

 HilverdaFlorist

CREATE. SHARE. FLOURISH.

26

Gerbera



Our legacy

HilverdaFlorist leads the global market in selecting, breeding and propagating of unique varieties in cut flowers and pot & garden plants. Driven by innovation, we provide high-quality products and expert service through a global network of production locations, agents and our dedicated staff. As a reliable partner, we serve the entire floriculture industry from the very beginning of the supply chain.

2009/2019

Market leader in both cut flower and potted Gerbera

1974

Foundation of Florist



2018

The start of building our future proof production facilities

1909

Foundation of Hilverda & Co



1998

Establishment joint venture with KF Bioplants



2020

Merger HilverdaFlorist

2008

Aquisition of a production site for Dianthus cuttings in Colombia

1994

Opening of production site in Kenya

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.

Our Highlights



2022

Opening of the new future proof production facilities



2023

Opening of our new show greenhouses

HilverdaFlorist



2024

The ISO sorting machine has been taken in to use



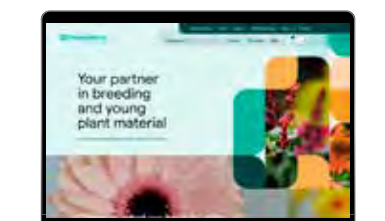
2024

Introduction of specialty Gebera series Marimo™ & Rebel® underlining our commitment to innovation



2025

Launch new corporate website hilverdaflorist.com



Ready for a **sustainable future!**

2025



Product range

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



Cut Flower Gerbera

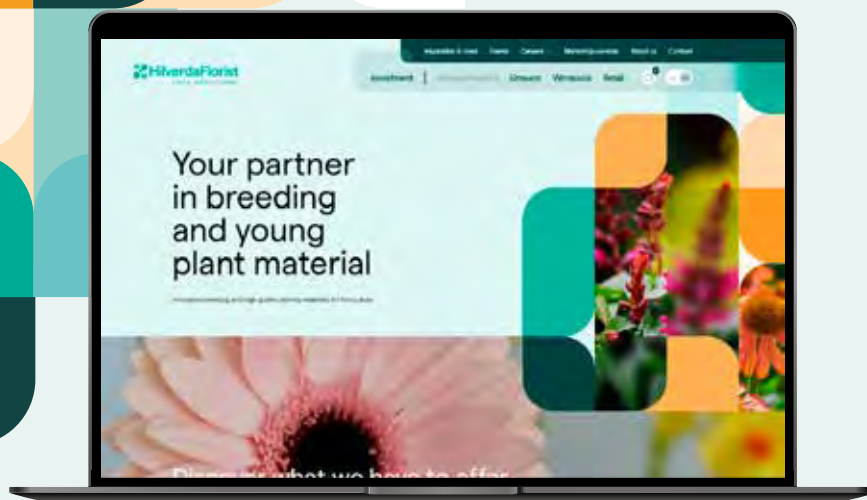
- Standard Gerbera
- Mini Gerbera
- Pomponi® Mini
- Pomponi® Standard
- Piccolini®
- Rebel®
- Marimo™

Cut Flowers

- Alstroemeria
- Dianthus
- Gypsophila
- Helleborus
- Limonium

Pot, Patio & Garden

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



More info

Visit our website for the latest news, product information and to download images and other resources which will support you with promoting your assortment. Scan the QR-code for more information or send an e-mail to marketing@hilverdaflorist.com.



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GERBERA ASSORTMENT

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Large flowers in a wide range of colours	
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Symbols

	Production per m ² per year in soil		Vase life in days
	Production per m ² per year in substrate		Introduction 2026
	Stem length: • Medium < 60 cm • Tall 60 - 70 cm • Extra tall > 70 cm		Experimental, tested on limited scale
	Flower diameter in cm		Regional limitations
			Image not in catalogue

On the cover



Gerbera Overview



Sometimes a flower speaks louder than a thousand words. Our Gerberas tell stories through their colour, shape, and character. From the playful Piccolini® to the lush Pomponi®, and from the cheeky Rebel® to the surprising Marimo™, as well as the classic Standard and Mini Gerberas. Each variety has its own voice and its own style. At HilverdaFlorist, we believe that true beauty begins with craftsmanship. That's why we work with passion and precision to create flowers that not only stand out but continue to amaze. Every stem, every petal is the result of years of dedication and innovation.



NEW Standard Glimmer



Gerbera Standard

Our Standard Gerbera collection never disappoints, offering large, striking flowers in a rich mix of colours and styles. From bold (bi)colours to soft pastels and timeless favourites, there's a perfect match for every market and every story.



NEW Mini Kiki



Gerbera Mini

Mini Gerberas are small blooms with a big impact. Bursting with vibrant colours and backed by strong genetics, they add a playful twist to any assortment. Discover the charm and versatility of these mini beauties and let them brighten every bouquet.



NEW Pomponi®
Mini Angelo



Gerbera Pomponi® & Pomponi® Mini

With layer upon layer of perfectly shaped petals, Pomponi® Gerberas are true showstopping flowers. These voluminous flowers combine striking looks with strong, long-lasting performance. Choose the large Pomponi® or the compact yet powerful Pomponi® Mini.



Piccolini® Ancona



Gerbera Piccolini®

Piccolini® proves that the smallest flowers can make a big impression. As the tiniest Gerbera in the world, proudly introduced by HilverdaFlorist, Piccolini® is compact, playful and full of colour. With exceptional production and an impressive vase life, this charming collection offers a wide range of options to suit every floral need.



Rebel® Typhoon



Gerbera Rebel®

Cheeky, bold and one of a kind, Gerbera Rebel® continues to stand out. These remarkable varieties adds a playful edge to any assortment. Each flower has its own personality, yet all share the same top-tier quality.



Marimo® Green



Gerbera Marimo™

A Gerbera wrapped in mystery, showcasing the heart of the well-known flowers and forming a distinctive, ball-shaped silhouette. Marimo™ offers outstanding vase life, consistent quality, and brings a fun touch to any bouquet.



NEW Standard Fortune



Pomponi® Mini Mix



NEW Mini Studio

Step into our colourful universe. Whether you're looking for elegance, expression, or pure joy there's always a Gerbera that fits your story. And we're here to help you find that perfect match, tailored to your market and your needs.

Gerbera Standard

Large flowers in a wide range of colours

From bold colours, to pastels & all time favourites

Wide range to meet global demand

Endless opportunities

NEW Standard Colin



View our
assortment
online!

Alison
アリソン

NEW



Alliance
アライアンス



Alma
アルマ



Alpaca
アルパカ



Amarone
アマローネ



	230 - 250	290 - 310	Tall	10 - 12	15 - 17	NEW
Alison	230 - 250	290 - 310	Tall	10 - 12	15 - 17	
Alliance	250 - 270	310 - 330	Extra tall	10 - 12	14 - 16	
Alma	230 - 250	290 - 310	Tall	11 - 12	14 - 16	
Alpaca	230 - 250	290 - 310	Extra tall	12 - 14	15 - 17	
Amarone	210 - 230	270 - 290	Tall	11 - 13	16 - 18	

Ankur
アソカー



Apollo
アポロ



Arcade
アーケード



Artist
アーティスト



Atlanta
アトランタ



Ankur	230 - 250	290 - 310	Tall	11 - 13	15 - 17
Apollo	210 - 230	270 - 290	Tall	11 - 13	12 - 14
Arcade	250 - 270	310 - 330	Tall	11 - 13	14 - 16
Artist	230 - 250	290 - 310	Tall	10 - 12	12 - 14
Atlanta	230 - 250	290 - 310	Tall	11 - 13	12 - 14
Avignon	250 - 270	310 - 330	Tall	10 - 12	16 - 18
Award	230 - 250	290 - 310	Tall	12 - 14	16 - 18
Azuna	230 - 250	310 - 330	Tall	10 - 12	14 - 16
Balance	230 - 250	290 - 310	Extra tall	11 - 13	13 - 15
Billboard	230 - 250	290 - 310	Extra tall	11 - 13	13 - 15

NEW

Avignon
アビニオン



Award
アワード



Azuna
アズナ



Balance
バランス



NEW

Billboard
ビルボード

Billboard features beautiful large, deep pink flowers that add richness to any floral design. With its long stems and vibrant colour, it expands each pink palette with style.



