



'24





Let the future flourish

The horticultural industry is a colourful and dynamic environment that encloses a wide range of activities; from growing and cultivating plants to creating the most beautiful gardens and landscapes. As breeder and supplier of young plant materials, HilverdaFlorist is at the beginning of the supply chain. To serve the market in the best way possible, we ensure to develop varieties that are relevant, distinctive and add value to our entire society. This is achieved by joining forces and sharing knowledge with you, so we can excel together for a flourishing future.



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Together with our team, we benefit from more than 110 years of experience that we combine with the innovative opportunities the future holds. This reflects in the way we work and the products we develop. We see increasing demands within the industry: the worldwide community is more and more focusing on responsible and sustainable goods. HilverdaFlorist recognises that transparency and proactivity are essential in this market and strives to be a reliable and supporting partner moving along with you.

Besides working on new and unique genetics every day, HilverdaFlorist is continuously investing in automation and innovation of cultivation and breeding technologies. Our aim is to constantly stay ahead in both our products and services. We see our distribution and sales network as the driving force of our business, in which we will continue to invest the coming years. Over the past year we have accomplished various optimisations in both our facilities in the Netherlands as well as

Colombia, Kenya and India.

Together with colleagues, partners and clients we officially opened our new future-proof production location in De Kwakel, NL. This fully automated facility contains an additional three hectares. Besides this, we would love to welcome you in our new show greenhouses presenting all our products. Furthermore, we focus on investments in our holdings HilverdaFlorist Colombia, MuraraPlants and KF Bioplants.

Our team is looking forward to flourishing together with you. To keep providing you with strong genetics, high quality starting materials and an outstanding service, we extended our product range with new varieties. These high-end, extraordinary pot, patio and garden plants will be a valuable addition to your assortment. Inspire your customers with bright colours, valuable key features and a great diversity. Browse through this catalogue and discover novelties in Salvia Salgoon®, various Helleborus brands and be amazed by our wide Dianthus range suitable for every type of customer. Lose yourself in a colourful summer garden with the Alstroemeria Summer Paradise® introductions, discover new Echinacea MOODZ® varieties, meet our brand new pot Gerbera Optimum Mixes and many more.

The HilverdaFlorist team is here to help you compose programmes, to come up with creative solutions and to support you when it comes to cultivation or market approach. Together we can create a world that is not only beautiful, but also responsible and sustainable. Let's flourish together!

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.

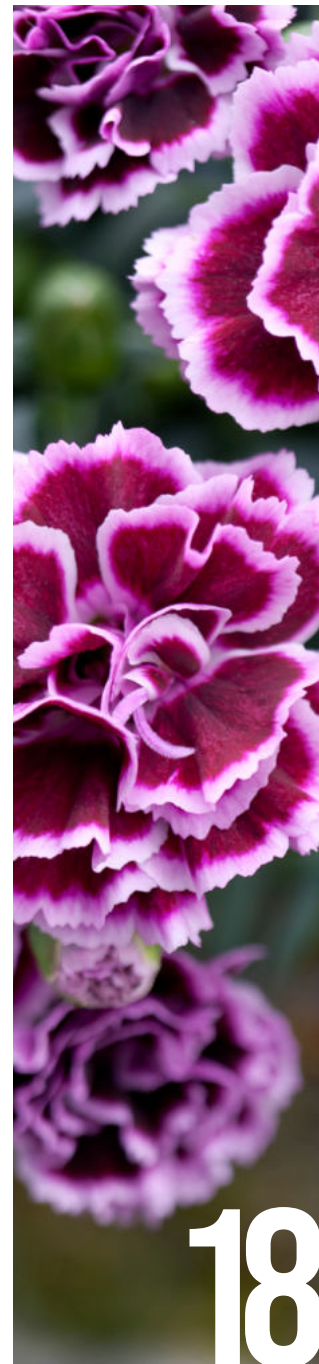


Bart Sneek
Commercial Director

Content

Alstroemeria

8
10 INTICANCHA
14 <i>Summer Paradise</i>
16 <i>Summer Valley</i>



Dianthus

18
20 BEAUTIES
24 <i>flow</i>
28 <i>Odessa</i>
30 Sunflor

Echinacea

36 mooodz
36
36

Gerbera

42
44 Garvinea. CHEEKY SERIES
46 Garvinea. MAJESTIC SERIES
48 Garvinea. SWEET SERIES
54 PATiO Gerbera
58 GLORIOUS PATiO Gerbera

Pot Gerbera

60
62 FLORILINE
72 OPTIMUM mix
74 ROYAL
76 SUNDAYZ



Helleborus

80
82 AWESOME!
84 Glamour
88 JWLS

Salvia

90
90 SALGOON



Product overview

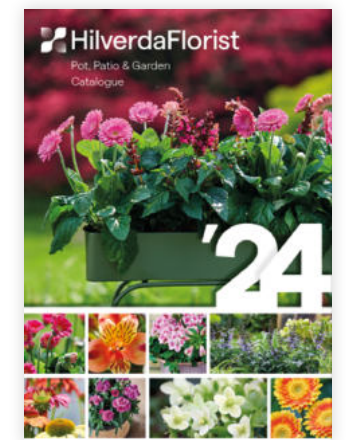
96
102 What to order
103 What we offer

Global partnership

104
104 Contact



Sales team



On the cover

Our 2024 cover shows you a selection of our Pot, Patio & Garden range. Be inspired by a colourful presentation made of introductions and all time favourites.

Alstroemeria

Overview

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



Indian Summer



NEW

Hula



NEW

Summer Chic



Beach Valley

INTICANCHA

Patio Alstroemeria series

Inticancha® offers impressive ornamental value due to the elegant petals, large flowers and vivid colours. The plants are easy to maintain and flower consistently from spring until autumn. Inticancha® is perfect for a patio or balcony, but can be planted in a garden as well. This series contains a heat-tolerant collection (indicated with the ☀️ icon) that thrive in sunny and warm environments more than any other. They are suitable for outdoor cultivation and show minimal flower damage under (direct) sunlight.

 Pot size 17 - 21 cm 6.5 - 8 inch	 Height 20 - 30 cm 8 - 12 inch	 Flower size 5 - 6 cm 2 - 2.5 inch	 Growing time S 12 - 14 weeks W 14 - 16 weeks	 Type Rhizome/TC
---	--	--	---	---

Summer Paradise

Tallest and most vigorous perennials

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



Indigo

Summer Pepper

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

Summer Valley

Compact garden perennials

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



River Valley

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

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



- Compact and rich flowering plants
- Suitable for outdoor cultivation
- Most heat-tolerant varieties indicated with ☀️
- Sturdy plants hold up well during long-distance transport

INTICANCHIA

— PATIO ALSTROEMERIA —



Bryce
tesbryce



Dark Purple
tesdarklin



Doba
tesdoba



 **Havana**
tessunhava



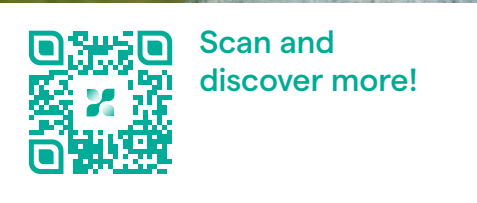
Indigo
tesindig



Machu
tesmach

Hula NEW
teshula

Hula brings a new, striking colour combination to our patio range. With its firm and easy-growing plant habit, Hula is a great addition to this series. The stunning and large flowers makes Hula an eye-catcher in any garden!



 Pot size 17 - 21 cm 6.5 - 8 inch	 Height 20 - 30 cm 8 - 12 inch	 Flower size 5 - 6 cm 2 - 2.5 inch	 Growing time S 12 - 14 weeks W 14 - 16 weeks	 Type Rhizome/TC
---	--	--	---	---



Scan and download our POS & technical materials

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

hilverdaflorist.com



INTICANCHA

PATIO ALSTROEMERIA



Magic White
tesmagwhi



 **Malaga**
tesmala



Maya
tesmaya



Red
tesrobin



Romance
tesromance



 **Sunset**
tessunse



Moon
tesmoonli



Navayo
tesnava



Paraíso
tesparai



 **Sunshine**
tesshine



 **Sunstar**
tessunstar



Valentino
tesvalen

 **Sunburst**
tessunbu

NEW

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





Valletta
tesval



White Pink Blush
tesblushin



Pot size
17 - 21 cm
6.5 - 8 inch



Height
20 - 30 cm
8 - 12 inch



Flower size
5 - 6 cm
2 - 2.5 inch



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



Type
Rhizome/TC

“The tallest and most vigorous garden Alstroemeria varieties can be found in the **Summer Paradise® Series**”

Summer Paradise



Indian Summer
tessronto



Summer Break
tessumbreak



Summer Breeze
tessumbre



NEW **Summer Chic**
tessumchi



NEW **Summer Heat**
tessumheat



Summer Pepper
tessumpep



Summer Rose
tessumrose



Summer Saint
tessumsaint



Summer Sky
tessumsky

Easy-care perennial garden Alstroemeria

Flowers continuously from spring until frost

Pick flowers for a bouquet

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

Great landscape performer

Summer Heat



Scan and discover more!



Pot size
19 - 23 cm
7.5 - 9 inch



Height
60 - 75 cm
24 - 30 inch



Flower size
5 - 6 cm
2 - 2.5 inch



Growing time
S 15 - 17 weeks
W 17 - 19 weeks



Type
Rhizome/TC

“The **Summer Valley Series** brings beautiful compact garden Alstroemeria varieties”

Summer Valley



Beach Valley
tessumbeach



River Valley
tessumriver



Spring Valley
tesvalsprin



Times Valley
tessvaltime



Valley Girl
tesvalgir



Wild Valley
tesvalwild

Compact border Alstroemeria

Big flowers in fresh colours

Flowers continuously from spring until frost

More voluminous and abundant every year



Alstroemeria never ceases to amaze

Part of our wide product range in Alstroemeria are the Summer Paradise® Series (tall) and Summer Valley Series (compact): a large selection of varieties that have been selected for use in the garden. These varieties provide many gardens with lots of colour and will reward with an impressive sea of flowers, every year!

Stef Berkhout – Assortment Manager Pot & Garden Alstroemeria



Pot size
19 - 23 cm
7.5 - 9 inch



Height
35 - 45 cm
14 - 18 inch



Flower size
5 - 6 cm
2 - 2.5 inch



Growing time
S 15 - 17 weeks
W 17 - 19 weeks



Type
Rhizome/TC



Scan and discover more!

