



Catalogue Pot, Patio & Garden 2021



About us

HilverdaFlorist focuses on the breeding, propagation and development of an extensive range of pot plants, garden plants and cut flowers. This is done with a strong drive and focus on innovation. HilverdaFlorist is the supplier of high-quality young plant material, suitable for every climate and cultivation requirements. Our assortment consists of starting material in Seeds, Cuttings and Tissue Culture.

Our mission: excel in everything we do. To accomplish this we're focusing on our four core values: Innovation, Ambition, Partnership and Reliability. These values define our work method and strategy for the upcoming years and is our promise to you.

The head office of HilverdaFlorist is located in De Kwakel (Netherlands). Together with our other locations HilverdaKooij Colombia (Colombia), Murara Plants (Kenya), KF Bioplants (India) and Florist North America (Canada), HilverdaFlorist can provide all customers worldwide with the best products and advice.

If you are successful we are too. We passionately believe that by working together we can strengthen each other, develop new groundbreaking ideas and create joint success.

Being a customer at HilverdaFlorist, is being a partner of HilverdaFlorist. It means sharing experiences and triumph, but also sharing the knowledge of a worldwide network. Through our partners and production locations all around the world, we not only offer the best genetics and a wide assortment in high quality starting material. We offer the full solution and the best customized support available, to meet regional and market specific demands. You have personal access to a wide range of experts on innovation, breeding, propagation, cultivation techniques, logistics, sales and marketing.

We're looking forward to working together this season.





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Summer Paradise

Summer Series



Alstroemeria Summer Paradise® - Summer Series

The Summer Series is the tallest and most vigorous garden perennial in the HilverdaFlorist Alstroemeria assortment. The Summer Alstroemeria will produce an unbroken display of flowers from May until November. Every year the plant gets more vigorous, like a true superstar perennial. With the beautiful long stems the Summer Series are ideal to pick flowers and create your own bouquet. The Summer Series is a true garden performer, but suits a big container just as well.

Variety specifications are outlined at page 62.



Pot size:
17 - 23 cm
7 - 9 inch



Height:
50 - 60 cm
20 - 24 inch



Retail Ready:
15 - 18 weeks

Star



Indian Summer

TESRONT0



Summer Break

TESSUMBREAK



Summer Breeze

TESSUMBRE



Summer Saint

TESSUMSAINT



Summer Snow

GASUMSNOW



Summer Sky

TESSUMSKY

Key features:

- Flowers continuously from Spring until Frost
- Perennial garden Alstroemeria
- Pick flowers for an indoor bouquet



Indian Summer

The Indian Summer is our top variety in the Summer Series. The dark leaves and bicolour orange-red flowers create an instant Indian Summer in every garden.

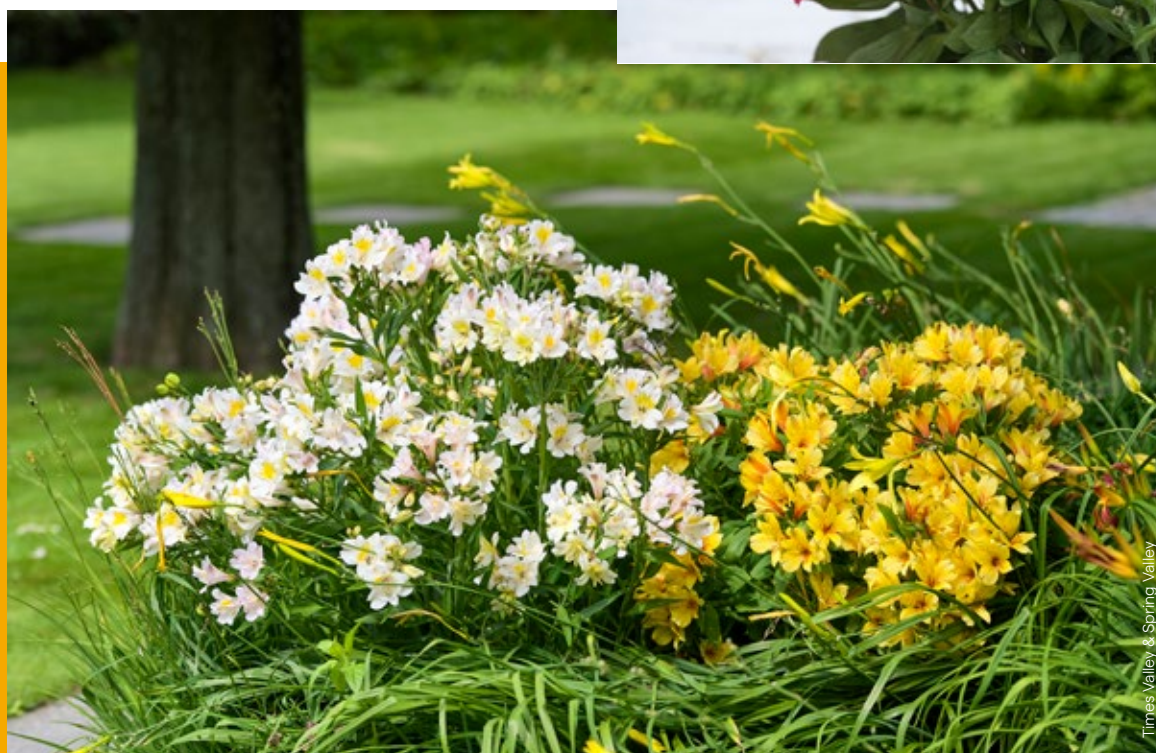
To help you promote this variety we've created several promotional materials. Look for them on our website or contact us.

Summer Paradise

Valley Series



Valley Girl



Times Valley & Spring Valley

Alstroemeria Summer Paradise® - Valley Series

The Valley Series is a compact garden Alstroemeria and the smaller sister of the Summer Series. The plants will produce an unbroken display of flowers from May until November.

The Valley Series performs best in the garden, but suits a container on a patio just as well.

Variety specifications are outlined at page 62.



Pot size:
17 - 23 cm
7 - 9 inch



Height:
40 - 50 cm
16 - 20 inch



Retail Ready:
15 - 18 weeks



River Valley

TESSUMRIVER

New



Holiday Valley

TESSUMHOLID



Spring Valley

TESVALSPRIN



Times Valley

TESVALTIME



Valley Girl

TESVALGIRL

Key features:

- Flowers continuously from Spring until Frost
- Big flowers and fresh colours
- Compact border Alstroemeria



NEW River Valley

River Valley is a truly unique addition to the Valley Series, because of its variegated leaves and bright purple flowers. A small percentage of the plants (up to 10%) will have green leaves. This does not affect performance.

River Valley is very compact, up to 35 cm (14"), which makes it also a suitable plant for groundcover.

INTICANCHA

— POT ALSTROEMERIA —



Magic White, Dark Purple & Sunday (Sun Series)



Doba, Dark Purple & Navayo

Alstroemeria Inticancha®

Inticancha® is a series of strong pot Alstroemeria that is easy to maintain and will flower continuously from Spring until Autumn. The Inticancha Series is a compact patio series with great ornamental value, due to the elegant petals, large flowers and strong bright colours.

The Inticancha® Series is perfect for a patio or on a balcony, but can be grown in a garden as well.

Variety specifications are outlined at page 62.



Pot size:
19 - 23 cm
7 - 9 inch



Height:
25 - 38 cm
10 - 15 inch



Retail Ready:
12 - 15 weeks



Valletta
TESVAL

New



Bryce
TESBRYCE



Dark Purple
TESDARKLIN



Doba
TESDOBA



Indigo
TESINDIG



Machu
TESMACH



Magic White
TESMAGWHI



Maya
TESMAYA

Key features:

- Large flowers in intense colours
- Compact plants with many flowers
- Loved by friendly pollinators



Moon
TESMOONLI



Navayo
TESNAVA



Passion
TESPASSION



Red
TESROBIN



Romance
TESROMANCE



Valentino
TESVALEN



White Pink Blush
TESBLUSHIN

INTICANCHA SUN SERIES



Alstroemeria Inticancha® - Sun Series

The Inticancha® - Sun Series are varieties that love the sun and heat more than any other Alstroemeria. The Sun Series is perfect for outside cultivation and has less flower combustion in the sun.

Besides these strong characteristics these Inticancha® varieties are just as easy to maintain and will flower continuously from Spring until Autumn.

Variety specifications are outlined at page 62.



Pot size:
19 - 23 cm
7 - 9 inch



Height:
25 - 28 cm
10 - 15 inch



Retail Ready:
12 - 15 weeks



Havana

TESSUNHA

New



Malaga

GAMALA

New



Sunday

TESSUNDAY



Sunset

TESSUNSE



Sunshine

TESSHINE

Key features:

- Large flowers in intense colours
- Most heat tolerant Alstroemeria varieties
- Suitable for outdoor cultivation

Rebel

POT DAHLIA'S



Dahlia Rebel®

Rebel®, the cheerful, saucy, brightly coloured Dahlia that loves sunshine. Rebel® is an attractive decorative Dahlia with firm stems and big double-flowers. If properly cared for, the Dahlia will continue to flower until the first night Frost.

The Rebel® Series performs best in a pot in a sunny spot, but suits a container on a patio just as well.

Variety specifications are outlined at page 62.



Pot size:
15 - 19 cm
6 - 8 inch



Height:
25 - 35 cm
10 - 14 inch



Retail Ready:
7 - 10 weeks

Star



Angel

FERANGEL



Antom Ant

FERANTOANT



Booster Gold

FERBOOGOL



Elasti Girl

FERELAGIRL



Jubilee

FERJUBIL



Mystique

FERMYSTIQ



Powerpuff

FERPOWPUFF



Skitty

FERSKITT

Key features:

- Attractive decorative flowers
- Continuous flowering until the first Frost
- Can be quickly and easily grown in pots and containers



Dianthus Beauties®

Beauties® is a series of amazing Dianthus varieties with remarkable vigour. This low maintenance, perennial series with cheerful elegant blooms, is an excellent groundcover in rocky garden displays. Beauties® consists of Kahori and other garden pinks.

