

# Catalogue Gerbera 2023



 HilverdaFlorist

**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.

# Ready for a future full of opportunities

Especially during eventful times worldwide, HilverdaFlorist is proud to be part of the horticultural industry. Time and again, people rely on our colourful products to bring joy, comfort and beauty to so many. Although this fuels our shared passion, we all know our industry has its challenges and fluctuations. By building connections throughout the chain and working together more closely, we can be even more resilient and resourceful in finding solutions to those challenges and ever-changing needs. As being one of the first links in the chain, we feel that responsibility and make true partnership a priority, committed to growing alongside of you.

They say: **‘To plant a garden is to believe in tomorrow’**. A fitting phrase, especially if you are familiar with our range of Gerbera cut flowers and visit our brand-new show greenhouse filled with novelties. At HilverdaFlorist we believe in tomorrow. We are excited and confident about the future, because we know what is yet to come and like to share that with you. Driven to move forward, we keep investing in breeding, research and innovative solutions. We are in a phase of well-managed growth and development. As of this season, our new facility in the Netherlands is up and running. This future-proof production location features the latest techniques in smart growing with a clear focus on durability, efficiency and hygiene.

## ‘To plant a garden is to believe in tomorrow’.

To maximise efficiency and be closer to the major markets, we have decentralised some of our operations. Today, HilverdaFlorist has production facilities in the world’s leading cut flower areas: the Netherlands, Kenya, Colombia and India. Having young plant production facilities as our anchors located closer to the sales markets, has resulted in substantial savings in energy demands and transportation costs. Thanks to our trusted, global network of subsidiaries, distribution partners and production locations, we are able to provide you with excellent local support and premium young plant material, suitable for every climate and evolving cultivation requirements.

With HilverdaFlorist as a solid partner you are assured of strong genetics, high quality starting material, outstanding service and a clear vision for the future. Our range of Gerberas – the widest on the market - brings you those essential varieties to let you stand out from the crowd. With our remarkable assortment of Standard, Mini, Pomponi®, FireworX® and Piccolini® Gerberas you’ll be able to draw year-round interest, with extraordinary specialties boosting your entire collection. This brand-new catalogue is packed with marvellous introductions that truly make an impact. You will find stunning colour additions, enhanced key features and a surprising versatility that will dazzle your customers. We are ready to turn these novelties into triumphs and market favourites, together with you.

Head over to our website for regular updates, visit us at events and connect with our dedicated team. Whether you need help in composing a programme, want to pick our brains for creative solutions or you could use some advice on cultivation or market approach, we’re here for you. Let’s team up and make the most of this new season full of opportunities.



**Bart Sneek**  
Commercial Director

# Product range

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



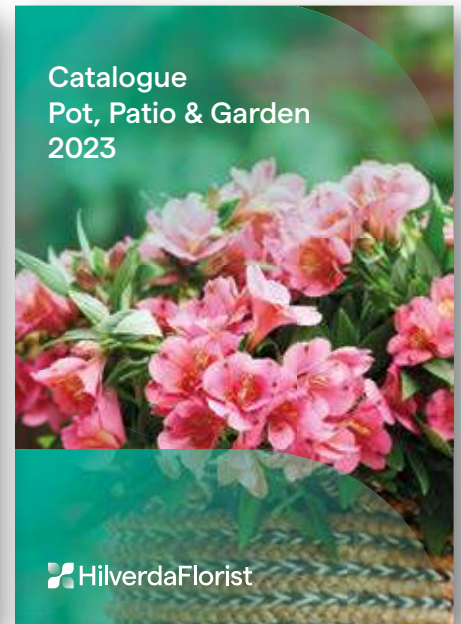
## Cut Flowers

Alstroemeria  
Dianthus  
Gypsophila  
Helleborus  
Limonium  
Scabiosa



## Gerbera

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



## 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 with promoting your assortment. Scan the QR-code for more information or send an e-mail to [info@hilverdaflorist.com](mailto:info@hilverdaflorist.com).



# Content

About us	3
 <b>Standard</b>	<b>6</b>
 <b>Mini</b>	<b>30</b>
 <b>Pomponi<sup>®</sup> Mini</b>	<b>44</b>
 <b>Pomponi<sup>®</sup> Standard</b>	<b>48</b>
 <b>Piccolini<sup>®</sup></b>	<b>50</b>
 <b>FireworX<sup>®</sup> Standard</b>	<b>52</b>
Assortment overview	<b>56</b>
What to order?	<b>68</b>
What we offer	<b>70</b>
World Wide Sales Network	<b>72</b>
Contact us	<b>78</b>

## Symbols



Production per m<sup>2</sup>  
per year in soil



Production per m<sup>2</sup>  
per year in substrate



Stem length in cm



Flower diameter in cm



Vase life in days



Introduction

**EXP**

Experimental,  
tested on limited scale



Regional limitations



Image not in catalogue

# Standard Gerbera

## Standard Gerbera

Our collection of Standard Gerberas is available in the widest range of colours imaginable, offering all you need to be successful and unique. While composing your product range, you can look into the variety characteristics to match the requirements of your target markets. As your partner we can help you out with finding the right varieties for your local circumstances.

**Alex**

アレックス



**Alliance**

アライアンス



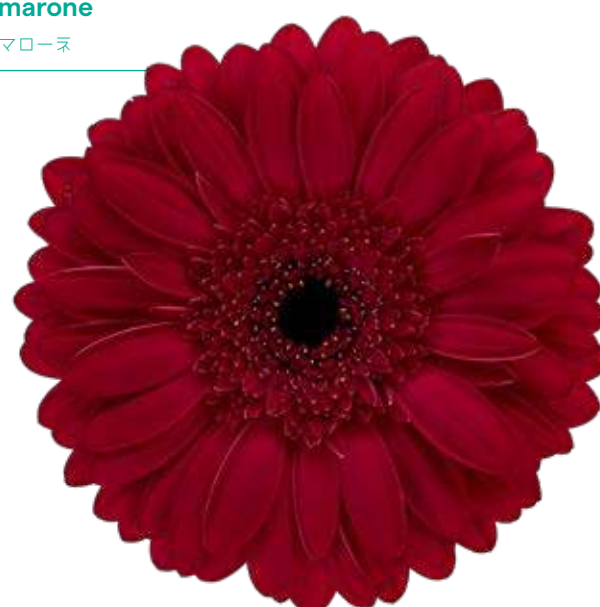
**Alma**

アルマ



**Amarone**

アマローネ



**Ankur**

アンカー



Alex	250 - 270	310 - 330	65	10 - 12	10 - 12
Alliance	250 - 270	310 - 330	65	10 - 12	14 - 16
Alma	230 - 250	290 - 310	60	11 - 12	14 - 16
Amarone	210 - 230	270 - 290	65	11 - 13	16 - 18
Ankur	230 - 250	290 - 310	60	11 - 13	15 - 17

**Apollo**

アポロ



**Argos**

アルゴス

**NEW**



**Arlindo**

アルリンド

**NEW**



**Artist**

アーティスト



**Atlanta**

アトランタ



Apollo	210 - 230	270 - 290	65	11 - 13	12 - 14
Argos	230 - 250	290 - 310	60	10 - 12	14 - 16
Arlindo	210 - 230	270 - 290	65	10 - 12	14 - 16
Artist	230 - 250	290 - 310	65	10 - 12	12 - 14
Atlanta	230 - 250	290 - 310	65	11 - 13	12 - 14
Aventura	230 - 250	290 - 310	65	11 - 13	12 - 14
Avignon	250 - 270	310 - 330	60	10 - 12	16 - 18
Balance	230 - 250	290 - 310	65	11 - 13	13 - 15
Bellarosa	230 - 250	290 - 310	60	10 - 12	12 - 14
Bingo	230 - 250	290 - 310	60	10 - 12	15 - 17
Blind Date	230 - 250	290 - 310	65	10 - 12	15 - 17

**NEW**

**NEW**

**NEW**



**Aventura**

アベンチュラ



**Avignon**

アビニオン



**Balance**

バランス



**Bellarosa**

ベラローザ



**Bingo**

ビンゴ

NEW



**Blind Date**

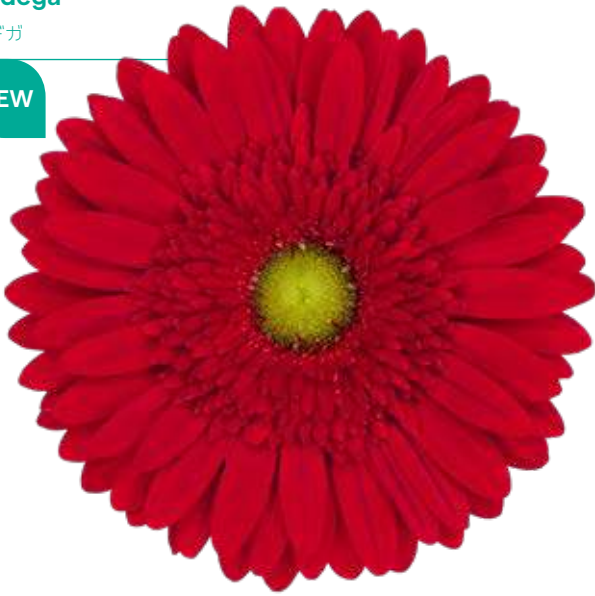
ブラインドデート



## Bodega

ボデガ

NEW



## Bon Dia

ボンディア



## Brilliance

ブリリアンス



## Brunello

ブルネロ



## Cameron

キャメロン



Bodega	230 - 250	290 - 310	65	10 - 12	15 - 17	NEW
Bon Dia	250 - 270	310 - 330	60	10 - 12	15 - 17	
Brilliance	230 - 250	290 - 310	65	11 - 12	14 - 16	
Brunello	250 - 270	310 - 330	65	10 - 12	13 - 15	
Cameron	230 - 250	290 - 310	60	11 - 13	12 - 14	
Candy Corn	230 - 250	290 - 310	65	10 - 12	14 - 16	NEW
Capella	210 - 230	270 - 290	60	12 - 14	14 - 16	
Capito	250 - 270	310 - 330	65	10 - 12	14 - 16	
Carambole	230 - 250	290 - 310	60	11 - 13	14 - 16	



## Gerberas for each market and every climate

Frequently asked question: "Why are there SO many varieties in your Gerbera assortment?" With our wide product range we are sure we can answer all worldwide demands. One yellow Gerbera might look a lot like the next, but it might perform totally different in various climates. Add to that the many specialties we supply - unique in colour, size or form - and you have an endless source of options. Let us advise you on the varieties best suited to your specific climate and target markets.