Bellarosa
ベラローザ



Blind Date
ブラインドデート



Bodega
ボデガ



Bon Dia
ボンディア



Buzzer
ブザー



Bellarosa	230 - 250	290 - 310	Tall	10 - 12	12 - 14
Blind Date	230 - 250	290 - 310	Tall	10 - 12	15 - 17
Bodega	230 - 250	290 - 310	Tall	10 - 12	15 - 17
Bon Dia	250 - 270	310 - 330	Medium	10 - 12	15 - 17
Buzzer	230 - 250	290 - 310	Tall	11 - 13	12 - 14
Cameron	230 - 250	290 - 310	Tall	11 - 13	12 - 14
Candy Corn	230 - 250	290 - 310	Extra tall	10 - 12	14 - 16
Capella	210 - 230	270 - 290	Tall	12 - 14	14 - 16
Capito	250 - 270	310 - 330	Tall	10 - 12	14 - 16

NEW

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



Investing in research

Research & Development is what drives our organisation. Where the focus with Gerbera was mostly on development in the recent years, HilverdaFlorist aims to further invest in applied research as the basis for development in the coming years. With the expansion of our team, we are ready to take this further, to implement greater innovation and serve the future.

Martin Beers – Manager Research & Development

NEW

Colin
コリン

Colin impresses with large, voluminous flowers and a bright pastel-toned colour that truly stands out. This new variety brings a strong yet refined touch to any floral arrangement.



Carambole
カラムボール



Caravaggio
カラヴァッジオ



Cleopatra
クレオパトラ



Carambole	230 - 250	290 - 310	Tall	11 - 13	14 - 16
Caravaggio	250 - 270	310 - 330	Tall	10 - 12	15 - 17
Cleopatra	230 - 250	290 - 310	Tall	11 - 13	14 - 16
Crayon	230 - 250	310 - 330	Tall	11 - 13	14 - 16
Colin	230 - 250	290 - 310	Tall	11 - 13	15 - 17
Cream Beach	230 - 250	290 - 310	Tall	10 - 12	14 - 16
Cubanita	230 - 250	290 - 310	Tall	11 - 13	14 - 16
Cullinan	250 - 270	310 - 330	Tall	10 - 12	15 - 17
Dark Diamond	250 - 270	310 - 330	Tall	10 - 12	13 - 15
Davina	230 - 250	290 - 310	Tall	10 - 11	12 - 14

NEW

Crayon
クレヨン



Cream Beach
クリームビーチ



Cubanita
クバニタ



Cullinan
カリナン



Dark Diamond
ダーク ダイヤモンド



Davina
ダビナ



Diabolo
ディアポロ



Dice
ダイス



Don Leo
ドンレオ



Dreamline
ドリームライン



Dune
デューン



Diabolo	250 - 270	310 - 330	Tall	10 - 12	12 - 14
Dice	230 - 250	290 - 310	Extra Tall	10 - 12	15 - 17
Don Leo	230 - 250	290 - 310	Medium	10 - 12	12 - 14
Dreamline	230 - 250	290 - 310	Tall	11 - 13	12 - 14
Dune	230 - 250	290 - 310	Tall	11 - 12	12 - 14
Dynamic	230 - 250	290 - 310	Tall	10 - 12	15 - 17
Elan	230 - 250	290 - 310	Tall	11 - 13	12 - 14
Entourage	230 - 250	290 - 310	Tall	11 - 13	16 - 18
Estate	230 - 250	290 - 310	Extra tall	10 - 12	12 - 14
Eureka	230 - 250	290 - 310	Tall	11 - 13	15 - 17
Everglow	230 - 250	290 - 310	Tall	12 - 14	16 - 18

Dynamic
ダイナミック



Elan
エラン



Entourage
エントラージュ



Estate
エステート



Eureka
エウレカ



Everglow
エヴァーグローウ



Figaro
フィガロ



Forbes
フォーブス



NEW

Fortune
フォーチュン

With its luxurious deep red colour, this variety exudes elegance and intensity, but it also carries a very personal story. For every Gerbera Fortune sold, **50% of the royalties** go directly to the Hilverda Foundation.

Read more on **page 77**.



Forza
フォルツァ



Figaro	250 - 270	310 - 330	Tall	10 - 12	14 - 16
Forbes	230 - 250	290 - 310	Tall	11 - 12	10 - 12
Fortune	250 - 270	310 - 330	Tall	10 - 12	15 - 17
Forza	230 - 250	290 - 310	Tall	10 - 12	13 - 15
Glimmer	250 - 270	310 - 330	Tall	11 - 13	12 - 14
Glossy	230 - 250	290 - 310	Tall	10 - 12	12 - 14
Goldstrike	210 - 230	270 - 290	Extra Tall	10 - 12	14 - 16
Gossip	250 - 270	310 - 330	Tall	11 - 13	12 - 14
Graceland	210 - 230	270 - 290	Tall	10 - 12	11 - 13
Greeny	230 - 250	290 - 310	Tall	10 - 12	15 - 17

NEW

NEW

NEW

Glimmer
グリマー

NEW



Glossy
グラッシー



Goldstrike
ゴールドストライク



Gossip
ゴシップ

NEW



Graceland
グレースランド



Greeny
グリーニー





NEW Standard Ribbon



View our
assortment
online!

Haribo
ハリボー



Highlight
ハイライト



Humberto
ハンベルト



Inferno
インフェルノ



Intense
インテンス



Haribo	230 - 250	290 - 310	Tall	11 - 13	14 - 16
Highlight	250 - 270	310 - 330	Extra tall	10 - 12	13 - 15
Humberto	230 - 250	290 - 310	Tall	11 - 12	12 - 14
Inferno	230 - 250	290 - 310	Tall	12 - 14	12 - 14
Intense	230 - 250	290 - 310	Extra tall	10 - 12	13 - 15

Jukebox
 ジュークボックス



Keystone
 キーストーン








Limoncello
 リモンセロ



Lyon
 リヨン



					
Jukebox	230 - 250	290 - 310	Tall	10 - 12	14 - 16
Keystone	210 - 230	270 - 290	Tall	12 - 14	13 - 15
Limoncello	250 - 270	310 - 330	Extra tall	10 - 12	10 - 12
Lyon	250 - 270	310 - 330	Tall	12 - 14	14 - 16
Madelaine	230 - 250	290 - 310	Tall	12	14 - 16
Mandala	230 - 250	290 - 310	Tall	10 - 12	12 - 14
Marvel	230 - 250	290 - 310	Tall	10 - 12	16 - 18
Medina	250 - 270	310 - 330	Tall	10 - 12	14 - 16
Memphis	230 - 250	290 - 310	Tall	11 - 12	12 - 14
Menorca	230 - 250	290 - 310	Tall	11 - 13	13 - 15
Mint	250 - 270	310 - 330	Tall	10 - 12	14 - 16

NEW

Madelaine
 マデリフ



Mandala
マンダラ



Marvel
マーベル



Medina
マディーナ



Memphis
メンフィス



Menorca
ミノルカ

NEW



Mint
ミント



Mocktail
モクテル



Monroe
モンロー



Morris
モリス



Nectar
ネクター



Noblesse
ノブレッセ



Mocktail	230 - 250	290 - 310	Tall	11 - 13	12 - 14
Monroe	250 - 270	310 - 330	Tall	10 - 12	15 - 17
Morris	230 - 250	290 - 310	Tall	11 - 13	14 - 16
Nectar	230 - 250	290 - 310	Tall	12 - 14	16 - 18
Noblesse	230 - 250	290 - 310	Tall	10 - 12	15 - 17
Nuance	250 - 270	310 - 330	Tall	10 - 12	16 - 18
Orca	230 - 250	290 - 310	Tall	10 - 11	15 - 17
Oriana	230 - 250	290 - 310	Tall	12 - 14	14 - 16
Panama	250 - 270	310 - 330	Tall	10 - 12	15 - 17
Peppa	250 - 270	310 - 330	Tall	12 - 14	14 - 16
Peptalk	230 - 250	290 - 310	Tall	10 - 12	11 - 13

Nuance
ニュアンス



Orca
オルカ



Oriana
オリアナ



Panama
パナマ



Peppa
ペッパ



Peptalk
ペップトーク



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



Picobello	230 - 250	290 - 310	Tall	10 - 12	11 - 13
Pink Elegance	230 - 250	290 - 310	Tall	11 - 13	14 - 16
Pink Lake	210 - 230	270 - 290	Tall	11 - 13	11 - 13
Pink Power	230 - 250	290 - 310	Tall	11 - 13	13 - 15
Pole Star	230 - 250	290 - 310	Tall	12 - 14	15 - 17
Pre Intenzz	250 - 270	310 - 330	Tall	11 - 12	14 - 16
Pre Semmy	250 - 270	310 - 330	Tall	10 - 12	12 - 14
Prestige	250 - 270	310 - 330	Tall	10 - 12	15 - 17
Pyramid	230 - 250	290 - 310	Tall	11 - 13	15 - 17

NEW

Pre Intenzz
(プレ)インテンツ



Pre Semmy
(プレ)セミー



Prestige
プレステージ



Pyramid
ピラミッド



Sustainability and resistance

In the process of breeding, sustainability plays a major role. Our biggest criteria, where we make great steps, is resistance. By developing more resistant varieties into our range, we create a resilient selection that requires less crop protection. Together, we can take the next step towards a greener, transparent future.