Beauties® are true garden performers, but are also suitable for planters on a terrace or balcony.

Variety specifications are outlined at page 63.



Pot size:
10,5 cm
4 inch



Height:
10 - 17 cm
4 - 7,5 inch



Retail Ready:
Summer: 12 - 16 weeks
Winter: 16 - 20 weeks



Kahori
HOLKAHORI



Kahori Pink
HOLKAHORIPINK



Kahori Scarlet
HOLKAHORISCARLET



Hana Scarlet
SHISHI-02



Kate
HILBEAKATE



Melinda
BILBEAMELIND



Rebecca
HILBEAREB



Tasha
HILTASHA



Tiiu
HILARIAN



Tyra
HILBEATYR



Vida
HILBEAVIDA

Key features:

- Dianthus varieties with a remarkable vigour
- Easy to care garden perennial
- Low maintenance, rich flowering groundcover

flow



Dianthus Flow®

Flow® Series has the greatest resemblance with the classic Dianthus. Despite its classic appearance, Flow® is totally contemporary thanks to the huge diversity of stunning colours. Flow® is easy to grow, and faster to finish compared to the Adorables (10 - 14 days). Flow® needs a slightly warmer climate during cultivation than other Dianthus varieties. The Flow® varieties are versatile and perfect to place indoors or on a balcony or terrace.

Variety specifications are outlined at page 63.



Pot size:
12 cm
5 inch



Height:
15 - 20 cm
6 - 8 inch



Retail Ready:
Summer: 12 - 14 weeks
Winter: 18 - 20 weeks



Apella Beach

HILBECHAPELL



Blinky Beach

HILBECHBLINK



Bondi Beach

HILBECHBONDI



Crane Beach

HILBECHCRANE



Miami Beach

HILBECHMIAMI



South Beach

HILBECHSOUTH



Glen Bay

HILBECHWAIK



Golden Bay

HILBECHMAY



Grace Bay

HILBECHGRACE



Shark Bay

HILBECHCANNO



White Bay

HILBECHWHITE

Key features:

- Suitable for indoor and outdoor containers
- Available in a wide range of colours
- Large double flowers

Dianthus - Adorable®



Cerise Mel

CFPCERMEL



Mel

CFPMEL



Yellow Mel

CFPYELMEL



Moonstone

CFPCMOONSTONE



Redcino

CFPCREDO



Tess

CFPCTESS



Adorable

Dianthus Adorable®

Adorable® Dianthus are known for their large scented double flowers. The Adorable® Series flowers constantly from Spring until late Autumn. Adorable® plants are perfect for growing under high temperatures. They are great in a pot indoor or outside on a sunny patio.

Variety specifications are outlined at page 63.



Pot size:
12 cm
5 inch



Height:
18 - 25 cm
7 - 10 inch



Retail Ready:
Summer: 14 - 16 weeks
Winter: 20 - 22 weeks

Mel



Odessa Easy Pink

Odessa

Dianthus Odessa®

Odessa® is vigorous tall garden Dianthus, that produces a large number of beautiful flower buds. Resulting in a full plant with many flowers and a lovely fragrance to boot. The Odessa® Series is perfect for the garden.

Variety specifications are outlined at page 63.



Pot size:
10,5 - 12 cm
4 - 5 inch



Height:
20 - 30 cm
8 - 12 inch



Retail Ready:
Summer: 10 - 14 weeks
Winter: 18 - 22 weeks



Odessa Amy

HILOODEAMY



Odessa Easy Pink

ODESSAEASYPINK



Odessa Pure

HILPURE



Odessa Red

ODESSARED



Odessa Twiggy

HILODETWI

Sunflor[®]

pot carnations



Orange Bling Bling



Sunflor Mix

Dianthus Sunflor[®]

Sunflor[®] is a versatile Dianthus series because this Dianthus can be used both indoors and outdoors. The series is available in an extensive strong colourful assortment. The Sunflor[®] Series flowers from Spring until late Autumn. The Sunflor[®] Series tolerates temperatures from -5 to -10°C, and has compact growing habits with a short crop time. The Sunflor[®] varieties are versatile and perfect for the garden, patio planters and indoor use.

Variety specifications are outlined at page 64.



Pot size:
9 - 12 cm
3,5 - 5 inch



Height:
15 - 20 cm
6 - 8 inch



Retail Ready:
Summer: 10 - 12 weeks
Winter: 16 - 18 weeks



Allura

ALLURA



Amber

HILAMBER



Beetle

HILBEETL



Bianca

HYBIANCA



Bowie

HILBOWIE



Charmy

HILCHARM



Cody

HILCODY



Cosmos

KOCOSMO



Desire

HILDES



Dynamite

HILDYNA



Edberg

HILEDGE

Key features:

- Compact growing habits with short crop time
- Suitable for both indoors and outdoors
- Pick your perfect mix



Esta
KOES



Evert
HILEVERT



Faganza
FAGANZA



Finesse
FINESSE



Fygi
HILFYGI



Hailey
HILHAILE



Harper
HILHARP



Kaylee
HILKAYLE



Luigi
HILLUIGI



Megan
HILMEGANSUN



Norah
HILNORAH



Orinoco
HILORIN



Red Allure

HILREAL



Red Bull

HILREBU



Riley

HILRILE



Serena

HILSEREN



Skylar

HILSKYL



Sofia

HILSOFIA



Vivre

HILVIVRE



Vulcano

HILVULCA



Bling Bling

BLINGBLING



Cerise Bling Bling

HILCERISBLBL



Orange Bling Bling

HILORBLI



Yellow Bling Bling

HILYELBLBL



Echinacea MOOODZ®

The Echinacea MOOODZ® Series is a series of fast flowering Echinacea from tissue culture. This plant is more voluminous and creates more flower buds compared to Echinacea from seeds. These uniform varieties don't require any cold for vernalisation. The MOOODZ® series consist of a wide range of colours that complement each other.

Combine these Echinacea in a garden or in a large patio planter.

Variety specifications are outlined at page 65.



Pot size:
17 - 19 cm
7 - 7,5 inch



Height:
25 - 38 cm
11 - 15 inch



Retail Ready:
12 - 14 weeks



Motivation
HILMOOMOTIV

New



Awake
HILMOOAWAKE



Cosy
HILMOOCODY



Courage
HILMOOCOUR



Dream
HILMOODREA



Glory
HILMOOGLOR



Key features:

- Fastest Echinacea in the market
- Easy to grow varieties
- Good branching rich flowering



Mediation
HILMOOMEDI



Peace
HILMOOPEA



Satisfy
HILMOOSATI



Shiny
HILMOOSHIN



Sympathy
HILMOOSYMP



Garvinea. CHEEKY SERIES

NEW
Series



Gerbera Garvinea® Cheeky

The Garvinea® Cheeky Series is completely new in the Garvinea® Garden Gerbera Assortment. Garvinea® Cheeky has a compact crop and shows its cheeky mini flowers from Spring until Frost. The mini-flowered series consists of four strong colours; Magenta, Orange, Red and Yellow. The strong Garvinea® genetics form the basis of this uniform plant.

Don't be misled by the cuteness, because the Cheeky Series produces the highest flower count of all the Garvinea® Series.

Variety specifications are outlined at page 65.



Pot size:
12 - 17 cm
5 - 7 inch



Height:
25 - 35 cm
11 - 14 inch



Flower size:
5 cm
2 inch



Retail Ready:
Summer: 7 - 11 weeks
Winter: 11 - 13 weeks



Cheeky Magenta

CHEMAG20AA

New



Cheeky Orange

CHEORA20AA

New



Cheeky Red

CHERED20AA

New



Cheeky Yellow

CHEYEL20AA

New



Key features:

- Garvinea with mini flowers
- Highest flower count in Garvinea Series
- Attracts bees, butterflies and other pollinators

Garvinea.

MAJESTIC SERIES

NEW
Series



Majestic Burgundy



Majestic Burgundy

Gerbera Garvinea® Majestic

The Garvinea® Majestic Series is a great addition to the Garvinea® Garden Gerbera assortment. The Garvinea® Majestic Series is a strong garden plant with elegant double flowers. This magnificent series consists of three colours: yellow, light pink and burgundy. As you can expect from a Garvinea® it creates long-lasting flowers, attracts friendly pollinators and has great weather tolerance.

The double flowered Majestic performs best in the garden, but suits a container on a patio just as well.

Variety specifications are outlined at page 65.



Pot size:
14 - 21 cm
5 - 8 inch



Height:
30 - 35 cm
12 - 14 inch



Flower size:
6 - 9 cm
2,5 - 3,5 inch



Retail Ready:
Summer: 7 - 11 weeks
Winter: 11 - 13 weeks



Majestic Burgundy

MAJBUR20AA

New



Majestic Light Pink

MAJLIP20AA

New



Majestic Yellow

MAJYEL20AA

New



Key features:

- Large long-lasting double flowers
- Attracts bees, butterflies and other pollinators
- Great weather tolerance

Garvinea. SWEET SERIES



Sweet Fiesta



Sweet Sunset

Gerbera Garvinea® Sweet

Garvinea® is the only true Garden Gerbera. With great weather tolerance, Garvinea® provides lots of happy colours from early Spring until the first Frost. This robust garden plant offers countless long-lasting large flowers. Garvinea® attracts friendly pollinators such as bees and butterflies. At the same time it's highly resistant to pests and diseases.

This Gerbera is an excellent choice for garden borders and great for planting in outdoor containers.

Variety specifications are outlined at page 65.