Sjaak Sijm - Assortment Manager Standard Gerbera

### Candy Corn

キャンディーコーン

NEW



### Capella

カペラ



### Capito

カピート



### Carambole

カラムボレ



## Caravaggio

カラヴァッジオ



## Catwalk

キャットウォーク



## Cleopatra

クレオパトラ



## Cream Beach

クリームビーチ



## Cubanita

クバニタ



Caravaggio	250 - 270	310 - 330	60	10 - 12	15 - 17
Catwalk	250 - 270	310 - 330	60	10 - 12	15 - 17
Cleopatra	230 - 250	290 - 310	60	11 - 13	14 - 16
Cream Beach	230 - 250	290 - 310	65	10 - 12	14 - 16
Cubanita	230 - 250	290 - 310	65	11 - 13	14 - 16
Cullinan	250 - 270	310 - 330	65	10 - 12	15 - 17
Darling	250 - 270	310 - 330	65	11 - 12	16 - 18
<b>Davina</b>	<b>230 - 250</b>	<b>290 - 310</b>	<b>65</b>	<b>10 - 11</b>	<b>12 - 14</b>
Debut	230 - 250	290 - 310	60	11 - 13	15 - 17
Diabolo	250 - 270	310 - 330	65	10 - 12	12 - 14
Dice	230 - 250	290 - 310	65	10 - 12	15 - 17

NEW

Cullinan

カリナン



Darling

ダーリン



Davina

ダビナ

NEW



Debut

デビュー



Diabolo

ディアボロ



Dice

ダイス



### Don Leo

ドンレオ



### Dreamer

ドリーマー



### Dreamline

ドリームライン



### Dune

デューン



### Dynamic

ダイナミック



Don Leo	230 - 250	290 - 310	60	10 - 12	12 - 14
Dreamer	250 - 270	310 - 330	60	10 - 12	12 - 14
Dreamline	230 - 250	290 - 310	65	11 - 13	12 - 14
Dune	230 - 250	290 - 310	60	11 - 12	12 - 14
Dynamic	230 - 250	290 - 310	65	10 - 12	15 - 17
El Mundo	230 - 250	290 - 310	65	11 - 13	13 - 15
Elan	230 - 250	290 - 310	60	11 - 13	10 - 12
Entourage	230 - 250	290 - 310	65	11 - 13	16 - 18
Estate	230 - 250	290 - 310	65	10 - 12	12 - 14
Evi	250 - 270	310 - 330	60	10 - 12	12 - 14
Farao	230 - 250	290 - 310	65	10 - 12	13 - 15

**El Mundo**

エルムンド



**Elan**

エラン



**Entourage**

エントラージュ



**Estate**

エステート



**Evi**

エビィ



**Farao**

ファラオ



### Figaro

フィガロ



### Forbes

フォーブス



### Forza

フォルツァ



### Funfair

ファンフェア



### Giro

ジロ



Figaro	250 - 270	310 - 330	65	10 - 12	14 - 16
Forbes	230 - 250	290 - 310	65	11 - 12	10 - 12
Forza	230 - 250	290 - 310	60	10 - 12	13 - 15
Funfair	230 - 250	290 - 310	60	10 - 12	15 - 17
Giro	230 - 250	290 - 310	60	10 - 12	14 - 16
Glossy	230 - 250	290 - 310	65	10 - 12	12 - 14
Goldstrike	210 - 230	270 - 290	65	10 - 12	14 - 16
Graceland	210 - 230	270 - 290	60	10 - 12	10 - 12
Greeny	230 - 250	290 - 310	65	10 - 12	15 - 17
Guapa	210 - 230	270 - 290	65	10 - 12	12 - 14
Hamptons	250 - 270	310 - 330	60	11 - 12	14 - 16



**Glossy**

ブラッシー



**Goldstrike**

ゴールドストライク



**Graceland**

グレースランド



**Greeny**

グリーンニー



**Guapa**

グアパ



**Hamptons**

ハンプトン





**Haribo**

ハリボー



**Highlight**

ハイライト



**Humberto**

ハンベルト



**Image**

イメージ



**Inferno**

インフェルノ



Haribo	230 - 250	290 - 310	65	11 - 13	14 - 16
Highlight	250 - 270	310 - 330	65	10 - 12	13 - 15
Humberto	230 - 250	290 - 310	65	11 - 12	12 - 14
Image	210 - 230	270 - 290	65	10 - 12	12 - 14
Inferno	230 - 250	290 - 310	60	12 - 14	12 - 14

**Intense**

インテンス



**Izza**

イッザ

NEW



**Jetset**

ジェットセット



**Jukebox**

ジュークボックス

NEW



**Keystone**

キーストーン



Intense	230 - 250	290 - 310	65	10 - 12	13 - 15	
Izza	250 - 270	310 - 330	65	10 - 11	14 - 16	NEW
Jetset	250 - 270	310 - 330	60	11 - 13	14 - 16	
Jukebox	230 - 250	290 - 310	65	10 - 12	14 - 16	NEW
Keystone	210 - 230	270 - 290	65	12 - 14	13 - 15	
Kilimanjaro	210 - 230	270 - 290	60	10 - 12	16 - 18	
Landmark	250 - 270	310 - 330	65	10 - 12	16 - 18	
Limoncello	250 - 270	310 - 330	65	10 - 12	10 - 12	
Mandala	230 - 250	290 - 310	60	10 - 12	12 - 14	
Medina	250 - 270	310 - 330	65	10 - 12	14 - 16	NEW
Memphis	230 - 250	290 - 310	65	11 - 12	12 - 14	

**Kilimanjaro**

キリマンジャロ



**Landmark**

ランドマーク



**Limoncello**

リモンセロ



**Mandala**

マンダラ



**Medina**

マディーナ

NEW



**Memphis**

メンフィス



### Mint

ミント



### Mocktail

モクテル



### Monroe

モンロー



### Nashville

ナッシュビル



### Noblesse

ノブレッセ



Mint	250 - 270	310 - 330	60	10 - 12	14 - 16
Mocktail	230 - 250	290 - 310	60	11 - 13	12 - 14
Monroe	250 - 270	310 - 330	65	10 - 12	15 - 17
Nashville	250 - 270	310 - 330	65	10 - 12	14 - 16
Noblesse	230 - 250	290 - 310	60	10 - 12	15 - 17
Nuance	250 - 270	310 - 330	60	10 - 12	16 - 18
Orange Sky	210 - 230	270 - 290	60	11 - 13	13 - 15
Orca	230 - 250	290 - 310	65	10 - 11	15 - 17
Oro	230 - 250	290 - 310	60	10 - 12	15 - 17
Panama	250 - 270	310 - 330	65	10 - 12	15 - 17
Picobello	230 - 250	290 - 310	65	10 - 12	10 - 12

**Nuance**

ニュアンス



**Orange Sky**

オレンジスカイ



**Orca**

オルカ



**Oro**

オーロ



**Panama**

パナマ



**Picobello**

ピコベロ



### Pink Elegance

ピンク エレガンス



### Pink Lake

ピンクレイク

NEW



### Pink Power

ピンクパワー



### Pole Star

ポールスター



### Pre Intenzz

(プレ)インテフツ



Pink Elegance	230 - 250	290 - 310	65	11 - 13	14 - 16	
Pink Lake	210 - 230	270 - 290	65	11 - 13	11 - 13	NEW
Pink Power	230 - 250	290 - 310	65	11 - 13	13 - 15	
Pole Star	230 - 250	290 - 310	65	12 - 14	15 - 17	
Pre Intenzz	250 - 270	310 - 330	60	11 - 12	14 - 16	
Pre Semmy	250 - 270	310 - 330	65	10 - 12	12 - 14	
Prestige	250 - 270	310 - 330	65	10 - 12	15 - 17	
Rihanna	250 - 270	310 - 330	65	10 - 12	14 - 16	
Riley	250 - 270	310 - 330	65	11 - 13	14 - 16	
Ritmo	230 - 250	290 - 310	60	12 - 14	11 - 13	
Samara	250 - 270	310 - 330	60	10 - 12	10 - 12	



**Pre Semmy**

(プレ)セミー



**Prestige**

プレステージ



**Rihanna**

リアーナ



**Riley**

ライリー



**Ritmo**

リトモ



**Samara**

サマラ



**Shimmer**

シマー



**Sisco**

シスコ



**Snowball**

スノーボール



**Soulmate**

ソウルメイト



**Souvenir**

スーベニア



Shimmer	250 - 270	310 - 330	60	10 - 12	12 - 14
Sisco	230 - 250	290 - 310	65	11 - 13	12 - 14
Snowball	230 - 250	290 - 310	65	12 - 14	14 - 16
Soulmate	250 - 270	310 - 330	65	10 - 12	15 - 17
Souvenir	250 - 270	310 - 330	65	10 - 12	10 - 12
Spotlight	250 - 270	310 - 330	60	10 - 12	14 - 16
Stilo	250 - 270	310 - 330	65	10 - 12	13 - 15
Sun Valley	250 - 270	310 - 330	60	10 - 12	14 - 16
<b>Tairona</b>	<b>230 - 250</b>	<b>290 - 310</b>	<b>65</b>	<b>10 - 12</b>	<b>14 - 16</b>
Toast	230 - 250	290 - 310	65	10 - 12	12 - 14
Treasure	250 - 270	310 - 330	65	10 - 12	15 - 17

NEW

**Spotlight**

スポットライト



**Stilo**

スティロ



**Sun Valley**

サンバレー



**Tairona**

タイロナ

NEW



**Toast**

トースト



**Treasure**

トレジャー





**Ultima**

ウルティマ



**Wake-Up**

ウェイクアップ



**Wannabe**

ワナビー



**White House**

ホワイトハウス



**White River**

ホワイト リバー



Ultima	230 - 250	290 - 310	65	11 - 13	16 - 18
Wake-Up	250 - 270	310 - 330	65	10 - 12	14 - 16
Wannabe	230 - 250	290 - 310	70	12 - 14	14 - 16
White House	250 - 270	310 - 330	60	10 - 12	11 - 13
White River	230 - 250	290 - 310	65	10 - 12	14 - 16

# Mini Gerbera

## Mini Gerbera

Cute, colourful and most loveable! Mini Gerberas bring joy as no other flower. The strong colour range of our high quality varieties offers endless creative options in any time of year and every market. Check out this season's novelties and compose your own unique mix to dazzle your customers.