Gerben Eeuwes – Breeder Gerbera

NEW

Ribbon

リボン

Ribbon charms with its soft pink petals and striking dark centre, giving the flowers a unique, expressive look. With its exceptional vase life and extra firm petals, this variety is both elegant and long-lasting.



Rihanna

リアーナ



Riley

ライリー



Ritmo

リトモ



	250 - 270	310 - 330	Medium	10 - 12	15 - 17	NEW
Ribbon	250 - 270	310 - 330	Medium	10 - 12	15 - 17	NEW
Rihanna	250 - 270	310 - 330	ExtraTall	10 - 12	14 - 16	
Riley	250 - 270	310 - 330	Tall	11 - 13	14 - 16	
Ritmo	230 - 250	290 - 310	Tall	12 - 14	11 - 13	
Samara	250 - 270	310 - 330	Tall	10 - 12	10 - 12	
Sandu	230 - 250	290 - 310	Tall	11 - 13	15 - 17	NEW
Shimmer	250 - 270	310 - 330	Tall	10 - 12	12 - 14	
Snowball	230 - 250	290 - 310	Tall	12 - 14	14 - 16	
Spotlight	250 - 270	310 - 330	Tall	10 - 12	14 - 16	
Stilo	250 - 270	310 - 330	Tall	10 - 12	13 - 15	

Samara
サマラ



Sandu
サンドゥ

NEW



Shimmer
シマー



Snowball
スノーボール



Spotlight
スポットライト



Stilo
スティロ



NEW

Supermodel

スーパーモデル

As the name suggests, Supermodel is a true showstopper. Its stunning flowers feature a smooth colour gradient from bright to soft pink. With extra tall stems and easy cultivation, it's beauty and performance in one.



Tairona

タイロナ



Tepito

テピート



Treasure

トレジャー



	230 - 250	290 - 310	Extra tall	11 - 13	15 - 17	NEW
Supermodel	230 - 250	290 - 310	Extra tall	11 - 13	15 - 17	NEW
Tairona	230 - 250	290 - 310	Tall	10 - 12	14 - 16	
Tepito	250 - 270	310 - 330	Tall	12 - 14	14 - 16	
Treasure	250 - 270	310 - 330	Tall	10 - 12	15 - 17	
Tuxedo	230 - 250	290 - 310	Tall	11 - 13	15 - 17	NEW
Tyler	250 - 270	310 - 330	Tall	12 - 14	16 - 18	
Ultima	230 - 250	290 - 310	Tall	11 - 13	16 - 18	
Valerie	230 - 250	290 - 310	Tall	12 - 14	14 - 16	
Wannabe	230 - 250	290 - 310	Extra tall	12 - 14	14 - 16	

NEW

Tuxedo

タキシード

Elegant and refreshing; Tuxedo brings a crisp, clean look with a subtle twist. Its sturdy petals and tall stems make it a standout in both cultivation and floral design. Well-suited for warmer climates, this variety offers excellent durability and a modern look.

**Tyler**

テラー

**Ultima**

ウルティマ

**Valerie**

ヴァレリー

**Wannabe**

ワナビー



Gerbera Mini



Mini but mighty beloved blooms

Great vase life

Strong colour range

High quality varieties

NEW Mini Kirstey



View our
assortment
online!

Alix Noor
アリズノール



Allround
オールラウンド



Anna
アナ



Ariba
アリバ



Babble
バブル



Alix Noor	460 - 500	600 - 650	Tall	7 - 8	15 - 17
Allround	380 - 420	500 - 550	Tall	7	12 - 14
Anna	460 - 500	600 - 650	Tall	7	14 - 16
Ariba	420 - 460	550 - 600	Tall	7	12 - 14
Babble	460 - 500	600 - 650	Medium	7 - 8	14 - 16

Bellita

ベリッタ



Bieber

ビーバー



NEW

Bramble

ブレンブル

Bramble brings a sweet, feminine touch with its sweet purple colour and charming appearance. This variety stands out for its high production and strong overall performance. Pretty and practical in one variety.



Boost

ブースト



Bellita	420 - 460	550 - 600	Tall	8	14 - 16
Bieber	420 - 460	550 - 600	Tall	7 - 8	12 - 14
Boost	460 - 500	600 - 650	Tall	7 - 8	13 - 15
Bramble	420 - 460	550 - 600	Tall	7	13 - 15
Caramba	420 - 460	550 - 600	Tall	7	13 - 15
Cava	420 - 460	550 - 600	Tall	7 - 8	15 - 17
Choiz	460 - 500	600 - 650	Tall	7	14 - 16
Colori	380 - 420	500 - 550	Tall	8	14 - 16
Diana	460 - 500	600 - 650	Tall	7	14 - 16
Double Fun	420 - 460	550 - 600	Tall	7	14 - 16

NEW

Caramba
カランバ



Cava
カヴァ



Choiz
チョイズ



Colori
コローリ



Diana
ダイアナ



Double Fun
ダブルファン



Emoji
エモジ



Esmee
エスミー



NEW

Fedor
ヒョードル

Fedor is a cheerful bicolour variety that combines a fun look with strong technical performance. With firm petals, high production, and reliable growth, it's a grower's favourite with a playful twist.



Emoji	460 - 500	600 - 650	Tall	7	12 - 14
Esmee	420 - 460	550 - 600	Tall	7	15 - 17
Espresso	420 - 460	550 - 600	Tall	7 - 8	15 - 17
Fedor	460 - 500	600 - 650	Tall	7	14 - 16

Espresso
エスプレッソ





NEW Mini Fedor



View our
assortment
online!

Fancy

ファンシー



Flamazing

フラメイジング



Happiness

ハピネス



Jacky

ジャッキー



Fancy	460 - 500	600 - 650	Tall	7	14 - 16
Flamazing	380 - 420	500 - 550	Tall	7	15 - 17
Happiness	460 - 500	600 - 650	Tall	7 - 8	15 - 17
Jacky	420 - 460	550 - 600	Tall	7 - 8	14 - 16
Juna	460 - 500	600 - 650	Tall	7	12 - 14
Ketchup	420 - 460	550 - 600	Tall	7	14 - 16
Kiki	420 - 460	550 - 600	Tall	7	14 - 16
Kirstey	420 - 460	550 - 600	Extra tall	7	14 - 16

NEW

NEW

Juna

ジュナ



Ketchup
ケチャップ



Kiki
キキ

NEW



NEW

Kirstey
カースティ

Kirstey showcases the perfect pink; a timeless colour that is loved worldwide. With extra tall, sturdy stems and excellent overall performance, this promising variety is set to become a global favourite.



Create your own one-of-a-kind range

Gerberas offer countless creative options. By continuing to expand our range with new flower shapes, we keep surprising the market with everything Gerbera has to offer. From classic, large-flowered varieties to our stunning mini Gerberas. Create your own mix for a complete, varied, and distinctive offering.

Robin van der Meer – Assortment Manager Gerbera

Kitty
キティー



Larissa
ラリッサ



Layla
レイラ



Lemon Lime
レモンライム



Lobby
ロビー



Kitty	460 - 500	600 - 650	Tall	7 - 8	14 - 16
Larissa	420 - 460	550 - 600	Extra tall	7	15 - 17
Layla	380 - 420	500 - 550	Tall	8	16 - 18
Lemon Lime	460 - 500	600 - 650	Tall	7	14 - 16
Lobby	460 - 500	600 - 650	Tall	7	15 - 17



NEW Mini Studio



View our
assortment
online!