Pot size:
14 - 21 cm
5 - 8 inch



Height:
30 - 40 cm
12 - 16 inch



Flower size:
6 - 8 cm
2,5 - 3 inch



Retail Ready:
Summer: 8 - 12 weeks
Winter: 12 - 14 weeks



Sweet Caroline
GARSWEETCARO



Sweet Fiesta



Sweet Frosting



Sweet Glow
GARGLOW



Sweet Heart
GARHEART



Sweet Honey
GARHONEY



Sweet Love
GARSWLOVE



Sweet Memories
GARSWEETMEMO

Key features:

- Flowers continuously from Spring until Frost
- Highly resistant to pests and diseases
- Attracts bees, butterflies and friendly pollinators



Sweet Sixteen

GARSIXTEEN



Sweet Smile

GARSMILE



Sweet Spice

GARSPICE



Sweet Sunset



Sweet Surprise

GARSURPRISE



Garvinea® Classic Femmy

Garvinea® Classic Femmy is the hot pink double flowered variety of the Garvinea®. The only difference with the Garvinea® Sweet is that the flowers are slightly smaller, but that's compensated by a tremendous amount of flowers.



Pot size:
14 - 21 cm
5 - 8 inch



Height:
30 - 35 cm
12 - 14 inch



Flower size:
5 - 6 cm
2 - 2,5 inch



Retail Ready:
Summer: 8 - 12 weeks
Winter: 12 - 14 weeks



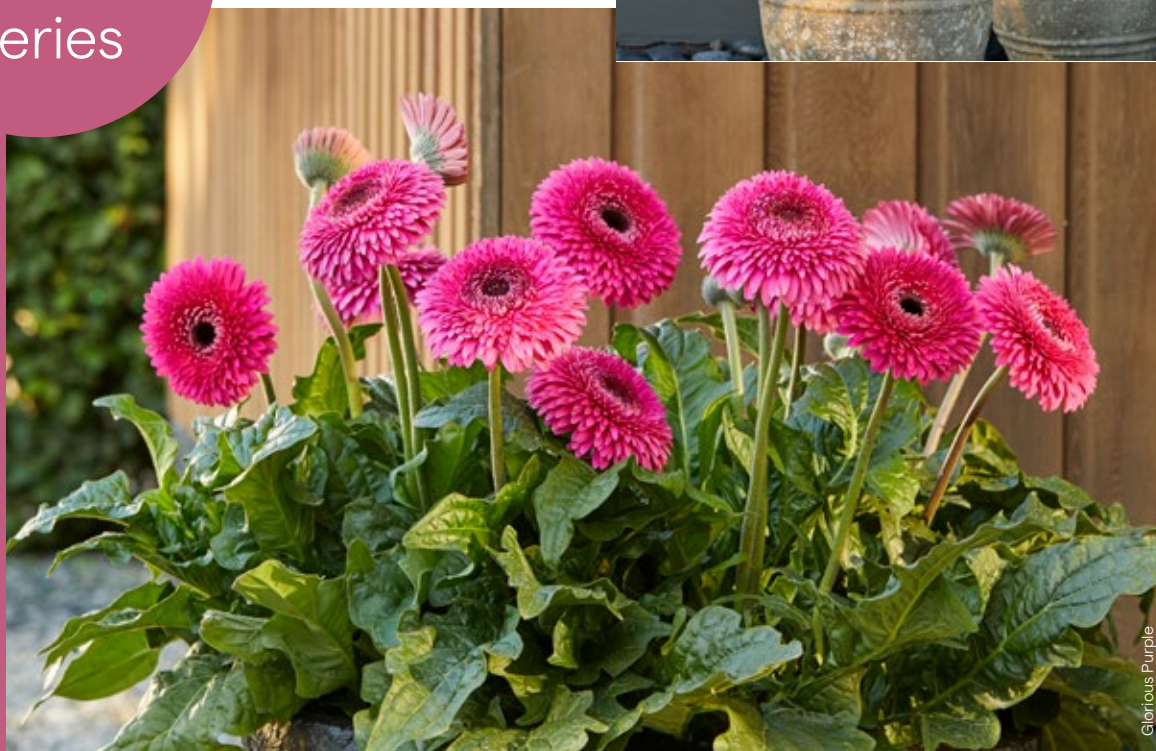
GLORIOUS PATIO

Gerbera

NEW
Series



Glorious Yellow



Glorious Purple

Patio Gerbera Glorious

The Patio Gerbera Glorious is a diva on your patio. This series is an addition to the existing unique Patio Gerbera Series. The stylish and voluminous plants, with stunning double flowers up to 16 cm (6"), stand out in the crowd and catch everyone's eye on a terrace. The Patio Gerbera is perfect to combine in a mixed patio planter or to be used as stand alone. With its show-stopping flowers Patio Gerbera Glorious are a true retail favourite.

Variety specifications are outlined at page 65.



Pot size:
19 - 30 cm
7 - 12 inch



Height:
30 - 45 cm
12 - 18 inch



Flower size:
9 - 16 cm
3,5 - 6 inch



Retail Ready:
Summer: 12 - 16 weeks
Winter: 16 - 20 weeks



Glorious Orange
GLOORA20AA

New



Glorious Purple
GLOPUR20AA

New



Glorious Yellow
GLOYEL20AA

New



Glorious White
GLOWHI20AA

New



Key features:

- Huge stylish double flowers
- Rich flowering from Spring until Autumn
- Pick flowers for a bouquet

Patio

Gerbera



Glacier



Capitol Reef

Patio Gerbera

Patio Gerberas are unique voluminous plants with stunning large flowers. Patio Gerberas are available in a wide range of varieties, from solid colours to beautiful bicolours. Clustered in large containers Patio Gerberas offer a great burst of beauty. The long-lasting, successive flowers will hold their colours for months. The name says it all: the Patio Gerbera performs best in a planter on a patio or balcony.

Variety specifications are outlined at page 66.



Pot size:
19 - 30 cm
7 - 12 inch



Height:
40 - 60 cm
16 - 24 inch



Flower size:
9 - 16 cm
3,5 - 6 inch



Retail Ready:
Summer: 12 - 16 weeks
Winter: 16 - 20 weeks



Bighorn



Capitol Reef



Fundy

FLOFUNDY



Glacier

FLOGLACIER



Great Smoky Mountains

FLOSMOKY



Karoo

FLORKAROO



Kruger

FLOKRUGER



Olympic

FLOROLYMPIC

Key features:

- Huge and stylish flowers up to 16cm
- Rich flowering from Spring until Autumn
- Pick flowers for a bouquet



Orange County



Painted Desert



Pinnacles



Sedona



Serengeti

FLOGERI



Volcanoes

FLOCANOES



Flori Line®



Gerbera Flori Line®

Flori Line® is a highly uniform pot gerbera. This series is the most extensive range of its kind. The Flori Line® Series consists of the most vivid colours and well-defined two-tones on the market. Flori Line® are well-known for their perfectly balanced proportioned flowers, crop and year-round availability. The Flori Line® Gerbera is perfect to combine in a mixed pot or to use as stand alone indoors.

The Flori Line® series is available from Giant to Micro: from big to small there is a size for all.

Flori Line® Giant



Giant Coral



Giant Coral BC



Giant Orange



Giant Orange BC



Giant Pink



Giant Red



Giant White



Giant Yellow



Gerbera Flori Line® Giant

Giants will definitely be a favourite at retail. The plants are strong, voluminous, vigorous and they carry beautiful big flowers.



Pot size:
15 - 17 cm
6 - 7 inch



Height:
22 - 26 cm
9 - 10 inch



Flower size:
12 - 14 cm
5 - 5,5 inch



Retail Ready:
Summer: 10 - 11 weeks
Winter: 10 - 12 weeks



Maxi Hot Pink

IMP



Maxi Orange

IMP



Maxi Pink

IMP



Maxi Coral



Maxi Dark Fireball BC



Maxi Fireball BC



Maxi Dark Purple



Maxi Eyecatcher
Purple BC



Maxi Eyecatcher
Red BC



Maxi Light Pink BC



Maxi Lilac BC



Maxi Orange BC



Maxi Pink BC



Maxi Purple



Maxi Red



Maxi Red BC



Maxi White



Maxi White BC



Maxi Yellow



Maxi Yellow BC



Maxi Select Mix BC

Gerbera Flori Line® Maxi

Flori Line® Maxi assortment has spectacular colours, generous flowers, combined with a strong crop.



Pot size:
12 - 15 cm
4,5 - 6 inch



Height:
20 - 24 cm
8 - 9 inch



Flower size:
8 - 11 cm
3 - 4,5 inch



Retail Ready:
Summer: 8 - 9 weeks
Winter: 9 - 11 weeks



Midi Bicolour BC



Midi Dark Fireball BC



Midi Fireball BC



Midi Dark Purple



Midi Eyecatcher
Dark Purple BC



Midi Eyecatcher
Purple BC



Midi Eyecatcher
Red BC



Midi Lavender BC



Midi Eyecatcher
Twilight BC



Midi Light Pink BC



Midi Lilac



Midi Lilac BC



Midi Monet BC



Midi Orange



Midi Orange BC



Midi Pink



Midi Pink BC



Midi Red



Midi Red BC



Midi White



Midi White BC



Midi Yellow



Midi Yellow BC



Midi Pink Splash Mix



Midi Specialty Mix



Midi Select Mix BC

Gerbera Flori Line® Midi

The colourful look of the Flori Line® Midi will get you hooked. Slightly smaller flowers and pot sizes compared to the Flori Line® Maxi, but just as uniform and well balanced.



Pot size:
10 - 13 cm
4 - 5 inch



Height:
18 - 22 cm
7 - 8 inch



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



Retail Ready:
Summer: 8 - 9 weeks
Winter: 9 - 11 weeks



Mini Dark Purple BC



Mini Eyecatcher
Hot Pink BC



Mini Eyecatcher Red BC



Mini Hot Pink



Mini Lilac



Mini Lilac BC



Mini Orange



Mini Orange BC



Mini Pink



Mini Pink BC



Mini Red



Mini Red BC



Mini White



Mini White BC



Mini Yellow



Mini Yellow BC

Flori Line® Micro



Micro Lilac BC



Micro Margarita



Micro Orange



Micro Orange BC



Micro Pink



Micro Pink BC



Micro Red



Micro Red BC



Micro Sunrise



Micro White



Micro Yellow



Micro Yellow BC



Gerbera Flori Line® Mini & Micro

The Mini & Micro Gerberas are the cutest of the Flori Line® Series, with very versatile and creative retail possibilities.