**Albino**

アルビノ



**Alix Noor**

アリズノール



**Allround**

オールラウンド



**Anna**

アナ



**Ariba**

アリバ



Albino	420 - 460	550 - 600	55	7	15 - 17
Alix Noor	460 - 500	600 - 650	60	7 - 8	15 - 17
Allround	380 - 420	500 - 550	60	7	10 - 12
Anna	440 - 500	600 - 650	60	7	14 - 16
Ariba	420 - 460	550 - 600	60	7	12 - 14

## Babble

バブル



## Bellita

ベリッタ



## Bieber

ビーバー



## Bondi Beach

ボンダイビーチ



## Boost

ブースト



Babble	460 - 500	600 - 650	60	7 - 8	14 - 16	
Bellita	420 - 460	550 - 600	60	8	14 - 16	
Bieber	420 - 460	550 - 600	65	7 - 8	12 - 14	
Bondi Beach	460 - 500	600 - 650	65	7	14 - 16	
Boost	460 - 500	600 - 650	60	7 - 8	13 - 15	
Caramba	420 - 460	550 - 600	65	7	13 - 15	
Cava	420 - 460	550 - 600	60	7 - 8	15 - 17	NEW
Choiz	460 - 500	600 - 650	60	7	14 - 16	
Claro	460 - 500	600 - 650	60	7	15 - 17	NEW





## Come visit our show greenhouse

With over 250 Standard, Mini, Pomponi®, Piccolini® and FireworX® varieties in our Gerbera show greenhouse in the Netherlands, our catalogue truly comes to life. From mid September until spring you can see all proven performers, novelties and experimentals side by side. Check the crops, compare production level and discover your new season's top performers, together with your dedicated regional Sales Manager.

**Robin van der Meer - Assortment Manager**  
Mini Gerbera

### Caramba

カランバ



### Cava

カヴァ

NEW



### Choiz

チョイズ



### Claro

クラーロ

NEW



**Colori**

コローリ



**Dorito**

ドリト



**Elio**

エリオ

NEW



**Emoji**

エモジ



**Esmee**

エスミー

NEW



Colori	380 - 420	500 - 550	65	8	14 - 16	
Dorito	460 - 500	600 - 650	65	7	14 - 16	
<b>Elio</b>	<b>420 - 460</b>	<b>550 - 600</b>	<b>60</b>	<b>7</b>	<b>14 - 16</b>	<b>NEW</b>
Emoji	460 - 500	600 - 650	65	7	12 - 14	
<b>Esmee</b>	<b>420 - 460</b>	<b>550 - 600</b>	<b>60</b>	<b>7</b>	<b>15 - 17</b>	<b>NEW</b>
Garfield	460 - 500	600 - 650	60	7	14 - 16	
<b>Holy Moly</b>	<b>420 - 460</b>	<b>550 - 600</b>	<b>65</b>	<b>7 - 8</b>	<b>14 - 16</b>	<b>NEW</b>
Ice Cream	420 - 460	550 - 600	65	8	15 - 17	
Jacky	420 - 460	550 - 600	65	7 - 8	14 - 16	
Jazzy	420 - 460	550 - 600	60	7	14 - 16	
Jesse	420 - 460	550 - 600	65	7	15 - 17	

**Garfield**

ガーフィールド



**Holy Moly**

ホーリーモリー

NEW



**Ice Cream**

アイスクリーム



**Jacky**

ジャッキー



**Jazzy**

ジャジー



**Jesse**

ジェシー





**Jordy**

ジョーディー



**Josie**

ジョシー

NEW



**Juna**

ジュナ

NEW



**Ketchup**

ケチャップ



**Kitty**

キティー



Jordy	420 - 460	550 - 600	65	7	14 - 16
Josie	420 - 460	550 - 600	60	7	15 - 17
Juna	460 - 500	600 - 650	60	7	12 - 14
Ketchup	420 - 460	550 - 600	60	7	14 - 16
Kitty	460 - 500	600 - 650	60	7 - 8	14 - 16

NEW

NEW

**Larissa**

ラリッサ



**Lemon Lime**

レモンライム

**NEW**



**Lipstick**

リップスティック



**Lobby**

ロビー



**Love Me**

ラブミー



Larissa	420 - 460	550 - 600	65	7	15 - 17
Lemon Lime	460 - 500	600 - 650	60	7	14 - 16
Lipstick	460 - 500	600 - 650	60	7	14 - 16
Lobby	460 - 500	600 - 650	60	7	15 - 17
Love Me	420 - 460	550 - 600	60	7	14 - 16
Macaron	420 - 460	550 - 600	60	7 - 8	14 - 16
Madison	460 - 500	600 - 650	65	7	15 - 17
Masserati	420 - 460	550 - 600	60	7 - 8	14 - 16
Max	380 - 420	500 - 550	60	7	12 - 14
Mickey	420 - 460	550 - 600	65	7 - 8	14 - 16
Milady	460 - 500	600 - 650	60	7	15 - 17

**NEW**

**Macaron**

マカロフ



**Madison**

マジソフ



**Masserati**

マセラティ



**Max**

マックス



**Mickey**

ミッキー



**Milady**

ミレディ



**Mindset**

マインドセット



**Navy**

ネイビー



**Nirvana**

ニラヴァナ



**Okidoki**

オキドキ



**Pacman**

パックマン



Mindset	420 - 460	550 - 600	65	7 - 8	13 - 15
Navy	380 - 420	600 - 650	60	7	12 - 14
Nirvana	420 - 460	550 - 600	60	7	14 - 16
Okidoki	460 - 500	600 - 650	65	7	12 - 14
Pacman	420 - 460	550 - 600	65	7	16 - 18
Reno	460 - 500	600 - 650	65	7	15 - 17
Rotary	380 - 420	500 - 550	65	8	14 - 16
Sailor	460 - 500	600 - 650	65	7	14 - 16
Smart	460 - 500	600 - 650	60	6	14 - 16

NEW





### Focus for the future

At HilverdaFlorist we definitely made a leap forward by investing in people, knowledge, breeding techniques, in-house research and the close cooperation with our partners in breeding. Our number one breeding focus for the future of Gerberas is resilience. Resilience and robustness in terms of higher tolerance against pests and diseases, high and balanced vigour, and coping more easily with other challenges of growers during cultivation.

Martin Beers – Manager Research & Development

### Reno

レノ



### Rotary

ロータリー



### Sailor

セーラー



### Smart

スマート

NEW



**Snoopy**

スヌーピー



**Sundee**

サンディー



**Sympathy**

シンパシー



**Talent**

タレント

NEW



**Tony**

トニー

NEW



Snoopy	420 - 460	550 - 600	60	7	15 - 17
Sundee	460 - 500	600 - 650	65	7	14 - 16
Sympathy	420 - 460	550 - 600	60	7 - 8	16 - 18
Talent	420 - 460	550 - 600	60	7 - 8	14 - 16
Tony	420 - 460	550 - 600	60	7	14 - 16
Toyz	420 - 460	550 - 600	65	7	14 - 16
Vuelta	460 - 500	600 - 650	60	7	15 - 17
White Label	420 - 460	600 - 650	65	7 - 8	14 - 16
White Star	460 - 500	600 - 650	60	7 - 8	14 - 16
Whity	420 - 460	550 - 600	60	7 - 8	13 - 15
Wonderwall	380 - 420	500 - 550	60	8	15 - 17

NEW

NEW

**Toyz**  
トイズ



**Vuelta**  
ブエelta



**White Label**  
ホワイトラベル



**White Star**  
ホワイトスター



**Whity**  
ホワイティ



**Wonderwall**  
ワンダーウォール



# Pomponi® Mini

## Pomponi® Mini

To differentiate your Gerbera offering, you can turn to special colours or two tones. But there is so much more to discover. We offer a whole range of exclusive Gerbera flower shapes to broaden the scope. Pomponi® Mini Gerberas are rounded, fully double Gerberas with an immense amount of flower petals. They definitely add an interesting, exclusive vibe to your assortment and offer durability.

**Beaker**

ビーカー

NEW



**Black Pearl**

ブラックパール



**Bunny**

バニー

NEW



**Camilla**

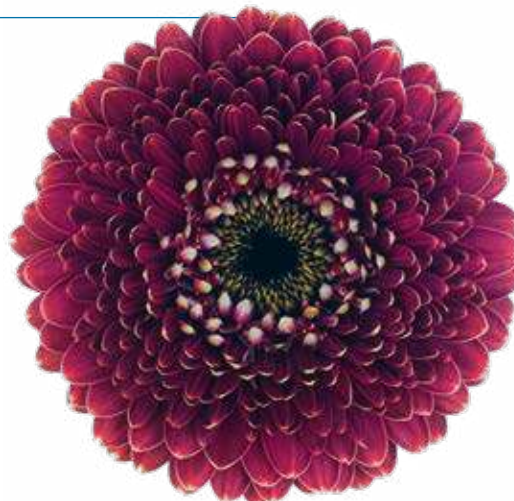
カミラ


NEW




**Chique**

シック



Beaker	320 - 360	450 - 500	60	7	11 - 13	NEW
Black Pearl	320 - 360	450 - 500	65	8	14 - 16	
Bunny	320 - 360	450 - 500	60	8	14 - 16	NEW
Camilla	320 - 360	450 - 500	60	7	12 - 14	NEW
Chique	 280 - 320	400 - 450	60	7 - 8	14 - 16	

 Regional limitations

### Floyd

フロイド

NEW



### Fozzie

フォージー

NEW



### Gonzo

ゴソゾ

NEW



### Honeydew

ハニーデュー

NEW



### Janice

ジャニス

NEW



Floyd	280 - 320	400 - 450	60	7 - 8	15 - 17	NEW
Fozzie	320 - 360	450 - 500	60	7 - 8	12 - 14	NEW
Gonzo	320 - 360	450 - 500	60	7	13 - 15	NEW
Honeydew	420 - 460	550 - 600	65	7	13 - 15	NEW
Janice	420 - 460	550 - 600	65	7	11 - 13	NEW
Kermit	320 - 360	450 - 500	65	7	14 - 16	
Piggy	320 - 360	450 - 500	65	7	13 - 15	NEW
Pluck	320 - 360	450 - 500	65	7 - 8	13 - 15	
Sam	320 - 360	450 - 500	60	7	11 - 13	NEW
Tracy	320 - 360	450 - 500	60	7	13 - 15	