Lollipop
ロリポップ



Macaron
マカロン



Masserati
マセラティ



Mindset
マインドセット



Nemo
ネモ



Lollipop	420 - 460	550 - 600	Tall	7	14 - 16
Macaron	420 - 460	550 - 600	Tall	7 - 8	14 - 16
Masserati	420 - 460	550 - 600	Tall	7 - 8	14 - 16
Mindset	420 - 460	550 - 600	Tall	7 - 8	13 - 15
Nemo	460 - 500	600 - 650	Tall	7	14 - 16
Nirvana	420 - 460	550 - 600	Tall	7	14 - 16
Noï	460 - 500	600 - 650	Tall	7	14 - 16
Okidoki	460 - 500	600 - 650	Tall	7	12 - 14
Olaf	460 - 500	600 - 650	Tall	7 - 8	13 - 15
Oreo	460 - 500	600 - 650	Tall	7	16 - 18

NEW

Nirvana
ニラヴァナ



Noï
ノイ



NEW

Olaf
オラフ

A subtle nod to the beloved Frozen character, Olaf brings a touch of magic to any floral arrangement. With its crisp white petals and striking black centre, Olaf is as a true winter wonder.



Okidoki
オキドキ



Oreo
オレオ





NEW Mini Olaf



View our
assortment
online!

Pacman
パッカマン



Red Ruby
レッドルビー



NEW

Prada
プラダ

Prada stands out with a subtle bicolour that blends soft pastels with bright pink tones. Its feminine look is supported by a technically strong plant with an open structure that captures plenty of light.



Rhapsody
ラプソディー

NEW



Pacman	420 - 460	550 - 600	Tall	7	16 - 18	
Prada	420 - 460	550 - 600	Tall	7	14 - 16	NEW
Red Ruby	460 - 500	600 - 650	Tall	8	16 - 18	
Rhapsody	420 - 460	550 - 600	Extra tall	7	14 - 16	NEW

NEW

Santiago

サンティアゴ

Santiago stands out with its semi-double flowers and refined orange tones that gently shift in colour. With its strong petals and bold presence, this variety brings both character and durability to each assortment.



NEW

Studio

スタジオ

Studio introduces a soft lilac-pink hue to the collection, offering a fresh and trendy colour addition. Its semi-double flowers bring a playful texture and a light, contemporary feeling to any bouquet.



Sunshine

サンシャイン



Santiago	460 - 500	600 - 650	Tall	7	14 - 16	NEW
Studio	460 - 500	600 - 650	Tall	7	14 - 16	NEW
Sunshine	460 - 500	600 - 650	Tall	6 - 7	15 - 17	
Surfer	460 - 500	600 - 650	Tall	6 - 7	14 - 16	
Talent	420 - 460	550 - 600	Tall	7 - 8	14 - 16	
Tweety	420 - 460	550 - 600	Tall	7	15 - 17	
Vivian	380 - 420	500 - 550	Tall	7	15 - 17	
Vuelta	460 - 500	600 - 650	Tall	7	15 - 17	
White Label	420 - 460	600 - 650	Extra tall	7 - 8	14 - 16	

Surfer
サーファー



Talent
タレント



Tweety
サンシャイン



Vivian
ヴィヴィアン



Vuelta
ブエelta



White Label
ホワイトラベル



White Star

ホワイトスター



Whity

ホワイティ



Wonderwall

ワンダーウォール



White Star	460 - 500	600 - 650	Tall	7 - 8	14 - 16
Whity	420 - 460	550 - 600	Tall	7 - 8	13 - 15
Wonderwall	380 - 420	500 - 550	Tall	8	15 - 17

NEW Mini Wonderwall



View our
assortment
online!

Pomponi® Standard



Large voluminous sphere shaped flowers

Beautiful details

High quality and long-lasting flowers

Firm stems

Pomponi® Standard
Cannonball



View our
assortment
online!



Cannonball

キャノンボール

NEW



Honey Ball

ハニーボール



Magic Ball

マジックボール



May Ball

メイボール



Powerball

パワーボール



	230 - 250	290 - 310	Tall	10 - 12	15 - 17	NEW
Cannonball	230 - 250	290 - 310	Tall	10 - 12	15 - 17	
Honey Ball	230 - 250	290 - 310	Tall	10 - 11	10 - 12	
Magic Ball	230 - 250	290 - 310	Tall	11 - 13	13 - 15	
May Ball	210 - 230	270 - 290	Tall	10 - 12	16 - 18	
Powerball	210 - 230	270 - 290	Tall	10 - 11	14 - 16	

Pomponi® Mini

Extraordinary flower shape

Rounded, fully double mini Gerberas

Here to differentiate your Gerbera range

Elevate your collection with a unique and exclusive allure

Pomponi® Mini Mix



View our
assortment
online!

NEW

Angelo

アンジェロ

Bringing white back in style. This elegant gerbera reintroduces white to the series with confidence. Its exceptionally long-lasting blooms, tall stems, and impressive flower volume make it a true standout.



Black Pearl

ブラックパール



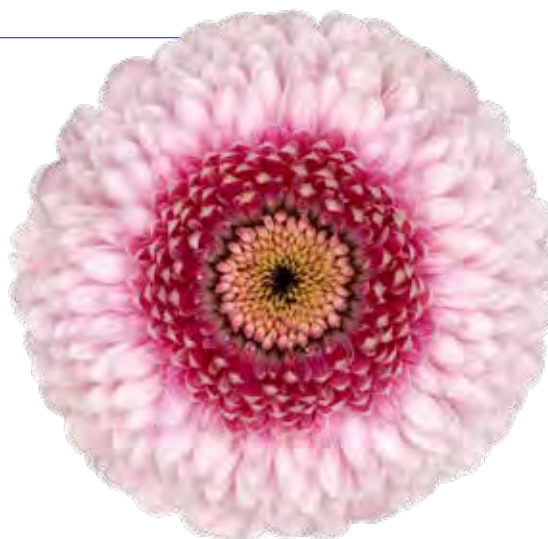
Bunny

パニー



Camilla

カミラ



	420 - 460	550 - 600	Tall	7	14- 16	NEW
Angelo	420 - 460	550 - 600	Tall	7	14- 16	
Black Pearl	320 - 360	450 - 500	Tall	8	14 - 16	
Bunny	320 - 360	450 - 500	Tall	8	14 - 16	
Camilla	320 - 360	450 - 500	Tall	7	12 - 14	

Floyd

フロイド



Fozzie

フォジー



Gonzo

ゴンゾ



Honeydew

ハニーデュー



Piggy

ピギー



Floyd	280 - 320	400 - 450	Tall	7 - 8	15 - 17
Fozzie	320 - 360	450 - 500	Tall	7 - 8	12 - 14
Gonzo	320 - 360	450 - 500	Tall	7	13 - 15
Honeydew	420 - 460	550 - 600	Tall	7	13 - 15
Piggy	320 - 360	450 - 500	Tall	7	13 - 15
Rizzo	320 - 360	450 - 500	Tall	7	15 - 17
Tracy	320 - 360	450 - 500	Tall	7	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 to florists, retailers, wholesalers and consumers.

Together we are building connections throughout the chain, with a focus on joint success.



**coloured
by gerbera**
always surprising

Get inspired at
colouredbygerbera.com

Denise van Kampen
Marketing Manager



Rizzo

リゾ



Tracy

トレーシー



Piccolini[®]



The world's tiniest Gerbera!

Extreme high production level

Outstanding vase life

Easy to transport

Piccolini[®] Bari



View our
assortment
online!

Ancona

アンコーナ



Assisi

アッシジ



Bari

バリ



Catania

カタニーア



Ditella

ディテラ



Livorno

リヴォルノ



Molara

モラーラ



Palmaria

パルマリア



Ponza

モリス



Sanremo

サンレモ



Ustica

ウスティカ



Ancona	🔒	800 - 900	1000 - 1100	Tall	5 - 6	13 - 15
Assisi	🔒	800 - 900	1000 - 1100	Tall	5 - 6	14 - 16
Bari	🔒	700 - 800	900 - 1000	Tall	5 - 6	15 - 17
Catania	🔒	700 - 800	900 - 1000	Tall	5 - 6	15 - 17
Ditella	🔒	800 - 900	1000 - 1100	Tall	5 - 6	16 - 18
Livorno	🔒	800 - 900	1000 - 1100	Tall	5 - 6	16 - 18
Molara	🔒	600 - 700	800 - 900	Tall	5 - 6	13 - 15
Palmaria	🔒	600 - 700	800 - 900	Tall	5 - 6	12 - 14
Ponza	🔒	800 - 900	1000 - 1100	Tall	5 - 6	16 - 18
Sanremo	🔒	800 - 900	1000 - 1100	Tall	5 - 6	16 - 18
Ustica	🔒	700 - 800	900 - 1000	Tall	5 - 6	13 - 15

🔒 Regional limitations

Marimo™



In a league of its own

Round-shaped flower

Outstanding vase life with consistent quality

A flower wrapped in mystery

Marimo™ Green



View our
assortment
online!

