



# HilverdaFlorist

Catalogue Gerbera

# '24





# HilverdaFlorist

HilverdaFlorist is your supplier of high-quality young plant materials. The breeding, propagation, and development is done with a strong drive and a focus on innovation. HilverdaFlorist strives to be a reliable partner, concentrating on partnerships within a global sales and distribution network, and aims to add value to the floricultural industry while taking into account social and environmental aspects.



# Catalogue Gerbera 2024

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

Follow HilverdaFlorist online and stay up to date on the latest news, introductions, events and more!



# Let the future flourish

The cut flower industry is a vibrant and ever-evolving business sector covering a wide range of activities, from growing plants to creating the most beautiful floral arrangements. As a 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 make sure we 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.

Our team benefits from over 110 years of experience, which 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 focused on responsible and sustainable goods. HilverdaFlorist recognizes that transparency and proactivity are essential in this market and strives to be a reliable and supportive 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 in the coming years. Over the past year, we have accomplished various optimisations in both our facilities in the Netherlands as well as in Colombia, Kenya, and India.

Together with our colleagues, partners, and clients, we officially opened our new future-proof production location in De Kwakel, NL. Besides this, we would love to welcome you to our show greenhouses, presenting both our Gerbera assortment and all our other products. Furthermore, we focus on investments in our company, including HilverdaFlorist Colombia, Murara Plants, and KF Bioplants.

## Bart's favourites

Our team is looking forward to flourish together with you. To keep providing you with strong genetics, high-quality starting materials, and outstanding service, we have extended our product range with new varieties. I would love to share a selection of personal favourites from our new varieties:

### Gerbera Standard Peppa

Prepare to be impressed by the stunning Peppa! With its vibrant bright pink colour, impressive strength and great productivity, Peppa is set to captivate floral enthusiasts. See page 28.

### Gerbera Mini Solero

We are thrilled to introduce you to Solero, a remarkable and highly productive addition to our Gerbera Mini assortment. Solero's warm yellow colour gradient makes it an absolute standout. See page 34.

### Pomponi® Mini Rizzo

I am confident that Pomponi® Mini Rizzo will impress with its stunning orange-to-red colour gradient, creating a mesmerising visual impact. Rizzo is now our highest-quality Pomponi® Mini variety, setting a new standard. See page 53.

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



Standard Peppa



Mini Solero



Pomponi® Mini Rizzo

**Bart Sneek**  
Commercial Director



# Product range

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

## More info

Visit our website for the latest news, product information, knowledge base and to download images and other resources which will support you in promoting your assortment. Scan the QR-code for more information or send an e-mail to [marketing@hilverdaflorist.com](mailto:marketing@hilverdaflorist.com).



## Gerbera

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

## Cut Flowers

Alstroemeria  
Dianthus  
Gypsophila  
Helleborus  
Limonium  
Scabiosa

## Pot, Patio & Garden

Alstroemeria  
Dianthus  
Echinacea  
Gerbera  
Helleborus  
Salvia

# Content

## Standard



## Mini



## Pomponi® Standard



## Pomponi® Mini



## Piccolini®



Product overview



68

What to order

What we offer

70

Global partnership



Contact



## 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

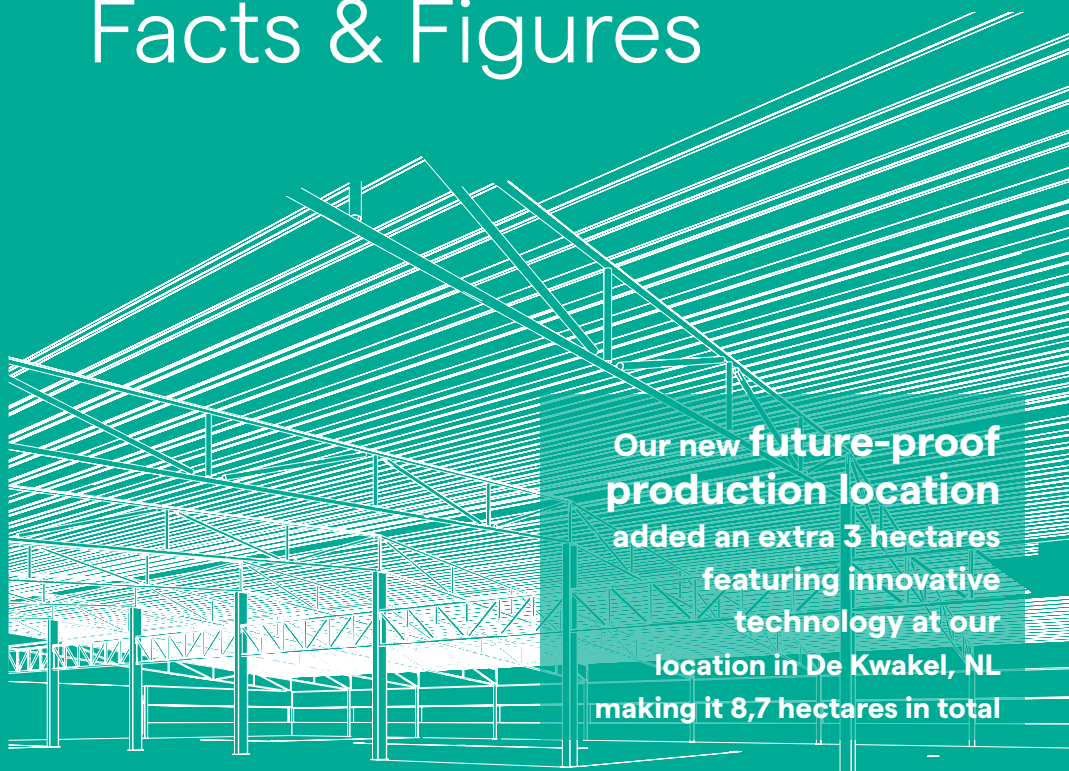


Regional limitations



Image not in catalogue

# Facts & Figures



**Our new future-proof production location** added an extra 3 hectares featuring innovative technology at our location in De Kwakel, NL making it 8,7 hectares in total

THE AVERAGE BREEDING & SELECTION PROCESS OF A GERBERA TAKES A MINIMUM OF 5 YEARS




Our company has over **110 YEARS** of experience in the industry

There are over **300** varieties in our **Gerbera** assortment



The products from our Gerbera, Cut Flower and Pot, Patio & Garden assortment are exported to over **100 countries**

 Discover our **Knowledge Base** which was launched this year at [hilverdaflorist.com](https://hilverdaflorist.com)

The first **Pomponi® Mini** variety was introduced to the market in 2006, since then we kept on developing to our current range and launched the **Pomponi® Standard** in 2021

## 2006



The world's smallest **Gerbera Piccolini®** was introduced in

## 2007



# 21

This year we've added **introductions** to our **Gerbera** assortment

We hope you enjoy them and our new catalogue!



# Gerbera

## Overview

Welcome to a world of vibrant colours, unique flower shapes and high quality products. The HilverdaFlorist Gerbera collection is here to impress and offers endless possibilities. From the world's tiniest Piccolini® Gerbera to voluminous Pomponi® varieties and the classic Standard and Mini Gerbera. Our passionate team has dedicated years of expertise to ensure that every flower delivers uncompromising beauty. With our commitment to excellence, every Gerbera in our collection is carefully grown and nurtured for exceptional quality and longevity.

Browse through all the series and get inspired. As your partner we are here to help you out with finding the right varieties for your market and local circumstances.



NEW

Standard Peppa



NEW

Mini Solero



NEW

Pomponi® Standard  
Magic Ball



NEW

Pomponi® Mini Rizzo



Piccolini® Bari



Gerbera mix



## Gerbera Standard

Our Standard Gerbera collection offers large flowers in the widest range imaginable, offering all you need to be successful and unique. From bold and vibrant colours to delicate pastel shades, our assortment features an array of options to suit every type of demand.

Standard Peppa

## Gerbera Mini

Cute, colourful and most loveable! Mini Gerberas bring joy as no other. Our collection is bursting with delightful shades and stunning bicolours. Embrace the versatility and cuteness of Mini Gerberas and let these little treasures elevate your assortment.

Mini Solero

## Gerbera Pomponi® Standard

The large, voluminous Pomponi® flowers feature multiple layers of perfectly formed petals that create massive ball-shaped flowers. These varieties are appreciated for their high quality, long-lasting flowers and the much-needed firm stems to carry those precious, large blooms with confidence.

Pomponi® Magic Ball

## Gerbera Pomponi® Mini

These small beauties boast a compact size with charming pom-pom-like blooms, here to differentiate your Gerbera offering with an extraordinary flower shape. Pomponi® Mini Gerberas are rounded, fully double Gerberas with an immense amount of flower petals with great durability.

Pomponi® Mini Beaker

## Gerbera 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, an outstanding vase life and is easy to transport.

Piccolini® Arezzo & Bari

# Gerbera Standard



Large flowers in a wide range of colours

From pastels to eye-catching bicolours

Wide range to meet global demand

Endless opportunities

Standard Arcade



Scan and view  
our assortment  
online!

**Alliance**  
アラリアンス



**Alma**  
アルマ



**Alpaca**  
アルパカ

NEW



**Amarone**  
アマローネ



**Ankur**  
アンカー



Alliance	250 - 270	310 - 330	65	10 - 12	14 - 16
Alma	230 - 250	290 - 310	60	11 - 12	14 - 16
<b>Alpaca</b>	<b>230 - 250</b>	<b>290 - 310</b>	<b>65</b>	<b>12 - 14</b>	<b>15 - 17</b>
Amarone	210 - 230	270 - 290	65	11 - 13	16 - 18
Ankur	230 - 250	290 - 310	60	11 - 13	15 - 17

NEW

## Apollo

アポロ



## Argos

アルゴス



NEW

## Arcade

アーケード

New variety **Arcade** offers an intense hot pink colour. This stunning variety not only dazzles with its vibrant hue but also delivers high production, a compact crop and is easy to harvest.