Regional limitations

**Kermit**

カーミット



**Piggy**

ピギー

NEW



**Pluck**

プラック



**Sam**

サム

NEW

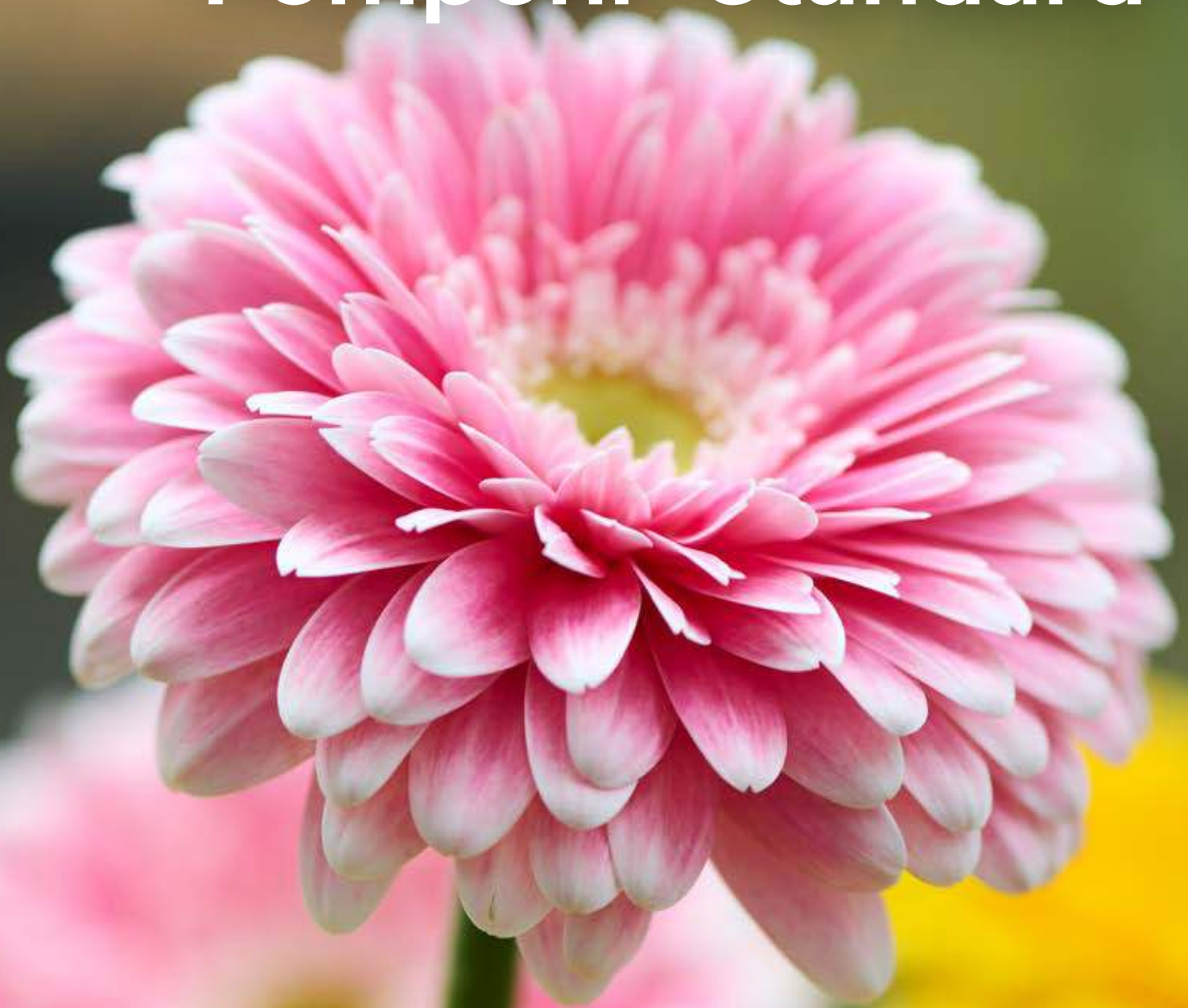


**Tracy**

トレーシー



# Pomponi® Standard



## Pomponi® Standard

Equally stylish as the more familiar Pomponi® Mini, but now available with massive ball-shaped flowers. The award-winning Pomponi® Standard Gerberas from HilverdaFlorist are appreciated for their high quality, long-lasting flowers and the much-needed firm stems to carry those precious, large blooms with confidence. This range is in full development and more varieties will be added soon.





## Chain cooperation

‘Coloured by Gerbera’ is the collective Gerbera promotion committee of the Netherlands. In this committee we work in close cooperation with Dutch growers and other Gerbera breeders to promote Gerberas with florists, retailers and wholesalers. Together we are building connections throughout the chain, with a focus on joint success. Get inspired at [colouredbygerbera.com](http://colouredbygerbera.com)

Denise van Kampen - Marketing Manager

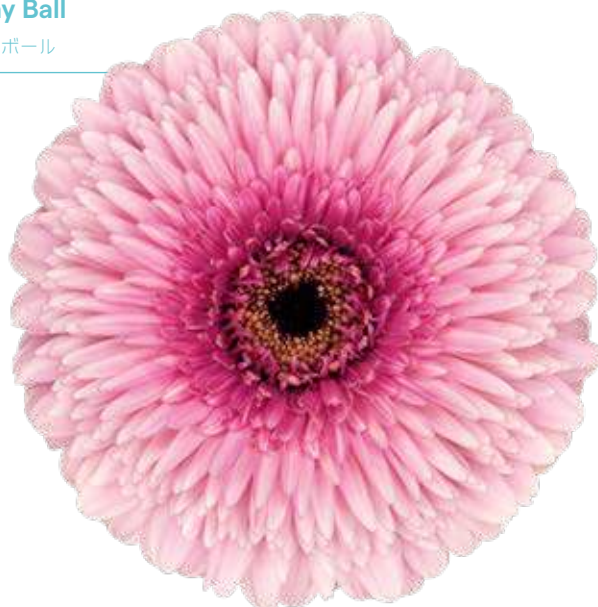
### Honey Ball

ハニーボール



### May Ball

メイボール



### Powerball

パワーボール



Honey Ball	230 - 250	290 - 310	60	10 - 11	10 - 12
May Ball	210 - 230	270 - 290	65	10 - 12	16 - 18
Powerball	210 - 230	270 - 290	65	10 - 11	14 - 16

# Piccolini®



## Piccolini®

Piccolini® proves that special things come in small packages. The world's tiniest gerbera - introduced by HilverdaFlorist - is exceptionally petite, cute and colourful. On top of that, Piccolini® has an extreme high production level (at least 30 percent higher compared to mini gerberas), an outstanding vase life and is easy to transport, without damaging flowers.

**Ancona**

アンコーナ



**Assisi**

アッシジ



**Bari**

バリ



**Catania**

カターニア



**Livorno**

リヴォルノ



**Molara**

モラーラ



**Palmaria**

パルマリア



**Sanremo**

サンレモ



**Ustica**

ウスティカ



**Venice**

ベニス



Ancona		800 - 900	1000 - 1100	65	5	13 - 15
Assisi		800 - 900	1000 - 1100	60	5 - 6	14 - 16
Bari		700 - 800	900 - 1000	65	5 - 6	15 - 17
Catania		700 - 800	900 - 1000	60	5 - 6	15 - 17
Livorno		800 - 900	1000 - 1100	60	5 - 6	16 - 18
Molara		600 - 700	800 - 900	60	5 - 6	13 - 15
Palmaria		600 - 700	800 - 900	60	5 - 6	12 - 14
Sanremo		800 - 900	1000 - 1100	60	5 - 6	16 - 18
Ustica		700 - 800	900 - 1000	65	5	13 - 15
Venice		700 - 800	900 - 1000	65	5 - 6	16 - 18

Regional limitations

# FireworX<sup>®</sup> Standard

## FireworX<sup>®</sup> Standard

Lighten up your assortment by adding some extravagant FireworX<sup>®</sup> to the mix. These festive, showy flowers have narrow, spiky looking petals and are available in a colourful range of standard-size varieties.

**Crossette**

クロスレット

NEW



**Girandola**

ジランドーラ

NEW



**Panoramic**

パノラミック



**Phantom**

ファントム



**Premiere**

プレミア



Crossette	210 - 230	270 - 290	60	10 - 12	12 - 14	NEW
Girandola	210 - 230	270 - 290	60	10 - 12	10 - 12	NEW
Panoramic	230 - 250	290 - 310	60	10 - 12	12 - 14	
Phantom	210 - 230	270 - 290	60	10 - 12	12 - 14	
Premiere	210 - 230	270 - 290	60	10 - 12	12 - 14	

Regional limitations

## Stardust

スターダスト




## Thunderstrike

サンダーストライク

NEW



Stardust	 210 - 230	270 - 290	60	10 - 12	12 - 14
Thunderstrike	210 - 230	270 - 290	65	10 - 12	11 - 13

NEW



# Assortment overview







**Argos**  
(NEW)



**Arlindo**  
(NEW)



**Beauty**  
(EXP)



**Bingo**  
(NEW)















**Bodega**  
(NEW)



**Calidad**  
(EXP)



**Candy Corn**  
(NEW)

	Commercial name	Variety denomination						Type	Colour	Centre	Page
Standard	Aladin	aladin	230 - 250	290 - 310	60	10 - 12	12 - 14	Single	Purple	●	
	Alex	holex	250 - 270	310 - 330	65	10 - 12	10 - 12	Semi double	Orange	●	7
	Alliance	alliance	250 - 270	310 - 330	65	10 - 12	14 - 16	Semi double	Cream/pink bicolour	●	7
	Alma	alma	230 - 250	290 - 310	60	11 - 12	14 - 16	Semi double	Peach	●	7
	Amarone	amarone	210 - 230	270 - 290	65	11 - 13	16 - 18	Semi double	Dark red	●	7
	Ankur	ankur	230 - 250	290 - 310	60	11 - 13	15 - 17	Semi double	Red	●	7
	Apollo	apollo	210 - 230	270 - 290	65	11 - 13	12 - 14	Semi double	Yellow/orange bicolour	●	8
	Applause	applause	250 - 270	310 - 330	60	10 - 12	10 - 12	Semi double	Orange	●	
	<b>Argos NEW</b>	hilfargos	230 - 250	290 - 310	60	10 - 12	14 - 16	Semi double	Lilac	●	8
	<b>Arlindo NEW</b>	ho601509	210 - 230	270 - 290	65	10 - 12	14 - 16	Semi double	White	○	8
	Artist	artist	230 - 250	290 - 310	65	10 - 12	12 - 14	Semi double	White/pink bicolour	●	8
	Atlanta	atlanta	230 - 250	290 - 310	65	11 - 13	12 - 14	Semi double	Orange	●	8
	Aventura	aventura	230 - 250	290 - 310	65	11 - 13	12 - 14	Semi double	Yellow/orange bicolour	●	9
	Avignon	avignon	250 - 270	310 - 330	60	10 - 12	16 - 18	Semi double	Peach	●	9
	Balance	balance	230 - 250	290 - 310	65	11 - 13	13 - 15	Semi double	White	●	9
	Barones	barones	250 - 270	310 - 330	60	10 - 11	15 - 17	Semi double	Red	●	
	<b>Beauty EXP</b>	ho601312	250 - 270	310 - 330	60	10 - 11	15 - 17	Semi double	Red	●	
	Bellarosa	ho601133	230 - 250	290 - 310	60	10 - 12	12 - 14	Semi double	Light pink	●	9
	<b>Bingo NEW</b>	hilfbingo	230 - 250	290 - 310	60	10 - 12	15 - 17	Single	Hot pink/lilac bicolour	○	9
	Blind Date	blind date	230 - 250	290 - 310	65	10 - 12	15 - 17	Semi double	Red	●	9
	<b>Bodega NEW</b>	hilfbode	230 - 250	290 - 310	65	10 - 12	15 - 17	Semi double	Red	○	10
	Bon Dia	hilfbondia	250 - 270	310 - 330	60	10 - 12	15 - 17	Semi double	Purple	●	10
	Brilliance	brilliance	230 - 250	290 - 310	65	11 - 12	14 - 16	Semi double	Yellow	●	10
	Brunello	brunello	250 - 270	310 - 330	65	10 - 12	13 - 15	Semi double	Red	●	10
	<b>Calidad EXP</b>	hilfcali	210 - 230	270 - 290	70	11 - 13	15 - 17	Semi double	Lilac	●	
	Cameron	hilfcam	230 - 250	290 - 310	60	11 - 13	12 - 14	Semi double	Light pink	●	10
	Candela	candela	250 - 270	310 - 330	60	10 - 12	14 - 16	Semi double	Orange	●	
	<b>Candy Corn NEW</b>	ho601548	230 - 250	290 - 310	65	10 - 12	14 - 16	Semi double	Red/yellow bicolour	●	11
	Candy Girl	candy girl	230 - 250	290 - 310	60	10 - 12	14 - 16	Semi double	Pink	●	
	Capella	capella	210 - 230	270 - 290	60	12 - 14	14 - 16	Semi double	Orange	●	11
	Capito	hilfcapito	250 - 270	310 - 330	65	10 - 12	14 - 16	Semi double	Light pink	●	11
	Carambole	carambole	230 - 250	290 - 310	60	11 - 13	14 - 16	Semi double	Red	●	11
	Caravaggio	caravaggio	250 - 270	310 - 330	60	10 - 12	15 - 17	Semi double	Red	●	12
	Catwalk	catwalk	250 - 270	310 - 330	60	10 - 12	15 - 17	Semi double	Yellow/orange bicolour	●	12
	Cleopatra	cleopatra	230 - 250	290 - 310	60	11 - 13	14 - 16	Semi double	Purple	●	12
	Cream Beach	cream beach	230 - 250	290 - 310	65	10 - 12	14 - 16	Single	Cream	●	12