Dianthus Overview

As the Dianthus specialist we offer a wide assortment in four strong brands for every market and cultivation programme. HilverdaFlorist developed many different series of Dianthus, each with unique features and characteristics. In the overview the differences between the Dianthus series are explained: all beautiful and versatile in their own way.



Kaylee



Tiiu



Grace Bay



Twiggy



Beetle



Perennial garden Dianthus

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



Pot size
9 - 12 cm
4 - 4.5 inch



Height
8 - 17 cm
3 - 6.5 inch



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



Type
RC/URC



Kaia



Large double flowers in a wide range of colours

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



Pot size
12 - 15 cm
4.5 - 6 inch



Height
15 - 20 cm
6 - 8 inch



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



Type
RC/URC



Bondi Beach

Odessa

Vigorous and tall garden Dianthus

Odessa® contains typical Dianthus caryophyllus garden types with average cold tolerance till -5°C. Odessa® produces a large number of beautiful flower buds in all kinds of weather conditions. Odessa® varieties can also handle the full sun. These varieties are full plants with many flowers and a long flowering period to boot.



Pot size
12 - 17 cm
4.5 - 6.5 inch



Height
15 - 30 cm
6 - 12 inch



Growing time
S 10 - 14 weeks
W 18 - 22 weeks



Type
RC/URC



Twiggy

Sunflor

One of the first Dianthus series in the market

Sunflor® is a versatile Dianthus series that contains many different colours, flower shapes and plant types. Now specified in **Selection & Collection** groups. Sunflor® flowers from spring until late autumn, tolerates temperatures until -5°C. Sunflor® is even suitable for cultivation outdoors in autumn and winter. These varieties are perfect for the garden, patio planters and indoor use.



Pot size
9 - 12 cm
4 - 4.5 inch



Height
15 - 22 cm
6 - 8.5 inch



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



Type
RC/URC



Mix

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

BEAUTIES



Freya
hilbeafreya



Hana Scarlet
shishi-02



Kaia
hilbeakaia



Kahori
holkahori



Kahori Pink
holkahoripink



Kahori Scarlet
holkahoriscarlet

Perennial garden Dianthus

Fast, compact and rich blooming

Sturdy and bright coloured flowers

Continuously flowering



Scan and discover more!



Pot size
9 - 12 cm
4.5 - 5 inch



Height
8 - 17 cm
3 - 6.5 inch



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



Type
RC/URC

Kahori



Superior garden performance of Dianthus Beauties®

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

Sjaak Sijm – Assortment Manager Pot & Garden Dianthus



Rousey
hilbearous



Sherisé
hilbeasher



Tasha
hiltasha



Tiiu
hilarian



BEAUTIES



Pot size
9 - 12 cm
4.5 - 5 inch



Height
8 - 17 cm
3 - 6.5 inch



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



Type
RC/URC

“Dianthus Flow[®] represents a league of its own”

flow



- Perfect for indoor and outdoor use
- Flowering from early summer to frost
- Suitable for larger pot sizes
- Premium Dianthus with large, double flowers



Apella Beach
hilbechapell



Blinky Beach
hilbechbli



Bondi Beach
hilbechbondi



Crane Beach
hilbechcra



Dream Beach
hilbechdream



Glen Bay
hilbechwaik



Shark Bay



Pot size
12 - 15 cm
4.5 - 6 inch



Height
15 - 20 cm
6 - 8 inch



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



Type
RC/URC



Scan and discover more!



Golden Bay
hilbechmay



Grace Bay
hilbechgre



Miami Beach
hilbechmiami



Red Beach
hilbechred



Shark Bay
hilbechcanno



White Bay
hilbechwhi



Bondi Beach

flower



Glen Bay



Pot size
12 - 15 cm
4.5 - 6 inch



Height
15 - 20 cm
6 - 8 inch



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



Type
RC/URC

“Garden Dianthus with great volume, vigour and frilly flowers”



Brings volume, length and colour to the garden

Lots of large, double flowers

Suitable for year-round production

Thrives in the garden

Odessa



Amy
hiloodeamy



Easy Pink
odessa easy pink



Pure
hilpure



Red
odessared



Twiggy
hilodetwi



Scan and discover more!

Amy



Pot size
12 - 17 cm
4.5 - 6.5 inch



Height
15 - 30 cm
6 - 12 inch



Growing time
S 10 - 14 weeks
W 18 - 22 weeks



Type
RC/URC



Easy Pink

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

Sunflor

Selection & Collection

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

Timing*

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

Plant habit*

*Excluding PGR application

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

Selection

Pot size
9 - 12 cm
4 - 4.5 inch

Type
RC/URC

Suitable for indoor and outdoor use

Unique bicolour varieties

Short cultivation time

Wide range of stunning colours



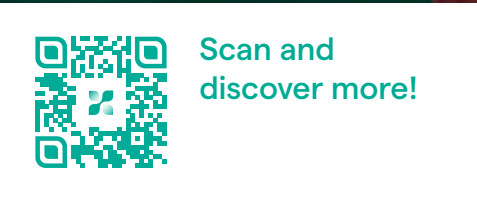
Beetle
hilbeet!



Charmy
hilcharm



Cosmos
kocosmo





Dynamite
hildyna



Edberg
hiledbe



Esta
koes



Vulcano
hilvulca

Timing*

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

Plant habit*

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

*Excluding PGR application



Evert
hilevert



Faganza
faganza



Kaylee
hilkaylee

Collection

Pot size
9 - 12 cm
4 - 4.5 inch

Type
RC/URC



Lady Beetle
hilflabe



Megan
hilmegansun



Paige
hilpaige



Allura
allura



Amber
hilamber



Bianca
kobianca



Red Esta
hilrees



Serena
hilseren



Sinclair
hilsinclair



Bling Bling
blingbling



Cody
hilcody



Desire
hildes



Finesse
finesse 🕒 🌱



Fygi
hilfygi 🕒 🌱



Luigi
hilluigi 🕒 🌱



Norah
hilnorah 🕒 🌱



Orange Bling Bling
hilorbli 🕒 🌱



Orinoco
hilorin 🕒 🌱



Red Allura
hilreal 🕒 🌱



Red Bull
hilrebu 🕒 🌱



Skylar
hilskyl 🕒 🌱



Yellow Bling Bling
hiyelblbl 🕒 🌱

Sunflor



Echinacea Overview

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

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



Mediation

Compact



Dream

Medium



Highly uniform garden & patio varieties

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



Pot size
17 - 19 cm
6.5 - 7.5 inch



Plant habit
Compact



Height
30 - 35 cm
12 - 14 inch



Growing time
12 - 14 weeks



Type
TC

Glory



Pot size
17 - 19 cm
6.5 - 7.5 inch



Plant habit
Medium



Height
35 - 55 cm
14 - 21.5 inch



Growing time
12 - 14 weeks



Type
TC

Sympathy



Satisfy, Peace, Mediation



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



Compact



Glory
hilmoo glor



Mediation
hilmoo medi

Fastest assortment available on the market

Good branching and rich flowering

Does not require vernalisation

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



Being one step ahead

We constantly strive to be one step ahead and meet the market needs. Besides offering the fastest Echinacea varieties from TC, our team is working on expanding our marvellous colour range to make your assortment stand out even more. Of course, these meet the high quality standards you have come to expect from us.

Jan Jorrit Eveleens – Assortment Manager Pot & Garden Echinacea



Scan and discover more!

Imagination



Pot size
17 - 19 cm
6.5 - 7.5 inch



Plant habit
Compact



Height
30 - 35 cm
12 - 14 inch



Growing time
12 - 14 weeks



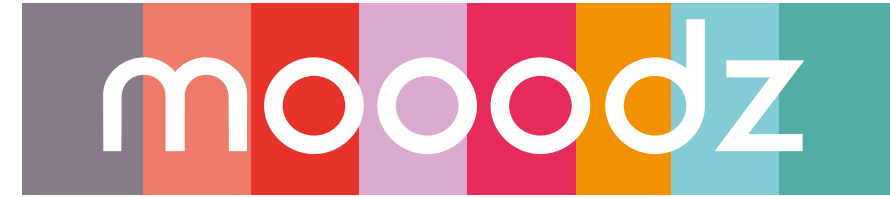
Type
TC



Scan and download our POS & technical materials

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

hilverdaflorist.com



Medium



Awake
hilmoowak



Courage
hilmoocour



Devotion
hilmoodevot



Motivation
hilmoomotiv



Peace
hilmoopea



Satisfy
hilmoosati



Dream
hilmoodrea



Imagination
hilmooimag



Jealousy
hilmoojeal



Sympathy
hilmoosymp



Pot size
17 - 19 cm
6.5 - 7.5 inch



Plant habit
Medium



Height
35 - 55 cm
14 - 21.5 inch



Growing time
12 - 14 weeks



Type
TC

Gerbera Garvinea®

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

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

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



Orange



Light Pink



Sparkle






Actual size!



Garvinea. CHEEKY SERIES

Highest flower count in the Garvinea® Series

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

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







Orange

Garvinea. MAJESTIC SERIES

Long-lasting double flowers

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

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








Mix

Garvinea. SWEET SERIES

Brings sweet colours to any garden

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

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



Blaze



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



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

Garvinea.

CHEEKY SERIES

Hot Pink NEW
hilgahotpi

Meet the first hot pink variety within the Garvinea® Cheeky Series! This quick-to-grow variety has a compact and uniform growing habit. **Cheeky Hot Pink** is extremely rich flowering.



Magenta
chemag20AA



Orange
cheora20AA



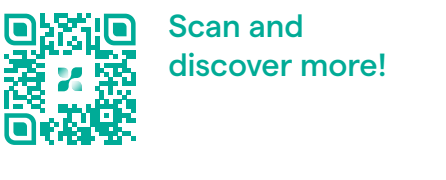
Pink
chepin21AA



Red
chered20AA



Yellow
cheyel20AA



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

Hot Pink

“ Unique garden Gerbera
with elegant,
large double flowers ”

Garvinea.

MAJESTIC SERIES



Continuous optimisation

We are always focusing on innovation and optimisation which makes it possible to breed more efficiently, sustainable and with greater precision. For Garvinea®, we are optimizing outdoor growth which contributes to the resilience to diseases, pests, and stress factors. With trials we enhance the selection of crops with greater robustness and resilience. We strive to test the value of the plant, as it is grown by the consumer, in order to deliver the best product for the market.