## Artist

アーティスト



Apollo	210 - 230	270 - 290	65	11 - 13	12 - 14
Arcade	250 - 270	310 - 330	60	11 - 13	14 - 16
Argos	230 - 250	290 - 310	60	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

NEW

**Atlanta**

アトランタ



**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



### Blind Date

ブラインドデート



### Bodega

ボデガ



### Bon Dia

ボンディア



### Brilliance

ブリリアンス



### Brunello

ブルネロ



Blind Date	230 - 250	290 - 310	65	10 - 12	15 - 17
Bodega	230 - 250	290 - 310	65	10 - 12	15 - 17
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
Capella	210 - 230	270 - 290	60	12 - 14	14 - 16
Capito	250 - 270	310 - 330	65	10 - 12	14 - 16



## Breeding the ideal Gerbera

It's a high-stakes game, finding the optimal Gerbera for the market's demands. By combining human expertise with data-driven insights, we continuously work on optimising our Gerbera assortment. Selection is strict, aiming for top-performing varieties. It's like searching for a needle in a haystack, striving for the perfect flower to serve you and the entire market in the best way possible.

Gerben Eeuwes – Gerbera Breeder

**Cameron**

キャメロン



**Candy Corn**

キャンディーコーン



**Capella**

カペラ



**Capito**

カピート



## Carambole

カラムボーレ



## Caravaggio

カラヴァッジオ



NEW

## Crayon

クレヨン

Introducing the extraordinary **Crayon!**  
With its unique colour gradient,  
fully double voluminous flowers and  
exceptional presence, this one-of-a-kind  
beauty is a remarkable addition to our  
assortment.



## Cleopatra

クレオパトラ



Carambole	230 - 250	290 - 310	60	11 - 13	14 - 16
Caravaggio	250 - 270	310 - 330	60	10 - 12	15 - 17
Cleopatra	230 - 250	290 - 310	60	11 - 13	14 - 16
<b>Crayon</b>	<b>230 - 250</b>	<b>310 - 330</b>	<b>60</b>	<b>11 - 13</b>	<b>14 - 16</b>
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
Davina	230 - 250	290 - 310	65	10 - 11	12 - 14
Debut	230 - 250	290 - 310	60	11 - 13	15 - 17

NEW



**Cream Beach**

クリームビーチ



**Cubanita**

クバニタ



**Cullinan**

カリナン



**Darling**

ダーリン



**Davina**

ダビナ



**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



Diabolo	250 - 270	310 - 330	65	10 - 12	12 - 14
Dice	230 - 250	290 - 310	65	10 - 12	15 - 17
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

**Dune**

デューン



**Dynamic**

ダイナミック



**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



NEW

## Eureka

エウレカ

With its light orange colour, **Eureka** brings a refreshing twist to any bouquet or floral arrangement. What sets it apart is its ability to thrive in various climates and its versatility to be grown in both soil and substrate.



## Farao

ファラオ



## Figaro

フィガロ



## Forbes

フォーブス



Eureka	230 - 250	290 - 310	60	11 - 13	15 - 17	NEW
Farao	230 - 250	290 - 310	65	10 - 12	13 - 15	
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	
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	

**Forza**  
フォルツァ



**Giro**  
ジロ



**Glossy**  
グラッシー



**Goldstrike**  
ゴールドストライク



**Graceland**  
グレースランド



**Greeny**  
グリーニー





**Guapa**

グァーパ



**Hamptons**

ハンプトン



**Haribo**

ハリボー



**Highlight**

ハイライト



**Humberto**

ハンベルト



Guapa	210 - 230	270 - 290	65	10 - 12	12 - 14
Hamptons	250 - 270	310 - 330	60	11 - 12	14 - 16
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

### Iceberg

アイスバーグ



### Image

イメージ



### Inferno

インフェルノ



### Intense

インテンス



### Izza

イッザ



Iceberg	250 - 270	310 - 330	65	10 - 12	16 - 18
Image	210 - 230	270 - 290	65	10 - 12	12 - 14
Inferno	230 - 250	290 - 310	60	12 - 14	12 - 14
Intense	230 - 250	290 - 310	65	10 - 12	13 - 15
Izza	250 - 270	310 - 330	65	10 - 11	14 - 16
Jetset	250 - 270	310 - 330	60	11 - 13	14 - 16
Jukebox	230 - 250	290 - 310	65	10 - 12	14 - 16
Keystone	210 - 230	270 - 290	65	12 - 14	13 - 15
Kilimanjaro	210 - 230	270 - 290	60	10 - 12	16 - 18





## Innovation to stand out

Our team of breeders is constantly working on new Gerbera varieties to make you stand out. In addition to enhancing colour additions and exclusive specialties, we recognize the importance of various other factors and are taking significant steps towards sustainability and innovative breeding technologies. With our extensive range of products, we can meet worldwide demands, offering suitable options for every market and climate. Allow us to guide you in selecting the Gerbera varieties that best your requirements best and prepare to make a lasting impression!

**Sjaak Sijm – Assortment Manager Gerbera**

### Jetset

ジェットセット



### Jukebox

ジュークボックス



### Keystone

キーストーン



### Kilimanjaro

キリマンジャロ



## Landmark

ランドマーク



## Limoncello

リモンセロ



NEW

## Madelaine

エウレカ

Meet the stunning Standard Gerbera **Madelaine!** With a captivating red colour, this variety adds a bold and vibrant touch to autumn arrangements, while it also fits perfectly into hot summer shades or brings joy during Christmas.



## Mandala

マンダラ



Landmark	250 - 270	310 - 330	65	10 - 12	16 - 18	
Limoncello	250 - 270	310 - 330	65	10 - 12	10 - 12	
Madelaine	230 - 250	290 - 310	60	12	14 - 16	NEW
Mandala	230 - 250	290 - 310	60	10 - 12	12 - 14	
Medina	250 - 270	310 - 330	65	10 - 12	14 - 16	
Memphis	230 - 250	290 - 310	65	11 - 12	12 - 14	
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	
Morris	230 - 250	290 - 310	60	11 - 13	14 - 16	NEW

Medina

マディーナ



Memphis

メンフィス



Mint

ミント



Mocktail

モクテル



Monroe

モンロー



Morris

モリス

NEW



## Noblesse

ノブレッセ



## Nuance

ニュアンス



NEW

## Peppa

ペリッパ

With a bright pink colour, semi double flowers, strength and outstanding vase life, **Peppa** is here to impress! This variety is sure to become a new favourite among floral enthusiasts.



## Orca

オルカ



Noblesse	230 - 250	290 - 310	60	10 - 12	15 - 17
Nuance	250 - 270	310 - 330	60	10 - 12	16 - 18
Orca	230 - 250	290 - 310	65	10 - 11	15 - 17
Panama	250 - 270	310 - 330	65	10 - 12	15 - 17
<b>Peppa</b>	<b>250 - 270</b>	<b>310 - 330</b>	<b>60</b>	<b>12 - 14</b>	<b>14 - 16</b>
Picobello	230 - 250	290 - 310	65	10 - 12	10 - 12
Pink Elegance	230 - 250	290 - 310	65	11 - 13	14 - 16
Pink Lake	210 - 230	270 - 290	65	11 - 13	11 - 13
Pink Power	230 - 250	290 - 310	65	11 - 13	13 - 15
Pole Star	230 - 250	290 - 310	65	12 - 14	15 - 17

NEW

**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



**Pink Power**

ピンクパワー



**Pole Star**

ポールスター



### Pre Intenzz

(プレ)インテツツ



### Pre Semmy

(プレ)セミー



### Prestige

プレステージ



### Rihanna

リアーナ



### Riley

ライリー



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
Shimmer	250 - 270	310 - 330	60	10 - 12	12 - 14
Snowball	230 - 250	290 - 310	65	12 - 14	14 - 16
Souvenir	250 - 270	310 - 330	65	10 - 12	10 - 12
Spotlight	250 - 270	310 - 330	60	10 - 12	14 - 16

Ritmo

リトモ



Samara

サマラ



Shimmer

シマー



Snowball

スノーボール



Souvenir

スーベニア



Spotlight

スポットライト



**Stilo**

スティロ



**Tairona**

タイロナ



**NEW**

**Tepito**

テピート

With its warm yellow colour that reminds of a sunflower, **Tepito** brings joy and happiness. Tepito offers strong petals and an outstanding vase-life: a long-lasting beauty!



**Toast**

トースト



Stilo	250 - 270	310 - 330	65	10 - 12	13 - 15
Tairona	230 - 250	290 - 310	65	10 - 12	14 - 16
<b>Tepito</b>	<b>250 - 270</b>	<b>310 - 330</b>	<b>60 - 65</b>	<b>12 - 14</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
Ultima	230 - 250	290 - 310	65	11 - 13	16 - 18
<b>Valerie</b>	<b>230 - 250</b>	<b>290 - 310</b>	<b>60</b>	<b>12 - 14</b>	<b>14 - 16</b>
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

**NEW**

**NEW**



Treasure

トレジャー



Ultima

ウルティマ



Valerie

ヴァレリー

NEW



Wake-Up

ウェイクアップ



Wannabe

ワナビー



White House

ホワイトハウス



# Gerbera Mini

Little treasures to elevate your assortment

Great vase life

Strong colour range

High-quality varieties

Mini Solero



Scan and view  
our assortment  
online!

**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	460 - 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
Choiz	460 - 500	600 - 650	60	7	14 - 16
Claro	460 - 500	600 - 650	60	7	15 - 17



### The surprising versatility of Mini Gerbera

These small wonders captivate the market with their stunning colours and charming appearance. Their compact size brings joy as no other which makes Mini Gerbera a must-have among florists. The adaptability of Mini Gerberas to various climates and growing conditions has significantly increased its market reach, serving a broad customer base. HilverdaFlorist offers a suitable assortment for each type of market, catering to both large-scale retailers and more exclusive sellers. Check out this season's novelties and create your own unique mix to dazzle your customers.