**Davina**  
(NEW)



**Durango**  
(EXP)



**Eureka**  
(EXP)



	Commercial name	Variety denomination						Type	Colour	Centre	Page
Standard	Cubanita	cubanita	230 - 250	290 - 310	65	11 - 13	14 - 16	Single	Pink/white bicolour	●	12
	Cullinan	hilfullin	250 - 270	310 - 330	65	10 - 12	15 - 17	Semi double	White	●	13
	Dana Ellen	flodanel	210 - 230	270 - 290	60	10 - 12	14 - 16	Semi double	Yellow/orange bicolour	●	
	Darling	flodar	250 - 270	310 - 330	65	11 - 12	16 - 18	Single	Red	●	13
	<b>Davina NEW</b>	ho94236	230 - 250	290 - 310	65	10 - 11	12 - 14	Semi double	Pink/light pink bicolour	●	13
	Debut	debut	230 - 250	290 - 310	60	11 - 13	15 - 17	Semi double	Pink	●	13
	Diabolo	flodiab	250 - 270	310 - 330	65	10 - 12	12 - 14	Semi double	Pink/white bicolour	●	13
	Dice	dice	230 - 250	290 - 310	65	10 - 12	15 - 17	Single	White	●	13
	Don Leo	don leo	230 - 250	290 - 310	60	10 - 12	12 - 14	Semi double	Yellow	●	14
	Dreamer	dreamer	250 - 270	310 - 330	60	10 - 12	12 - 14	Semi double	Lilac	●	14
	Dreamline	dreamline	230 - 250	290 - 310	65	11 - 13	12 - 14	Semi double	Purple	●	14
	Dune	dune	230 - 250	290 - 310	60	11 - 12	12 - 14	Semi double	Orange	●	14
	<b>Durango EXP</b>	hilfdura	250 - 270	310 - 330	60	10 - 12	10 - 12	Semi double	Orange	●	
	Dutch Pride	dutch pride	250 - 270	310 - 330	65	10 - 11	15 - 17	Single	Orange	●	
	Dynamic	dynamic	230 - 250	290 - 310	65	10 - 12	15 - 17	Semi double	Red	●	14
	Eclair	eclair	250 - 270	310 - 330	60	10 - 12	12 - 14	Semi double	Cream	●	
	El Mundo	el mundo	230 - 250	290 - 310	65	11 - 13	13 - 15	Semi double	Red	●	15
	Elan	hilfelan	230 - 250	290 - 310	60	11 - 13	10 - 12	Semi double	White red bicolour	●	15
	Entourage	entourage	230 - 250	290 - 310	65	11 - 13	16 - 18	Single	Orange/yellow bicolour	●	15
	Estate	estate	230 - 250	290 - 310	65	10 - 12	12 - 14	Semi double	Cream	●	15
	<b>Eureka EXP</b>	hilfeureka	210 - 230	270 - 290	60	10 - 12	15 - 17	Semi double	Light orange	●	
	Evi	evi	250 - 270	310 - 330	60	10 - 12	12 - 14	Semi double	Pink	●	15
	Farao	flofarao	230 - 250	290 - 310	65	10 - 12	13 - 15	Semi double	Purple	●	15
	Figaro	figaro	250 - 270	310 - 330	65	10 - 12	14 - 16	Semi double	Pink	●	16
	Forbes	forbes	230 - 250	290 - 310	65	11 - 12	10 - 12	Semi double	Red	●	16
	Forza	forza	230 - 250	290 - 310	60	10 - 12	13 - 15	Semi double	Red	●	16
	Funfair	funfair	230 - 250	290 - 310	60	10 - 12	15 - 17	Semi double	Lilac/white bicolour	●	16
	Gallant	hilfgall	250 - 270	310 - 330	65	10 - 12	15 - 17	Semi double	Salmon/pink	●	
	Giro	hilgiro	230 - 250	290 - 310	60	10 - 12	14 - 16	Semi double	Hot pink	●	16
	Glossy	hoglos	230 - 250	290 - 310	65	10 - 12	12 - 14	Semi double	Pink	●	17
	Goldstrike	goldstrike	210 - 230	270 - 290	65	10 - 12	14 - 16	Single	Golden yellow	●	17
	Goliath	goliath	210 - 230	270 - 290	60	10 - 12	12 - 14	Semi double	Orange	●	
	Graceland	hograce	210 - 230	270 - 290	60	10 - 12	10 - 12	Semi double	Pink/white bicolour	●	17
	Greeny	greeny	230 - 250	290 - 310	65	10 - 12	15 - 17	Semi double	Green/yellow	●	17
	Guapa	ho601361	210 - 230	270 - 290	65	10 - 12	12 - 14	Semi double	Pink	●	17
	Hamptons	hamptons	250 - 270	310 - 330	60	11 - 12	14 - 16	Semi double	Dark coral	●	17



**Izza**  
(NEW)



**Jukebox**  
(NEW)

















**Marvel**  
(EXP)



**Medina**  
(NEW)



**Pax**  
(EXP)

	Commercial name	Variety denomination						Type	Colour	Centre	Page
Standard	Haribo	haribo	230 - 250	290 - 310	65	11 - 13	14 - 16	Semi double	Terracotta	●	19
	Highlight	highlight	250 - 270	310 - 330	65	10 - 12	13 - 15	Semi double	Red	●	19
	Humberto	humberto	230 - 250	290 - 310	65	11 - 12	12 - 14	Semi double	Dark red	●	19
	Iceberg	iceberg	250 - 270	310 - 330	65	10 - 12	16 - 18	Semi double	White	●	
	Image	hilfimage	210 - 230	270 - 290	65	10 - 12	12 - 14	Semi double	White/pink bicolour	●	19
	Inferno	inferno	230 - 250	290 - 310	60	12 - 14	12 - 14	Semi double	Red	●	19
	Intense	intense	230 - 250	290 - 310	65	10 - 12	13 - 15	Semi double	Cerise	●	20
	<b>Izza NEW</b>	hilfizza	250 - 270	310 - 330	65	10 - 11	14 - 16	Semi double	Pink	●	20
	Jetset	jetset	250 - 270	310 - 330	60	11 - 13	14 - 16	Semi double	Peach	●	20
	<b>Jukebox NEW</b>	hilfjoke	230 - 250	290 - 310	65	10 - 12	14 - 16	Semi double	Lilac	●	20
	Keystone	hilfkey	210 - 230	270 - 290	65	12 - 14	13 - 15	Semi double	Lilac	●	20
	Kilimanjaro	kilimanjaro	210 - 230	270 - 290	60	10 - 12	16 - 18	Semi double	White	●	21
	Ladies First	fiolafirst	250 - 270	310 - 330	60	10 - 12	13 - 15	Single	Red	●	
	Landmark	landmark	250 - 270	310 - 330	65	10 - 12	16 - 18	Semi double	Dark lilac	●	21
	Limoncello	limoncello	250 - 270	310 - 330	65	10 - 12	10 - 12	Semi double	Lemon/yellow	●	21
	Malibu	lanmali	250 - 270	310 - 330	60	10 - 11	10 - 12	Single	Purple	●	
	Mandala	mandala	230 - 250	290 - 310	60	10 - 12	12 - 14	Single	White/pink bicolour	●	21
	<b>Marvel EXP</b>	hilfmarv	230 - 250	290 - 310	60	10 - 12	15 - 17	Semi double	Red/white bicolour	●	
	Maxime	maxime	250 - 270	310 - 330	60	10 - 12	14 - 16	Semi double	Pink/white bicolour	●	
	<b>Medina NEW</b>	ho601447	250 - 270	310 - 330	65	10 - 12	14 - 16	Single	Orange	●	21
	Memphis	memphis	230 - 250	290 - 310	65	11 - 12	12 - 14	Semi double	Lilac	●	21
	Meriva	meriva	250 - 270	310 - 330	70	10 - 12	14 - 16	Single	Yellow	●	
	Mint	flosminty	250 - 270	310 - 330	60	10 - 12	14 - 16	Semi double	Green	●	22
	Mocktail	mocktail	230 - 250	290 - 310	60	11 - 13	12 - 14	Semi double	Cream/red bicolour	●	22
	Monroe	monroe	250 - 270	310 - 330	65	10 - 12	15 - 17	Semi double	Light pink	●	22
	Nashville	nashville	250 - 270	310 - 330	65	10 - 12	14 - 16	Semi double	Lilac	●	22
	Noblesse	noblesse	230 - 250	290 - 310	60	10 - 12	15 - 17	Semi double	Light peach	●	22
	Nuance	nuance	250 - 270	310 - 330	60	10 - 12	16 - 18	Single	Purple/lilac bicolour	●	23
	Orange Sky	hilfosky	210 - 230	270 - 290	60	11 - 13	13 - 15	Semi double	Orange	●	23
	Orca	hilflorca	230 - 250	290 - 310	65	10 - 11	15 - 17	Semi double	White	●	23
	Oro	ho601317	230 - 250	290 - 310	60	10 - 12	15 - 17	Semi double	Golden yellow	●	23
	Panama	panama	250 - 270	310 - 330	65	10 - 12	15 - 17	Semi double	Yellow	●	23
	<b>Pax EXP</b>	hilfp	250 - 270	310 - 330	65	10 - 12	14 - 16	Semi double	Pink	●	
	Payday	hilfpay	210 - 230	270 - 290	65	12 - 14	13 - 15	Semi double	Hot pink	●	
	Peptalk	peptalk	230 - 250	290 - 310	65	10 - 12	11 - 13	Semi double	Orange	●	
	Picobello	flopico	230 - 250	290 - 310	65	10 - 12	10 - 12	Semi double	Purple	●	23