Marimo™ Dark

マリモダーク

Dark, bold, and intriguing, Marimo™ Dark draws inspiration from the black-hearted Gerberas, adding an unexpected, almost magical touch to any bouquet. With its tall, elegant stems and impressive productivity, this variety is not only a visual surprise but also a reliable choice for the professional florist.



Marimo™ Green

マリモグリーン

Round, green, and refreshingly different, Marimo™ Green evokes the iconic moss balls found in Japan's crystal-clear lakes.

This flower blends tranquility with originality in a playful, spherical form. Thanks to its high yield and tall stems, Marimo™ Green is a natural eye-catcher in any floral arrangement.



Marimo Dark	420 - 460	550 - 600	Tall	3	16 - 18
Marimo Green	420 - 460	550 - 600	Tall	3	16 - 18

MARiMo

Rebel[®]



Cheeky, bold and truly unique

Gerbera with twisted flower petals

Eye-catching colour contrasts

A fun twist in bouquets!

Rebel[®] Typhoon



View our
assortment
online!

REBEL

Meet Rebel®

The Rebel® Series is a tribute to individuality. These three striking varieties are designed to stand out.

Craze plays with unexpected colour combinations that effortlessly come together in a playful harmony. Perfect for those who dare to mix and match. Jinx radiates strength and energy with its vivid, dazzling pink hue. A true eye-catcher that leaves a lasting impression. Typhoon breaks with convention, offering a refreshing palette of coral and lime green – a colour combination you won't forget in a hurry.



Craze	250 - 270	310 - 330	Tall	10 - 12	14 - 16
Jinx	230 - 250	290 - 310	Tall	10 - 12	14 - 16
Typhoon	250 - 270	310 - 330	Tall	10 - 12	14 - 16



Craze
レベル クレイズ



Jinx
レベル ジンクス



Typhoon
レベル タイフーン

Assortment overview

NEW Standard Supermodel



View our
assortment
online!



Alison
(NEW)



Billboard
(NEW)



Buzzer
(NEW)



Colin
(NEW)

Status	Commercial name	Variety denomination						Type			
	Aladin	Aladin	230 - 250	290 - 310	Medium	10 - 12	12 - 14	Single	Purple	●	
NEW	Alison	Ho601552	230 - 250	290 - 310	Tall	10 - 12	15 - 17	Single	Light pink	●	9
	Alliance	Alliance	250 - 270	310 - 330	Extra tall	10 - 12	14 - 16	Semi double	Cream/pink bicolour	●	9
	Alma	Alma	230 - 250	290 - 310	Tall	11 - 12	14 - 16	Semi double	Peach	●	9
	Alpaca	Hilalpac	230 - 250	290 - 310	Extra tall	12 - 14	15 - 17	Semi double	Cream	●	9
	Amarone	Amarone	210 - 230	270 - 290	Tall	11 - 13	16 - 18	Semi double	Dark red	●	9
	Ankur	Ankur	230 - 250	290 - 310	Tall	11 - 13	15 - 17	Semi double	Red	●	10
	Apollo	Apollo	210 - 230	270 - 290	Tall	11 - 13	12 - 14	Semi double	Yellow/orange bicolour	●	10
	Applause	Applause	250 - 270	310 - 330	Medium	10 - 12	10 - 12	Semi double	Orange	●	
	Arcade	Hilarcade	250 - 270	310 - 330	Tall	11 - 13	14 - 16	Semi double	Hot pink	●	10
	Artist	Artist	230 - 250	290 - 310	Tall	10 - 12	12 - 14	Semi double	White/pink bicolour	●	10
	Atlanta	Atlanta	230 - 250	290 - 310	Tall	11 - 13	12 - 14	Semi double	Orange	●	10
	Aventura	Aventura	230 - 250	290 - 310	Tall	11 - 13	12 - 14	Semi double	Yellow/orange bicolour	●	
	Avignon	Avignon	250 - 270	310 - 330	Tall	10 - 12	16 - 18	Semi double	Peach	●	11
	Award	Hilaward	230 - 250	290 - 310	Tall	12 - 14	16 - 18	Semi double	Pink	●	11
	Azuna	Hilazuna	230 - 250	290 - 310	Tall	10 - 12	14 - 16	Semi double	Light pink	●	11
	Balance	Balance	230 - 250	290 - 310	Extra tall	11 - 13	13 - 15	Semi double	White	●	11
	Barones	Barones	250 - 270	310 - 330	Medium	10 - 11	15 - 17	Semi double	Red	●	
	Bellarosa	Ho601133	230 - 250	290 - 310	Tall	10 - 12	12 - 14	Semi double	Light pink	●	12
NEW	Billboard	Hilbillbo	230 - 250	290 - 310	Extra tall	11 - 13	13 - 15	Semi double	Hot pink/purple	●	11
	Blind Date	Blind date	230 - 250	290 - 310	Tall	10 - 12	15 - 17	Semi double	Red	●	12
	Bodega	Hilfbode	230 - 250	290 - 310	Tall	10 - 12	15 - 17	Semi double	Red	●	12
	Bon Dia	Hilfbondia	250 - 270	310 - 330	Medium	10 - 12	15 - 17	Semi double	Purple	●	12
	Brilliance	Brilliance	230 - 250	290 - 310	Tall	11 - 12	14 - 16	Semi double	Yellow	●	
	Brunello	Brunello	250 - 270	310 - 330	Tall	10 - 12	13 - 15	Semi double	Red	●	
NEW	Buzzer	Hilbuzzer	230 - 250	290 - 310	Tall	11 - 13	12 - 14	Semi double	Yellow	●	12
	Cameron	Hilfcam	230 - 250	290 - 310	Tall	11 - 13	12 - 14	Semi double	Light pink	●	13
	Candela	Candela	250 - 270	310 - 330	Medium	10 - 12	14 - 16	Semi double	Orange	●	
	Candy Corn	Ho601548	230 - 250	290 - 310	Extra tall	10 - 12	14 - 16	Semi double	Red/yellow bicolour	●	13
	Capella	Capella	210 - 230	270 - 290	Tall	12 - 14	14 - 16	Semi double	Orange	●	13
	Capito	Hilfcapito	250 - 270	310 - 330	Tall	10 - 12	14 - 16	Semi double	Light pink	●	13
	Carambole	Carambole	230 - 250	290 - 310	Tall	11 - 13	14 - 16	Semi double	Red	●	14
	Caravaggio	Caravaggio	250 - 270	310 - 330	Tall	10 - 12	15 - 17	Semi double	Red	●	14
	Catwalk	Catwalk	250 - 270	310 - 330	Tall	10 - 12	15 - 17	Semi double	Yellow/orange bicolour	●	
	Cleopatra	Cleopatra	230 - 250	290 - 310	Tall	11 - 13	14 - 16	Semi double	Purple	●	14
NEW	Colin	Ho601723	230 - 250	290 - 310	Tall	11 - 13	15 - 17	Semi double	Peach/apricot	●	14
	Crayon	Hilcrayon	230 - 250	310 - 330	Tall	11 - 13	14 - 16	Double	Light pink/hot pink bicolour	●	15
	Cream Beach	Cream beach	230 - 250	290 - 310	Tall	10 - 12	14 - 16	Single	Cream	●	15
	Cubanita	Cubanita	230 - 250	290 - 310	Tall	11 - 13	14 - 16	Single	Pink/white bicolour	●	15
	Cullinan	Hilfcullin	250 - 270	310 - 330	Tall	10 - 12	15 - 17	Semi double	White	●	15
	Dark Diamond	17244	250 - 270	310 - 330	Tall	10 - 12	13 - 15	Single	Bordeaux red	●	15
	Darling	Flodar	250 - 270	310 - 330	Tall	11 - 12	16 - 18	Single	Red	●	
	Davina	Ho94236	230 - 250	290 - 310	Tall	10 - 11	12 - 14	Semi double	Pink/light pink bicolour	●	15