Mini



Pot size:
9 - 12 cm
3,5 - 5 inch



Height:
14 - 18 cm
5 - 7 inch



Flower size:
5 - 7 cm
2 - 3 inch



Retail Ready:
Summer: 7 - 8 weeks
Winter: 8 - 10 weeks



Pot size:
6 - 10 cm
2 - 4 inch



Height:
12 - 16 cm
5 - 6 inch



Flower size:
3 - 5 cm
1 - 2 inch



Retail Ready:
Summer: 7 - 8 weeks
Winter: 8 - 10 weeks



Spring Mix

Don't you just love that Spring feeling? In the Spring Mix we have combined the best colours for the holidays during this season and to intensify that Spring feeling with consumers.

Flori Line
SPRING MIX



Summer Mix

When the sun shines we all smile. That smile is what creates extra buyers impuls during the Summer months. This Summer Mix will get everyone smiling and buying.

Flori Line
SUMMER MIX



Autumn Mix

Let's get cosy and festive during the Autumn holidays with this perfectly balanced mix. Warm colours that will get consumers through every Autumn storm.

Flori Line
AUTUMN MIX



Winter Mix

Gerberas and Winter are not the most obvious combination. But it's a perfect one. Create some light in the darker months with these festive holiday Winter colours.

Flori Line
WINTER MIX





Select Mix

Maxi, Midi, Mini, Micro



Select Mix BC

Maxi, Midi, Mini, Micro



Spider Mix

Maxi & Mini



Maxi Mix

Flori Line® Mixes

Flori Line® is available in various bold mixes in Maxi and Midi. All the mixes, have the same strong key features:

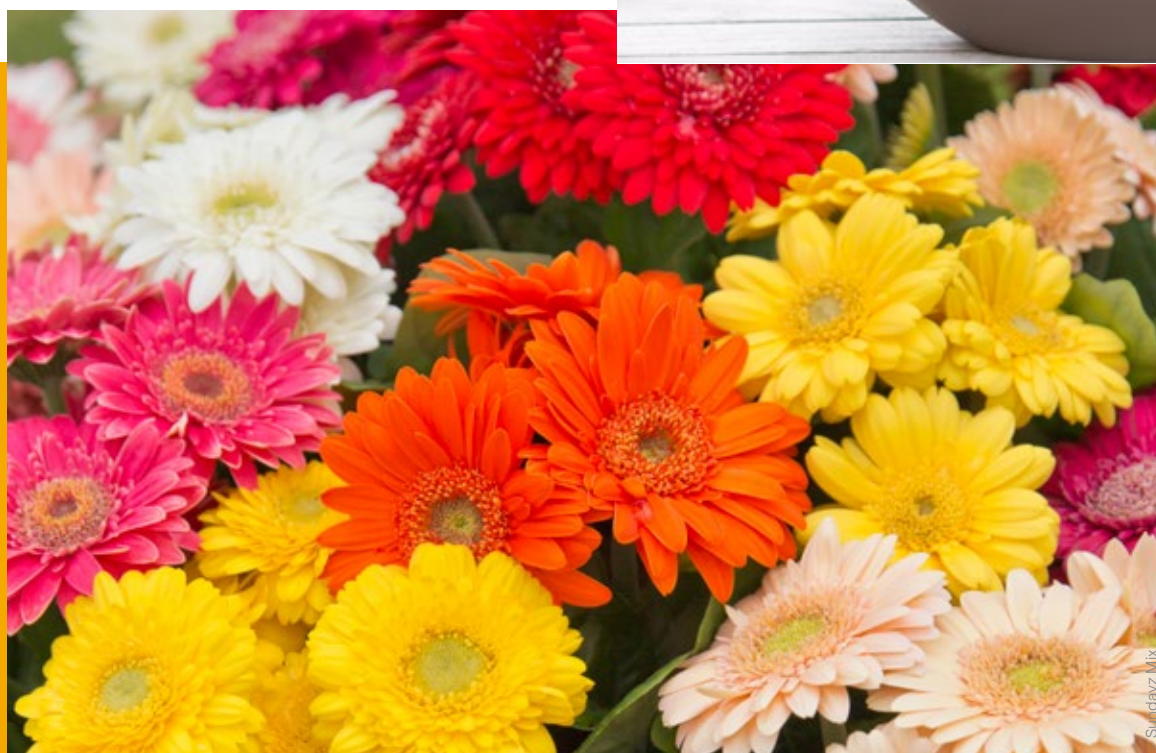
- High uniformity in timing and plant size
- Well-balanced key colours
- Strong, non-stretching flower stems



SUNDAYZ
double flowers
double joy















Mini Red



Sundayz Mix

Gerbera Sundayz®

This colourful Gerbera Series offers long-lasting double flowers for brightly coloured displays. The double flowers have less pollen, which causes the individual flowers to look fresh much longer than the single flowered Gerbera. Sundayz® has a great indoor-outdoor versatility: a fun splash of colour in the living room, on a window or on a balcony or terrace table.

	Pot size:	Height:	Flower size:	Retail Ready:
Maxi	 12 - 15 cm 4,5 - 6 inch	 20 - 24 cm 8 - 9 inch	 8 - 11 cm 3 - 4,5 inch	 Summer: 8 - 9 weeks Winter: 9 - 11 weeks
Midi	 10 - 13 cm 4 - 5 inch	 18 - 22 cm 7 - 8 inch	 7 - 9 cm 3 - 3,5 inch	 Summer: 8 - 9 weeks Winter: 9 - 11 weeks
Mini	 9 - 12 cm 3,5 - 4,5 inch	 14 - 18 cm 5 - 6 inch	 5 - 7 cm 2 - 3 inch	 Summer: 7 - 8 weeks Winter: 8 - 10 weeks

Sundayz® Maxi



Maxi Red

Sundayz® Midi



Midi Berries 'n Cream



Midi Purple



Midi Red

Sundayz® Mini



Mini Bicolour



Mini Lilac



Mini Orange



Mini Pink



Mini Purple



Mini Red



Mini White



Mini Yellow

HELLEBORUS



Orientalis Glamour Ashwood Peach Cocktail



Interspecific JWLS Guess

Helleborus

The complete Helleborus assortment consists of three series: Helleborus Interspecific JWLS®, Orientalis Glamour® and Niger Awesome!®. All Helleborus are extremely heat & cold tolerant and appropriate for controlled growth by programmed cultivation. Every series has their own characteristics, but they have a few things in common; their striking flowers and long flowering period.

- For every flowering period the perfect Helleborus
- Extremely heat and cold tolerant
- Appropriate for control growth

JWLS



Helleborus Interspecific JWLS®

Helleborus Interspecific JWLS® are varieties displaying unique characteristics. These true perennials are heat-tolerant and, since they are made from Tissue Culture, appropriate for controlled growth by programmed cultivation. Take for instance the Winterbells. This variety is truly unique, because this variety starts flowering in September and has a flowering period up to 7 months.

Helleborus JWLS® is the perfect winter perennial for the garden.

Variety specifications are outlined at page 66.



Pot size:
17 - 19 cm
6,5 - 7,5 inch



Height:
50 - 55 cm
20 - 22 inch



Retail Ready:
30 - 35 weeks



Dacaya

HILJWLSDACAY



Guess

HILJWLSGUESS



Winterbells

WINTERBELLS

Helleborus - Niger Awesome!®



Aspen

HILNELASP



Snow Bird

HILNELSNOBI



AWESOME!

Aspen

Helleborus Niger Awesome!®

The Helleborus Niger Awesome!®, or Christmas Rose, flowers from November. This Helleborus from Tissue Culture is more uniform and creates more flowers, compared to Helleborus from seed. Awesome!® are nicely developed plants that ensure extremely richly filled pots with beautiful large white flowers.

Variety specifications are outlined at page 66.



Pot size:
15 - 17 cm
6 - 6,5 inch



Height:
30 - 35 cm
12 - 14 inch



Retail Ready:
30 - 35 weeks



Helleborus Orientalis Glamour®

Helleborus Glamour® is an Oriental Helleborus, whose great ornamental value is its exceptional range of colours and its special flower shape. This garden perennial starts flowering in January and keeps on flowering until late Spring.

Variety specifications are outlined at page 66.



