	18 - 22	10 - 13	Pot	S 13-14/W 14-16	Year round	53
Helleborus	Awesome!™										54 - 55
		Heavenly	Wilniheav	White	Compact	30 - 40	15 - 17	Garden, Patio	30 - 35	Nov - Feb	55
		Nagano	Hilawenaga	White	Compact	30 - 35	15 - 17	Garden, Patio	30 - 35	Nov - Feb	55
Helleborus	Glamour™										56 - 57
		Beaming Blush	Glambeam	Pink/white	Medium	35 - 45	17 - 19	Garden, Patio	30 - 35	Dec - Mar	57
		Bijoux	Glabijoux	Purple	Compact	35 - 45	17 - 19	Garden, Patio	30 - 35	Dec - Mar	57
		E lance	Glamelan	Purple	Compact	35 - 45	17 - 19	Garden, Patio	30 - 35	Dec - Mar	57
		Purple Flame	Glampufila	Lilac	Medium	40 - 50	17 - 19	Garden, Patio	30 - 35	Dec - Mar	57
	NEW	Royal Midnight	Hilroymid	Purple	Medium	40 - 50	17 - 19	Garden, Patio	30 - 35	Nov - Mar	57
		Strawberry Moon	Miyohere nyr	Deep rose	Compact	35 - 45	17 - 19	Garden, Patio	30 - 35	Dec - Mar	57



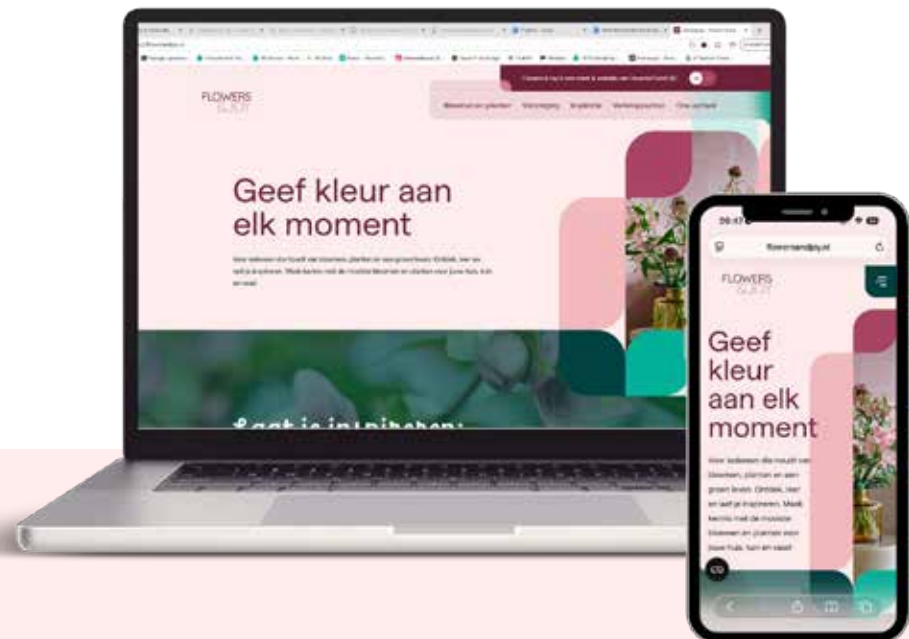
JWLS® Chrystal Halo

Crop	Series	Commercial name	Variety denomination	Colour	Plant habit	Height (cm)	Pot size (cm)	Common use	Retail ready (wks)	Flowering period	Page
Helleborus	JWLS®										58 - 59
	NEW	Chrystal Halo	Hilchryhal	White	Medium	50 - 55	17 - 19	Garden, Patio	30 - 35	Jan - Apr	59
		Dacaya	Hiljwlsdaca	Green/pink	Medium	50 - 55	17 - 19	Garden, Patio	30 - 35	Jan - Apr	59
		Diamonfire	Hiljwlsdiamon	White	Compact +	35 - 45	17 - 19	Garden, Patio	30 - 35	Nov - Mar	59
		Endless	Hiljwlsend	White	Compact +	35 - 45	17 - 19	Garden, Patio	30 - 35	Nov - Mar	59
		Winterbells	Winterbells	Green/white	Medium	50 - 55	17 - 19	Garden, Patio	30 - 35	Sept - Apr	59
Salvia	Salgoon®										60 - 63
		Lake Blueberry	Ti1016	Dark blue	Compact	40 - 55	17 - 21	Garden, Patio	S 8-12/W 12-14	Apr - Sept	61
		Lake Como	Ti1017	Lavender blue	Compact	40 - 55	17 - 21	Garden, Patio	S 8-12/W 12-14	Apr - Sept	61
		Lake Flamingo	Ti1019	Pink	Compact	40 - 55	17 - 21	Garden, Patio	S 8-12/W 12-14	Apr - Sept	61
		Lake Garda	Ti993	Cherry pink	Compact	40 - 55	17 - 21	Garden, Patio	S 8-12/W 12-14	Apr - Sept	61
		Lake George	Ti1087	Mauve lilac	Compact	40 - 55	17 - 21	Garden, Patio	S 8-12/W 12-14	Apr - Sept	62
		Lake Onega	Ti1018	Purple	Medium	40 - 55	17 - 21	Garden, Patio	S 8-12/W 12-14	Apr - Sept	62
		Lake Silvretta	Ti1086	Ice blue	Compact	40 - 55	17 - 21	Garden, Patio	S 8-12/W 12-14	Apr - Sept	62