**Robin van der Meer – Assortment Manager Gerbera**

#### Caramba

カランバ



#### Cava

カヴァ



#### Choiz

チョイズ



#### Claro

クラーロ



**Colori**

コローリ



**Diana**

ダイアナ

NEW



**Dorito**

ドリト



**Double Fun**

ダブルファン

NEW



**Emoji**

エモジ



Colori	380 - 420	500 - 550	65	8	14 - 16	
Diana	460 - 500	600 - 650	60	7	14 - 16	NEW
Dorito	460 - 500	600 - 650	65	7	14 - 16	
Double Fun	420 - 460	550 - 600	60	7	14 - 16	NEW
Emoji	460 - 500	600 - 650	65	7	12 - 14	



### Esmee

エスメー



### Ice Cream

アイスクリーム



### Jacky

ジャッキー



### Jazzy

ジャジー



### Jordy

ジョーディー



Esmee	420 - 460	550 - 600	60	7	15 - 17
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
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
Larissa	420 - 460	550 - 600	65	7	15 - 17
Lemon Lime	460 - 500	600 - 650	60	7	14 - 16



**Josie**

ジョシー



**Juna**

ジュナ



**Ketchup**

ケチャップ



**Kitty**

キティ



**Larissa**

ラリッサ



**Lemon Lime**

レモンライム



## Lipstick

リップスティック



## Lobby

ロビー



## Lollipop

ロリポップ

NEW



## Love Me

ラブミー



## Macaron

マカロン



Lipstick	460 - 500	600 - 650	60	7	14 - 16	
Lobby	460 - 500	600 - 650	60	7	15 - 17	
Lollipop	420 - 460	550 - 600	60	7	14 - 16	NEW
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	
Matina	380 - 420	500 - 550	65	7 - 8	12 - 14	NEW
Mindset	420 - 460	550 - 600	65	7 - 8	13 - 15	
Nirvana	420 - 460	550 - 600	60	7	14 - 16	
Noi	460 - 500	600 - 650	60	7	14 - 16	NEW

**Madison**

マジソン



**Masserati**

マセラティ



**Matina**

マティナ

NEW



**Mindset**

マインドセット



**Nirvana**

ニラヴァナ



**Noï**

ノイ

NEW





**Okidoki**

オキドキ



**Oreo**

オレオ

NEW



**Pacman**

パッカマン



**Rosamunde**

ロザムンデ

NEW



**Sailor**

セーラー



Okidoki	460 - 500	600 - 650	65	7	12 - 14	
Oreo	460 - 500	600 - 650	60	7	16 - 18	NEW
Pacman	420 - 460	550 - 600	65	7	16 - 18	
Rosamunde	420 - 460	550 - 600	60	7	14 - 16	NEW
Sailor	460 - 500	600 - 650	65	7	14 - 16	

**Smart**

スマート



**Snoopy**

スヌーピー



**NEW**

**Solero**

ソレロ

With its warm yellow colour gradient, almost like the sunset, **Solero** is a new beauty we added to our Gerbera Mini assortment. The bright, eye-catching shades make Solero a true gem.



**Sundee**

サンディー



Smart	460 - 500	600 - 650	60	6	14 - 16	
Snoopy	420 - 460	550 - 600	60	7	15 - 17	
Solero	460 - 500	600 - 650	60	7	14 - 16	<b>NEW</b>
Spyro	420 - 460	550 - 600	60	7	14 - 16	<b>NEW</b>
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	
Vuelta	460 - 500	600 - 650	60	7	15 - 17	

NEW

## Spyro

スパイロ

Discover the enchanting Mini Gerbera **Spyro**! With its captivating purple-pink colour, Spyro is a great addition to the assortment. Its lovely colour contrast adds a touch of magic to floral arrangements.



## Sympathy

シンパシー



## Talent

タレント



## Tony

トニー



## Vuelta

ブエルタ



NEW

## Vivian

ガイヴィアン

With high-quality flowers, **Vivian** brings a unique and captivating colour addition. As the first magenta variety with a stunning green centre, it fits seamlessly to the Pantone Viva Magenta colour of the year 2023.



## White Label

ホワイトラベル



## White Star

ホワイトスター



## Whity

ホワイトティ



	380 - 420	500 - 550	60	7	15 - 17	NEW
Vivian	380 - 420	500 - 550	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	



# 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.

**coloured  
by gerbera**  
always surprising

Get inspired at  
[colouredbygerbera.com](https://colouredbygerbera.com)

Denise van Kampen  
Marketing Manager



**gerbera  
always  
surprises**

# Pomponi® Standard

Massive ball-shaped flowers

Award winning varieties

High-quality and long-lasting flowers

Firm stems

Pomponi® Standard Magic Ball



Scan and view  
our assortment  
online!

NEW

## Magic Ball

×イボール

With its glamorous hot pink colour, **Magic Ball** creates a great impact in bouquets. The addition of Magic Ball expands the Pomponi® range and offers even more possibilities for beautiful creations.



## Honey Ball

ハニーボール



## May Ball

×イボール



## Powerball

パワーボール



Honey Ball		230 - 250	290 - 310	60	10 - 11	10 - 12
Magic Ball		230 - 250	290 - 310	60	11 - 13	13 - 15
May Ball		210 - 230	270 - 290	65	10 - 12	16 - 18
Powerball		210 - 230	270 - 290	65	10 - 11	14 - 16

NEW

# Pomponi<sup>®</sup> Mini



Extraordinary flower shape

Rounded, fully double mini Gerberas

Here to differentiate your Gerbera offering

Add an interesting, exclusive vibe  
to your assortment

Pomponi<sup>®</sup> Mini mix



Scan and view  
our assortment  
online!

### Beaker

ビーカー



### Bunny

バニー



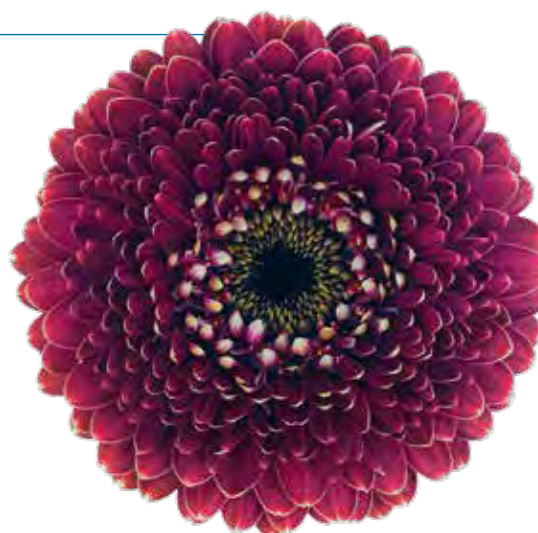
### Camilla

カミラ



### Chique


シック




### Floyd

フロイド



Beaker	320 - 360	450 - 500	60	7	11 - 13
Bunny	320 - 360	450 - 500	60	8	14 - 16
Camilla	320 - 360	450 - 500	60	7	12 - 14
Chique	 280 - 320	400 - 450	60	7 - 8	14 - 16
Floyd	280 - 320	400 - 450	60	7 - 8	15 - 17

 Regional limitations

## Fozzie

フォジー



## Gonzo

ゴフゾ



## Honeydew

ハニーデュー



## Janice



ジャニス




## Kermit

カーミット



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

NEW

 Regional limitations

**Piggy**

ピギー



**Pluck**

プラック



**NEW**

**Rizzo**

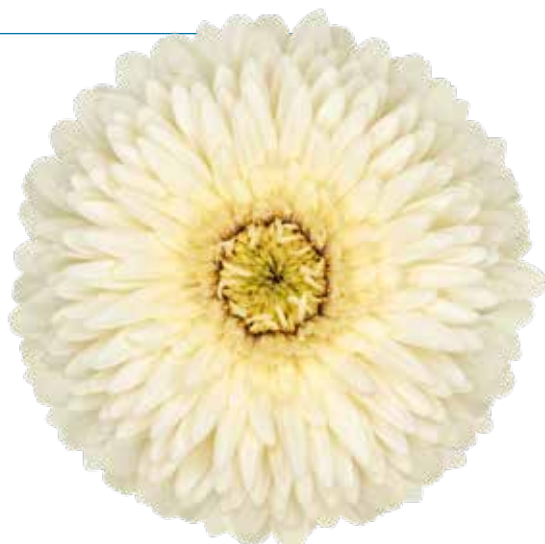
リゾ

Discover the extraordinary Pomponi® Mini **Rizzo**! This high-quality variety showcases a unique orange-red colour that captivates the eye. Its stunning colour gradient adds depth and dimension to floral arrangements.



**Sam**

サム



**Tracy**

トレーシー



# Piccolini®

The world's tiniest Gerbera!

Extreme high production level

Outstanding vase life

Easy to transport



Scan and view  
our assortment  
online!