Eline du Mee – Garvinea® Breeder

Strong garden plant

Great weather tolerance

Large long-lasting double flowers

Attracts bees and other pollinators



Burgundy
majbur20aa



Light Pink
majlip20aa



Purple
majpur21aa



Yellow
majyel20aa



Actual size!



Scan and discover more!

Mix



Pot size
14 - 21 cm
5.5 - 8 inch



Height
30 - 40 cm
12 - 16 inch



Flower size
8 - 10 cm
3 - 4 inch



Type
TC



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

“Robust garden Gerbera
with numerous large flowers in
the sweetest colours”

Garvinea. SWEET SERIES

NEW

Blaze
hilswebla

Garvinea® Sweet Blaze is a beautiful bicolour variety with strong contrasting colours: a feast for the eyes! Countless long-lasting flowers will brighten up any garden.



High colour impact in the garden

Great weather tolerance

Highly resistant to pests & diseases

Flowers continuously from spring until frost



Femmy
femmy



Fiesta
sweet fiesta



Frosting
sweet frosting



Glow
garglow



Heart
garheart



Honey
garho



Scan and
discover more!



Pot size
14 - 21 cm
5.5 - 8 inch



Height
30 - 40 cm
12 - 16 inch



Flower size
6 - 9 cm
2.5 - 3.5 inch



Type
TC



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



Scan and download our POS & technical materials

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

hilverdaflorist.com



Garvinea. SWEET SERIES



Joy
garswjoy



Love
garswlove



Memories
garsweetmemo



Spice
garspice



Sunset
sweet sunset



Surprise
garssurprise

NEW

Maggie
hilswemag

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




Vibe
garswvibe



Sixteen
garsixteen



Smile
garsmile



Sparkle
garswsparkle



Genetic resistance

More than ever, we need to work from a sustainability and resilience perspective. This includes improving genetic resistance of our assortment, as a sustainable solution to deal with the increasing pressure of diseases and pests. HilverdaFlorist strives to develop robust plants that can withstand various circumstances and survive even longer with fewer resources.

Martin Beers – Manager R&D



Pot size
14 - 21 cm
5.5 - 8 inch



Height
30 - 40 cm
12 - 16 inch



Flower size
6 - 9 cm
2.5 - 3.5 inch



Type
TC



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

Gerbera

Patio Gerbera

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

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



Daintree



Light Pink



Glacier

PATIO

Gerbera

The instant 'WOW!' effect

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



Pot size
19 - 30 cm
7.5 - 12 inch



Height
40 - 60 cm
16 - 23 inch



Flower size
12 - 16 cm
4.5 - 6 inch



Type
TC



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

GLORIOUS PATIO

Gerbera

Actual size!

A true eye-catcher for every outdoor area

Check out Patio Gerbera Glorious, for a collection of gorgeous, double-flowered varieties. The Patio Gerbera Glorious is a diva on the patio! The stylish and voluminous plants will catch everyone's eye on a terrace. Glorious is perfect to combine in a mixed patio planter or to be used as stand alone.



Pot size
19 - 30 cm
7.5 - 12 inch



Height
30 - 45 cm
12 - 18 inch



Flower size
10 - 14 cm
4 - 5.5 inch



Type
TC



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

Great Smoky Mountain

Purple

“Massive **blooms** for maximum impact”



Instant ‘WOW!’ effect

Huge and stylish flowers up to 16 cm

Pick flowers for a bouquet

PATIO

Gerbera



Bighorn
bighorn



Capitol Reef
capitol reef



Daintree
hildain



Fundy
fofundy



Glacier
floglacier



Great Smoky Mountain
flosmoky



Painted Desert



Scan and discover more!



Pot size
19 - 30 cm
7.5 - 12 inch



Height
40 - 60 cm
16 - 23 inch



Flower size
12 - 16 cm
4.5 - 6 inch



Type
TC



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



Scan and download our POS & technical materials

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

hilverdaflorist.com



PATIO

Gerbera



Hot Springs
hilhotsp



Karoo
flokaroo



Kruger
flokruger



Monte Viso
flomonvi



Painted Desert
painted desert



Pinnacles
pinnacles



Sedona
sedona



Volcanoes
flocanoes



Pinnacles



Pot size
19 - 30 cm
7.5 - 12 inch



Height
40 - 60 cm
16 - 23 inch



Flower size
12 - 16 cm
4.5 - 6 inch



Type
TC



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

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

GLORIOUS PATIO

Gerbera



Light Pink
glolpi21aa



Orange
gloora20aa



Purple
glopur20aa



White
glowhi20aa



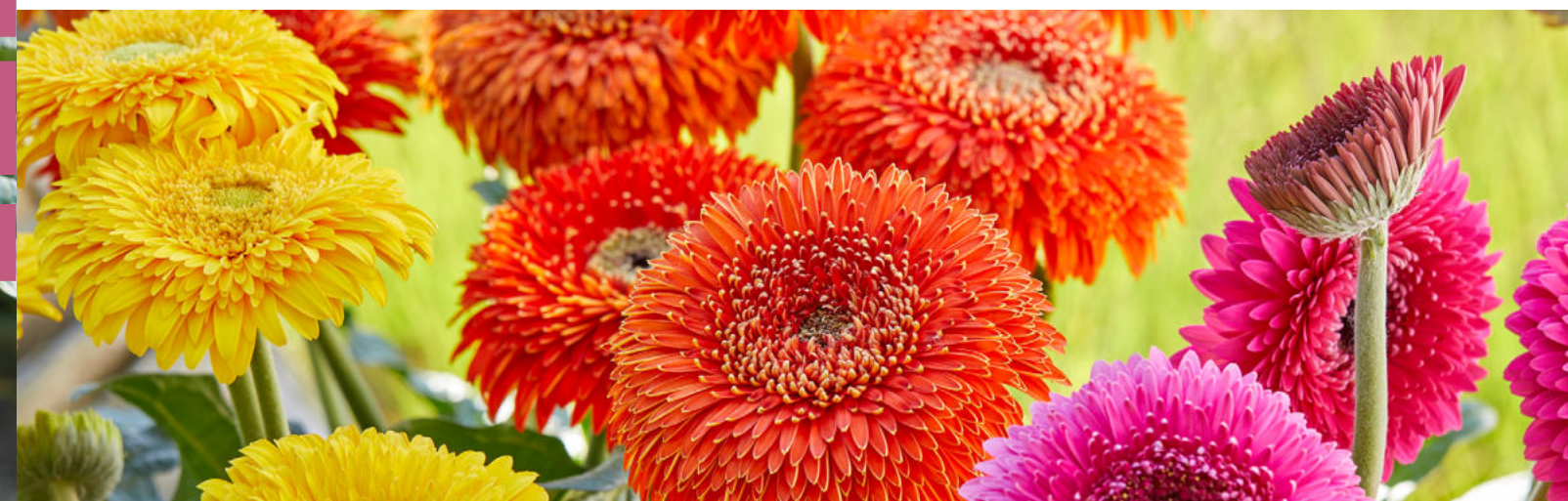
Yellow
gloyel20aa

Huge and stylish double flowers

Rich flowering from spring until autumn

Glorious Patio Gerbera is a true retail favourite!

Pick flowers for a bouquet



Scan and discover more!



Pot size
19 - 30 cm
7.5 - 12 inch



Height
30 - 45 cm
12 - 18 inch



Flower size
10 - 14 cm
4 - 5.5 inch



Type
TC



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

Purple

Pot Gerbera

From seed

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



Midi Bicolour



NEW

Maxi White BC Imp



NEW

Mix



Yellow



NEW

Maxi Deep Rose

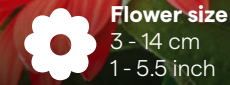
FLORILINE

The most extensive range available

Flori Line® is the most extensive assortment available in strong colours. From intense solid colours until eye-catching and unique two tones and with plant sizes from Micro to Giant. Flori Line® is available several themed mixes that are perfect for retail.



Eyecatcher Purple BC

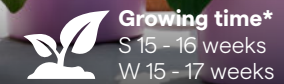
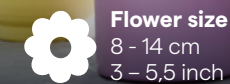


Best of both worlds!

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



Optimum Mix



ROYAL

Globally proven series for larger pot sizes

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



Golden Yellow

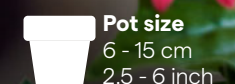


Large double flowers and a long shelf life

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



Maxi Deep Rose



*from sowing

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

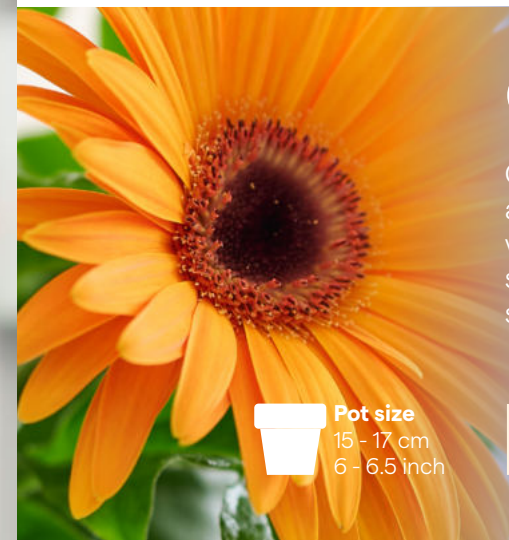


- Strong solid colours and unique bicolours
- High uniformity in timing and plant size
- Available in various sizes; Giant to Micro
- Synchronized flowering for bench-run sales

Midi Eyecatcher Purple BC & Pink

FLORILINE

Gerbera FloriLine® Giant



Giant

Giants will definitely be a favourite at retail, because of its enormous attention-grabbing appearance and its versatility. The plants are strong, voluminous and vigorous, and they carry big and bombastic flowers in stunning colours. Combine a few Giants together in a pot to create a stunning flower arrangement.

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

Height
22 - 26 cm
8,5 - 10 inch

Flower size
12 - 14 cm
4,5 - 5,5 inch

Type
Seed

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

*from sowing



Coral



Coral BC



Golden Yellow BC



Orange



Orange BC



Pink



Scan and discover more!



Red



White



Yellow

Golden Yellow BC

Maxi Golden Yellow BC is the very first gold coloured Flori Line® Maxi variety. This vegetative plant has big and full flowers which are shining just as bright as the sun! This variety fits perfectly in the series.