**Pink Lake**  
(NEW)











**Ranger**  
(EXP)



**Tairona**  
(NEW)



	Commercial name	Variety denomination						Type	Colour	Centre	Page
Standard	Pink Elegance	pink elegance	230 - 250	290 - 310	65	11 - 13	14 - 16	Semi double	Pink	●	24
	<b>Pink Lake NEW</b>	hilfpila	210 - 230	270 - 290	65	11 - 13	11 - 13	Semi double	Pink	●	24
	Pink Power	pink power	230 - 250	290 - 310	65	11 - 13	13 - 15	Semi double	Light pink	●	24
	Pole Star	pole star	230 - 250	290 - 310	65	12 - 14	15 - 17	Single	White	●	24
	Pre Extase	pre extase	230 - 250	290 - 310	60	11 - 13	14 - 16	Semi double	Peach	●	
	Pre Intenzz	pregetenz	250 - 270	310 - 330	60	11 - 12	14 - 16	Semi double	Pink	●	24
	Pre Semmy	pre semmy	250 - 270	310 - 330	65	10 - 12	12 - 14	Semi double	Pink	●	25
	Prestige	prestige	250 - 270	310 - 330	65	10 - 12	15 - 17	Semi double	Orange	●	25
	<b>Ranger EXP</b>	ho601474	210 - 230	270 - 290	60	10 - 11	14 - 16	Semi double	Purple	●	
	Red Explosion	red explosion	250 - 270	310 - 330	60	10 - 12	12 - 14	Semi double	Red	●	
	Rich	rich	250 - 270	310 - 330	55	10 - 11	16 - 18	Single	Purple	●	
	Rihanna	rihanna	250 - 270	310 - 330	65	10 - 12	14 - 16	Semi double	Lilac	●	25
	Riley	riley	250 - 270	310 - 330	65	11 - 13	14 - 16	Single	Lilac	●	25
	Ritmo	ritmo	230 - 250	290 - 310	60	12 - 14	11 - 13	Semi double	Yellow	●	25
	Rosalin	fiorosal	230 - 250	290 - 310	60	11 - 13	10 - 12	Semi double	Light pink	●	
	Samara	samaras	250 - 270	310 - 330	60	10 - 12	10 - 12	Semi double	Lilac	●	25
	Savannah	floro	210 - 230	270 - 290	65	11 - 13	14 - 16	Single	Red	●	
	Scala	scala	250 - 270	310 - 330	65	10 - 12	15 - 17	Semi double	Pink	●	
	Shimmer	shimmer	250 - 270	310 - 330	60	10 - 12	12 - 14	Semi double	White/pink bicolour	●	26
	Silvester	Silvester	250 - 270	310 - 330	60	10 - 12	12 - 14	Semi double	White	●	
	Sisco	sisco	230 - 250	290 - 310	65	11 - 13	12 - 14	Semi double	Yellow	●	26
	Snowball	snowball	230 - 250	290 - 310	65	12 - 14	14 - 16	Semi double	White	●	26
	Snowbrand	hilfsnowbr	250 - 270	310 - 330	60	10 - 12	14 - 16	Semi double	White	●	
	Sol	sol	230 - 250	290 - 310	60	10 - 12	13 - 15	Semi double	Yellow	●	
	Soulmate	hilfsoul	250 - 270	310 - 330	65	10 - 12	15 - 17	Semi double	White	●	26
	Souvenir	souvenir	250 - 270	310 - 330	65	10 - 12	10 - 12	Semi double	Yellow/orange bicolour	●	26
	Spotlight	fiosplight	250 - 270	310 - 330	60	10 - 12	14 - 16	Semi double	Orange/yellow bicolour	●	27
	Stanza	stanza	210 - 230	270 - 290	60	11 - 13	14 - 16	Semi double	Red	●	
	Stilo	hilfstilo	250 - 270	310 - 330	65	10 - 12	13 - 15	Semi double	Yellow	●	27
	Submarine	submarine	250 - 270	310 - 330	60	10 - 12	13 - 15	Semi double	Yellow	●	
	Sugarbabe	hilfsugar	250 - 270	310 - 330	65	10 - 12	12 - 14	Semi double	Pink/white bicolour	●	
	Sun Valley	sunvalley	250 - 270	310 - 330	60	10 - 12	14 - 16	Semi double	Yellow	●	27
	<b>Tairona NEW</b>	ho601403	230 - 250	290 - 310	65	10 - 12	14 - 16	Semi double	Orange	○	27
	Tess	tess	250 - 270	310 - 330	65	10 - 12	12 - 14	Semi double	Yellow	●	
	Toast	toast	230 - 250	290 - 310	65	10 - 12	12 - 14	Semi double	Yellow/red bicolour	●	27
	Treasure	hilftrea	250 - 270	310 - 330	65	10 - 12	15 - 17	Semi double	Coral	●	27

	Commercial name	Variety denomination						Type	Colour	Centre	Page
Standard	Trophy	trophy	230 - 250	290 - 310	65	11 - 13	16 - 18	Semi double	Yellow	●	
	Ultima	flotima	230 - 250	290 - 310	65	11 - 13	16 - 18	Semi double	Orange	●	29
	Unique	unique	230 - 250	290 - 310	60	10 - 12	15 - 17	Single	White/pink <small>bicolour</small>	●	
	Vesper	vesper	250 - 270	310 - 330	65	10 - 12	14 - 16	Semi double	Dark red	●	
	Wake-Up	wake-up	250 - 270	310 - 330	65	10 - 12	14 - 16	Semi double	Yellow	●	29
	Wannabe	wannabe	230 - 250	290 - 310	70	12 - 14	14 - 16	Semi double	Orange/yellow <small>bicolour</small>	●	29
	White House	white house	250 - 270	310 - 330	60	10 - 12	11 - 13	Semi double	White	●	29
	White River	hlfwhiter	230 - 250	290 - 310	65	10 - 12	14 - 16	Semi double	White	●	29





**Bride**  
(EXP)



**Cava**  
(NEW)



**Claro**  
(NEW)



**Diana**  
(EXP)






















**Duet**  
(EXP)



**Elio**  
(NEW)



**Esmee**  
(NEW)

	Commercial name	Variety denomination						Type	Colour	Centre	Page
Mini	Abby Lou	jw305	460 - 500	600 - 650	60	7	15 - 17	Single	Pink	●	
	Airplay	airplay	460 - 500	600 - 650	60	6 - 7	15 - 17	Semi double	Hot pink	●	
	Albino	albino	420 - 460	550 - 600	55	7	15 - 17	Single	White	●	31
	Alix Noor	jw18329	460 - 500	600 - 650	60	7 - 8	15 - 17	Semi double	Cream	●	31
	Allround	allround	380 - 420	500 - 550	60	7	10 - 12	Semi double	Orange/red bicolour	●	31
	Allure	allure	420 - 460	550 - 600	60	7	15 - 17	Single	Orange	●	
	Anna	jw16306	440 - 500	600 - 650	60	7	14 - 16	Single	Purple	●	31
	Ariba	ho601415	420 - 460	550 - 600	60	7	12 - 14	Semi double	Orange/yellow bicolour	●	31
	Babble	babble	460 - 500	600 - 650	60	7 - 8	14 - 16	Semi double	Pink	●	32
	Ballerina	ballerina	460 - 500	600 - 650	60	7	16 - 18	Semi double	Pink	●	
	Banana	pregbana	460 - 500	600 - 650	65	7	15 - 17	Semi double	Yellow	●	
	Bellita	bellita	420 - 460	550 - 600	60	8	14 - 16	Semi double	Light pink	●	32
	Bieber	bieber	420 - 460	550 - 600	65	7 - 8	12 - 14	Semi double	White/pink bicolour	●	32
	Bondi Beach	bondi beach	460 - 500	600 - 650	65	7	14 - 16	Single	Dark yellow	●	32
	Boost	boost	460 - 500	600 - 650	60	7 - 8	13 - 15	semi double	Purple	●	32
	<b>Bride EXP</b>	ho601531	420 - 460	550 - 600	60	7 - 8	14 - 16	Single	Light pink	●	
	Caramba	caramba	420 - 460	550 - 600	65	7	13 - 15	semi double	Orange	●	33
	Cassis	cassis	460 - 500	600 - 650	60	6 - 7	14 - 16	Semi double	White/pink bicolour	●	
	<b>Cava NEW</b>	ho94241	420 - 460	550 - 600	60	7 - 8	15 - 17	Single	Peach	●	33
	Choiz	choiz	460 - 500	600 - 650	60	7	14 - 16	Single	Red	●	33
	<b>Claro NEW</b>	hilfoclaro	460 - 500	600 - 650	60	7	15 - 17	Single	Yellow	●	33
	Colori	floolors	380 - 420	500 - 550	65	8	14 - 16	Semi double	Orange/yellow bicolour	●	34
	Cuby	cuby	460 - 500	600 - 650	60	7 - 8	14 - 16	Semi double	Orange	●	
	Davidson	davidson	380 - 420	500 - 550	60	7	15 - 17	Semi double	Yellow	●	
	Decora	flodecora	420 - 460	550 - 600	60	7	12 - 14	Semi double	Yellow/orange bicolour	●	
	Delmonte	delmonte	460 - 500	600 - 650	65	7	15 - 17	Semi double	Yellow	●	
	<b>Diana EXP</b>	jw21469	460 - 500	600 - 650	60	7	14 - 16	Single	Cerise	●	
	Dorito	dorito	460 - 500	600 - 650	65	7	14 - 16	Semi double	Orange	●	34
	<b>Duet EXP</b>	ho601426	460 - 500	600 - 650	60	7	12 - 14	Single	White/pink bicolour	●	
	<b>Elio NEW</b>	ho601548	420 - 460	550 - 600	60	7	14 - 16	Semi double	Yellow	●	34
	Emoji	hilfemoji	460 - 500	600 - 650	65	7	12 - 14	Semi double	Yellow	●	34
	<b>Esmee NEW</b>	jw19386	420 - 460	550 - 600	60	7	15 - 17	Single	Pink/lilac bicolour	●	34
	Flamazing	hilfflam	380 - 420	500 - 550	60	7	15 - 17	Single	Orange/yellow bicolour	●	
	Garfield	garfield	460 - 500	600 - 650	60	7	14 - 16	Semi double	Orange	●	35