**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

# Assortment overview



Alison  
(EXP)Alpaca  
(NEW)Arcade  
(NEW)Beauty  
(EXP)Celeste  
(EXP)Crayon  
(NEW)

Status	Commercial name	Variety denomination						Type			
<b>Standard</b>											
	Aladin	<i>aladin</i>	230 - 250	290 - 310	60	10 - 12	12 - 14	Single	Purple	●	
	Alex	<i>holex</i>	250 - 270	310 - 330	65	10 - 12	10 - 12	Semi double	Orange	●	
<b>EXP</b>	Alison	<i>ho601552</i>	250 - 270	310 - 330	60	11 - 13	14 - 16	Single	Light pink	●	
	Alliance	<i>alliance</i>	250 - 270	310 - 330	65	10 - 12	14 - 16	Semi double	Cream/pink bicolour	●	11
	Alma	<i>alma</i>	230 - 250	290 - 310	60	11 - 12	14 - 16	Semi double	Peach	●	11
<b>NEW</b>	Alpaca	<i>hilalpac</i>	230 - 250	290 - 310	65	12 - 14	15 - 17	Semi double	Cream	●	11
	Amarone	<i>amarone</i>	210 - 230	270 - 290	65	11 - 13	16 - 18	Semi double	Dark red	●	11
	Ankur	<i>ankur</i>	230 - 250	290 - 310	60	11 - 13	15 - 17	Semi double	Red	●	11
	Apollo	<i>apollo</i>	210 - 230	270 - 290	65	11 - 13	12 - 14	Semi double	Yellow/orange bicolour	●	12
	Applause	<i>applause</i>	250 - 270	310 - 330	60	10 - 12	10 - 12	Semi double	Orange	●	
<b>NEW</b>	Arcade	<i>hilarcade</i>	250 - 270	310 - 330	60	11 - 13	14 - 16	Semi double	Hot pink	●	12
	Argos	<i>hilfargos</i>	230 - 250	290 - 310	60	10 - 12	14 - 16	Semi double	Lilac	●	12
	Arlindo	<i>ho601509</i>	210 - 230	270 - 290	65	10 - 12	14 - 16	Semi double	White	●	
	Artist	<i>artist</i>	230 - 250	290 - 310	65	10 - 12	12 - 14	Semi double	White/pink bicolour	●	12
	Atlanta	<i>atlanta</i>	230 - 250	290 - 310	65	11 - 13	12 - 14	Semi double	Orange	●	13
	Aventura	<i>aventura</i>	230 - 250	290 - 310	65	11 - 13	12 - 14	Semi double	Yellow/orange bicolour	●	13
	Avignon	<i>avignon</i>	250 - 270	310 - 330	60	10 - 12	16 - 18	Semi double	Peach	●	13
	Balance	<i>balance</i>	230 - 250	290 - 310	65	11 - 13	13 - 15	Semi double	White	●	13
	Barones	<i>barones</i>	250 - 270	310 - 330	60	10 - 11	15 - 17	Semi double	Red	●	
<b>EXP</b>	Beauty	<i>ho601312</i>	250 - 270	310 - 330	60	10 - 11	15 - 17	Semi double	Red	●	
	Bellarosa	<i>ho601133</i>	230 - 250	290 - 310	60	10 - 12	12 - 14	Semi double	Light pink	●	13
	Bingo	<i>hilfbingo</i>	230 - 250	290 - 310	60	10 - 12	15 - 17	Single	Hot pink/lilac bicolour	●	13
	Blind Date	<i>blind date</i>	230 - 250	290 - 310	65	10 - 12	15 - 17	Semi double	Red	●	14
	Bodega	<i>hilfbode</i>	230 - 250	290 - 310	65	10 - 12	15 - 17	Semi double	Red	●	14
	Bon Dia	<i>hilfbondia</i>	250 - 270	310 - 330	60	10 - 12	15 - 17	Semi double	Purple	●	14
	Brilliance	<i>brilliance</i>	230 - 250	290 - 310	65	11 - 12	14 - 16	Semi double	Yellow	●	14
	Brunello	<i>brunello</i>	250 - 270	310 - 330	65	10 - 12	13 - 15	Semi double	Red	●	14
	Cameron	<i>hilfcam</i>	230 - 250	290 - 310	60	11 - 13	12 - 14	Semi double	Light pink	●	15
	Candela	<i>candela</i>	250 - 270	310 - 330	60	10 - 12	14 - 16	Semi double	Orange	●	
	Candy Corn	<i>ho601548</i>	230 - 250	290 - 310	65	10 - 12	14 - 16	Semi double	Red yellow bicolour	●	15
	Candy Girl	<i>candy girl</i>	230 - 250	290 - 310	60	10 - 12	14 - 16	Semi double	Pink	●	
	Capella	<i>capella</i>	210 - 230	270 - 290	60	12 - 14	14 - 16	Semi double	Orange	●	15
	Capito	<i>hilfcapito</i>	250 - 270	310 - 330	65	10 - 12	14 - 16	Semi double	Light pink	●	15
	Carambole	<i>carambole</i>	230 - 250	290 - 310	60	11 - 13	14 - 16	Semi double	Red	●	16
	Caravaggio	<i>caravaggio</i>	250 - 270	310 - 330	60	10 - 12	15 - 17	Semi double	Red	●	16
	Catwalk	<i>catwalk</i>	250 - 270	310 - 330	60	10 - 12	15 - 17	Semi double	Yellow/orange bicolour	●	
<b>EXP</b>	Celeste	<i>hilcelest</i>	250 - 270	310 - 330	60	12 - 14	14 - 16	Semi double	White/hot pink bicolour	●	
	Cleopatra	<i>cleopatra</i>	230 - 250	290 - 310	60	11 - 13	14 - 16	Semi double	Purple	●	16
<b>NEW</b>	Crayon	<i>hilcrayon</i>	230 - 250	310 - 330	60	11 - 13	14 - 16	Double	Light/hot pink bicolour	●	16
	Cream Beach	<i>cream beach</i>	230 - 250	290 - 310	65	10 - 12	14 - 16	Single	Cream	●	17
	Cubanita	<i>cubanita</i>	230 - 250	290 - 310	65	11 - 13	14 - 16	Single	Pink/white bicolour	●	17
	Cullinan	<i>hilfcullin</i>	250 - 270	310 - 330	65	10 - 12	15 - 17	Semi double	White	●	17



**Eureka**  
(NEW)



**Irene**  
(EXP)

Status	Commercial name	Variety denomination						Type			
<b>Gerbera Standard</b>											
	Dana Ellen	<i>flodanel</i>	210 - 230	270 - 290	60	10 - 12	14 - 16	Semi double	Yellow/orange bicolour	●	
	Darling	<i>flodar</i>	250 - 270	310 - 330	65	11 - 12	16 - 18	Single	Red	●	
	Davina	<i>ho94236</i>	230 - 250	290 - 310	65	10 - 11	12 - 14	Semi double	Pink/light pink bicolour	●	
	Debut	<i>debut</i>	230 - 250	290 - 310	60	11 - 13	15 - 17	Semi double	Pink	●	
	Diabolo	<i>flodiab</i>	250 - 270	310 - 330	65	10 - 12	12 - 14	Semi double	Pink/white bicolour	●	
	Dice	<i>dice</i>	230 - 250	290 - 310	65	10 - 12	15 - 17	Single	White	●	
	Don Leo	<i>don leo</i>	230 - 250	290 - 310	60	10 - 12	12 - 14	Semi double	Yellow	●	
	Dreamer	<i>dreamer</i>	250 - 270	310 - 330	60	10 - 12	12 - 14	Semi double	Lilac	●	
	Dreamline	<i>dreamline</i>	230 - 250	290 - 310	65	11 - 13	12 - 14	Semi double	Purple	●	
	Dune	<i>dune</i>	230 - 250	290 - 310	60	11 - 12	12 - 14	Semi double	Orange	●	
	Dutch Pride	<i>dutch pride</i>	250 - 270	310 - 330	65	10 - 11	15 - 17	Single	Orange	●	
	Dynamic	<i>dynamic</i>	230 - 250	290 - 310	65	10 - 12	15 - 17	Semi double	Red	●	
	Eclair	<i>eclair</i>	250 - 270	310 - 330	60	10 - 12	12 - 14	Semi double	Cream	●	
	El Mundo	<i>el mundo</i>	230 - 250	290 - 310	65	11 - 13	13 - 15	Semi double	Red	●	
	Elan	<i>hilfelan</i>	230 - 250	290 - 310	60	11 - 13	10 - 12	Semi double	White red bicolour	●	
	Entourage	<i>entourage</i>	230 - 250	290 - 310	65	11 - 13	16 - 18	Single	Orange/yellow bicolour	●	
	Estate	<i>estate</i>	230 - 250	290 - 310	65	10 - 12	12 - 14	Semi double	Cream	●	
<b>NEW</b>	<b>Eureka</b>	<i>hilfeureka</i>	230 - 250	290 - 310	60	11 - 13	15 - 17	Semi double	Light orange	●	
	Evi	<i>evi</i>	250 - 270	310-330	60	10 - 12	12 - 14	Semi double	Pink	●	
	Farao	<i>flofarao</i>	230 - 250	290 - 310	65	10 - 12	13 - 15	Semi double	Purple	●	
	Figaro	<i>figaro</i>	250 - 270	310 - 330	65	10 - 12	14 - 16	Semi double	Pink	●	
	Forbes	<i>forbes</i>	230 - 250	290 - 310	65	11 - 12	10 - 12	Semi double	Red	●	
	Forza	<i>forza</i>	230 - 250	290 - 310	60	10 - 12	13 - 15	Semi double	Red	●	
	Giro	<i>hilfgiro</i>	230 - 250	290 - 310	60	10 - 12	14 - 16	Semi double	Hot pink	●	
	Glossy	<i>hoglos</i>	230 - 250	290 - 310	65	10 - 12	12 - 14	Semi double	Pink	●	
	Goldstrike	<i>goldstrike</i>	210 - 230	270 - 290	65	10 - 12	14 - 16	Single	Golden yellow	●	
	Goliath	<i>goliath</i>	210 - 230	270 - 290	60	10 - 12	12 - 14	Semi double	Orange	●	
	Graceland	<i>hograce</i>	210 - 230	270 - 290	60	10 - 12	10 - 12	Semi double	Pink/white bicolour	●	
	Greeny	<i>greeny</i>	230 - 250	290 - 310	65	10 - 12	15 - 17	Semi double	Green/yellow	●	
	Guapa	<i>ho601361</i>	210 - 230	270 - 290	65	10 - 12	12 - 14	Semi double	Pink	●	
	Hamptons	<i>hamptons</i>	250 - 270	310 - 330	60	11 - 12	14 - 16	Semi double	Dark coral	●	
	Haribo	<i>haribo</i>	230 - 250	290 - 310	65	11 - 13	14 - 16	Semi double	Terracotta	●	
	Highlight	<i>highlight</i>	250 - 270	310 - 330	65	10 - 12	13 - 15	Semi double	Red	●	
	Humberto	<i>humberto</i>	230 - 250	290 - 310	65	11 - 12	12 - 14	Semi double	Dark red	●	
	Iceberg	<i>iceberg</i>	250 - 270	310 - 330	65	10 - 12	16 - 18	Semi double	White	●	
	Image	<i>hilfimage</i>	210 - 230	270 - 290	65	10 - 12	12 - 14	Semi double	White/pink bicolour	●	
	Inferno	<i>inferno</i>	230 - 250	290 - 310	60	12 - 14	12 - 14	Semi double	Red	●	
	Intense	<i>intense</i>	230 - 250	290 - 310	65	10 - 12	13 - 15	Semi double	Cerise	●	
<b>EXP</b>	<b>Irene</b>	<i>ho601588</i>	250 - 270	310 - 330	60	12 - 14	14 - 16	Single	Red	●	
	Izza	<i>hilfizza</i>	250 - 270	310 - 330	65	10 - 11	14 - 16	Semi double	Pink	●	
	Jetset	<i>jetset</i>	250 - 270	310 - 330	60	11 - 13	14 - 16	Semi double	Peach	●	
	Jukebox	<i>hilfjuke</i>	230 - 250	290 - 310	65	10 - 12	14 - 16	Semi double	Lilac	●	