NEW

Maxi

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

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

Height
20 - 24 cm
8 - 9,5 inch

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

Type
Seed

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

*from sowing



Coral



Dark Fireball BC



Dark Purple



Orange



Orange BC



Pink



Eyecatcher Purple BC



Eyecatcher Red BC



Fireball BC



Pink BC



Purple



Red



Red BC



White



Yellow



The versatility of potted Gerberas

In our seed-raised potted Gerbera varieties, we continuously work on optimisation and innovation. This year we are proud to present you both new colour additions and improved genetics. We are dedicated to developing uniform early flowering varieties, which fit to our high standards of versatility and plant vigour. With the addition of the Optimum Mixes to our assortment we will continue optimise positioning potted Gerbera varieties in the market.

Arco Modderkolk – Potted Gerbera breeder



Yellow BC

White BC Imp

NEW

Our well-known **Maxi White BC** is now improved. Same beauty, better genetics. Maxi White BC Improved has a deep black center and pure white colour. A true classic!



Eyecatcher Purple BC




Eyecatcher Red BC



Eyecatcher Twilight BC








Fireball BC



Midi

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

 Pot size 10 - 13 cm 4 - 5 inch	 Height 18 - 22 cm 7 - 8,5 inch	 Flower size 7 - 9 cm 3 - 3,5 inch	 Type Seed	 Growing time* S 13 - 14 weeks W 14 - 16 weeks
---	---	--	---	--

*from sowing



Lavender BC



Light Pink BC



Lilac



Lilac BC



Bicolour BC



Dark Fireball BC



Dark Purple



Eyecatcher Dark Purple BC



Monet BC



Orange



Orange BC



Pink



Pink BC

Red

Red BC

White



Hot Pink

Lilac

Lilac BC

Orange



White BC

Yellow

Yellow BC




Orange BC

Pink






Pink BC

Red



Mini

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

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

*from sowing



Red BC

White

White BC

Yellow



Contour BC

Dark Purple BC

Eyecatcher
Hot Pink BC

Eyecatcher
Red BC



Yellow BC

Micro

The tiny Flori Line® Micro is a true powerhouse, with its long shelf life there are many retail possibilities. It's also a versatile Gerbera for cultivation. Choose the pot size that fits your programme between 6 - 10 cm. Flori Line® Micro will adjust accordingly, but will maintain its cute appearance.

-  **Pot size**
6 - 10 cm
2,5 - 4 inch
-  **Height**
12 - 16 cm
4,5 - 6 inch
-  **Flower size**
3 - 5 cm
1 - 2 inch
-  **Type**
Seed
-  **Growing time***
S 12 - 13 weeks
W 13 - 15 weeks

*from sowing

Mixes

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



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



Harmonious blend of Royal® and Flori Line® Giant

Uniform series in cheerful colours

Flowers continuously

Ideal mixes for larger pot sizes

OPTIMUM mix

Optimum Mix NEW

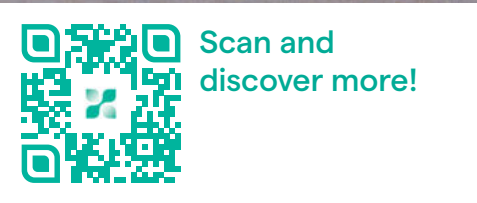
The **Optimum Mix** consist of a harmonious blend of happy colours with both green and black centres. Let the large flowers within this mix speak for themselves and amaze your customers.



Optimum Mix BC

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

NEW



Optimum Mix



 Pot size 15 - 17 cm 6 - 6.5 inch	 Height 22 - 26 cm 8.5 - 10 inch	 Flower size 8 - 14 cm 3 - 5,5 inch	 Growing time* S 15 - 16 weeks W 15 - 17 weeks	 Type Seed
---	--	---	--	---

*from sowing

Gerbera Optimum Mix

Optimum Mix

“Gerbera Royal produces a never-ending supply of perfectly balanced flowers”



Globally proven series for larger pot sizes

Uniform series in unique colours

Flowers continuously

Perfect to combine with Flori Line® Giant

Royal Yellow

ROYAL



Deep Orange



Deep Pink



Deep Rose



Golden Yellow



Orange Scarlet



Neon Violet



Red



White



Yellow



Pot size
15 - 17 cm
6 - 6.5 inch



Height
22 - 26 cm
8.5 - 10 inch

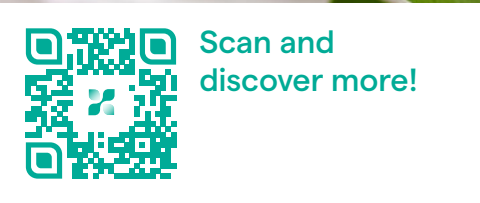


Growing time*
S 15 - 16 weeks
W 15 - 17 weeks



Type
Seed

*from sowing



“Our **Sundayz**[®] have colourful long-lasting double flowers”




SUNDAYZ
double flowers
double joy

Maxi

Maxi varieties contain varieties that will stand out in every interior or outdoors. With their compact and uniform growing habit, these varieties will look great planted in (patio) containers. Be amazed by the enormous double flowers in various bright colours. Make sure to check out the lovely pink tones of our two new introductions.

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

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

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

 **Type**
Seed

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

*from sowing

Long-lasting double flowers

Year-round available

Long shelf life

Suitable for indoor and outdoor use

Rose & Deep Rose

NEW

New to the Sundayz[®] Series are Maxi Rose & Deep Rose. These varieties have robust, double flowers with an intense, deep pink colour. Great additions to the series and the Maxi Sundayz[®] Mix!



Mix








Red



Scan and discover more!

Midi

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

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

*from sowing

Mini

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

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

*from sowing



Berries 'n Cream



Purple



Mix



Bicolour



Lilac



Mix
also available in Micro



Red



Midi Lilac



Orange



Pink



Purple



Red



White



Yellow

Helleborus Overview

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



NEW

Heavenly



NEW

Elance



Winterbells

AWESOME!

Perfect helleborus for winter holiday sales

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



Pot size
15 - 17 cm
6 - 6.5 inch



Height
30 - 40 cm
12 - 16 inch



Type
TC



Growing time
30 - 35 weeks



Exceptional range of glamorous colours

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



Pot size
17 - 19 cm
6.5 - 7.5 inch



Height
35 - 50 cm
14 - 20 inch



Type
TC



Growing time
30 - 35 weeks

JWLS

HELLEBORUS

The first varieties ready for retail

The Helleborus JWLS® Series varieties are displaying unique characteristics. These true perennials are heat-tolerant and, since they are from tissue culture, suitable for controlled growth by programmed cultivation. Helleborus JWLS® are the first varieties that are ready for retail. Winterbells can be sold from early September and keeps on flowering up to 7 months. That's a real gem for the consumer and retail!



Pot size
17 - 19 cm
6.5 - 7.5



Height
35 - 55 cm
16 - 21.5 inch



Type
TC



Growing time
30 - 35 weeks



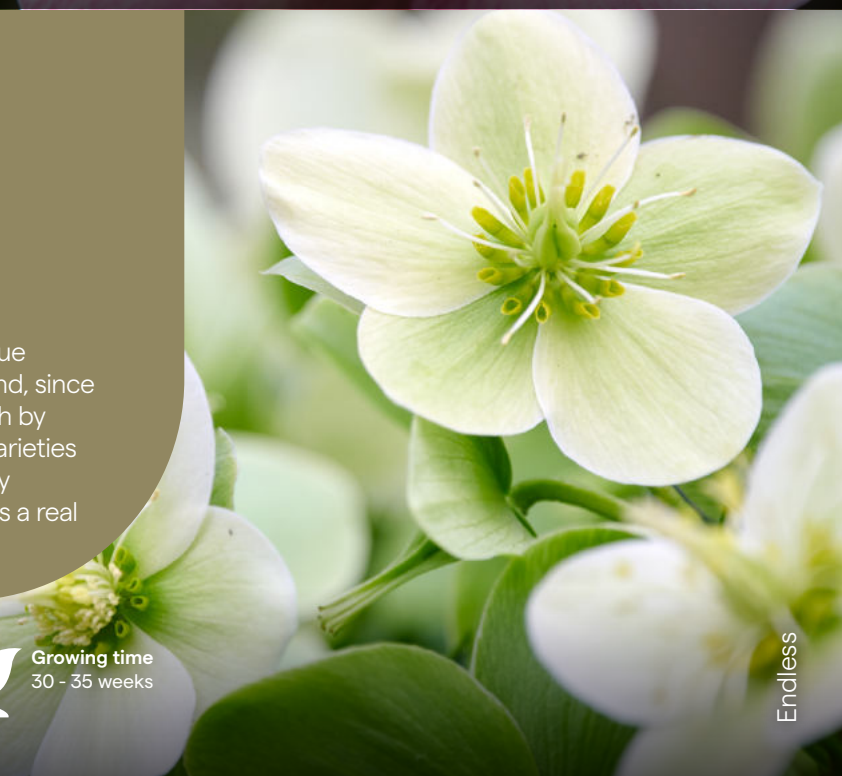
Aspen



Strawberry Moon



Winterbells



Endless

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



Suitable for controlled growth

Extremely heat and cold tolerant

Highly uniform and more vigour compared to seed-raised Helleborus

AWESOME!



NEW

Nagano
hilawenaga

We are happy to welcome **Nagano** to our Awesome!® Series. Nagano meets your needs when it comes to a high flower count and a magnificent appearance. The first flowers appear in mid-October. Nagano can be cultivated outdoors.



Aspen
hilmelasp



NEW

Heavenly
wilniheav



Scan and discover more!