Fortune
(NEW)



Glimmer
(NEW)



Gossip
(NEW)



Maddox
(EXP)

Status	Commercial name	Variety denomination						Type			
Gerbera Standard											
	Debut	<i>Debut</i>	230 - 250	290 - 310	Medium	11 - 13	15 - 17	Semi double	Pink	●	
	Diabolo	<i>Flodiab</i>	250 - 270	310 - 330	Tall	10 - 12	12 - 14	Semi double	Pink/white bicolour	●	16
	Dice	<i>Dice</i>	230 - 250	290 - 310	Extra tall	10 - 12	15 - 17	Single	White	●	16
	Don Leo	<i>Don leo</i>	230 - 250	290 - 310	Medium	10 - 12	12 - 14	Semi double	Yellow	●	16
	Dreamer	<i>Dreamer</i>	250 - 270	310 - 330	Medium	10 - 12	12 - 14	Semi double	Lilac	●	
	Dreamline	<i>Dreamline</i>	230 - 250	290 - 310	Tall	11 - 13	12 - 14	Semi double	Purple	●	16
	Dune	<i>Dune</i>	230 - 250	290 - 310	Tall	11 - 12	12 - 14	Semi double	Orange	●	16
	Dutch Pride	<i>Dutch pride</i>	250 - 270	310 - 330	Tall	10 - 11	15 - 17	Single	Orange	●	
	Dynamic	<i>Dynamic</i>	230 - 250	290 - 310	Tall	10 - 12	15 - 17	Semi double	Red	●	17
	Eclair	<i>Eclair</i>	250 - 270	310 - 330	Medium	10 - 12	12 - 14	Semi double	Cream	●	
	Elan	<i>Hilfelan</i>	230 - 250	290 - 310	Tall	11 - 13	12 - 14	Semi double	White/red bicolour	●	17
	Entourage	<i>Entourage</i>	230 - 250	290 - 310	Tall	11 - 13	16 - 18	Single	Orange/yellow bicolour	●	17
	Estate	<i>Estate</i>	230 - 250	290 - 310	Extra tall	10 - 12	12 - 14	Semi double	Cream	●	17
	Eureka	<i>Hilfeureka</i>	230 - 250	290 - 310	Tall	11 - 13	15 - 17	Semi double	Light orange	●	17
	Everglow	<i>Hileverglo</i>	230 - 250	290 - 310	Tall	12 - 14	16 - 18	Single	Light yellow/red bicolour	●	17
	Farao	<i>Flofarao</i>	230 - 250	290 - 310	Tall	10 - 12	13 - 15	Semi double	Purple	●	
	Figaro	<i>Figaro</i>	250 - 270	310 - 330	Tall	10 - 12	14 - 16	Semi double	Pink	●	18
	Forbes	<i>Forbes</i>	230 - 250	290 - 310	Tall	11 - 12	10 - 12	Semi double	Red	●	18
NEW	Fortune	<i>Hilfortune</i>	250 - 270	310 - 330	Tall	10 - 12	15 - 17	Semi double	Red	●	18
	Forza	<i>Forza</i>	230 - 250	290 - 310	Tall	10 - 12	13 - 15	Semi double	Red	●	18
NEW	Glimmer	<i>Hilglimmer</i>	250 - 270	310 - 330	Tall	11 - 13	12 - 14	Semi double	Pink	●	19
	Glossy	<i>Hoglos</i>	230 - 250	290 - 310	Tall	10 - 12	12 - 14	Semi double	Pink	●	19
	Goldstrike	<i>Goldstrike</i>	210 - 230	270 - 290	Extra tall	10 - 12	14 - 16	Single	Golden yellow	●	19
	Goliath	<i>Goliath</i>	210 - 230	270 - 290	Medium	10 - 12	12 - 14	Semi double	Orange	●	
NEW	Gossip	<i>Hilgossip</i>	250 - 270	310 - 330	Tall	11 - 13	12 - 14	Single	Pink	●	19
	Graceland	<i>Hograce</i>	210 - 230	270 - 290	Tall	10 - 12	11 - 13	Semi double	Pink/white bicolour	●	19
	Greeny	<i>Greeny</i>	230 - 250	290 - 310	Tall	10 - 12	15 - 17	Semi double	Green/yellow	●	19
	Haribo	<i>Haribo</i>	230 - 250	290 - 310	Tall	11 - 13	14 - 16	Semi double	Terracotta	●	21
	Highlight	<i>Highlight</i>	250 - 270	310 - 330	Extra tall	10 - 12	13 - 15	Semi double	Red	●	21
	Humberto	<i>Humberto</i>	230 - 250	290 - 310	Tall	11 - 12	12 - 14	Semi double	Dark red	●	21
	Iceberg	<i>Iceberg</i>	250 - 270	310 - 330	Tall	10 - 12	16 - 18	Semi double	White	●	
	Inferno	<i>Inferno</i>	230 - 250	290 - 310	Tall	12 - 14	12 - 14	Semi double	Red	●	21
	Intense	<i>Intense</i>	230 - 250	290 - 310	Extra tall	10 - 12	13 - 15	Semi double	Cerise	●	21
	Jetset	<i>Jetset</i>	250 - 270	310 - 330	Medium	11 - 13	14 - 16	Semi double	Peach	●	
	Jukebox	<i>Hilfjuke</i>	230 - 250	290 - 310	Tall	10 - 12	14 - 16	Semi double	Lilac	●	22
	Keystone	<i>Hilfkey</i>	210 - 230	270 - 290	Tall	12 - 14	13 - 15	Semi double	Lilac	●	22
	Limoncello	<i>Limoncello</i>	250 - 270	310 - 330	Extra tall	10 - 12	10 - 12	Semi double	Lemon/yellow	●	22
	Lyon	<i>Hilyon</i>	250 - 270	310 - 330	Tall	12 - 14	14 - 16	Single	Yellow	●	22
	Madelaine	<i>Hilmadela</i>	230 - 250	290 - 310	Tall	12	14 - 16	Semi double	Red	●	22
EXP	Maddox	<i>Hilmaddox</i>	230 - 250	290 - 310	Tall	11 - 13	13 - 15	Semi double	Orange	●	
	Malibu	<i>Lanmali</i>	250 - 270	310 - 330	Medium	10 - 11	10 - 12	Single	Purple	●	
	Mandala	<i>Mandala</i>	230 - 250	290 - 310	Tall	10 - 12	12 - 14	Single	White/pink bicolour	●	23
	Marvel	<i>Hilfmarv</i>	230 - 250	290 - 310	Tall	10 - 12	16 - 18	Semi double	Red/white bicolour	●	23



Menorca
(NEW)



Pyramid
(NEW)



Ribbon
(NEW)



Sandu
(NEW)



Supermodel
(NEW)