**Madelaine**  
(NEW)



**Marvel**  
(EXP)



**Morris**  
(NEW)



**Peppa**  
(NEW)

Status	Commercial name	Variety denomination						Type			
<b>Gerbera Standard</b>											
	Keystone	<i>hilfkey</i>	210 - 230	270 - 290	65	12 - 14	13 - 15	Semi double	Lilac	●	25
	Kilimanjaro	<i>kilimanjaro</i>	210 - 230	270 - 290	60	10 - 12	16 - 18	Semi double	White	●	25
	Landmark	<i>landmark</i>	250 - 270	310 - 330	65	10 - 12	16 - 18	Semi double	Dark lilac	●	26
	Limoncello	<i>limoncello</i>	250 - 270	310 - 330	65	10 - 12	10 - 12	Semi double	Lemon/yellow	●	26
<b>NEW</b>	<b>Madelaine</b>	<i>Hilmadela</i>	230 - 250	290 - 310	60	12	14 - 16	Semi double	Red	●	26
	Mailbu	<i>lanmali</i>	250 - 270	310 - 330	60	10 - 11	10 - 12	Single	Purple	●	
	Mandala	<i>mandala</i>	230 - 250	290 - 310	60	10 - 12	12 - 14	Single	White/pink bicolour	●	26
<b>EXP</b>	<b>Marvel</b>	<i>hilfmarv</i>	230 - 250	290 - 310	60	10 - 12	15 - 17	Semi double	Red/white bicolour	●	
	Maxime	<i>maxime</i>	250 - 270	310 - 330	60	10 - 12	14 - 16	Semi double	Pink/white bicolour	●	
	Medina	<i>ho601447</i>	250 - 270	310 - 330	65	10 - 12	14 - 16	Single	Orange	●	27
	Memphis	<i>memphis</i>	230 - 250	290 - 310	65	11 - 12	12 - 14	Semi double	Lilac	●	27
	Meriva	<i>meriva</i>	250 - 270	310 - 330	70	10 - 12	14 - 16	Single	Yellow	●	
	Mint	<i>flosminty</i>	250 - 270	310 - 330	60	10 - 12	14 - 16	Semi double	Green	●	27
	Mocktail	<i>mocktail</i>	230 - 250	290 - 310	60	11 - 13	12 - 14	Semi double	Cream/red bicolour	●	27
	Monroe	<i>monroe</i>	250 - 270	310 - 330	65	10 - 12	15 - 17	Semi double	Light pink	●	27
<b>NEW</b>	<b>Morris</b>	<i>hilmorris</i>	230 - 250	290 - 310	60	11 - 13	14 - 16	Single	Orange	●	27
	Noblesse	<i>noblesse</i>	230 - 250	290 - 310	60	10 - 12	15 - 17	Semi double	Light peach	●	28
	Nuance	<i>nuance</i>	250 - 270	310 - 330	60	10 - 12	16 - 18	Single	Purple/lilac bicolour	●	28
	Orca	<i>hilflorca</i>	230 - 250	290 - 310	65	10 - 11	15 - 17	Semi double	White	●	28
	Oro	<i>ho601317</i>	230 - 250	290 - 310	60	10 - 12	15 - 17	Semi double	Golden yellow	●	
	Panama	<i>panama</i>	250 - 270	310 - 330	65	10 - 12	15 - 17	Semi double	Yellow	●	29
<b>NEW</b>	<b>Peppa</b>	<i>Hilpeppa</i>	250 - 270	310 - 330	60	12 - 14	14 - 16	Semi double	Pink	●	28
	Peptalk	<i>peptalk</i>	230 - 250	290 - 310	65	10 - 12	11 - 13	Semi double	Orange	●	
	Picobello	<i>flopico</i>	230 - 250	290 - 310	65	10 - 12	10 - 12	Semi double	Purple	●	29
	Pink Elegance	<i>pink elegance</i>	230 - 250	290 - 310	65	11 - 13	14 - 16	Semi double	Pink	●	29
	Pink Lake	<i>hilfpila</i>	210 - 230	270 - 290	65	11 - 13	11 - 13	Semi double	Pink	●	29
	Pink Power	<i>pink power</i>	230 - 250	290 - 310	65	11 - 13	13 - 15	Semi double	Light pink	●	29
	Pole Star	<i>pole star</i>	230 - 250	290 - 310	65	12 - 14	15 - 17	Single	White	●	29
	Pre Extase	<i>pre extase</i>	230 - 250	290 - 310	60	11 - 13	14 - 16	Semi double	Peach	●	
	Pre Intenzz	<i>pregetenz</i>	250 - 270	310 - 330	60	11 - 12	14 - 16	Semi double	Pink	●	30
	Pre Semmy	<i>pre semmy</i>	250 - 270	310 - 330	65	10 - 12	12 - 14	Semi double	Pink	●	30
	Prestige	<i>prestige</i>	250 - 270	310 - 330	65	10 - 12	15 - 17	Semi double	Orange	●	30
	Red Explosion	<i>red explosion</i>	250 - 270	310 - 330	60	10 - 12	12 - 14	Semi double	Red	●	
	Rich	<i>rich</i>	250 - 270	310 - 330	55	10 - 11	16 - 18	Single	Purple	●	
	Rihanna	<i>rihanna</i>	250 - 270	310 - 330	65	10 - 12	14 - 16	Semi double	Lilac	●	30
	Riley	<i>riley</i>	250 - 270	310 - 330	65	11 - 13	14 - 16	Single	Lilac	●	30
	Ritmo	<i>ritmo</i>	230 - 250	290 - 310	60	12 - 14	11 - 13	Semi double	Yellow	●	31
	Rosalin	<i>florosal</i>	230 - 250	290 - 310	60	11 - 13	10 - 12	Semi double	Light pink	●	
	Samara	<i>samaras</i>	250 - 270	310 - 330	60	10 - 12	10 - 12	Semi double	Lilac	●	31
	Scala	<i>scala</i>	250 - 270	310 - 330	65	10 - 12	15 - 17	Semi double	Pink	●	
	Shimmer	<i>shimmer</i>	250 - 270	310 - 330	60	10 - 12	12 - 14	Semi double	White/pink bicolour	●	31
	Silvester	<i>silvester</i>	250 - 270	310 - 330	60	10 - 12	12 - 14	Semi double	White	●	



**Sita**  
(EXP)



**Tepito**  
(NEW)



**Valerie**  
(NEW)

Status	Commercial name	Variety denomination						Type			
<b>Gerbera Standard</b>											
<b>EXP</b>	Sita	<i>hilsita</i>	250 - 270	310 - 330	60	12 - 14	14 - 16	Single	White	●	
	Snowball	<i>snowball</i>	230 - 250	290 - 310	65	12 - 14	14 - 16	Semi double	White	●	31
	Sol	<i>sol</i>	230 - 250	290 - 310	60	10 - 12	13 - 15	Semi double	Yellow	●	
	Souvenir	<i>souvenir</i>	250 - 270	310 - 330	65	10 - 12	10 - 12	Semi double	Yellow/orange bicolour	●	31
	Spotlight	<i>flosplight</i>	250 - 270	310 - 330	60	10 - 12	14 - 16	Semi double	Orange/yellow bicolour	●	31
	Stanza	<i>stanza</i>	210 - 230	270 - 290	60	11 - 13	14 - 16	Semi double	Red	●	
	Stilo	<i>hilfstilo</i>	250 - 270	310 - 330	65	10 - 12	13 - 15	Semi double	Yellow	●	32
	Submarine	<i>submarine</i>	250 - 270	310 - 330	60	10 - 12	13 - 15	Semi double	Yellow	●	
	Sun Valley	<i>sunvalley</i>	250 - 270	310 - 330	60	10 - 12	14 - 16	Semi double	Yellow	●	
	Tairona	<i>ho601403</i>	230 - 250	290 - 310	65	10 - 12	14 - 16	Semi double	Orange	●	32
<b>NEW</b>	Tepito	<i>hiltepito</i>	250 - 270	310 - 330	60 - 65	12 - 14	14 - 16	Semi double	Yellow	●	32
	Tess	<i>tess</i>	250 - 270	310 - 330	65	10 - 12	12 - 14	Semi double	Yellow	●	
	Toast	<i>toast</i>	230 - 250	290 - 310	65	10 - 12	12 - 14	Semi double	Yellow/red bicolour	●	32
	Treasure	<i>hilftrea</i>	250 - 270	310 - 330	65	10 - 12	15 - 17	Semi double	Coral	●	33
	Ultima	<i>flotima</i>	230 - 250	290 - 310	65	11 - 13	16 - 18	Semi double	Orange	●	33
	Unique	<i>unique</i>	230 - 250	290 - 310	60	10 - 12	15 - 17	Single	White/pink bicolour	●	
<b>NEW</b>	Valerie	<i>Hilvale</i>	230 - 250	290 - 310	60	12 - 14	14 - 16	Semi double	Red	●	33
	Wake-Up	<i>wake-up</i>	250 - 270	310 - 330	65	10 - 12	14 - 16	Semi double	Yellow	●	33
	Wannabe	<i>wannabe</i>	230 - 250	290 - 310	70	12 - 14	14 - 16	Semi double	Orange/yellow bicolour	●	33
	White House	<i>white house</i>	250 - 270	310 - 330	60	10 - 12	11 - 13	Semi double	White	●	33