Pot size:
17 - 19 cm
6,5 - 7,5 inch



Height:
35 - 45 cm
14 - 18 inch



Retail Ready:
30 - 35 weeks



Ashwood Peach Cocktail

ASHWOODPEACHCOCKTAIL



Painted Bunting

PAINTEDBUNTING



Phoebe

PHOEBE



Picotee

PICOTEE

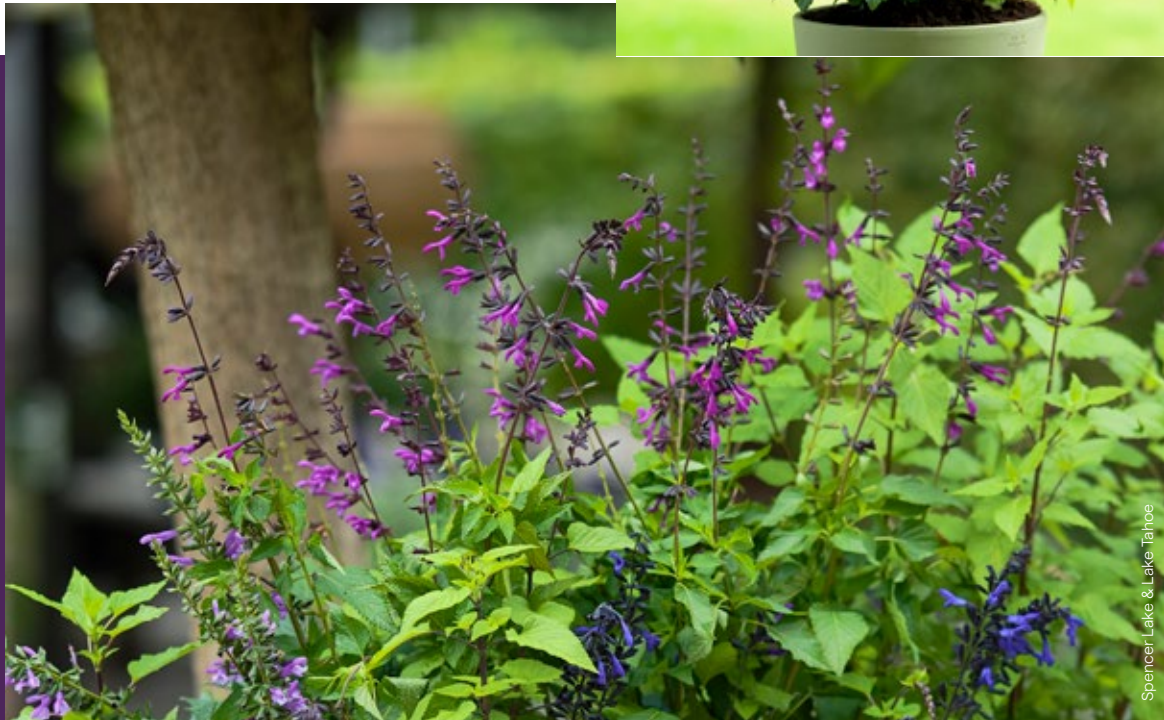


Stained Glass

STAINEDGLASS



Strawberry Lake



Spencer Lake & Lake Tahoe

Salvia Salgoon®

The Salgoon® Series are vigorous Salvia plants with many side shoots and with exceptionally long flowering stems. In every variety the stems, foliage and flowers have a beautiful contrasting dark colour. This Salgoon® Series grows uniformly and has a heavy bloom set. The Salvia is a hummingbird and bee friendly plant, which contributes to an environmentally friendly garden. Salvia Salgoon® is a great garden performer, but suits a big planter as well.

Variety specifications are outlined at page 66.



Pot size:
17 - 19 cm
6,5 - 7,5 inch



Height:
50 - 60 cm
20 - 24 inch



Retail Ready:
Summer: 8 - 12 weeks
Winter: 12 - 14 weeks



Spencer Lake

HILSALSPENC



Strawberry Lake

TL966

New



Lake Tahoe

HILSALTOHO



Lake McKenzie

HILSALMCKEN



Key features:

- Vigorous plant with many side shoots
- Vivid and bright colours
- Attracts bees, butterflies and friendly pollinators

Crop	Series	Variety Name	Breeders Name	Colour	Plant habit	Height (cm)	Pot Size (cm)	Common use	Retail ready (wks)	Flowering period
Alstroemeria	Summer Paradise®	Indian Summer	TESRONT0	Yellow/Red	Tall	50 - 60	17 - 23	Garden, Patio	15 - 18	May - Nov
		Summer Break	TESSUMBREK	Pink	Tall	50 - 60	17 - 23	Garden, Patio	15 - 18	May - Nov
		Summer Breeze	TESSUMBRE	Yellow	Tall	50 - 60	17 - 23	Garden, Patio	15 - 18	May - Nov
		Summer Saint	TESSUMSAINT	Purple	Tall	50 - 60	17 - 23	Garden, Patio	15 - 18	May - Nov
		Summer Sky	TESSUMSKY	White	Tall	50 - 60	17 - 23	Garden, Patio	15 - 18	May - Nov
		Summer Snow	GASUMSNOW	Creme	Tall	50 - 60	17 - 23	Garden, Patio	15 - 18	May - Nov
		Holiday Valley	TESSUMHOLD	Orange	Medium	40 - 50	17 - 23	Garden, Patio	15 - 18	May - Nov
		River Valley NEW	TESSUMRIVER	Pink	Compact	35 - 45	17 - 23	Garden, Patio	15 - 18	May - Nov
		Spring Valley	TESVALSPRIN	Yellow	Medium	40 - 50	17 - 23	Garden, Patio	15 - 18	May - Nov
		Times Valley	TESSVALTIME	White	Medium	40 - 50	17 - 23	Garden, Patio	15 - 18	May - Nov
		Valley Girl	TESVALGIRL	Orange	Medium	40 - 50	17 - 23	Garden, Patio	15 - 18	May - Nov
Alstroemeria	Inticancha®	Bryce	TESBRYCE	Orange	Medium	25 - 38	19 - 23	Patio, Garden	12 - 15	Mar - Oct
		Dark Purple	TESDARKLIN	Purple	Medium	25 - 38	19 - 23	Patio, Garden	12 - 15	Mar - Oct
		Doba	TESDOBA	Red	Medium	25 - 38	19 - 23	Patio, Garden	12 - 15	Mar - Oct
		Indigo	TESINDIG	Purple	Medium	25 - 38	19 - 23	Patio, Garden	12 - 15	Mar - Oct
		Machu	TESMACH	Pink	Medium	25 - 38	19 - 23	Patio, Garden	12 - 15	Mar - Oct
		Magic White	TESMAGWHI	White	Medium	25 - 38	19 - 23	Patio, Garden	12 - 15	Mar - Oct
		Maya	TESMAYA	White/Pink	Medium	25 - 38	19 - 23	Patio, Garden	12 - 15	Mar - Oct
		Moon	TESMOONLI	White/Purple	Medium	25 - 38	19 - 23	Patio, Garden	12 - 15	Mar - Oct
		Navayo	TESNAVA	Purple	Medium	25 - 38	19 - 23	Patio, Garden	12 - 15	Mar - Oct
		Passion	TESPASSION	White/Purple	Tall	28 - 40	19 - 23	Patio, Garden	12 - 15	Mar - Oct
		Red	TESROBIN	Red	Medium	25 - 38	19 - 23	Patio, Garden	12 - 15	Mar - Oct
		Romance	TESROMANCE	Red	Medium	25 - 38	19 - 23	Patio, Garden	12 - 15	Mar - Oct
		Valentino	TESVALEN	Red	Medium	25 - 38	19 - 23	Patio, Garden	12 - 15	Mar - Oct
		Valletta NEW	TESVAL	Red	Compact	22 - 33	19 - 23	Patio, Garden	12 - 15	Mar - Oct
		White Pink Blush	TESBLUSHIN	White	Tall	28 - 40	19 - 23	Patio, Garden	12 - 15	Mar - Oct
Alstroemeria	Inticancha® Sun	Havana NEW	TESSUNHAVA	Yellow	Medium	25 - 38	19 - 23	Patio, Garden	12 - 15	Mar - Oct
		Malaga NEW	GAMALA	Pink	Medium	25 - 38	19 - 23	Patio, Garden	12 - 15	Mar - Oct
		Sunday	TESSUNDAY	Purple	Medium	25 - 38	19 - 23	Patio, Garden	12 - 15	Mar - Oct
		Sunset	TESSUNSE	Yellow/Orange	Medium	25 - 38	19 - 23	Patio, Garden	12 - 15	Mar - Oct
		Sunshine	TESSHINE	Pink	Medium	25 - 38	19 - 23	Patio, Garden	12 - 15	Mar - Oct
Dahlia	Rebel®	Angel	FERANGEL	White	Medium	25 - 35	15 - 19	Patio, Garden	7 - 10	Mar - Oct
		Atom Ant	FERANTOANT	Orange	Tall	25 - 35	15 - 19	Patio, Garden	7 - 10	Mar - Oct
		Booster Gold	FERBOOGOL	Yellow	Medium	25 - 35	15 - 19	Patio, Garden	7 - 10	Mar - Oct
		Elasti Girl	FERELAGIRL	Red	Tall	25 - 35	15 - 19	Patio, Garden	7 - 10	Mar - Oct
		Jubilee	FERJUBIL	Red	Medium	25 - 35	15 - 19	Patio, Garden	7 - 10	Mar - Oct
		Mystique	FERMYSTIQ	Purple	Tall	25 - 35	15 - 19	Patio, Garden	7 - 10	Mar - Oct
		Powerpuff	FERPOWPUFF	Pink	Medium	25 - 35	15 - 19	Patio, Garden	7 - 10	Mar - Oct
		Skitty	FERSKITT	Orange	Medium	25 - 35	15 - 19	Patio, Garden	7 - 10	Mar - Oct