**Holy Moly**  
(NEW)



**Josie**  
(NEW)



**Juna**  
(NEW)




















**Lemon Lime**  
(NEW)



**Lollipop**  
(EXP)



**Nassau**  
(EXP)

	Commercial name	Variety denomination						Type	Colour	Centre	Page
Mini	<b>Holy Moly NEW</b>	jw19387	420 - 460	550 - 600	65	7 - 8	14 - 16	Single	Red/salmon bicolour	●	35
	Ice Cream	hilficecre	420 - 460	550 - 600	65	8	15 - 17	Semi double	Light pink	●	35
	Iggy 	iggy	380 - 420	500 - 550	60	7	14 - 16	Spider	Lilac	●	
	Jacky	jacky	420 - 460	550 - 600	65	7 - 8	14 - 16	Semi double	Pink	●	35
	Jazzy	flojaszy	420 - 460	550 - 600	60	7	14 - 16	Semi double	Yellow/orange bicolour	●	35
	Jesse	hilfesse	420 - 460	550 - 600	65	7	15 - 17	Single	Yellow	●	35
	Jordy	jordy	420 - 460	550 - 600	65	7	14 - 16	Semi double	Orange	●	37
	<b>Josie NEW</b>	josie	420 - 460	550 - 600	60	7	15 - 17	Semi double	Lilac/pink bicolour	●	37
	<b>Juna NEW</b>	jw20420	460 - 500	600 - 650	60	7	12 - 14	Semi double	Pink	●	37
	Ketchup	ketchup	420 - 460	550 - 600	60	7	14 - 16	Semi double	Red	●	37
	Kian 	kian	420 - 460	550 - 600	60	7 - 8	13 - 15	Single	Lilac/purple bicolour	●	
	Kimi	kimi	380 - 420	500 - 550	65	8	15 - 17	Semi double	Pink	●	
	Kitty	kitty	460 - 500	600 - 650	60	7 - 8	14 - 16	Semi double	Pink	●	37
	Larissa	larissa	420 - 460	550 - 600	65	7	15 - 17	Semi double	Peach	●	38
	Leando	leando	460 - 500	600 - 650	60	7	15 - 17	Single	Lilac/pink bicolour	●	
	<b>Lemon Lime NEW</b>	hilfeli	460 - 500	600 - 650	60	7	14 - 16	Semi double	Lemon/yellow	●	38
	Lipstick	hilflips	460 - 500	600 - 650	60	7	14 - 16	Semi double	Red	●	38
	Lobby	lobby	460 - 500	600 - 650	60	7	15 - 17	Semi double	White	●	38
	Lois	holois	380 - 420	500 - 550	60	7	14 - 16	Single	Purple	●	
	<b>Lollipop EXP</b>	lollipop	420 - 460	550 - 600	65	7 - 8	14 - 16	Single	Pink/white bicolour	●	
	Love Me	love me	420 - 460	550 - 600	60	7	14 - 16	Single	Pink	●	38
	Macaron	macaron	420 - 460	550 - 600	60	7 - 8	14 - 16	Semi double	Cream	●	39
	Madison	hilfmadi	460 - 500	600 - 650	65	7	15 - 17	Semi double	Orange	●	39
	Masserati	masserati	420 - 460	550 - 600	60	7 - 8	14 - 16	Semi double	Red	●	39
	Max	homax	380 - 420	500 - 550	60	7	12 - 14	Semi double	Orange	●	39
	Mickey	mickey	420 - 460	550 - 600	65	7 - 8	14 - 16	Semi double	Cream	●	39
	Milady	hilfmilady	460 - 500	600 - 650	60	7	15 - 17	Semi double	Light yellow	●	39
	Mindset	mindset	420 - 460	550 - 600	65	7 - 8	13 - 15	Semi double	Cream	●	40
	Missy	hilfmissy	380 - 420	500 - 550	65	7	16 - 18	Semi double	Peach	●	
	Moët	moët	380 - 420	500 - 550	60	7 - 8	16 - 18	Semi double	Cream	●	
	<b>Nassau EXP</b>	ho601286	460 - 500	600 - 650	65	7	14 - 16	Semi double	Orange	●	
	Navy	navy	380 - 420	600 - 650	60	7	12 - 14	Single	Bluish purple	●	40
	Neon	neon	420 - 460	550 - 600	60	7 - 8	14 - 16	Single	Purple	●	
	Nirvana	florvana	420 - 460	550 - 600	60	7	14 - 16	Semi double	Red	●	40



Noi  
(EXP)



Oreo  
(EXP)



Red Star  
(EXP)



Smart  
(NEW)



Surfer  
(EXP)



Talent  
(NEW)



Tony  
(NEW)

	Commercial name	Variety denomination						Type	Colour	Centre	Page
Mini	<b>Noi EXP</b>	ho601377	460 - 500	600 - 650	60	7	14 - 16	Semi double	Purple	●	
	Okidoki	okidoki	460 - 500	600 - 650	65	7	12 - 14	Semi double	Lemon/yellow	●	40
	<b>Oreo EXP</b>	jw20418	460 - 500	600 - 650	60	7	16 - 18	Semi double	Cream	●	
	Pacman	pacman	420 - 460	550 - 600	65	7	16 - 18	Semi double	Yellow	●	40
	Picnic	picnic	420 - 460	550 - 600	60	7	13 - 15	Semi double	Red	●	
	Pre Isabelle	pre isabelle	380 - 420	500 - 550	65	7 - 8	14 - 16	Semi double	Purple/lilac bicolour	●	
	Prosecco	prosecco	380 - 420	500 - 550	60	7 - 8	14 - 16	Semi double	Peach/salmon bicolour	●	
	<b>Red Star EXP</b>	red star	420 - 460	550 - 600	60	7 - 8	15 - 17	Semi double	Red	●	
	Reno	reno	460 - 500	600 - 650	65	7	15 - 17	Semi double	Hot pink	●	41
	Rotary	rotary	380 - 420	500 - 550	65	8	14 - 16	Semi double	Red	●	41
	Roxy	hilfroxy	420 - 460	550 - 600	60	7	12 - 14	Semi double	Pink	●	
	Sailor	sailor	460 - 500	600 - 650	65	7	14 - 16	Single	Yellow	●	41
	<b>Smart NEW</b>	hilfsmart	460 - 500	600 - 650	60	6	14 - 16	Semi double	Pink	●	41
	Snoopy	snoopy	420 - 460	550 - 600	60	7	15 - 17	Single	White	●	42
	Sonali	hilfsona	420 - 460	550 - 600	60	7	15 - 17	Semi double	Yellow	●	
	Sundee	sundee	460 - 500	600 - 650	65	7	14 - 16	Semi double	Yellow	●	42
	<b>Surfer EXP</b>	surfer	460 - 500	600 - 650	60	6 - 7	14 - 16	Single	Lemon/yellow	●	
	Sympathy	sympathy	420 - 460	550 - 600	60	7 - 8	16 - 18	Semi double	Lilac	●	42
	<b>Talent NEW</b>	ho601392	420 - 460	550 - 600	60	7 - 8	14 - 16	Semi double	Lilac	●	42
	<b>Tony NEW</b>	hilftony	420 - 460	550 - 600	60	7	14 - 16	Semi double	Pink	●	42
	Toyz	toyz	420 - 460	550 - 600	65	7	14 - 16	Semi double	Purple	●	43
	Vuelta	hilfvuelta	460 - 500	600 - 650	60	7	15 - 17	Semi double	Red	●	43
	Whisper	whisper	460 - 500	600 - 650	60	7	12 - 14	Semi double	Purple	●	
	White Label	white label	420 - 460	600 - 650	65	7 - 8	14 - 16	Semi double	White	●	43
	White Star	white star	460 - 500	600 - 650	60	7 - 8	14 - 16	Semi double	White	●	43
	Whity	hilfwhity	420 - 460	550 - 600	60	7 - 8	13 - 15	Semi double	White	●	43
	Wonderwall	hilfwonder	380 - 420	500 - 550	60	8	15 - 17	Semi double	Pink/white bicolour	●	43



**Beaker**  
(NEW)**Bunny**  
(NEW)**Camilla**  
(NEW)**Floyd**  
(NEW)**Fozzie**  
(NEW)**Gonzo**  
(NEW)**Honeydew**  
(NEW)

	Commercial name	Variety denomination						Type	Colour	Centre	Page
Pomponi® Mini	<b>Beaker NEW</b>	hilfbeak	320 - 360	450 - 500	60	7	11 - 13	Pomponi	Red/salmon bicolour	●	45
	Black Pearl	black pearl	320 - 360	450 - 500	65	8	14 - 16	Pomponi	Burgundy	●	45
	<b>Bunny NEW</b>	hilfbunny	320 - 360	450 - 500	60	8	14 - 16	Pomponi	Yellow/cream	●	45
	<b>Camilla NEW</b>	hilfcami	320 - 360	450 - 500	60	7	12 - 14	Pomponi	Pink/purple bicolour	●	45
	Chique	chique	280 - 320	400 - 450	60	7 - 8	14 - 16	Pomponi	Purple	●	45
	Fanta	fantah	320 - 360	450 - 500	60	7	16 - 18	Pomponi	Orange	●	
	<b>Floyd NEW</b>	hilffloyd	280 - 320	400 - 450	60	7 - 8	15 - 17	Pomponi	Red	●	46
	<b>Fozzie NEW</b>	hilffoz	320 - 360	450 - 500	60	7 - 8	12 - 14	Pomponi	Orange	●	46
	<b>Gonzo NEW</b>	hilfgonzo	320 - 360	450 - 500	60	7	13 - 15	Pomponi	Red/cerise bicolour	●	46
	Groovy	groovy	360 - 400	500 - 550	60	7	14 - 16	Pomponi	Salmon/red bicolour	●	
	<b>Honeydew NEW</b>	hilfhone	420 - 460	550 - 600	65	7	13 - 15	Pomponi	Yellow	●	46
	<b>Janice NEW</b>	hilfjani	420 - 460	550 - 600	65	7	11 - 13	Pomponi	Orange/yellow bicolour	●	46
	Kermit	kermit	320 - 360	450 - 500	65	7	14 - 16	Pomponi	Light green	●	47
	<b>Mahna EXP</b>	hilfmahna	320 - 360	450 - 500	60	7	14 - 16	Pomponi	Red/salmon bicolour	●	
	<b>Piggy NEW</b>	hilfpiggy	320 - 360	450 - 500	65	7	13 - 15	Pomponi	Pink	●	47
	Pluck	pluck	320 - 360	450 - 500	65	7 - 8	13 - 15	Pomponi	Purple	●	47
	<b>Sam NEW</b>	hilfsam	320 - 360	450 - 500	60	7	11 - 13	Pomponi	Cream	●	47
	Tracy	tracy	320 - 360	450 - 500	60	7	13 - 15	Pomponi	Pink	●	47