**Arabel**  
(EXP)**Cheers**  
(EXP)**Diana**  
(NEW)**Double Fun**  
(NEW)**Duet**  
(EXP)**Espresso**  
(EXP)**Juanita**  
(EXP)

Status	Commercial name	Variety denomination						Type			
<b>Gerbera Mini</b>											
	Abby Lou	<i>jw305</i>	460 - 500	600 - 650	60	7	15 - 17	Single	Pink	●	
	Airplay	<i>airplay</i>	460 - 500	600 - 650	60	6 - 7	15 - 17	Semi double	Hot pink	●	
	Albino	<i>albino</i>	420 - 460	550 - 600	55	7	15 - 17	Single	White	●	35
	Alix Noor	<i>jw18329</i>	460 - 500	600 - 650	60	7 - 8	15 - 17	Semi double	Cream	●	35
	Allround	<i>allround</i>	380 - 420	500 - 550	60	7	10 - 12	Semi double	Orange/red bicolour	●	35
	Allure	<i>allure</i>	420 - 460	550 - 600	60	7	15 - 17	Single	Orange	●	
	Anna	<i>jw16306</i>	460 - 500	600 - 650	60	7	14 - 16	Single	Purple	●	35
<b>EXP</b>	Arabel	<i>ho601609</i>	380 - 420	500 - 550	60	7	14 - 16	Semi double	Hot pink/pink bicolour	●	
	Ariba	<i>ho601415</i>	420 - 460	550 - 600	60	7	12 - 14	Semi double	Orange/yellow bicolour	●	35
	Babble	<i>babble</i>	460 - 500	600 - 650	60	7 - 8	14 - 16	Semi double	Pink	●	36
	Banana	<i>pregbana</i>	460 - 500	600 - 650	65	7	15 - 17	Semi double	Yellow	●	
	Bellita	<i>bellita</i>	420 - 460	550 - 600	60	8	14 - 16	Semi double	Light pink	●	36
	Bieber	<i>bieber</i>	420 - 460	550 - 600	65	7 - 8	12 - 14	Semi double	White/pink bicolour	●	36
	Bondi Beach	<i>bondi beach</i>	460 - 500	600 - 650	65	7	14 - 16	Single	Dark yellow	●	36
	Boost	<i>boost</i>	460 - 500	600 - 650	60	7 - 8	13 - 15	Semi double	Purple	●	36
	Caramba	<i>caramba</i>	420 - 460	550 - 600	65	7	13 - 15	Semi double	Orange	●	37
	Cassis	<i>cassis</i>	460 - 500	600 - 650	60	6 - 7	14 - 16	Semi double	White/pink bicolour	●	
	Cava	<i>ho94241</i>	420 - 460	550 - 600	60	7 - 8	15 - 17	Single	Peach	●	37
<b>EXP</b>	Cheers	<i>ho601411</i>	420 - 460	550 - 600	60	8	14 - 16	Semi double	Cream	●	
	Choiz	<i>choiz</i>	460 - 500	600 - 650	60	7	14 - 16	Single	Red	●	37
	Claro	<i>hillfoclaro</i>	460 - 500	600 - 650	60	7	15 - 17	Single	Yellow	●	37
	Colori	<i>floolors</i>	380 - 420	500 - 550	65	8	14 - 16	Semi double	Orange/yellow bicolour	●	38
	Cuby	<i>cuby</i>	460 - 500	600 - 650	60	7 - 8	14 - 16	Semi double	Orange	●	
	Davidson	<i>davidson</i>	380 - 420	500 - 550	60	7	15 - 17	Semi double	Yellow	●	
	Decora	<i>flodecora</i>	420 - 460	550 - 600	60	7	12 - 14	Semi double	Yellow/orange bicolour	●	
	Delmonte	<i>delmonte</i>	460 - 500	600 - 650	65	7	15 - 17	Semi double	Yellow	●	
<b>NEW</b>	Diana	<i>jw21469</i>	460 - 500	600 - 650	60	7	14 - 16	Single	Cerise	●	38
	Dorito	<i>dorito</i>	460 - 500	600 - 650	65	7	14 - 16	Semi double	Orange	●	38
<b>NEW</b>	Double Fun	<i>hildoufun</i>	420 - 460	550 - 600	60	7	14 - 16	Semi double	White/hot pink bicolour	●	38
<b>EXP</b>	Duet	<i>ho601426</i>	460 - 500	600 - 650	60	7	12 - 14	Single	White/pink bicolour	●	
	Emoji	<i>hilfemoji</i>	460 - 500	600 - 650	65	7	12 - 14	Semi double	Yellow	●	38
	Esmee	<i>jw19386</i>	420 - 460	550 - 600	60	7	15 - 17	Single	Pink/lilac bicolour	●	39
<b>EXP</b>	Espresso	<i>ho601627</i>	420 - 460	550 - 600	60	7 - 8	15 - 17	Single	Cream	●	
	Flamazing	<i>hilfflam</i>	380 - 420	500 - 550	60	7	15 - 17	Single	Orange/yellow bicolour	●	
	Garfield	<i>garfield</i>	460 - 500	600 - 650	60	7	14 - 16	Semi double	Orange	●	
	Ice Cream	<i>hilficecre</i>	420 - 460	550 - 600	65	8	15 - 17	Semi double	Light pink	●	39
	Iggy	<i>iggy</i>	380 - 420	500 - 550	60	7	14 - 16	Spider	Lilac	●	
	Jacky	<i>jacky</i>	420 - 460	550 - 600	65	7 - 8	14 - 16	Semi double	Pink	●	39
	Jazzy	<i>flojaszy</i>	420 - 460	550 - 600	60	7	14 - 16	Semi double	Yellow/orange bicolour	●	39
	Jordy	<i>jordy</i>	420 - 460	550 - 600	65	7	14 - 16	Semi double	Orange	●	39
	Josie	<i>josie</i>	420 - 460	550 - 600	60	7	15 - 17	Semi double	Lilac/pink bicolour	●	39
<b>EXP</b>	Juanita	<i>jw19377</i>	420 - 460	550 - 600	60	7	13 - 15	Single	Yellow/red bicolour	●	



**Kenny**  
(EXP)



**Lollipop**  
(NEW)



**Matina**  
(NEW)



**Noï**  
(NEW)



**Oreo**  
(NEW)



**Rosamunde**  
(NEW)

Status	Commercial name	Variety denomination						Type			
<b>Gerbera Mini</b>											
	Juna	<i>jw20420</i>	460 - 500	600 - 650	60	7	12 - 14	Semi double	Pink	●	41
<b>EXP</b>	<b>Kenny</b>	<i>hilkenny</i>	420 - 460	550 - 600	60	7	15 - 17	Semi double	Orange/yellow bicolour	●	
	Ketchup	<i>ketchup</i>	420 - 460	550 - 600	60	7	14 - 16	Semi double	Red	●	41
	Kian	<i>kian</i>	420 - 460	550 - 600	60	7 - 8	13 - 15	Single	Lilac/purple bicolour	●	
	Kitty	<i>kitty</i>	460 - 500	600 - 650	60	7 - 8	14 - 16	Semi double	Pink	●	41
	Larissa	<i>larissa</i>	420 - 460	550 - 600	65	7	15 - 17	Semi double	Peach	●	41
	Leando	<i>leando</i>	460 - 500	600 - 650	60	7	15 - 17	Single	Lilac/pink bicolour	●	
	Lemon Lime	<i>hilfleli</i>	460 - 500	600 - 650	60	7	14 - 16	Semi double	Lemon/yellow	●	41
	Lipstick	<i>hilflips</i>	460 - 500	600 - 650	60	7	14 - 16	Semi double	Red	●	42
	Lobby	<i>lobby</i>	460 - 500	600 - 650	60	7	15 - 17	Semi double	White	●	42
	Lois	<i>holois</i>	380 - 420	500 - 550	60	7	14 - 16	Single	Purple	●	
<b>NEW</b>	<b>Lollipop</b>	<i>ho601109</i>	420 - 460	550 - 600	60	7	14 - 16	Single	Pink/white bicolour	●	42
	Love Me	<i>love me</i>	420 - 460	550 - 600	60	7	14 - 16	Single	Pink	●	42
	Macaron	<i>macaron</i>	420 - 460	550 - 600	60	7 - 8	14 - 16	Semi double	Cream	●	42
	Madison	<i>hilfmadi</i>	460 - 500	600 - 650	65	7	15 - 17	Semi double	Orange	●	43
	Masserati	<i>masserati</i>	420 - 460	550 - 600	60	7 - 8	14 - 16	Semi double	Red	●	43
<b>NEW</b>	<b>Matina</b>	<i>hilmatina</i>	380 - 420	500 - 550	65	7 - 8	12 - 14	Single	Red	●	43
	Max	<i>homax</i>	380 - 420	500 - 550	60	7	12 - 14	Semi double	Orange	●	
	Mickey	<i>mickey</i>	420 - 460	550 - 600	65	7-8	14 - 16	Semi double	Cream	●	
	Milady	<i>hilfmilady</i>	460 - 500	600 - 650	60	7	15 - 17	Semi double	Light yellow	●	
	Mindset	<i>mindset</i>	420 - 460	550 - 600	65	7 - 8	13 - 15	Semi double	Cream	●	43
	Missy	<i>hilfmissy</i>	380 - 420	500 - 550	65	7	16 - 18	Semi double	Peach	●	
	Moët	<i>moët</i>	380 - 420	500 - 550	60	7 - 8	16 - 18	Semi double	Cream	●	
	Neon	<i>neon</i>	420 - 460	550 - 600	60	7 - 8	14 - 16	Single	Purple	●	
	Nirvana	<i>florvana</i>	420 - 460	550 - 600	60	7	14 - 16	Semi double	Red	●	43
<b>NEW</b>	<b>Noï</b>	<i>ho601377</i>	460 - 500	600 - 650	60	7	14 - 16	Semi double	Purple	●	43
	Okidoki	<i>okidoki</i>	460 - 500	600 - 650	65	7	12 - 14	Semi double	Lemon/yellow	●	44
<b>NEW</b>	<b>Oreo</b>	<i>jw20418</i>	460 - 500	600 - 650	60	7	16 - 18	Semi double	Cream	●	44
	Pacman	<i>pacman</i>	420 - 460	550 - 600	65	7	16 - 18	Semi double	Yellow	●	44
	Picnic	<i>picnic</i>	420 - 460	550 - 600	60	7	13 - 15	Semi double	Red	●	
	Pre Isabelle	<i>pre isabelle</i>	380 - 420	500 - 550	65	7 - 8	14 - 16	Semi double	Purple/lilac bicolour	●	
	Prosecco	<i>prosecco</i>	380 - 420	500 - 550	60	7 - 8	14 - 16	Semi double	Peach/salmon bicolour	●	
<b>NEW</b>	<b>Rosamunde</b>	<i>ho601615</i>	420 - 460	550 - 600	60	7	14 - 16	Single	Light pink	●	44
	Sailor	<i>sailor</i>	460 - 500	600 - 650	65	7	14 - 16	Single	Yellow	●	44
	Scoop		440 - 480	600 - 650	60	8	13 - 15	Double	Pink	●	
	Smart	<i>hilfsmart</i>	460 - 500	600 - 650	60	6	14 - 16	Semi double	Pink	●	45
	Snoopy	<i>snoopy</i>	420 - 460	550 - 600	60	7	15 - 17	Single	White	●	45
<b>NEW</b>	<b>Solero</b>	<i>hilsoler</i>	460 - 500	600 - 650	60	7	14 - 16	Single	Golden yellow/orange	●	45
<b>NEW</b>	<b>Spyro</b>	<i>hilspyro</i>	420 - 460	550 - 600	60	7	14 - 16	Single	Pink	●	46
	Sundee	<i>sundee</i>	460 - 500	600 - 650	65	7	14 - 16	Semi double	Yellow	●	46
<b>EXP</b>	<b>Sunshine</b>	<i>ho601424</i>	460 - 500	600 - 650	60	6 - 7	15 - 17	Single	Yellow	●	
<b>EXP</b>	<b>Surfer</b>	<i>surfer</i>	460 - 500	600 - 650	60	6 - 7	14 - 16	Single	Lemon yellow	●	