Status	Commercial name	Variety denomination						Type			
Gerbera Standard											
	Medina	Ho601447	250 - 270	310 - 330	Tall	10 - 12	14 - 16	Single	Orange	●	23
	Memphis	Memphis	230 - 250	290 - 310	Tall	11 - 12	12 - 14	Semi double	Lilac	●	23
NEW	Menorca	Hilmenor	230 - 250	290 - 310	Tall	11 - 13	13 - 15	Semi double	Orange	●	23
	Meriva	Meriva	250 - 270	310 - 330	Extra tall	10 - 12	14 - 16	Single	Yellow	●	
	Mint	Flosminty	250 - 270	310 - 330	Tall	10 - 12	14 - 16	Semi double	Green	●	23
	Mocktail	Mocktail	230 - 250	290 - 310	Tall	11 - 13	12 - 14	Semi double	Cream/red bicolour	●	24
	Monroe	Monroe	250 - 270	310 - 330	Tall	10 - 12	15 - 17	Semi double	Light pink	●	24
	Morris	Hilmorris	230 - 250	290 - 310	Tall	11 - 13	14 - 16	Single	Orange	●	24
	Nectar	Hilnectar	230 - 250	290 - 310	Tall	12 - 14	16 - 18	Single	Salmon	●	24
	Noblesse	Noblesse	230 - 250	290 - 310	Tall	10 - 12	15 - 17	Semi double	Light peach	●	24
	Nuance	Nuance	250 - 270	310 - 330	Tall	10 - 12	16 - 18	Single	Purple/lilac bicolour	●	25
	Orca	Hilforca	230 - 250	290 - 310	Tall	10 - 11	15 - 17	Semi double	White	●	25
	Oriana	Ho601680	230 - 250	290 - 310	Tall	12 - 14	14 - 16	Semi double	Orange	●	25
	Panama	Panama	250 - 270	310 - 330	Tall	10 - 12	15 - 17	Semi double	Yellow	●	25
	Peppa	Hilpeppa	250 - 270	310 - 330	Tall	12 - 14	14 - 16	Semi double	Pink	●	25
	Peptalk	Peptalk	230 - 250	290 - 310	Tall	10 - 12	11 - 13	Semi double	Orange	●	25
	Picobello	Flopico	230 - 250	290 - 310	Tall	10 - 12	11 - 13	Semi double	Purple	●	26
	Pink Elegance	Pink elegance	230 - 250	290 - 310	Tall	11 - 13	14 - 16	Semi double	Pink	●	26
	Pink Lake	Hilfpila	210 - 230	270 - 290	Tall	11 - 13	11 - 13	Semi double	Pink	●	26
	Pink Power	Pink power	230 - 250	290 - 310	Tall	11 - 13	13 - 15	Semi double	Light pink	●	26
	Pole Star	Pole star	230 - 250	290 - 310	Tall	12 - 14	15 - 17	Single	White	●	26
	Pre Extase	Pre extase	230 - 250	290 - 310	Medium	11 - 13	14 - 16	Semi double	Peach	●	
	Pre Intenzz	Pregetenz	250 - 270	310 - 330	Tall	11 - 12	14 - 16	Semi double	Pink	●	27
	Pre Semmy	Pre semmy	250 - 270	310 - 330	Tall	10 - 12	12 - 14	Semi double	Pink	●	27
	Prestige	Prestige	250 - 270	310 - 330	Tall	10 - 12	15 - 17	Semi double	Orange	●	27
NEW	Pyramid	Hilpyram	230 - 250	290 - 310	Tall	11 - 13	15 - 17	Semi double	Orange	●	27
	Red Explosion	Red explosion	250 - 270	310 - 330	Medium	10 - 12	12 - 14	Semi double	Red	●	
NEW	Ribbon	Hilribbon	250 - 270	310 - 330	Medium	10 - 12	15 - 17	Single	Pink/lilac	●	28
	Rich	Rich	250 - 270	310 - 330	Medium	10 - 11	16 - 18	Single	Purple	●	
	Rihanna	Rihanna	250 - 270	310 - 330	Extra tall	10 - 12	14 - 16	Semi double	Lilac	●	28
	Riley	Riley	250 - 270	310 - 330	Tall	11 - 13	14 - 16	Single	Lilac	●	28
	Ritmo	Ritmo	230 - 250	290 - 310	Tall	12 - 14	11 - 13	Semi double	Yellow	●	28
	Samara	Samaras	250 - 270	310 - 330	Tall	10 - 12	10 - 12	Semi double	Lilac	●	29
NEW	Sandu	Hilfosandu	230 - 250	290 - 310	Tall	11 - 13	15 - 17	Semi double	Yellow	●	29
	Scala	Scala	250 - 270	310 - 330	Tall	10 - 12	15 - 17	Semi double	Pink	●	
	Shimmer	Shimmer	250 - 270	310 - 330	Tall	10 - 12	12 - 14	Semi double	White/pink bicolour	●	29
	Snowball	Snowball	230 - 250	290 - 310	Tall	12 - 14	14 - 16	Semi double	White	●	29
	Souvenir	Souvenir	250 - 270	310 - 330	Tall	10 - 12	10 - 12	Semi double	Yellow/orange bicolour	●	
	Spotlight	Flosplight	250 - 270	310 - 330	Tall	10 - 12	14 - 16	Semi double	Orange/yellow bicolour	●	29
	Stilo	Hilfstilo	250 - 270	310 - 330	Tall	10 - 12	13 - 15	Semi double	Yellow	●	29
	Submarine	Submarine	250 - 270	310 - 330	Medium	10 - 12	13 - 15	Semi double	Yellow	●	
NEW	Supermodel	Hilsupmod	230 - 250	290 - 310	Extra tall	11 - 13	15 - 17	Semi double	Pink/white bicolour	●	30
	Tairona	Ho601403	230 - 250	290 - 310	Tall	10 - 12	14 - 16	Semi double	Orange	●	30



Tuxedo
(NEW)



Amelie
(EXP)



Bellini
(EXP)



Bramble
(NEW)



Fedor
(NEW)



Jedi
(EXP)



Jolie
(EXP)

Status	Commercial name	Variety denomination					Type				
Gerbera Standard											
	Tepito	Hiltepito	250 - 270	310 - 330	Tall	12 - 14	14 - 16	Semi double	Yellow	●	30
	Tess	Tess	250 - 270	310 - 330	Tall	10 - 12	12 - 14	Semi double	Yellow	●	
	Treasure	Hilftrea	250 - 270	310 - 330	Tall	10 - 12	15 - 17	Semi double	Coral	●	30
NEW	Tuxedo	Hiltuxe	230 - 250	290 - 310	Tall	11 - 13	15 - 17	Single	White	●	31
	Tyler	Hiltyler	250 - 270	310 - 330	Tall	12 - 14	16 - 18	Single	Pink	●	31
	Ultima	Flotima	230 - 250	290 - 310	Tall	11 - 13	16 - 18	Semi double	Orange	●	31
	Unique	Unique	230 - 250	290 - 310	Medium	10 - 12	15 - 17	Single	White/pink bicolour	●	
	Valerie	Hilvale	230 - 250	290 - 310	Tall	12 - 14	14 - 16	Semi double	Red	●	31
	Wake-Up	Wake-up	250 - 270	310 - 330	Tall	10 - 12	14 - 16	Semi double	Yellow	●	
	Wannabe	Wannabe	230 - 250	290 - 310	Extra tall	12 - 14	14 - 16	Semi double	Orange/yellow bicolour	●	31
	White House	White house	250 - 270	310 - 330	Medium	10 - 12	11 - 13	Semi double	White	●	
Gerbera Mini											
	Abby Lou	JW17307	460 - 500	600 - 650	Tall	7	15 - 17	Single	Pink	●	
	Albino	Albino	420 - 460	550 - 600	Medium	7	15 - 17	Single	White	●	
	Alix Noor	Jw 18-329	460 - 500	600 - 650	Tall	7 - 8	15 - 17	Semi double	Cream	●	33
	Allround	Allround	380 - 420	500 - 550	Tall	7	12 - 14	Semi double	Orange/red bicolour	●	33
	Allure	Allure	420 - 460	550 - 600	Tall	7	15 - 17	Single	Orange	●	
EXP	Amelie	Jw 21-437	460 - 500	600 - 650	Tall	7	13 - 15	Single	Hot pink/white bicolour	●	
	Anna	Jw 16-306	460 - 500	600 - 650	Tall	7	14 - 16	Single	Purple	●	33
	Ariba	Ho601415	420 - 460	550 - 600	Tall	7	12 - 14	Semi double	Orange/yellow bicolour	●	33
	Babble	Babble	460 - 500	600 - 650	Medium	7 - 8	14 - 16	Semi double	Pink	●	33
	Banana	Pregbana	460 - 500	600 - 650	Extra tall	7	15 - 17	Semi double	Yellow	●	
EXP	Bellini	Hilbellin	460 - 500	600 - 650	Tall	7	14 - 16	Semi double	Cream/peach	●	
	Bellita	Bellita	420 - 460	550 - 600	Tall	8	14 - 16	Semi double	Light pink	●	34
	Bieber	Bieber	420 - 460	550 - 600	Tall	7 - 8	12 - 14	Semi double	White/pink bicolour	●	34
	Boost	Boost	460 - 500	600 - 650	Tall	7 - 8	13 - 15	Semi double	Purple	●	34
NEW	Bramble	Hilbramble	420 - 460	550 - 600	Tall	7	13 - 15	Semi double	Purple/hot pink	●	34
	Caramba	Caramba	420 - 460	550 - 600	Tall	7	13 - 15	Semi double	Orange	●	35
	Cassis	Cassis	460 - 500	600 - 650	Tall	6 - 7	14 - 16	Semi double	White/pink bicolour	●	
	Cava	Ho94241	420 - 460	550 - 600	Tall	7 - 8	15 - 17	Single	Peach	●	35
	Choiz	Choiz	460 - 500	600 - 650	Tall	7	14 - 16	Single	Red	●	35
	Colori	Floolors	380 - 420	500 - 550	Tall	8	14 - 16	Semi double	Orange/yellow bicolour	●	35
	Cuby	Cuby	460 - 500	600 - 650	Tall	7 - 8	14 - 16	Semi double	Orange	●	
	Decora	Flodecora	420 - 460	550 - 600	Tall	7	12 - 14	Semi double	Yellow/orange bicolour	●	
	Diana	Jw 21-469	460 - 500	600 - 650	Tall	7	14 - 16	Single	Cerise	●	35
	Dorito	Dorito	460 - 500	600 - 650	Extra tall	7	14 - 16	Semi double	Orange	●	
	Double Fun	Hildoufun	420 - 460	550 - 600	Tall	7	14 - 16	Semi double	White/hot pink bicolour	●	35
	Emoji	Hilfemoji	460 - 500	600 - 650	Tall	7	12 - 14	Semi double	Yellow	●	36
	Esmee	Jw 19-386	420 - 460	550 - 600	Tall	7	15 - 17	Single	Pink/lilac bicolour	●	36
	Espresso	Ho601627	420 - 460	550 - 600	Tall	7 - 8	15 - 17	Single	Cream	●	36
	Fancy	Ho601664	460 - 500	600 - 650	Tall	7	14 - 16	Semi double	Pink	●	38
NEW	Fedor	Hilfedor	460 - 500	600 - 650	Tall	7	14 - 16	Semi double	Orange/yellow bicolour	●	36
	Flamazing	Hilfflam	380 - 420	500 - 550	Tall	7	15 - 17	Single	Orange/yellow bicolour	●	38