Pot size
15 - 17 cm
6 - 6.5 inch



Height
30 - 40 cm
12 - 16 inch

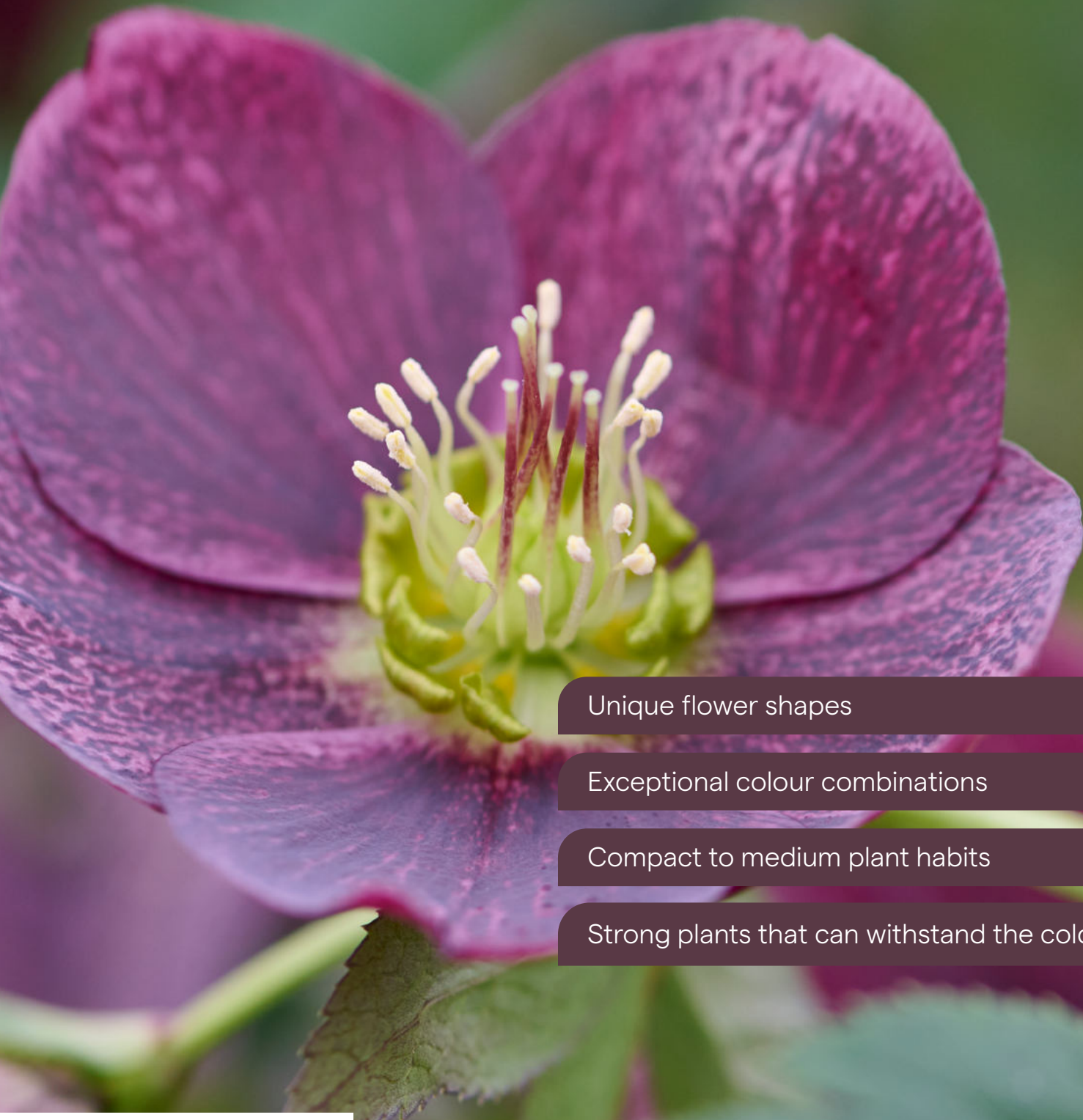


Type
TC



Growing time
30 - 35 weeks

“**Glamour**[®] varieties have exceptional colours and unique flower shapes”



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



Ashwood Peach Cocktail
ashwood peach cocktail



Beaming Blush
glambeam

Elance
glamelan

NEW

The stunning purple **Elance** is a vigorous variety with big, beautiful flowers. With its large flower diameter, Elance is sure to make a bold statement in any garden. Elance is easy to grow and fast flowering.



Scan and discover more!



Pot size
17 - 19 cm
6.5 - 7.5 inch



Height
35 - 50 cm
14 - 20 inch



Type
TC



Growing time
30 - 35 weeks



Scan and download our POS and technical materials

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

hilverdaflorist.com



“Enjoy glamorous winters with an abundance of colours”

For the Helleborus Glamour® Series there are promotional materials available to stimulate sell-through in retail and help diversify the varieties from the competition. With the Helleborus Glamour® the consumer creates colour in the winter garden. They grow all year but when all the other plants disappear the Helleborus Glamour® really starts to shine. They create a real kaleidoscopic spectacle. For the campaign, a visual was created that stands out just like these Glamour® Helleborus. The visual, the storyline and the unique plants will draw the attention of every garden lover!



Bijoux
glambijoux



Painted Bunting
paintedbunting



Strawberry Moon
myohere nyr



Purple Flame
glampufla

NEW

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

“A real gem for consumer and retail!”

To promote the benefits of Helleborus JWLS® Winterbells throughout the chain, we have developed promotional materials. This makes this must-have for a winter-proof garden stand out even more! Not only is JWLS® Winterbells beautiful, but it's also incredibly hardy, able to withstand even the harshest winter conditions.

With its long flowering period (guaranteed up to 7 months) and easy-to-grow nature, JWLS® Winterbells is a reliable and stunning addition to any garden. Don't miss out on the opportunity to add this winter beauty to your assortment and highlight its characteristics to your customers.



Pot size
17 - 19 cm
6.5 - 7.5 inch



Height
35 - 50 cm
14 - 20 inch



Type
TC



Growing time
30 - 35 weeks

“Helleborus JWLS®
is the perfect winter perennial that
flowers from early September”

JWLS

HELLEBORUS



Perfect for controlled growth

Extremely heat and cold tolerant

Perennial for the garden and patio

Winterbells flowers up to 7 months



Dacaya
hiljwlsdaca



Diamonfire
hiljwlsdiamon



Endless
hiljwlsend

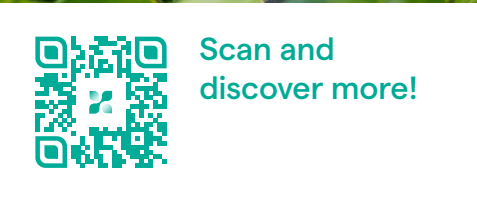


Guess
hiljwlsguess



Winterbells
winterbells

Head back to
page 87 for
POS-materials
of Helleborus
JWLS® Winterbells.



Diamonfire



Pot size
17 - 19 cm
6.5 - 7.5



Height
35 - 55 cm
16 - 21.5 inch



Type
TC



Growing time
30 - 35 weeks

Salvia

Overview

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

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



Outstanding garden performance

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



NEW

Lake Flamingo
Compact



Pot size
17 - 21 cm
6.5 - 8 inch



Plant habit
Compact



Height
40 - 55 cm
16 - 21.5 inch



Type
RC



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



Lake Tahoe, Strawberry Lake



Lake Tahoe
Medium



Pot size
17 - 21 cm
6.5 - 8 inch



Plant habit
Medium



Height
50 - 65 cm
20 - 25.5 inch



Type
RC



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



Lake Como

Mix

“Salgoon® offers strong, resilient plants with many firm, well-filled flower spikes”



Strong plants with good branching

Attracts bees and butterflies

Uniform varieties in vivid colours

One cutting can easily fill a 21 cm pot



The exceptional performance of Salgoon®

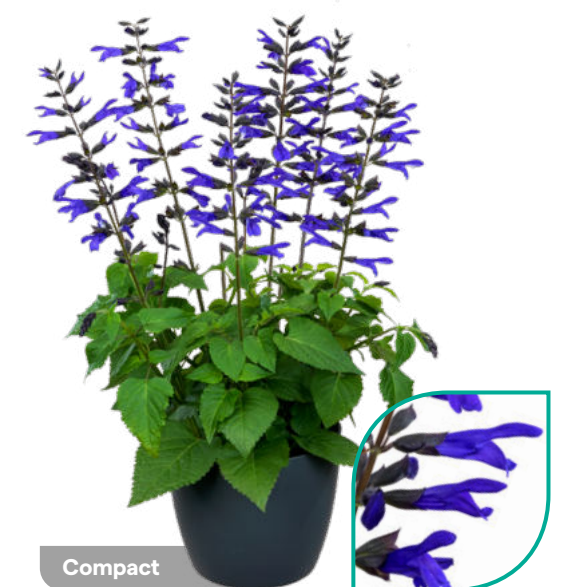
The garden performance of Salvia Salgoon® is truly exceptional. This series offers sturdy and robust plants with many solid and well-packed flower spikes. Known for its drought and heat tolerance, Salgoon® flowers profusely from early spring to late autumn. As Salgoon® can be grown quickly, it is one of the earliest Salvias to be available in garden centers from mid-spring onwards.

Stein Schouten – Assortment Manager Salvia



Compact

Lake Baikal
t1990



Compact

NEW Lake Blueberry
t11016



Scan and discover more!

Lake Flamingo



Pot size
17 - 21 cm
6.5 - 8 inch



Plant habit
Compact



Height
40 - 55 cm
16 - 21.5 inch



Type
RC



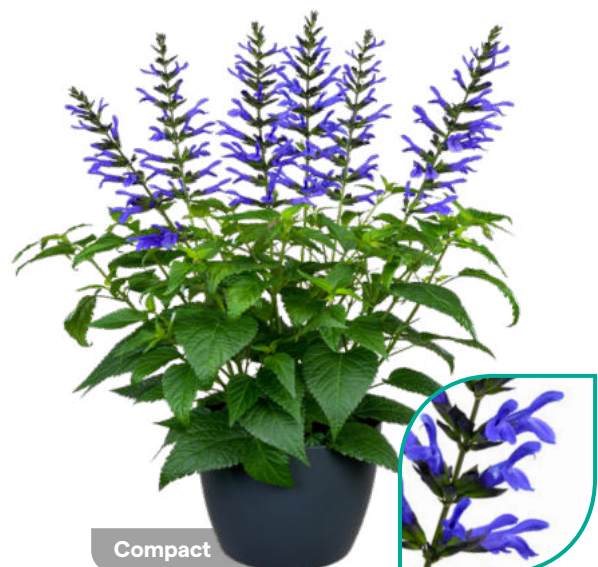
Growing time
S 8 - 12 weeks
W 12 - 14 weeks



Scan and download our POS and technical materials

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

hilverdaflorist.com



Compact

NEW

Lake Como
t/1017




Compact

Lake Garda
t/993

Lake Flamingo NEW
t/1019

Lake Flamingo brings a new, fresh pink colour to brighten up the Salgoon® assortment! Like a real flamingo, this variety has an elegant appearance and a strong colour contrast between the flowers and stems.