**Solero**  
(NEW)



**Spyro**  
(NEW)



**Sunshine**  
(EXP)



**Surfer**  
(EXP)

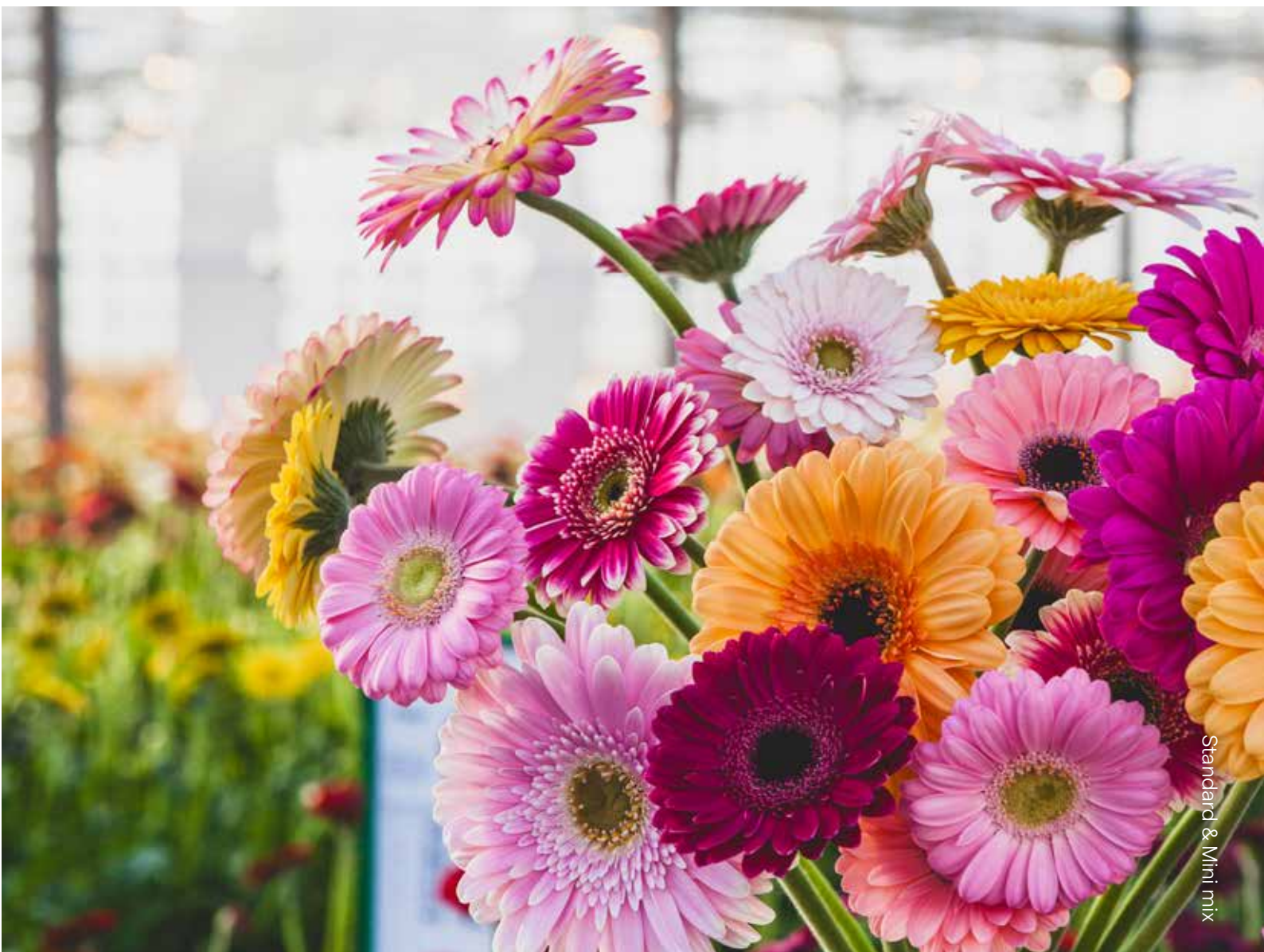


**Tweety**  
(EXP)



**Vivian**  
(NEW)

Status	Commercial name	Variety denomination						Type			
<b>Gerbera Mini</b>											
	Sympathy	<i>sympathy</i>	420 - 460	550 - 600	60	7 - 8	16 - 18	Semi double	Lilac	●	46
	Talent	<i>ho601392</i>	420 - 460	550 - 600	60	7 - 8	14 - 16	Semi double	Lilac	●	46
	Tony	<i>hilftony</i>	420 - 460	550 - 600	60	7	14 - 16	Semi double	Pink	●	46
	Toyz	<i>toyz</i>	420 - 460	550 - 600	65	7	14 - 16	Semi double	Purple	●	
<b>EXP</b>	<b>Tweety</b>	<i>jw21433</i>	380 - 420	500 - 550	60	7	15 - 17	Semi double	Golden yellow	●	
<b>NEW</b>	<b>Vivian</b>	<i>jw21433</i>	380 - 420	500 - 550	60	7	15 - 17	Single	Cerise	●	47
	Vuelta	<i>hilfvuelta</i>	460 - 500	600 - 650	60	7	15 - 17	Semi double	Red	●	46
	Whisper	<i>whisper</i>	460 - 500	600 - 650	60	7	12 - 14	Semi double	Purple	●	
	White Label	<i>white label</i>	420 - 460	600 - 650	65	7 - 8	14 - 16	Semi double	White	●	47
	White Star	<i>white star</i>	460 - 500	600 - 650	60	7 - 8	14 - 16	Semi double	White	●	47
	Whity	<i>hilfwhity</i>	420 - 460	550 - 600	60	7 - 8	13 - 15	Semi double	White	●	47
	Wonderwall	<i>hilfwonder</i>	380 - 420	500 - 550	60	8	15 - 17	Semi double	Pink/white bicolour	●	





**Magic Ball**  
(NEW)



**Rizzo**  
(NEW)

Status	Commercial name	Variety denomination						Type			
<b>Pomponi® Standard</b>											
	Honey Ball	<i>hilfhoney</i>	230 - 250	290 - 310	60	10 - 11	10 - 12	Pomponi	Yellow		49
	Magic Ball	<i>hilmball</i>	230 - 250	290 - 310	60	11 - 13	13 - 15	Pomponi	Hot pink		49
	May Ball	<i>hilfmayba</i>	210 - 230	270 - 290	65	10 - 12	16 - 18	Pomponi	Lilac/pink bicolour		49
	Powerball	<i>powerball</i>	210 - 230	270 - 290	65	10 - 11	14 - 16	Pomponi	Pink/white bicolour		49