Product Overview

Crop	Series	Variety Name	Breeders Name	Colour	Plant habit	Height (cm)	Pot Size (cm)	Common use	Retail ready (wks)	Flowering period
Dianthus	Beauties®	Hana Scarlet	SHISHI-02	Pink	Compact	10 - 17	10,5	Garden, Patio	S 12 - 16 W 16 - 20	Mar - Nov
		Kahori	HOLKAHORI	Purple	Medium	10 - 17	10,5	Garden, Patio	S 12 - 16 W 16 - 20	Mar - Nov
		Kahori Pink	HOLKAHORIPINK	Pink	Medium	10 - 17	10,5	Garden, Patio	S 12 - 16 W 16 - 20	Mar - Nov
		Kahori Scarlet	HOLKAHORISCARLET	Pink	Medium	10 - 17	10,5	Garden, Patio	S 12 - 16 W 16 - 20	Mar - Nov
		Kate	HILBEAKATE	Pink	Medium	10 - 17	10,5	Garden, Patio	S 12 - 16 W 16 - 20	Mar - Nov
		Melinda	HILBEAMELIND	Purple	Medium	10 - 17	10,5	Garden, Patio	S 12 - 16 W 16 - 20	Mar - Nov
		Rebecca	HILBEAREB	Purple	Medium	10 - 17	10,5	Garden, Patio	S 12 - 16 W 16 - 20	Mar - Nov
		Tasha	HILTASHA	Pink	Medium	10 - 17	10,5	Garden, Patio	S 12 - 16 W 16 - 20	Mar - Nov
		Tiiu	HILARIA	Pink	Medium	10 - 17	10,5	Garden, Patio	S 12 - 16 W 16 - 20	Mar - Nov
		Tyra	HILBEATYR	Red	Medium	10 - 17	10,5	Garden, Patio	S 12 - 16 W 16 - 20	Mar - Nov
		Vida	HILBEAVIDA	Purple	Medium	10 - 17	10,5	Garden, Patio	S 12 - 16 W 16 - 20	Mar - Nov
Dianthus	Flow®	Apella Beach	HILBECHAPELL	Green	Medium	15 - 20	12	Pot, Patio	S 12 - 14 W 18 - 20	Apr - Oct
		Blinky Beach	HILBECHBLINK	Red	Medium	15 - 20	12	Pot, Patio	S 12 - 14 W 18 - 20	Apr - Oct
		Bondi Beach	HILBECHBONDI	Orange	Tall	15 - 20	12	Pot, Patio	S 12 - 14 W 18 - 20	Apr - Oct
		Crane Beach	HILBECHCRANE	Red	Medium	15 - 20	12	Pot, Patio	S 12 - 14 W 18 - 20	Apr - Oct
		Miami Beach	HILBECHMIAMI	Pink	Tall	15 - 20	12	Pot, Patio	S 12 - 14 W 18 - 20	Apr - Oct
		South Beach	HILBECHSOUTH	White	Medium	15 - 20	12	Pot, Patio	S 12 - 14 W 18 - 20	Apr - Oct
		Glen Bay	HILBECHWAIK	Pink	Medium	15 - 20	12	Pot, Patio	S 12 - 14 W 18 - 20	Apr - Oct
		Golden Bay	HILBECHMAY	Yellow	Medium	15 - 20	12	Pot, Patio	S 12 - 14 W 18 - 20	Apr - Oct
		Grace Bay	HILBECHGRACE	Yellow	Medium	15 - 20	12	Pot, Patio	S 12 - 14 W 18 - 20	Apr - Oct
		Shark Bay	HILBECHCANNO	Pink	Medium	15 - 20	12	Pot, Patio	S 12 - 14 W 18 - 20	Apr - Oct
		White Bay	HILBECHWHITE	White	Tall	15 - 20	12	Pot, Patio	S 12 - 14 W 18 - 20	Apr - Oct
Dianthus	Adorable®	Mel	CFPCMEL	Red	Tall	18 - 25	12	Pot, Patio	S 14 - 16 W 20 - 22	Apr - Oct
		Cerice Mel	CFPCERMEL	Orange	Tall	18 - 25	12	Pot, Patio	S 14 - 16 W 20 - 22	Apr - Oct
		Yellow Mel	CFPYELMEL	Yellow	Tall	18 - 25	12	Pot, Patio	S 14 - 16 W 20 - 22	Apr - Oct
		Moonstone	CFPCMOONSTONE	White	Tall	18 - 25	12	Pot, Patio	S 14 - 16 W 20 - 22	Apr - Oct
		Redcino	CFPCREDO	Red	Medium	18 - 25	12	Pot, Patio	S 14 - 16 W 20 - 22	Apr - Oct
		Tess	CFPCTESS	Purple	Tall	18 - 25	12	Pot, Patio	S 14 - 16 W 20 - 22	Apr - Oct
Dianthus	Odessa®	Amy	HILOODEAMY	Pink	Tall	20 - 30	10,5 - 12	Garden, Patio	S 10 - 14 W 18 - 22	Mar - Nov
		Easy Pink	ODESSAEASYPINK	Pink	Tall	20 - 30	10,5 - 12	Garden, Patio	S 10 - 14 W 18 - 22	Mar - Nov
		Pure	HILPURE	White	Tall	20 - 30	10,5 - 12	Garden, Patio	S 10 - 14 W 18 - 22	Mar - Nov
		Red	ODESSARED	Red	Tall	20 - 30	10,5 - 12	Garden, Patio	S 10 - 14 W 18 - 22	Mar - Nov
		Twiggy	HILODETWI	Pink	Medium	20 - 30	10,5 - 12	Garden, Patio	S 10 - 14 W 18 - 22	Mar - Nov

Crop	Series	Variety Name	Breeders Name	Colour	Plant habit	Height (cm)	Pot Size (cm)	Common use	Retail ready (wks)	Flowering period
Dianthus	Sunflor®	Allura	ALLURA	Pink	Medium	15 - 20	9 - 12	Pot, Patio	S 10 - 12 W 16 - 18	Mar - Nov
		Amber	HILAMBER	Yellow	Tall	15 - 20	9 - 12	Pot, Patio	S 10 - 12 W 16 - 18	Mar - Nov
		Beetle	HILBEETL	Purple	Medium	15 - 20	9 - 12	Pot, Patio	S 10 - 12 W 16 - 18	Mar - Nov
		Bianca	KOBIANCA	Purple	Medium	15 - 20	9 - 12	Pot, Patio	S 10 - 12 W 16 - 18	Mar - Nov
		Bowie	HILBOWIE	Pink	Tall	15 - 20	9 - 12	Pot, Patio	S 10 - 12 W 16 - 18	Mar - Nov
		Charmy	HILCHARM	Pink	Compact	15 - 20	9 - 12	Pot, Patio	S 10 - 12 W 16 - 18	Mar - Nov
		Cody	HILCODY	Orange	Compact	15 - 20	9 - 12	Pot, Patio	S 10 - 12 W 16 - 18	Mar - Nov
		Cosmos	KOCOSMOS	White	Medium	15 - 20	9 - 12	Pot, Patio	S 10 - 12 W 16 - 18	Mar - Nov
		Desire	HILDES	Red	Medium	15 - 20	9 - 12	Pot, Patio	S 10 - 12 W 16 - 18	Mar - Nov
		Dynamite	HILDYNA	Red	Medium	15 - 20	9 - 12	Pot, Patio	S 10 - 12 W 16 - 18	Mar - Nov
		Edberg	HILEDBE	White	Medium	15 - 20	9 - 12	Pot, Patio	S 10 - 12 W 16 - 18	Mar - Nov
		Esta	KOES	Pink	Medium	15 - 20	9 - 12	Pot, Patio	S 10 - 12 W 16 - 18	Mar - Nov
		Evert	HILEVERT	Pink	Medium	15 - 20	9 - 12	Pot, Patio	S 10 - 12 W 16 - 18	Mar - Nov
		Faganza	FAGANZA	Pink	Medium	15 - 20	9 - 12	Pot, Patio	S 10 - 12 W 16 - 18	Mar - Nov
		Finesse	FINESSE	Purple	Medium	15 - 20	9 - 12	Pot, Patio	S 10 - 12 W 16 - 18	Mar - Nov
		Fygi	HILFYGI	Purple	Medium	15 - 20	9 - 12	Pot, Patio	S 10 - 12 W 16 - 18	Mar - Nov
		Hailey	HILHAILE	Purple	Medium	15 - 20	9 - 12	Pot, Patio	S 10 - 12 W 16 - 18	Mar - Nov
		Harper	HILHARP	Pink	Medium	15 - 20	9 - 12	Pot, Patio	S 10 - 12 W 16 - 18	Mar - Nov
		Kaylee	HILKAYLE	Pink	Compact	15 - 20	9 - 12	Pot, Patio	S 10 - 12 W 16 - 18	Mar - Nov
		Luigi	HILLUIGI	Orange	Medium	15 - 20	9 - 12	Pot, Patio	S 10 - 12 W 16 - 18	Mar - Nov
		Megan	HILMEGANSUN	Pink	Medium	15 - 20	9 - 12	Pot, Patio	S 10 - 12 W 16 - 18	Mar - Nov
		Norah	HILNORAH	Pink	Medium	15 - 20	9 - 12	Pot, Patio	S 10 - 12 W 16 - 18	Mar - Nov
		Orinoco	HILORIN	Pink	Medium	15 - 20	9 - 12	Pot, Patio	S 10 - 12 W 16 - 18	Mar - Nov
		Red Allura	HILREAL	Red	Medium	15 - 20	9 - 12	Pot, Patio	S 10 - 12 W 16 - 18	Mar - Nov
		Red Bull	HILREBU	Red	Medium	15 - 20	9 - 12	Pot, Patio	S 10 - 12 W 16 - 18	Mar - Nov
		Riley	HILRILE	Purple	Tall	15 - 20	9 - 12	Pot, Patio	S 10 - 12 W 16 - 18	Mar - Nov
		Serena	HILSEREN	Pink	Medium	15 - 20	9 - 12	Pot, Patio	S 10 - 12 W 16 - 18	Mar - Nov
		Skylar	HILSKYL	Pink	Medium	15 - 20	9 - 12	Pot, Patio	S 10 - 12 W 16 - 18	Mar - Nov
		Sofia	HILSOFIA	Red	Compact	15 - 20	9 - 12	Pot, Patio	S 10 - 12 W 16 - 18	Mar - Nov
		Vivre	HILVIVRE	Pink	Medium	15 - 20	9 - 12	Pot, Patio	S 10 - 12 W 16 - 18	Mar - Nov
		Vulcano	HILVULCA	Red	Medium	15 - 20	9 - 12	Pot, Patio	S 10 - 12 W 16 - 18	Mar - Nov
		Bling Bling	BLINGBLING	Orange	Tall	15 - 20	9 - 12	Pot, Patio	S 10 - 12 W 16 - 18	Mar - Nov
		Cerise Bling Bling	HILCERISBLBL	Pink	Tall	15 - 20	9 - 12	Pot, Patio	S 10 - 12 W 16 - 18	Mar - Nov
		Orange Bling Bling	HILORBLI	Orange	Tall	15 - 20	9 - 12	Pot, Patio	S 10 - 12 W 16 - 18	Mar - Nov
		Yellow Bling Bling	HILYELBLBL	Yellow	Tall	15 - 20	9 - 12	Pot, Patio	S 10 - 12 W 16 - 18	Mar - Nov