Compact



Compact

NEW

Lake Onega Imp.
t/1018



Compact

Lake Titicaca
t/991



Medium

Lake Tahoe
t/831



Medium

Strawberry Lake
t/993



Pot size
17 - 21 cm
6.5 - 8 inch



Plant habit
Compact



Height
40 - 55 cm
16 - 21.5 inch



Type
RC



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



Pot size
17 - 21 cm
6.5 - 8 inch



Plant habit
Compact & Medium



Height
40 - 65 cm
16 - 25.5 inch



Type
RC



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

Assortment overview



Crop	Series	Commercial name	Variety denomination	Colour	Plant habit	Height (cm)	Pot size (cm)	Common use	Retail ready (wks)	Flowering period	Page	
Alstroemeria	Inticancha®											10 - 13
		Bryce	tesbryce	Orange	Compact	20 - 30	17 - 21	Patio, Garden	S 12-14/W 14-16	Mar - Oct	11	
		Dark Purple	tesdarklin	Purple	Compact	20 - 30	17 - 21	Patio, Garden	S 12-14/W 14-16	Mar - Oct	11	
		Doba	tesdoba	Red	Compact	20 - 30	17 - 21	Patio, Garden	S 12-14/W 14-16	Mar - Oct	11	
		Havana	tessunhava	Yellow	Compact	20 - 30	17 - 21	Patio, Garden	S 12-14/W 14-16	Mar - Oct	11	
		NEW Hula	teshula	White/purple	Compact	20 - 30	17 - 21	Patio, Garden	S 12-14/W 14-16	Mar - Oct	11	
		Indigo	tesindig	Purple	Compact	20 - 30	17 - 21	Patio, Garden	S 12-14/W 14-16	Mar - Oct	11	
		Machu	tesmach	Pink	Compact	20 - 30	17 - 21	Patio, Garden	S 12-14/W 14-16	Mar - Oct	11	
		Magic White	tesmagwhi	White	Compact	20 - 30	17 - 21	Patio, Garden	S 12-14/W 14-16	Mar - Oct	12	
		Malaga	tesmala	Pink	Compact	20 - 30	17 - 21	Patio, Garden	S 12-14/W 14-16	Mar - Oct	12	
		Maya	tesmaya	White/pink	Compact	20 - 30	17 - 21	Patio, Garden	S 12-14/W 14-16	Mar - Oct	12	
		Moon	tesmoonli	White/purple	Compact	20 - 30	17 - 21	Patio, Garden	S 12-14/W 14-16	Mar - Oct	12	
		Navayo	tesnava	Soft purple	Compact	20 - 30	17 - 21	Patio, Garden	S 12-14/W 14-16	Mar - Oct	12	
		Paraiso	tesparai	Dark purple	Compact	20 - 30	17 - 21	Patio, Garden	S 12-14/W 14-16	Mar - Oct	12	
		Red	tesrobin	Red	Compact	20 - 30	17 - 21	Patio, Garden	S 12-14/W 14-16	Mar - Oct	13	
		Romance	tesromance	Dark pink	Compact	20 - 30	17 - 21	Patio, Garden	S 12-14/W 14-16	Mar - Oct	13	
		NEW Sunburst	tessunbu	White	Compact	20 - 30	17 - 21	Patio, Garden	S 12-14/W 14-16	Mar - Oct	12	
		Sunset	tessunse	Yellow/orange	Compact	20 - 30	17 - 21	Patio, Garden	S 12-14/W 14-16	Mar - Oct	13	
		Sunshine	tesshine	Pink	Compact	20 - 30	17 - 21	Patio, Garden	S 12-14/W 14-16	Mar - Oct	13	
		Sunstar	tessunstar	Purple	Compact	20 - 30	17 - 21	Patio, Garden	S 12-14/W 14-16	Mar - Oct	13	
Valentino	tesvalen	Red	Compact	20 - 30	17 - 21	Patio, Garden	S 12-14/W 14-16	Mar - Oct	13			
Valletta	tesval	Red	Compact	20 - 30	17 - 21	Patio, Garden	S 12-14/W 14-16	Mar - Oct	13			
White Pink Blush	tesblushin	White	Compact	20 - 30	17 - 21	Patio, Garden	S 12-14/W 14-16	Mar - Oct	13			
Alstroemeria	Summer Paradise®											14 - 15
		Indian Summer	tesronto	Orange	Tall	60 - 75	19 - 23	Patio, Garden	S 15-17/W 17-19	May - Nov	15	
		Summer Break	tessumbreak	Soft pink	Tall	60 - 75	19 - 23	Patio, Garden	S 15-17/W 17-19	May - Nov	15	
		Summer Breeze	tessumbre	Yellow	Tall	60 - 75	19 - 23	Patio, Garden	S 15-17/W 17-19	May - Nov	15	
		NEW Summer Chic	tessumchi	Purple	Tall	60 - 75	19 - 23	Patio, Garden	S 15-17/W 17-19	May - Nov	15	
		NEW Summer Heat	tesumheat	Red	Tall	60 - 75	19 - 23	Patio, Garden	S 15-17/W 17-19	May - Nov	15	
		Summer Pepper	tessumpep	Red	Tall	60 - 75	19 - 23	Patio, Garden	S 15-17/W 17-19	May - Nov	15	
		Summer Rose	tessumrose	Pink	Tall	60 - 75	19 - 23	Patio, Garden	S 15-17/W 17-19	May - Nov	15	
		Summer Saint	tessumsaint	Dark Pink	Tall	60 - 75	19 - 23	Patio, Garden	S 15-17/W 17-19	May - Nov	15	
		Summer Sky	tessumsky	White	Tall	60 - 75	19 - 23	Patio, Garden	S 15-17/W 17-19	May - Nov	15	
Alstroemeria	Summer Valley®											16 - 17
		Beach Valley	tessumbeach	Cream	Medium	35 - 45	19 - 23	Patio, Garden	S 15-17/W 17-19	May - Nov	17	
		River Valley	tessumriver	Dark pink	Compact	30 - 40	19 - 23	Patio, Garden	S 15-17/W 17-19	May - Nov	17	
		Spring Valley	tesvalsprin	Yellow	Medium	35 - 45	19 - 23	Patio, Garden	S 15-17/W 17-19	May - Nov	17	
		Times Valley	tessvaltime	White	Medium	35 - 45	19 - 23	Patio, Garden	S 15-17/W 17-19	May - Nov	17	
		Valley Girl	tesvalgirl	Salmon	Medium	35 - 45	19 - 23	Patio, Garden	S 15-17/W 17-19	May - Nov	17	
		Wild Valley	tesvalwild	Red	Medium	40 - 50	19 - 23	Patio, Garden	S 15-17/W 17-19	May - Nov	17	
Dianthus	Beauties®											20 - 21
		Freya	hilbeafreya	Light pink	Medium	10 - 17	9 - 12	Garden, Patio	S 8-12/W 16-20	Mar - Nov	21	
		Hana Scarlet	shishi-02	Cerise	Compact	8 - 12	9 - 12	Garden, Patio	S 8-12/W 16-20	Mar - Nov	21	
		Kahori	holkahori	Magenta	Medium	10 - 17	9 - 12	Garden, Patio	S 8-12/W 16-20	Mar - Nov	21	