Commercial name	Variety denomination						Type				
<b>Pomponi® Mini</b>											
Beaker	<i>hilfbeak</i>	320 - 360	450 - 500	60	7	11 - 13	Pomponi	Red/salmon bicolour		53	
Black Pearl	<i>blackpearl</i>	320 - 360	450 - 500	65	8	14 - 16	Pomponi	Burgundy			
Bunny	<i>hilfbunny</i>	320 - 360	450 - 500	60	8	14 - 16	Pomponi	Yellow/cream		51	
Camilla	<i>hilfcami</i>	320 - 360	450 - 500	60	7	12 - 14	Pomponi	Pink purple bicolour		51	
Chique	<i>chique</i>	280 - 320	400 - 450	60	7 - 8	14 - 16	Pomponi	Purple		51	
Fanta	<i>fantah</i>	320 - 360	450 - 500	60	7	16 - 18	Pomponi	Orange			
Floyd	<i>hilffloyd</i>	280 - 320	400 - 450	60	7 - 8	15 - 17	Pomponi	Red		51	
Fozzie	<i>hilffoz</i>	320 - 360	450 - 500	60	7 - 8	12 - 14	Pomponi	Orange		54	
Gonzo	<i>hilfgonzo</i>	320 - 360	450 - 500	60	7	13 - 15	Pomponi	Red/cerise bicolour		52	
Honeydew	<i>hilfhone</i>	420 - 460	550 - 600	65	7	13 - 15	Pomponi	Yellow		52	
Janice	<i>hilfjani</i>	420 - 460	550 - 600	65	7	11 - 13	Pomponi	Orange/yellow bicolour		52	
Kermit	<i>kermit</i>	320 - 360	450 - 500	65	7	14 - 16	Pomponi	Light green		52	
Piggy	<i>hilfpiggy</i>	320 - 360	450 - 500	65	7	13 - 15	Pomponi	Pink		55	
Pluck	<i>pluck</i>	320 - 360	450 - 500	65	7 - 8	13 - 15	Pomponi	Purple		55	
	Rizzo	<i>hilriz</i>	320 - 360	450 - 500	60	7	15 - 17	Pomponi	Dark orange		55
Sam	<i>hilfsam</i>	320 - 360	450 - 500	60	7	11 - 13	Pomponi	Cream		55	
Tracy	<i>tracy</i>	320 - 360	450 - 500	60	7	13 - 15	Pomponi	Pink		55	

Commercial name	Variety denomination						Type			
<b>Piccolini®</b>										
Ancona	<i>ancona</i>	800 - 900	1000 - 1100	65	5	13 - 15	Single	Yellow		57
Arezzo	<i>hilfarez</i>	800 - 900	1000 - 1100	60	5 - 6	14 - 16	Single	Orange		
Assisi	<i>assisi</i>	800 - 900	1000 - 1100	60	5 - 6	14 - 16	Single	Cream bicolour		57
Bari	<i>hilfbari</i>	700 - 800	900 - 1000	65	5 - 6	15 - 17	Semi double	Pink		57
Catania	<i>catania</i>	700 - 800	900 - 1000	60	5 - 6	15 - 17	Semi double	Red		57
Livorno	<i>livorno</i>	800 - 900	1000 - 1100	60	5 - 6	16 - 18	Single	White		57
Molara	<i>molara</i>	600 - 700	800 - 900	60	5 - 6	13 - 15	Single	Pink		57
Palmaria	<i>flopalma</i>	600 - 700	800 - 900	60	5 - 6	12 - 14	Single	Orange		57
Sanremo	<i>sanremo</i>	800 - 900	1000 - 1100	60	5 - 6	16 - 18	Single	Pink		57
Trento	<i>hilftrento</i>	700 - 800	900 - 1000	65	4 - 5	15 - 17	Single	Pink		
Ustica	<i>ustica</i>	700 - 800	900 - 1000	65	5	13 - 15	Single	Purple		57
Venice	<i>hilfvenice</i>	700 - 800	900 - 1000	65	5 - 6	16 - 18	Semi double	White		57



**Marimo Dark**  
(EXP)



**Marimo Green**  
(EXP)

Status	Commercial name	Variety denomination						Type			
<b>Marimo</b>											
EXP	Dark	hilmarida	420-460	550-600	60	3	16-18	Marimo	Brown/red	●	
EXP	Green	hilmarigre	420-460	550-600	60	3	16-18	Marimo	Green	●	

**EXP**

## Marimo Dark & Green

Something exciting is in development! These unique, spherical **Marimo's** are back in our assortment and offer a unique opportunity to differentiate your range. Marimo is highly productive, offers ball-shaped flowers and improved taller stems. Contact our team for more information.



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 for our Gerbera assortment. Let our sales representatives advise you about the best plant material for your market and cultivation requirements.

### Young plant supply overview

**Plug size**

**Tray size**

Ø 4 cm

112 cell



**Plug size**

**Tray size**

Ø 6 cm

40 cell



**Plug size**

**Tray size**

Ø 4,6 cm rockwool

45 cell



### A promising step towards efficient production

Our production location in De Kwakel, The Netherlands has been expanded with a future proof facility spread over 3 hectares, making it 8,7 hectares in total. This location features the latest techniques in smart growing, with a clear focus on durability, efficiency, hygiene and energy reduction. With this new production location, HilverdaFlorist is ready for the future and able to respond better to the changing market conditions and customer demands, creating the most optimal young plants for your business!

# 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, patio & 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, 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 tradeshows and visit you personally at your own company. We constantly strive for improvements and a true connection is the key to flourish 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 decentralised 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.

Browse to the next page for our worldwide agent list marked in this map.






**HilverdaFlorist**  
Colombia

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

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


**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.

[muraraplants.com](http://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.

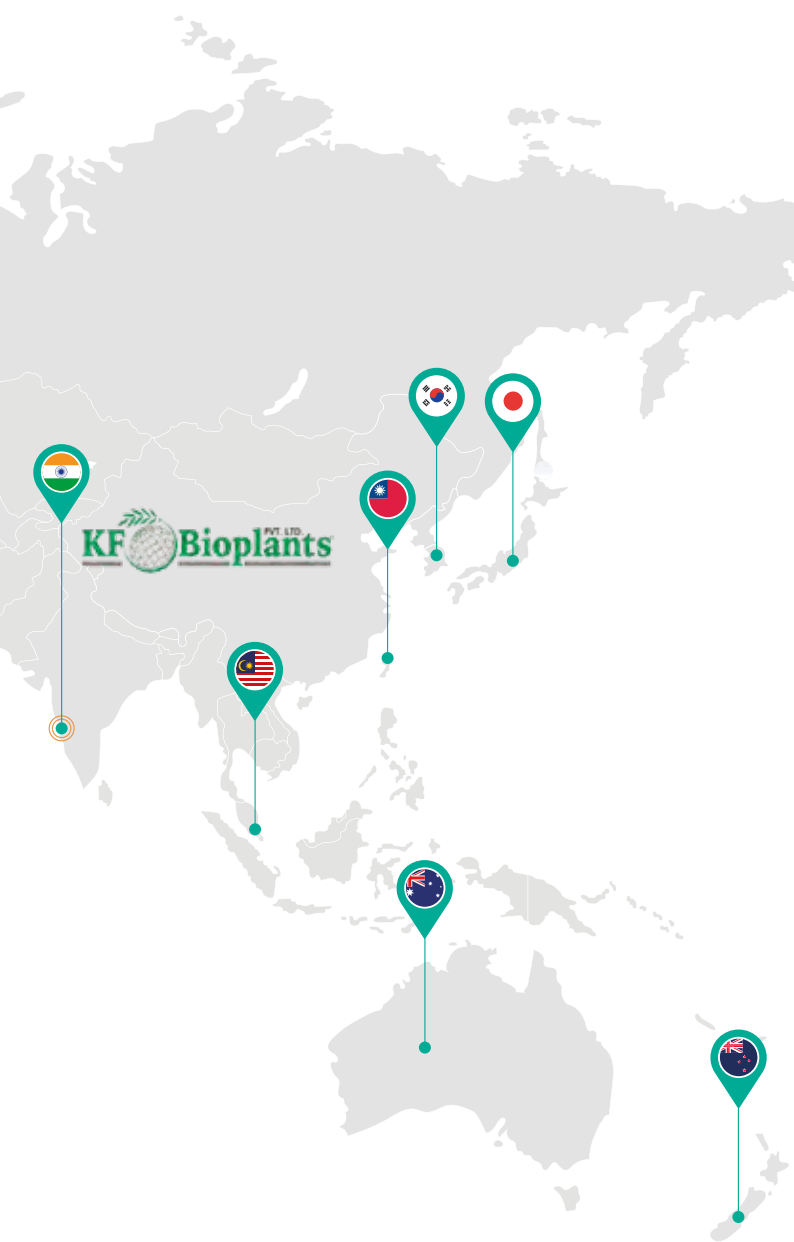
**KF Bioplants Pvt. Ltd.**

Joint venture in India between the Kumar Group and HilverdaFlorist. At multiple locations, tissue culture plants for the global market and young plants for the local market, are produced. [kfbioplants.com](http://kfbioplants.com)


**HilverdaFlorist**  
North America

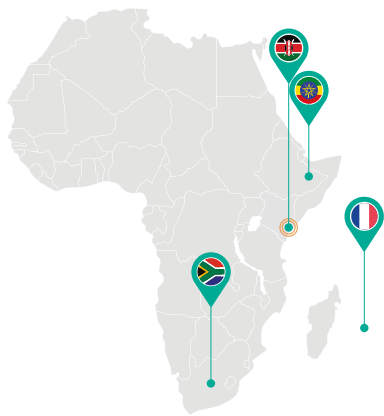
**HilverdaFlorist North America**

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, Ethiopia & South Africa

#### **Murara Plants Ltd.**

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Scan and  
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 sales network



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# Contact

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



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## Personal service with a smile

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

We are here to help and 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,  
Fred, Hanna & Santoshi**

## Connect online

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

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



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## 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.

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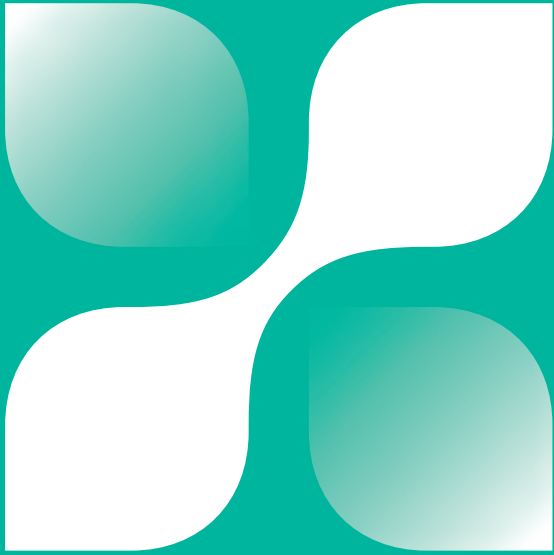
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**Let's Connect**

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