FLOWERS & JOY

Our consumer website, created to inspire flower lovers.

flowersandjoy.com



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Access our latest catalogues, growing manuals, POS materials and images by scanning the QR code



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Our social media and stay connected with our latest news and varieties.



Contact

Our team for information, ordering or support.



Events

Join us at upcoming events to get to know our varieties and connect with our team.



Locations

Find out more about our locations worldwide in The Netherlands, Colombia and Kenya.



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.

Young plant supply overview

Crop	Origin	Sales unit (tray size)	Also available as
Alstroemeria	Rhizome / Tissue culture	40	TC
Dianthus	Rooted cuttings / Unrooted cuttings	144	URC, 500 per unit
Echinacea	Tissue culture	84	TC
Gerbera Garvinea® / Patio Gerbera™	Tissue culture	112	TC
		40	
		24	
Gerbera Flori Line® / Sundayz™ / Melodiva®	Coated seeds	180	Seed, coated seeds 1.000 per unit
Helleborus	Tissue culture	40	TC
Salvia	Rooted cuttings	84	N/A



Alstroemeria plug & tray



Echinacea plug & tray



Slick-coated gerbera seeds

Slick-coated seeds

HilverdaFlorist now offers slick-coated seeds, presenting several advantages over raw and film-coated seeds. This coating is developed to enhance seed performance, create uniform size and shapes, better visibility, reduced clumping and improve efficiency of seeding processes. The slick coating is 100% biodegradable, free of microplastics, and made from natural materials, minimising its environmental impact.

Our values



Reliability



Reliability is the foundation of everything we do. With over 110 years of experience in horticulture and a fully integrated supply chain from breeding to propagation and young plant production, our customers and partners know exactly what to expect. We deliver quality, think along with our clients, and remain relevant in a changing market.

As an employer, we also stand for stability and trust. We provide a safe working environment, clear agreements, and an organisation that takes its people seriously. In this way, we build long-term relationships based on mutual trust.

Reliability is embedded in the way we work, in our products, and in the people who dedicate themselves every day to meet and exceed expectations.



Ambition



We strive every day to bring out the best in ourselves and in our products. We are a recognised authority in the market, leading the way with innovative solutions and high-quality genetics. This is reflected in our approach, our products, and our people. Our passionate team works with dedication and responsibility towards shared success. Whether in our greenhouses, online, or on-site with our customers, we are committed for excellence and continuous improvement. We encourage initiative, provide space for growth, and foster creativity. Together, we are building a flourishing future, where both our people and our organisation can truly thrive.



Innovation



Innovation is part of HilverdaFlorist's DNA. Every day, we work on new genetics, smart automation, and progressive cultivation and breeding techniques. We continuously invest in both internal and external R&D and test our varieties worldwide, with sustainability, resilience and efficiency as our goals. We encourage creativity and personal development, enabling us to stay ahead and create value for both customers and society.

We do not innovate for the sake of innovation, but with purpose in mind. By thinking outside the box and recognizing opportunities for growth we provide an answer to the growing demands of today's competitive horticultural market.



Partnership



Collaboration is about more than simply working together. We believe in strong, long-lasting relationships built on trust, commitment and shared goals. Whether it involves customers, partners or colleagues, we work together to create solutions that contribute to sustainable growth.

Our global experience in breeding, cultivation and marketing enables us to provide targeted support that meets local needs. By sharing knowledge and strengthening one another, we create long-term value for the industry and for society. Because when our partners and employees thrive, so do we

Together, we are shaping a resilient future for horticulture in which everyone can thrive.

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, Helleborus, Gypsophila, with exclusive sales in Colombia and additionally in other Latin American countries. hilverdaflorist.co



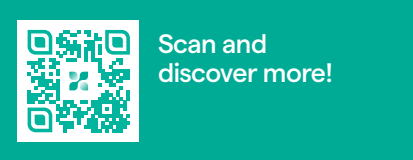
Murara Plants Ltd.
Subsidiary in Kenya, specialist propagator and young plant supplier to exclusively sell and distribute the complete assortment of HilverdaFlorist products in Africa. muraraplants.com



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 operating one of the world largest TC labs. KF Bioplants produces high-quality tissue culture material for the global market and represents HilverdaFlorist in young plant production and Sales within the local Indian market. kfbioplants.com



Contact

If you would like to know more about our products, our company and how we can support 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 support you. Contact us with any questions about products, availability, order status or special requests, or if you would like to discuss a challenge or share feedback.

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