Crop	Series	Commercial name	Variety denomination	Colour	Plant habit	Height (cm)	Pot size (cm)	Common use	Retail ready (wks)	Flowering period	Page	
Dianthus	Beauties®											20 - 21
		Kahori Pink	holkahoripink	Pink	Medium	10 - 17	9 - 12	Garden, Patio	S 8-12/W 16-20	Mar - Nov	21	
		Kahori Scarlet	holkahoriscarlet	Cerise	Medium	10 - 17	9 - 12	Garden, Patio	S 8-12/W 16-20	Mar - Nov	21	
		Kaia	hilbeakaia	Purple/white	Medium	10 - 17	9 - 12	Garden, Patio	S 8-12/W 16-20	Mar - Nov	21	
		Rousey	hilbearous	Purple	Medium	10 - 17	9 - 12	Garden, Patio	S 8-12/W 16-20	Mar - Nov	22	
		Sherisé	hilbeasher	Red	Compact	8 - 12	9 - 12	Garden, Patio	S 8-12/W 16-20	Mar - Nov	22	
		Tasha	hiltasha	Magenta	Medium	10 - 17	9 - 12	Garden, Patio	S 8-12/W 16-20	Mar - Nov	22	
Tiu	hilarian	Purple	Medium	10 - 17	9 - 12	Garden, Patio	S 8-12/W 16-20	Mar - Nov	22			
Dianthus	Flow®											24 - 27
		Apella Beach	hilbechapell	Green	Medium	15 - 20	12 - 15	Pot, Patio	S 10-13/W 18-20	Apr - Oct	25	
		Blinky Beach	hilbechbli	Dark purple	Medium	15 - 20	12 - 15	Pot, Patio	S 10-13/W 18-20	Apr - Oct	25	
		Bondi Beach	hilbechbondi	Peach	Medium	15 - 20	12 - 15	Pot, Patio	S 10-13/W 18-20	Apr - Oct	25	
		Crane Beach	hilbechcra	Red	Medium	15 - 20	12 - 15	Pot, Patio	S 10-13/W 18-20	Apr - Oct	25	
		Dream Beach	hilbechdream	Pink	Medium	15 - 20	12 - 15	Pot, Patio	S 10-13/W 18-20	Apr - Oct	25	
		Glen Bay	hilbechwaik	Salmon/purple	Medium	15 - 20	12 - 15	Pot, Patio	S 10-13/W 18-20	Apr - Oct	25	
		Golden Bay	hilbechmay	Light yellow	Medium	15 - 20	12 - 15	Pot, Patio	S 10-13/W 18-20	Apr - Oct	26	
		Grace Bay	hilbechgre	Light yellow/purple	Medium	15 - 20	12 - 15	Pot, Patio	S 10-13/W 18-20	Apr - Oct	26	
		Miami Beach	hilbechmiami	Cerise	Medium	15 - 20	12 - 15	Pot, Patio	S 10-13/W 18-20	Apr - Oct	26	
		Red Beach	hilbechred	Red	Medium	15 - 20	12 - 15	Pot, Patio	S 10-13/W 18-20	Apr - Oct	26	
		Shark Bay	hilbechcanno	White/purple	Medium	15 - 20	12 - 15	Pot, Patio	S 10-13/W 18-20	Apr - Oct	26	
		White Bay	hilbechwhi	White	Medium	15 - 20	12 - 15	Pot, Patio	S 10-13/W 18-20	Apr - Oct	26	
		Dianthus	Odessa®									
Amy	hiloodeamy			White/burgundy	Tall	20 - 30	12 - 17	Garden, Patio	S 10-14/W 18-22	Mar - Nov	29	
Easy Pink	odessa easy pink			Light pink/pink	Tall	20 - 30	12 - 17	Garden, Patio	S 10-14/W 18-22	Mar - Nov	29	
Pure	hilpure			White	Tall	20 - 30	12 - 17	Garden, Patio	S 10-14/W 18-22	Mar - Nov	29	
Red	odessared			Dark red	Tall	20 - 30	12 - 17	Garden, Patio	S 10-14/W 18-22	Mar - Nov	29	
Twiggy	hilodetwi	Pink/cerise	Medium	15 - 20	12 - 17	Garden, Patio	S 10-14/W 18-22	Mar - Nov	29			
Dianthus	Sunflor®											30 - 35
		Beetle	hilbeetl	Dark purple	Compact	15 - 18	9 - 12	Pot, Patio, Garden	S 9-11/W 17-19	Mar - Nov	31	
		Charmy	hilcharm	White/purple	Compact	15 - 18	9 - 12	Pot, Patio, Garden	S 8-10/W 16-18	Mar - Nov	31	
		Cosmos	kocosmo	White	Compact	15 - 18	9 - 12	Pot, Patio, Garden	S 9-11/W 17-19	Mar - Nov	31	
		Dynamite	hildyna	Red	Compact	15 - 18	9 - 12	Pot, Patio, Garden	S 9-11/W 17-19	Mar - Nov	32	
		Edberg	hiledbe	White	Medium	18 - 20	9 - 12	Pot, Patio, Garden	S 8-10/W 16-18	Mar - Nov	32	
		Esta	koes	Cerise/light pink	Medium	18 - 20	9 - 12	Pot, Patio, Garden	S 9-11/W 17-19	Mar - Nov	32	
		Evert	hilevert	Pink	Compact	15 - 18	9 - 12	Pot, Patio, Garden	S 9-11/W 17-19	Mar - Nov	32	
		Faganza	faganza	Magenta	Compact	15 - 18	9 - 12	Pot, Patio, Garden	S 8-10/W 16-18	Mar - Nov	32	
		Kaylee	hilkaylee	Burgundy/white	Compact	15 - 18	9 - 12	Pot, Patio, Garden	S 8-10/W 16-18	Mar - Nov	32	
		Lady Beetle	hilflabe	Pink	Compact	15 - 18	9 - 12	Pot, Patio, Garden	S 9-11/W 17-19	Mar - Nov	32	
		Megan	hilmegansun	Red/light pink	Compact	15 - 18	9 - 12	Pot, Patio, Garden	S 8-10/W 16-18	Mar - Nov	32	
		Paige	hilpaige	White/red	Compact	15 - 18	9 - 12	Pot, Patio, Garden	S 9-11/W 17-19	Mar - Nov	32	
		Red Esta	hilrees	Red/white	Medium	18 - 20	9 - 12	Pot, Patio, Garden	S 9-11/W 17-19	Mar - Nov	32	
		Serena	hilseren	Pink	Medium	18 - 20	9 - 12	Pot, Patio, Garden	S 8-10/W 16-18	Mar - Nov	32	
		Sinclair	hilsinclair	Magenta/red	Medium	18 - 20	9 - 12	Pot, Patio, Garden	S 9-11/W 17-19	Mar - Nov	32	
Vulcano	hilvulca	Red	Tall	20 - 22	9 - 12	Pot, Patio, Garden	S 9-11/W 17-19	Mar - Nov	33			

SELECTION



Hot Pink



Blaze



Maggie

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

Crop	Series	Commercial name	Variety denomination	Colour	Plant habit	Height (cm)	Pot size (cm)	Common use	Retail ready (wks)	Flowering period	Page
Gerbera	Garvinea® Sweet										48 - 51
		Fiesta	sweet fiesta	White/pink	Tall	35 - 40	14 - 21	Garden, Patio	S 8-12/W 12-14	Mar - Nov	49
		Frosting	sweet frosting	White	Medium	35 - 40	14 - 21	Garden, Patio	S 8-12/W 12-14	Mar - Nov	49
		Glow	garglow	Red	Medium	30 - 35	14 - 21	Garden, Patio	S 8-12/W 12-14	Mar - Nov	49
		Heart	garheart	Pink	Medium	30 - 35	14 - 21	Garden, Patio	S 8-12/W 12-14	Mar - Nov	49
		Honey	garho	Yellow	Medium	30 - 35	14 - 21	Garden, Patio	S 8-12/W 12-14	Mar - Nov	49
		Joy	garswjoy	Yellow	Medium	30 - 35	14 - 21	Garden, Patio	S 8-12/W 12-14	Mar - Nov	50
		Love	garswlove	Red	Compact	30 - 35	14 - 21	Garden, Patio	S 8-12/W 12-14	Mar - Nov	50
	NEW	Maggie	hilswemag	Hot pink	Compact	30 - 35	14 - 21	Garden, Patio	S 8-12/W 12-14	Mar - Nov	50
		Memories	garsweetmemo	White/light pink	Compact	30 - 35	14 - 21	Garden, Patio	S 8-12/W 12-14	Mar - Nov	50
		Sixteen	garsixteen	Pink	Medium	30 - 35	14 - 21	Garden, Patio	S 8-12/W 12-14	Mar - Nov	50
		Smile	garsmile	Yellow	Medium	35 - 40	14 - 21	Garden, Patio	S 8-12/W 12-14	Mar - Nov	50
		Sparkle	garswsparkle	Purple	Medium	35 - 40	14 - 21	Garden, Patio	S 8-12/W 12-14	Mar - Nov	50
		Spice	garspice	Purple	Medium	35 - 40	14 - 21	Garden, Patio	S 8-12/W 12-14	Mar - Nov	51
		Sunset	sweet sunset	Orange/yellow	Medium	35 - 40	14 - 21	Garden, Patio	S 8-12/W 12-14	Mar - Nov	51
		Surprise	garsurprise	Purple	Medium	30 - 35	14 - 21	Garden, Patio	S 8-12/W 12-14	Mar - Nov	51
		Vibe	garswvibe	Yellow	Medium	35 - 40	14 - 21	Garden, Patio	S 8-12/W 12-14	Mar - Nov	51
Gerbera	Patio Gerbera										54 - 57
		Bighorn	bighorn	Purple	Tall	50 - 60	19 - 30	Patio	S 12-16/W 16-20	Mar - Nov	55
		Capitol Reef	capitol reef	Pink/white	Medium	40 - 50	19 - 30	Patio	S 12-16/W 16-20	Mar - Nov	55
		Daintree	hildain	Purple/lilac	Medium	45 - 50	19 - 30	Patio	S 12-16/W 16-20	Mar - Nov	55
		Fundy	flofundy	Pink	Medium	45 - 50	19 - 30	Patio	S 12-16/W 16-20	Mar - Nov	55
		Glacier	floglacier	White	Tall	50 - 55	19 - 30	Patio	S 12-16/W 16-20	Mar - Nov	55
		Great Smoky Mountains	flosmoky	Orange	Tall	50 - 55	19 - 30	Patio	S 12-16/W 16-20	Mar - Nov	55
		Hot Springs	hilhotsp	Purple/white	Medium	45 - 50	19 - 30	Patio	S 12-16/W 16-20	Mar - Nov	56
		Karoo	flokaroo	Pink/white	Medium	45 - 60	19 - 30	Patio	S 12-16/W 16-20	Mar - Nov	56
		Kruger	flokruger	Yellow	Compact	40 - 50	19 - 30	Patio	S 12-16/W 16-20	Mar - Nov	56
		Monte Viso	flomonvi	Pink/white	Medium	45 - 50	19 - 30	Patio	S 12-16/W 16-20	May - Sept	56
		Painted Desert	painted desert	Orange/yellow	Medium	45 - 50	19 - 30	Patio	S 12-16/W 16-20	Mar - Nov	56
		Pinnacles	pinnacles	Red	Medium	50 - 55	19 - 30	Patio	S 12-16/W 16-20	Mar - Nov	56
		Sedona	sedona	Red	Tall	50 - 60	19 - 30	Patio	S 12-16/W 16-20	Mar - Nov	56
		Volcanoes	flocanoes	Red/orange	Medium	45 - 50	19 - 30	Patio	S 12-16/W 16-20	Mar - Nov	56
Gerbera	Patio Glorious										58 - 59
		Light Pink	glolpi21aa	Light pink	Medium	40 - 45	19 - 30	Patio	S 12-16/W 16-20	Mar - Nov	59
		Orange	gloora20aa	Orange	Medium	40 - 45	19 - 30	Patio	S 12-16/W 16-20	Mar - Nov	59
		Purple	glopur20aa	Purple	Medium	40 - 45	19 - 30	Patio	S 12-16/W 16-20	Mar - Nov	59
		White	glowhi20aa	White	Medium	30 - 35	19 - 30	Patio	S 12-16/W 16-20	Mar - Nov	59
		Yellow	gloyel20aa	Yellow	Medium	40 - 45	19 - 30	Patio	S 12-16/W 16-20	Mar - Nov	59
Gerbera	Flori Line®										62 - 71
		Giant varieties			Medium	22 - 26	15 - 17	Pot	S 15-16/W 16-17	Year round	63 - 64
		Maxi varieties			Medium	20 - 24	12 - 15	Pot	S 13-14/W 14-16	Year round	64 - 66
		Midi varieties			Medium	18 - 22	10 - 13	Pot	S 13-14/W 14-16	Year round	66 - 68
		Mini varieties			Medium	14 - 18	9 - 12	Pot	S 12-13/W 13-15	Year round	68 - 69
		Micro varieties			Compact	12 - 16	6 - 10	Pot	S 12-13/W 13-15	Year round	70
		Mixes						Pot		Year round	71



Optimum Mix



Optimum Mix BC



Maxi Deep Rose



Maxi Rose



Heavenly



Nagano

Crop	Series	Commercial name	Variety denomination	Colour	Plant habit	Height (cm)	Pot size (cm)	Common use	Retail ready (wks)	Flowering period	Page
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Gerbera	Optimum Mix										72 - 73
	NEW	Optimum Mix		Mix	Medium	22 - 26	15 - 17	Pot	S 15-16/W 15-17	Year round	73
	NEW	Optimum Mix BC		Mix	Medium	22 - 26	15 - 17	Pot	S 15-16/W 15-17	Year round	73