**Janice**  
(NEW)**Mahna**  
(EXP)**Piggy**  
(NEW)**Sam**  
(NEW)

	Commercial name	Variety denomination						Type	Colour	Centre	Page
Pomponi® Standard	Honey Ball	hilfhoney	230 - 250	290 - 310	60	10 - 11	10 - 12	Pomponi	Yellow	●	49
	May Ball	hilfmayba	210 - 230	270 - 290	65	10 - 12	16 - 18	Pomponi	Lilac/pink bicolour	●	49
	Powerball	powerball	210 - 230	270 - 290	65	10 - 11	14 - 16	Pomponi	Pink/white bicolour	●	49






















**Crossette**  
(NEW)












**Girandola**  
(NEW)



**Thunderstrike**  
(NEW)

	Commercial name	Variety denomination						Type	Colour	Centre	Page
Piccolini®	Ancona 	ancona	800 - 900	1000 - 1100	65	5	13 - 15	Single	Yellow	●	51
	Arezzo 	hilfarez	800 - 900	1000 - 1100	60	5 - 6	14 - 16	Single	Orange	●	
	Assisi 	assisi	800 - 900	1000 - 1100	60	5 - 6	14 - 16	Single	Cream bicolour	●	51
	Bari 	hilfbari	700 - 800	900 - 1000	65	5 - 6	15 - 17	Semi double	Pink	●	51
	Catania 	catania	700 - 800	900 - 1000	60	5 - 6	15 - 17	Semi double	Red	●	51
	Livorno 	livorno	800 - 900	1000 - 1100	60	5 - 6	16 - 18	Single	White	●	51
	Molara 	molara	600 - 700	800 - 900	60	5 - 6	13 - 15	Single	Pink	●	51
	Palmaria 	flopalma	600 - 700	800 - 900	60	5 - 6	12 - 14	Single	Orange	●	51
	Sanremo 	sanremo	800 - 900	1000 - 1100	60	5 - 6	16 - 18	Single	Pink	●	51
	Trento 	hilftrento	700 - 800	900 - 1000	65	4 - 5	15 - 17	Single	Pink	●	
	Ustica 	ustica	700 - 800	900 - 1000	65	5	13 - 15	Single	Purple	●	51
	Venice 	hilfvenice	700 - 800	900 - 1000	65	5 - 6	16 - 18	Semi double	White	●	51

	Commercial name	Variety denomination						Type	Colour	Centre	Page
FireworX® Standard	Crossette <b>NEW</b>	hilferos	210 - 230	270 - 290	60	10 - 12	12 - 14	Spider	Pink	●	53
	Girandola <b>NEW</b>	hilfgira	210 - 230	270 - 290	60	10 - 12	10 - 12	Spider	Light orange	●	53
	Panoramic 	panoramic	230 - 250	290 - 310	60	10 - 12	12 - 14	Spider	Pink	●	53
	Phantom 	phantom	210 - 230	270 - 290	60	10 - 12	12 - 14	Spider	White	●	53
	Premiere 	premiere	210 - 230	270 - 290	60	10 - 12	12 - 14	Spider	Red	●	53
	Stardust 	stardust	210 - 230	270 - 290	60	10 - 12	12 - 14	Spider	Yellow	●	54
	Thunderstrike <b>NEW</b>	hilfthun	210 - 230	270 - 290	65	10 - 12	11 - 13	Spider	Purple	●	54



# What to order?



## Tissue culture young plant supply overview

### Plug size

Ø 4 cm

### Tray size

112 cell



### Plug size

Ø 6 cm

### Tray size

40 cell

NEW



### Plug size

Ø 4,6 cm rockwool

### Tray size

45 cell



## Off to a good start

Together with our production teams worldwide, we go all-out to produce high quality young plants, in a range that always offers a perfect solution for your specific production method. We are eager to start the new season, with lots of new varieties for you to be successful. Please note we have a new 40 cell tray for the 6 cm plug. This tray size is more efficient in freight volume. Choose the type of starting material that suits your business best or let our sales team advise you.

**Rob van der Meer – Manager Production**

What we offer



HilverdaFlorist is your partner with a strong global presence. We lead the market in selecting, breeding and propagating unique varieties in cut flowers and pot & garden plants. You can count on us to supply you with high quality young plant material suited for your specific climate and cultivation method.

## Reliability is our basis

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



## Ambitious team

Our team is driven and always eager to help you excel with the best varieties for your specific business. Devoted to build and maintain trusting relationships, we warmly welcome you in our new show greenhouses, meet you online or at tradeshows and visit you personally at your own company. We strive constantly for improvements and a true connection is the key to thrive together.



## A focus on innovation

Business challenges, opportunities to improve and collaboration throughout the chain, motivates us to invest in the future. We learn, tackle challenges and develop by collaborating with the best professionals, experts, and organisations in their fields. By worldwide trialling of our varieties, investing in external and in-house R&D and continuously developing our own business processes, we focus on moving forward and aim for durability, resilience and efficiency.



## Long-lasting partnership

We go beyond the customer-supplier relationship. Together with you we want to create, innovate and find solutions to our biggest challenges, advancing the world of horticulture forward. Let's share our triumphs and insights, to grow and improve side-by-side. Through our solid worldwide network of subsidiaries and partners, you have access to a wide range of experts on R&D, breeding, propagation, cultivation techniques, logistics, sales and marketing with lots of regional specific know-how.






**HilverdaFlorist**  
Colombia

**HilverdaFlorist Colombia S.A.S.**

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


**MURARA PLANTS**  
KENYA

**Murara Plants Ltd.**

Subsidiary, specialist propagator and young plant supplier to exclusively sell and distribute the complete assortment of HilverdaFlorist products in Africa.

[www.muraraplants.com](http://www.muraraplants.com)

**Horti Partners**

**HortiPartners**

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


**KF Bioplants**  
PVT. LTD.

**KF Bioplants Pvt. Ltd.**

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

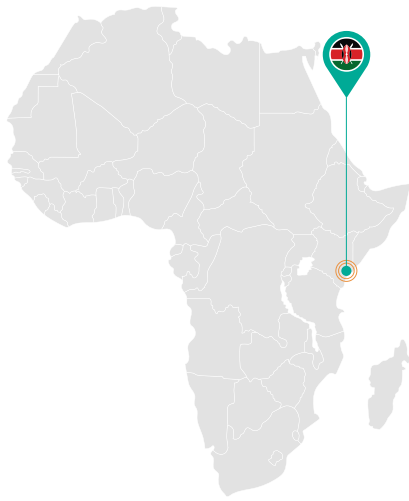

**HilverdaFlorist**  
North America

**HilverdaFlorist North America**

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

# World Wide Sales Network

Meet the network of distribution partners of HilverdaFlorist. Get in touch with them to discuss our Gerbera assortment. Together with our distribution partners we'll create the best mix of varieties for your market and business.



## Africa

### Kenya

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## Personal service with a smile

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**Sales Support Team**  
Simone, Fernando, Sabine, Kasia and Eva

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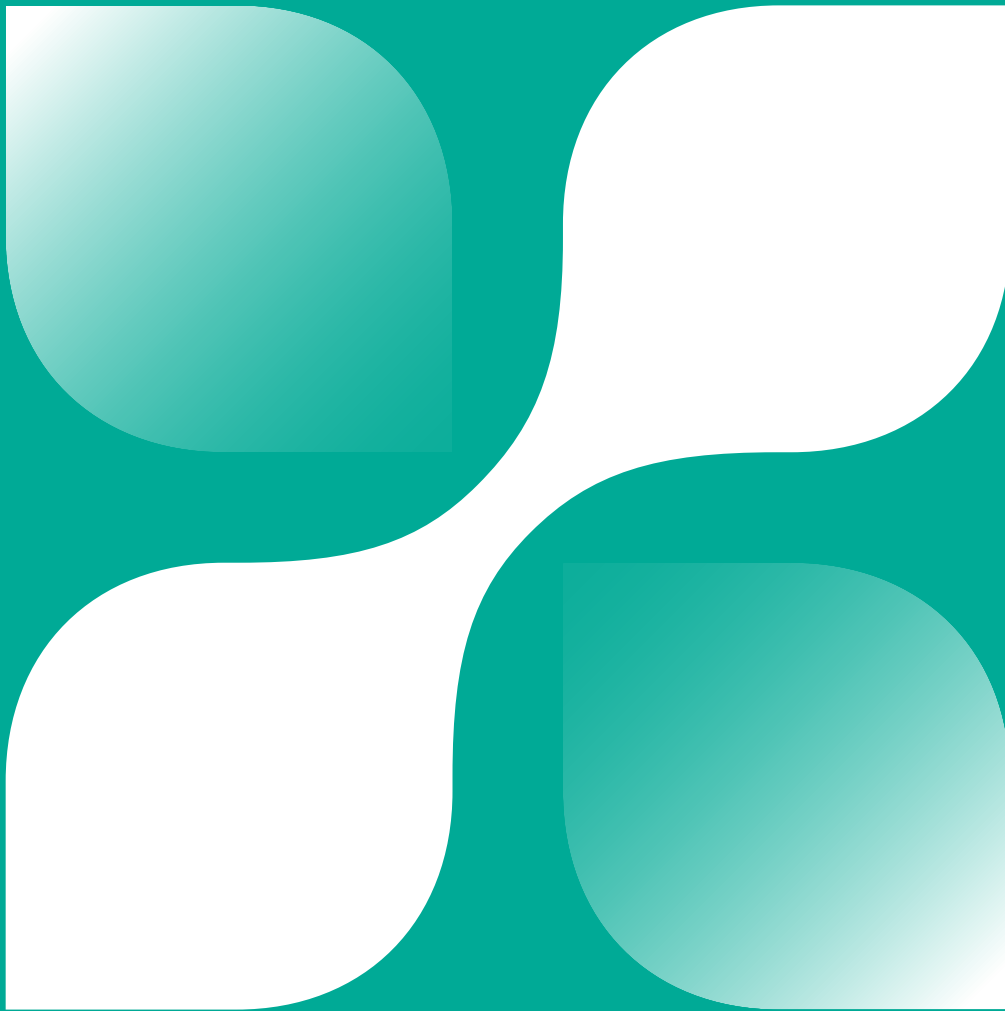
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