Product Overview

Crop	Series	Variety Name	Breeders Name	Colour	Plant habit	Height (cm)	Pot Size (cm)	Common use	Retail ready (wks)	Flowering period
Echinacea	MOOODZ®	Awake	HILMOOAWAKE	Pink	Medium	25 - 38	17 - 19	Garden, Patio	12 - 14	May - Sept
		Cosy	HILMOOCODY	Pink	Medium	25 - 38	17 - 19	Garden, Patio	12 - 14	May - Sept
		Courage	HILMOOCOUR	Pink	Medium	25 - 38	17 - 19	Garden, Patio	12 - 14	May - Sept
		Dream	HILMOODREA	Yellow	Tall	30 - 40	17 - 19	Garden, Patio	12 - 14	May - Sept
		Glory	HILMOOGLOR	White	Compact	25 - 38	17 - 19	Garden, Patio	12 - 14	May - Sept
		Mediation	HILMOOMEDI	Orange	Medium	25 - 38	17 - 19	Garden, Patio	12 - 14	May - Sept
		Motivation NEW	HILMOOMOTIV	Salmon	Medium	25 - 38	17 - 19	Garden, Patio	12 - 14	May - Sept
		Peace	HILMOOPEA	Yellow	Compact	20 - 30	17 - 19	Garden, Patio	12 - 14	May - Sept
		Satisfy	HILMOOSATI	Orange	Medium	25 - 38	17 - 19	Garden, Patio	12 - 14	May - Sept
		Shiny	HILMOOSHIN	Yellow	Medium	25 - 38	17 - 19	Garden, Patio	12 - 14	May - Sept
		Sympathy	HILMOOSYMP	Orange	Medium	25 - 38	17 - 19	Garden, Patio	12 - 14	May - Sept
Gerbera	Garvinea®	Cheeky Magenta NEW	CHEMAG20AA	Pink	Medium	30 - 35	12 - 17	Garden, Patio	S 7 - 11 W 11 - 13	Mar - Nov
		Cheeky Orange NEW	CHEORA20AA	Orange	Tall	35 - 40	12 - 17	Garden, Patio	S 7 - 11 W 11 - 13	Mar - Nov
		Cheeky Red NEW	CHERED20AA	Red	Medium	30 - 35	12 - 17	Garden, Patio	S 7 - 11 W 11 - 13	Mar - Nov
		Cheeky Yellow NEW	CHEYEL20AA	Yellow	Compact	25 - 30	12 - 17	Garden, Patio	S 7 - 11 W 11 - 13	Mar - Nov
		Majestic Burgundy NEW	MAJBUR20AA	Pink	Medium	35 - 40	14 - 21	Garden, Patio	S 7 - 11 W 11 - 13	Mar - Nov
		Majestic Light Pink NEW	MAJLIP20AA	Pink	Medium	30 - 35	14 - 21	Garden, Patio	S 7 - 11 W 11 - 13	Mar - Nov
		Majestic Yellow NEW	MAJYEL20AA	Yellow	Medium	30 - 35	14 - 21	Garden, Patio	S 7 - 11 W 11 - 13	Mar - Nov
		Sweet Caroline	GARSWEETCARO	Orange/Yellow	Medium	30 - 35	14 - 21	Garden, Patio	S 8 - 12 W 12 - 14	Mar - Nov
		Sweet Fiesta		White/Pink	Tall	35 - 40	14 - 21	Garden, Patio	S 8 - 12 W 12 - 14	Mar - Nov
		Sweet Frosting		White	Medium	35 - 40	14 - 21	Garden, Patio	S 8 - 12 W 12 - 14	Mar - Nov
		Sweet Glow	GARGLOW	Red	Medium	30 - 35	14 - 21	Garden, Patio	S 8 - 12 W 12 - 14	Mar - Nov
		Sweet Heart	GARHEART	Pink	Medium	30 - 35	14 - 21	Garden, Patio	S 8 - 12 W 12 - 14	Mar - Nov
		Sweet Honey	GARHONEY	Yellow	Medium	30 - 35	14 - 21	Garden, Patio	S 8 - 12 W 12 - 14	Mar - Nov
		Sweet Love	GARSWLOVE	Red	Compact	30 - 35	14 - 21	Garden, Patio	S 8 - 12 W 12 - 14	Mar - Nov
		Sweet Memories	GARSWEETMEMO	White/Pink	Compact	30 - 35	14 - 21	Garden, Patio	S 8 - 12 W 12 - 14	Mar - Nov
		Sweet Sixteen	GARSIXTEEN	Pink	Medium	30 - 35	14 - 21	Garden, Patio	S 8 - 12 W 12 - 14	Mar - Nov
		Sweet Smile	GARSMILE	Yellow	Medium	35 - 40	14 - 21	Garden, Patio	S 8 - 12 W 12 - 14	Mar - Nov
		Sweet Spice	GARSPICE	Purple	Medium	35 - 40	14 - 21	Garden, Patio	S 8 - 12 W 12 - 14	Mar - Nov
		Sweet Sunset		Orange/Yellow	Medium	35 - 40	14 - 21	Garden, Patio	S 8 - 12 W 12 - 14	Mar - Nov
		Sweet Surprise	GARSURPRISE	Purple	Medium	30 - 35	14 - 21	Garden, Patio	S 8 - 12 W 12 - 14	Mar - Nov
		Classic Femmy		Pink	Compact	30 - 35	14 - 21	Garden, Patio	S 8 - 12 W 12 - 14	Mar - Nov
Gerbera	Patio Gerbera	Glorious Orange NEW	GLOORA20AA	Orange	Medium	40 - 45	19 - 30	Patio	S 12 - 16 W 16 - 20	Mar - Nov
		Glorious Purple NEW	GLOPUR20AA	Purple	Medium	40 - 45	19 - 30	Patio	S 12 - 16 W 16 - 20	Mar - Nov
		Glorious White NEW	GLOWHI20AA	White	Medium	30 - 35	19 - 30	Patio	S 12 - 16 W 16 - 20	Mar - Nov
		Glorious Yellow NEW	GLOYEL20AA	Yellow	Medium	40 - 45	19 - 30	Patio	S 12 - 16 W 16 - 20	Mar - Nov
		Bighorn		Pink	Tall	50 - 60	19 - 30	Patio	S 12 - 16 W 16 - 20	Mar - Nov

Crop	Series	Variety Name	Breeders Name	Colour	Plant habit	Height (cm)	Pot Size (cm)	Common use	Retail ready (wks)	Flowering period
Gerbera	Patio Gerbera	Capitol Reef		Pink/White	Medium	40 - 50	19 - 30	Patio	S 12 - 16 W 16 - 20	Mar - Nov
		Fundy	FLOFUNDY	Pink	Medium	45 - 50	19 - 30	Patio	S 12 - 16 W 16 - 20	Mar - Nov
		Glacier	FLOGLACIER	White	Tall	50 - 55	19 - 30	Patio	S 12 - 16 W 16 - 20	Mar - Nov
		Great Smoky Mountains	FLOSMOKY	Orange	Tall	50 - 55	19 - 30	Patio	S 12 - 16 W 16 - 20	Mar - Nov
		Karoo	FLORKAROO	Pink/White	Medium	45 - 60	19 - 30	Patio	S 12 - 16 W 16 - 20	Mar - Nov
		Kruger	FLOKRUGER	Yellow	Compact	40 - 50	19 - 30	Patio	S 12 - 16 W 16 - 20	Mar - Nov
		Olympic	FLOROLYMPIC	Red	Tall	50 - 55	19 - 30	Patio	S 12 - 16 W 16 - 20	Mar - Nov
		Orange County		Orange	Medium	45 - 50	19 - 30	Patio	S 12 - 16 W 16 - 20	Mar - Nov
		Painted Desert		Orange/Yellow	Medium	45 - 50	19 - 30	Patio	S 12 - 16 W 16 - 20	Mar - Nov
		Pinnacles		Red	Medium	50 - 55	19 - 30	Patio	S 12 - 16 W 16 - 20	Mar - Nov
		Sedona		Red	Tall	50 - 60	19 - 30	Patio	S 12 - 16 W 16 - 20	Mar - Nov
		Serengeti	FLOGERI	Yellow	Medium	50 - 55	19 - 30	Patio	S 12 - 16 W 16 - 20	Mar - Nov
		Volcanoes	FLOCANOE	Red/Orange	Medium	45 - 50	19 - 30	Patio	S 12 - 16 W 16 - 20	Mar - Nov
Gerbera	Flori Line®	Giant			Medium	22 - 26	15 - 17	Pot	S 10 - 11 W 10 - 12	Year round
		Maxi			Medium	20 - 24	12 - 15	Pot	S 8 - 9 W 9 - 11	Year round
		Midi			Medium	18 - 22	10 - 13	Pot	S 8 - 9 W 9 - 11	Year round
		Mini			Medium	14 - 18	9 - 12	Pot	S 7 - 8 W 8 - 10	Year round
		Micro			Compact	12 - 16	6 - 10	Pot	S 7 - 8 W 8 - 10	Year round
Gerbera	Sundayz®	Maxi			Medium	20 - 24	12 - 15	Pot	S 8 - 9 W 9 - 11	Year round
		Midi			Medium	18 - 22	10 - 13	Pot	S 8 - 9 W 9 - 11	Year round
		Mini			Medium	14 - 18	9 - 12	Pot	S 7 - 8 W 8 - 10	Year round
		Micro			Compact	12 - 16	6 - 10	Pot	S 7 - 8 W 8 - 10	Year round
Helleborus	Interspecific JWLS®	Dacaya	HILJWLSDACAY	Green/Pink	Medium	50 - 55	17 - 19	Garden, Patio	30 - 35	Jan - Apr
		Guess	HILJWLSGUESS	Green	Medium	50 - 55	17 - 19	Garden, Patio	30 - 35	Dec - Mar
		Winterbells	WINTERBELLS	Green/White	Medium	50 - 55	17 - 19	Garden, Patio	30 - 35	Nov - Apr
Helleborus	Niger Awesome!®	Aspen	HILNELASP	White	Medium	30 - 35	15 - 17	Garden, Patio	30 - 35	Dec - Feb
		Snow Bird	HILNELSNOBI	White	Medium	30 - 35	15 - 17	Garden, Patio	30 - 35	Dec - Feb
Helleborus	Orientalis Glamour®	Ashwood Peach Cocktail	ASHWOODPEACH COCKTAIL	Pink	Medium	35 - 45	17 - 19	Garden, Patio	30 - 35	Jan - Mar
		Painted Bunting	PAINTEDBUNTING	White	Medium	35 - 45	17 - 19	Garden, Patio	30 - 35	Jan - Mar
		Phoebe	PHOEBE	Pink	Medium	35 - 45	17 - 19	Garden, Patio	30 - 35	Jan - Mar
		Picotee	PICOTEE	Pink	Medium	35 - 45	17 - 19	Garden, Patio	30 - 35	Jan - Mar
		Stained Glass	STAINEDGLASS	Pink	Medium	35 - 45	17 - 19	Garden, Patio	30 - 35	Jan - Mar
Salvia	Salgoon®	Lake Tahoe	HILSALTAHO	Dark Rose	Tall	50 - 60	17 - 19	Garden, Patio	S 8 - 12 W 12 - 14	Apr - Sept
		Spencer Lake	HILSALSPENC	Purple	Tall	50 - 60	17 - 19	Garden, Patio	S 8 - 12 W 12 - 14	Apr - Sept
		Lake McKenzie	HILSALMCKEN	Blue	Tall	50 - 60	17 - 19	Garden, Patio	S 8 - 12 W 12 - 14	Apr - Sept
		Strawberry Lake NEW	TL966	Magenta	Tall	50 - 60	17 - 19	Garden, Patio	S 8 - 12 W 12 - 14	Apr - Sept