Gerbera	Royal										74 - 75
		Deep Orange		Orange shades BC	Medium	22 - 26	15 - 17	Pot	S 15-16/W 15-17	Year round	75
		Deep Pink		Pink BC	Medium	22 - 26	15 - 17	Pot	S 15-16/W 15-17	Year round	75
		Deep Rose		Lila BC	Medium	22 - 26	15 - 17	Pot	S 15-16/W 15-17	Year round	75
		Golden Yellow		Yellow BC	Medium	22 - 26	15 - 17	Pot	S 15-16/W 15-17	Year round	75
		Orange Scarlet		Dark orange BC	Medium	22 - 26	15 - 17	Pot	S 15-16/W 15-17	Year round	75
		Neon Violet		Neon violet BC	Compact	22 - 26	15 - 17	Pot	S 15-16/W 15-17	Year round	75
		Red		Red BC	Medium	22 - 26	15 - 17	Pot	S 15-16/W 15-17	Year round	75
		White		White	Medium	22 - 26	15 - 17	Pot	S 15-16/W 15-17	Year round	75
		Yellow		Yellow BC	Medium	22 - 26	15 - 17	Pot	S 15-16/W 15-17	Year round	75

Gerbera	Sundayz®										76 - 79
	NEW	Maxi Deep Rose		Deep rose	Medium	20 - 24	12 - 15	Pot	S 13-14/W 14-16	Year round	77
		Maxi Mix		Mix	Medium	20 - 24	12 - 15	Pot	S 13-14/W 14-16	Year round	77
		Maxi Red		Red	Medium	20 - 24	12 - 15	Pot	S 13-14/W 14-16	Year round	77
	NEW	Maxi Rose		Rose	Medium	20 - 24	12 - 15	Pot	S 13-14/W 14-16	Year round	77
		Midi Berries 'n Cream		Bicolour	Medium	18 - 22	10 - 13	Pot	S 13-14/W 14-16	Year round	78
		Midi Mix		Mix	Medium	18 - 22	10 - 13	Pot	S 13-14/W 14-16	Year round	78
		Midi Purple		Purple	Medium	18 - 22	10 - 13	Pot	S 13-14/W 14-16	Year round	78
		Midi Red		Red	Medium	18 - 22	10 - 13	Pot	S 13-14/W 14-16	Year round	78
		Mini Bicolour		Bicolour	Medium	14 - 18	9 - 12	Pot	S 12-13/W 13-15	Year round	79
		Mini Lilac		Lilac	Medium	14 - 18	9 - 12	Pot	S 12-13/W 13-15	Year round	79
		Mini Mix		Mix	Medium	14 - 18	9 - 12	Pot	S 12-13/W 13-15	Year round	79
		Mini Orange		Orange	Medium	14 - 18	9 - 12	Pot	S 12-13/W 13-15	Year round	79
		Mini Pink		Pink	Medium	14 - 18	9 - 12	Pot	S 12-13/W 13-15	Year round	79
		Mini Purple		Purple	Medium	14 - 18	9 - 12	Pot	S 12-13/W 13-15	Year round	79
		Mini Red		Red	Medium	14 - 18	9 - 12	Pot	S 12-13/W 13-15	Year round	79
		Mini White		White	Medium	14 - 18	9 - 12	Pot	S 12-13/W 13-15	Year round	79
		Mini Yellow		Yellow	Medium	14 - 18	9 - 12	Pot	S 12-13/W 13-15	Year round	79
		Micro Mix		Mix	Compact	12 - 16	6 - 10	Pot	S 12-13/W 13-15	Year round	79

Helleborus	Awesome!										82 - 83
		Aspen	hilnelasp	White	Compact	30 - 35	15 - 17	Garden, Patio	30 - 35	Nov - Feb	83
	NEW	Heavenly	wilniheav	White	Compact	30 - 40	15 - 17	Garden, Patio	30 - 35	Nov - Feb	83
	NEW	Nagano	hilawenaga	White	Compact	30 - 40	15 - 17	Garden, Patio	30 - 35	Nov - Feb	83

Helleborus	Glamour®										84 - 86
		Ashwood Peach Cocktail	ashwood peach cocktail	Pink	Medium	35 - 45	17 - 19	Garden, Patio	30 - 35	Jan - Mar	85
		Beaming Blush	glambeam	Pink/white	Medium	35 - 45	17 - 19	Garden, Patio	30 - 35	Dec - Mar	85
		Bijoux	glambijoux	Purple	Compact	35 - 45	17 - 19	Garden, Patio	30 - 35	Dec - Mar	86
	NEW	E lance	glamelan	Purple	Compact	35 - 45	17 - 19	Garden, Patio	30 - 35	Dec - Mar	85
		Painted Bunting	paintedbunting	White	Medium	35 - 45	17 - 19	Garden, Patio	30 - 35	Jan - Mar	86
	NEW	Purple Flame	glampufia	Lilac	Medium	40 - 50	17 - 19	Garden, Patio	30 - 35	Dec - Mar	86
		Strawberry Moon	myohere nyr	Deep rose	Compact	35 - 45	17 - 19	Garden, Patio	30 - 35	Dec - Mar	86



E lance



Purple Flame



Lake Blueberry



Lake Como



Lake Flamingo



Lake Omega Imp

Crop	Series	Commercial name	Variety denomination	Colour	Plant habit	Height (cm)	Pot size (cm)	Common use	Retail ready (wks)	Flowering period	Page
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Helleborus	JWLS®										88 - 89
		Dacaya	hijjwlsdaca	Green/pink	Medium	50 - 55	17 - 19	Garden, Patio	30 - 35	Jan - Apr	89
		Diamonfire	hijjwlsdiamon	White	Medium	35 - 45	17 - 19	Garden, Patio	30 - 35	Nov - Mar	89
		Endless	hijjwlsend	White	Medium	35 - 45	17 - 19	Garden, Patio	30 - 35	Nov - Mar	89
		Guess	Guess	Green	Medium	50 - 55	17 - 19	Garden, Patio	30 - 35	Nov - Mar	89
	Winterbells	Winterbells	Green/white	Medium	50 - 55	17 - 19	Garden, Patio	30 - 35	Sept - Apr	89	

Salvia	Salgoon®										90 - 95
		Lake Baikal	t1990	Blue	Compact	40 - 55	17 - 21	Garden, Patio	S 8-12/W 12-14	Apr - Sept	93
	NEW	Lake Blueberry	t11016	Dark blue	Compact	40 - 55	17 - 21	Garden, Patio	S 8-12/W 12-14	Apr - Sept	93
	NEW	Lake Como	t11017	Lavender blue	Compact	40 - 55	17 - 21	Garden, Patio	S 8-12/W 12-14	Apr - Sept	94
	NEW	Lake Flamingo	t11019	Pink	Compact	40 - 55	17 - 21	Garden, Patio	S 8-12/W 12-14	Apr - Sept	95
		Lake Garda	t1993	Cherry pink	Compact	40 - 55	17 - 21	Garden, Patio	S 8-12/W 12-14	Apr - Sept	94
	NEW	Lake Omega Imp	TL1018	Purple	Compact	40 - 55	17 - 21	Garden, Patio	S 8-12/W 12-14	Apr - Sept	94
		Lake Tahoe	t1831	Dark rose	Medium	50 - 65	17 - 21	Garden, Patio	S 8-12/W 12-14	Apr - Sept	95
		Lake Titicaca	t1991	Lilac	Compact	40 - 55	17 - 21	Garden, Patio	S 8-12/W 12-14	Apr - Sept	94
		Strawberry Lake	t1966	Magenta	Medium	50 - 65	17 - 21	Garden, Patio	S 8-12/W 12-14	Apr - Sept	95



Sweet Maggie, Lake Flamingo

What to order

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



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

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



Plug



Tray



Seeds

A cleaner and more sustainable way of growing

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

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



What we offer

HilverdaFlorist is your partner with a strong global presence. We lead the market in selecting, breeding and propagating unique varieties in pot & garden plants and cut flowers. 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, ground-breaking 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 tradeshowes 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.



Global partnership

In order to maximize efficiency, we have decentralized parts of our business activities to our trusted subsidiaries and joint ventures. With this we achieve significant advantages in strategic, logistic and technological aspects. Together with our partners in production, sales and distribution, we set up a solid global network, offering you the best possible support and local services.



HilverdaFlorist Colombia S.A.S.
 Subsidiary, specialist propagator and young plant supplier for Dianthus, Alstroemeria, Limonium, Gerbera, Scabiosa, Helleborus, Gypsophila, with exclusive sales in Colombia and additionally in other Latin American countries. www.hilverdaflorist.co



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



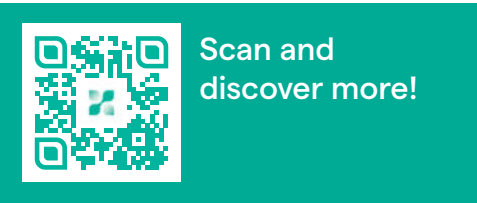
Horti Partners
 Joint venture in the Netherlands between HilverdaFlorist and H.M. Tesselaar for research and breeding activities for Alstroemeria.



KF Bioplants Pvt. Ltd.
 Joint venture in India between HilverdaFlorist and the Kumar Group, for young plant production for the local Indian market, worldwide export and sales for the Indian market. www.kfbioplants.com



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



Contact

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



Personal service with a smile

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

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

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

Connect online

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

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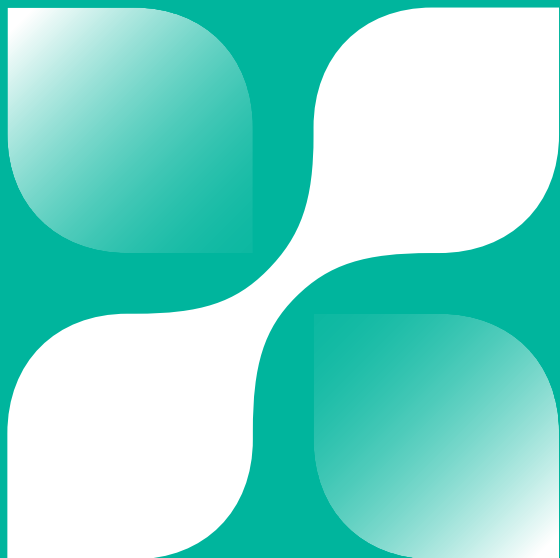


Let's connect

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

Disclaimer

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



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