POS materials

Together we want to make your business successful. We've created promotional materials and retail inspiration to help you promote our products. Our Point of Sale (POS) materials include, among other items: flyers, product tags, banners for CC trolleys and pull-up banners. In need of a more tailor-made solution, no problem! If you are a grower, exporter or retailer please feel free to contact us to discuss the promotional possibilities.



Leaflets



Roll-up Banners



Product Tags



Beach flag

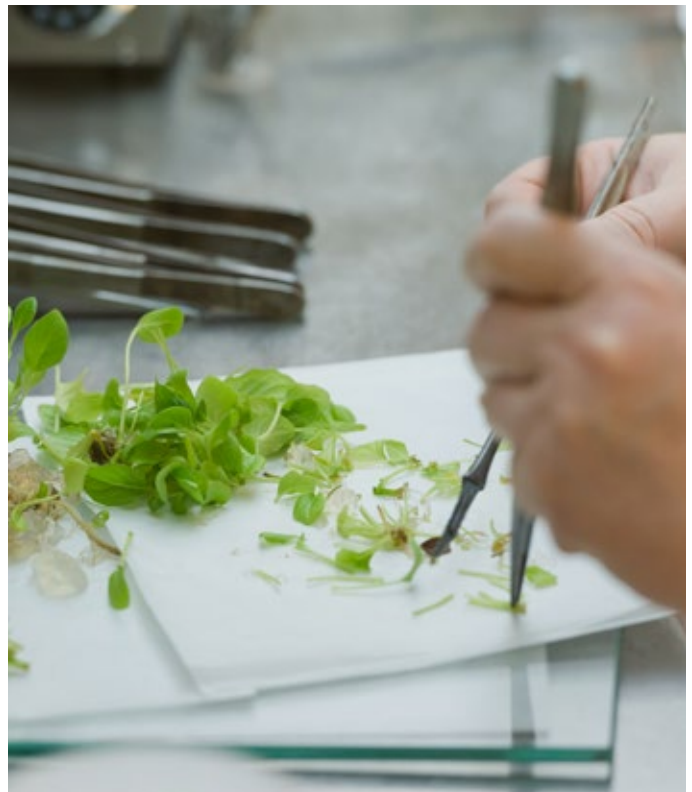


Beach chair

What to order

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

There are cultivation manuals available for all our crops. These are available on our website (www.hilverdaflorist.com) or contact your sales representative.



Crop	Series	Original plant form	Young plant supply	
			Plug size	Tray size
Alstroemeria	Summer Paradise® Summer	Rhizome / TC	P5	45
	Summer Paradise® Valley	Rhizome / TC	P5	45
	Inticancha®	Rhizome / TC	P5	45
	Inticancha® Sun	Rhizome / TC	P5	45
Dahlia	Rebel®	URC	P3	104
Dianthus	Beauties®	URC	P2	128
	Flow®	URC	P2	128
	Adorables®	URC	P2	128
	Odessa®	URC	P2	128
	Sunflor®	URC	P2	128
Echinacea	MOOODZ®	TC	P4,5	84
Gerbera	Garvinea®	TC	Glue Plug	200
			Jiffy 4	107
			P7	24
			P9	18
	Patio Gerbera	TC	Glue Plug	200
			Jiffy 4	107
			P7	24
			P9	18
	Flori Line®	Seed	Paper plug	144
	Sundayz®	Seed	Paper plug	144
Helleborus	Interspecific JWLS®	TC	P5	45
	Niger Awesome!®	TC	P5	45
	Orientalis Glamour®	TC	P5	45
Salvia	Salgoon®	URC	P3	104

Supply of ex-agar, Rhizome and URC on request and allocated areas only.

Contact

We're happy to answer any questions you may have and advise you about our products and promotional solutions. Together we'll create the best mix of cultivars for your market and business. Contact your sales representative directly or a local HilverdaFlorist agent. Visit our website for an up-to-date list of our sales team and extensive sales network worldwide. Of course you can also use our general contact information below.

We're looking forward to hearing from you!

General

Phone: +31 (0)297 328 229

E-mail: info@hilverdaflorist.com

www.hilverdaflorist.com

Press & Marketing

Phone: +31 (0)297 328 229

E-mail: marketing@hilverdaflorist.com

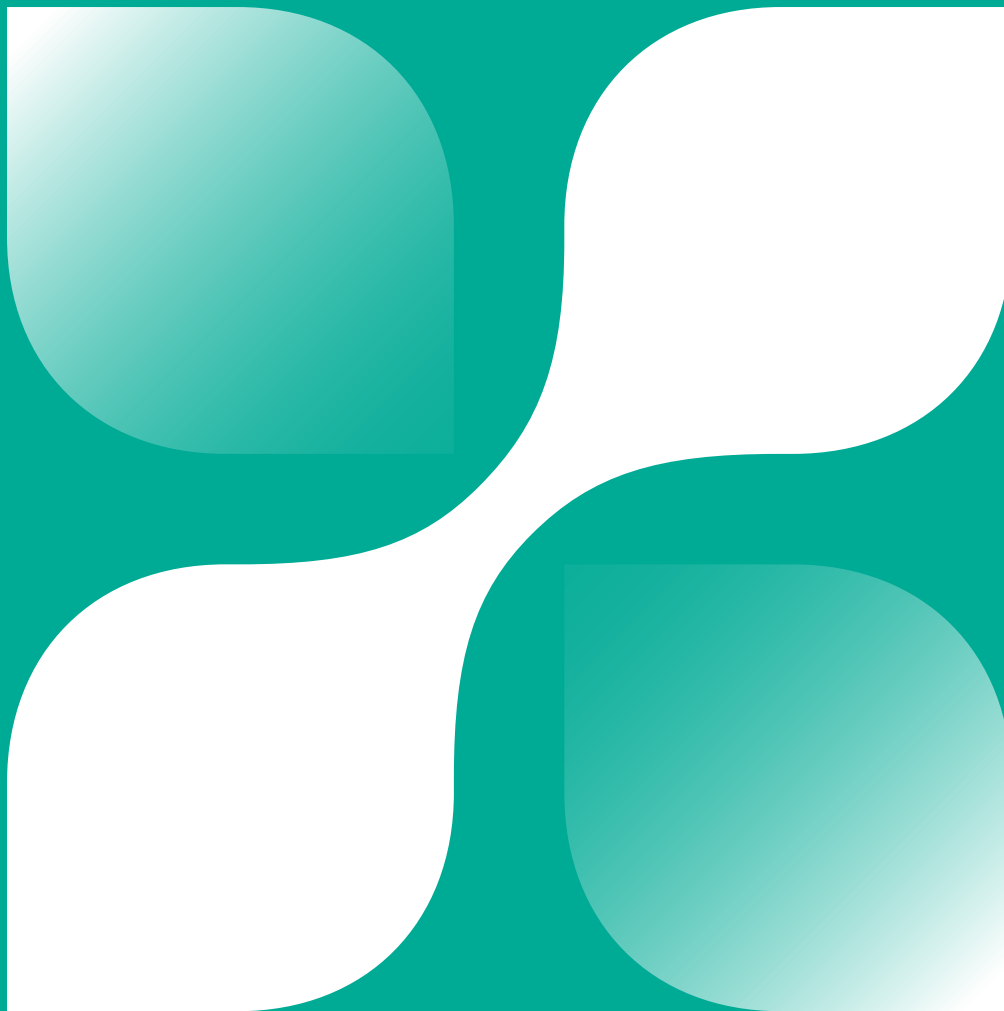
Sales Support

Phone: +31 (0)297 328 229

E-mail: support@hilverdaflorist.com







Contact

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