**Kiki**
(NEW)**Kirstey**
(NEW)**Olaf**
(NEW)**Philou**
(EXP)**Prada**
(NEW)**Precious**
(EXP)**Rhapsody**
(NEW)

Status	Commercial name	Variety denomination					Type				
Gerbera Mini											
	Happiness	Ho601635	460 - 500	600 - 650	Tall	7 - 8	15 - 17	Semi double	Pink	●	38
	Iggy	Iggy	380 - 420	500 - 550	Tall	7	14 - 16	Spider	Lilac	●	
	Jacky	Jacky	420 - 460	550 - 600	Tall	7 - 8	14 - 16	Semi double	Pink	●	38
	Jazzy	Flojaszy	420 - 460	550 - 600	Tall	7	14 - 16	Semi double	Yellow/orange bicolour	●	
EXP	Jedi	Hiljedi	460 - 500	600 - 650	Medium	7	13 - 15	Single	Cream	●	
EXP	Jolie	Jw 22-483	460 - 500	600 - 650	Tall	7	14 - 16	Single	Pink	●	
	Juna	Jw 20-420	460 - 500	600 - 650	Tall	7	12 - 14	Semi double	Pink	●	38
	Ketchup	Ketchup	420 - 460	550 - 600	Tall	7	14 - 16	Semi double	Red	●	39
NEW	Kiki	Hilkiki	420 - 460	550 - 600	Tall	7	14 - 16	Single	Hot pink/pink bicolour	●	39
NEW	Kirstey	Ho601768	420 - 460	550 - 600	Extra tall	7	14 - 16	Semi double	Pink	●	39
	Kitty	Kitty	460 - 500	600 - 650	Tall	7 - 8	14 - 16	Semi double	Pink	●	40
	Larissa	Larissa	420 - 460	550 - 600	Extra tall	7	15 - 17	Semi double	Peach	●	40
	Layla	Ho601658	380 - 420	500 - 550	Tall	8	16 - 18	Single	Purple	●	40
	Leando	Leando	460 - 500	600 - 650	Tall	7	15 - 17	Single	Lilac/pink bicolour	●	
	Lemon Lime	Hilfleli	460 - 500	600 - 650	Tall	7	14 - 16	Semi double	Lemon/yellow	●	40
	Lobby	Lobby	460 - 500	600 - 650	Tall	7	15 - 17	Semi double	White	●	40
	Lollipop	Lollipop	420 - 460	550 - 600	Tall	7	14 - 16	Single	Pink/white bicolour	●	42
	Macaron	Macaron	420 - 460	550 - 600	Tall	7 - 8	14 - 16	Semi double	Cream	●	42
	Masserati	Masserati	420 - 460	550 - 600	Tall	7 - 8	14 - 16	Semi double	Red	●	42
	Max	Homax	380 - 420	500 - 550	Tall	7	12 - 14	Semi double	Orange	●	
	Mickey	Mickey	420 - 460	550 - 600	Extra tall	7 - 8	14 - 16	Semi double	Cream	●	
	Mindset	Mindset	420 - 460	550 - 600	Tall	7 - 8	13 - 15	Semi double	Cream	●	42
	Moët	Moët	380 - 420	500 - 550	Tall	7 - 8	16 - 18	Semi double	Cream	●	
	Nemo	Hilnemo	460 - 500	600 - 650	Tall	7	14 - 16	Single	Orange	●	42
	Nirvana	Florvana	420 - 460	550 - 600	Tall	7	14 - 16	Semi double	Red	●	43
	Noï	Ho601377	460 - 500	600 - 650	Tall	7	14 - 16	Semi double	Purple	●	43
	Okidoki	Okidoki	460 - 500	600 - 650	Extra tall	7	12 - 14	Semi double	Lemon/yellow	●	43
NEW	Olaf	Jw 21-472	460 - 500	600 - 650	Tall	7 - 8	13 - 15	Single	White	●	43
	Oreo	Jw 20-418	460 - 500	600 - 650	Tall	7	16 - 18	Semi double	Cream	●	43
	Pacman	Pacman	420 - 460	550 - 600	Tall	7	16 - 18	Semi double	Yellow	●	45
EXP	Philou	Jw 22-490	460 - 500	600 - 650	Tall	7	14 - 16	Semi double	Pink	●	
	Picnic	Picnic	420 - 460	550 - 600	Medium	7	13 - 15	Semi double	Red	●	
NEW	Prada	Hilprada	420 - 460	550 - 600	Tall	7	14 - 16	Semi double	Light pink	●	45
	Precious	Hilprecios	420 - 260	550 - 600	Tall	7	13 - 15	Semi double	Pink	●	
	Prosecco	Prosecco	380 - 420	500 - 550	Tall	7 - 8	14 - 16	Semi double	Peach/salmon bicolour	●	
	Red Ruby	Hilredruby	460 - 500	600 - 650	Tall	8	16 - 18	Single	Red	●	45
NEW	Rhapsody	Ho601760	420 - 460	550 - 600	Extra tall	7	14 - 16	Semi double	Purple	●	45
	Sailor	Sailor	460 - 500	600 - 650	Extra tall	7	14 - 16	Single	Yellow	●	
NEW	Santiago	Hilsantia	460 - 500	600 - 650	Tall	7	14 - 16	Semi double	Orange	●	46
	Scoop	Scoop	440 - 480	600 - 650	Tall	8	13 - 15	Double	Pink	●	
NEW	Studio	Hilstudio	460 - 500	600 - 650	Tall	7	14 - 16	Semi double	Pink/lilac	●	46
	Sundee	Sundee	460 - 500	600 - 650	Extra tall	7	14 - 16	Semi double	Yellow	●	
	Sunshine	Ho601424	460 - 500	600 - 650	Tall	6 - 7	15 - 17	Single	Yellow	●	46



Santiago
(NEW)



Studio
(NEW)



Cannonball
(NEW)



Angelo
(NEW)

Status	Commercial name	Variety denomination						Type			
Gerbera Mini											
	Surfer	Surfer	460 - 500	600 - 650	Tall	6 - 7	14 - 16	Single	Lemon yellow	●	47
	Talent	Ho601392	420 - 460	550 - 600	Tall	7 - 8	14 - 16	Semi double	Lilac	●	47
	Tweety	Jw 21-439	420 - 460	550 - 600	Tall	7	15 - 17	Semi double	Golden yellow	●	47
	Vivian	Jw 21-433	380 - 420	500 - 550	Tall	7	15 - 17	Single	Cerise	●	47
	Vuelta	Hilfvuelta	460 - 500	600 - 650	Tall	7	15 - 17	Semi double	Red	●	47
	White Label	White label	420 - 460	600 - 650	Extra tall	7 - 8	14 - 16	Semi double	White	●	47
	White Star	White star	460 - 500	600 - 650	Tall	7 - 8	14 - 16	Semi double	White	●	48
	Whity	Hilfwhity	420 - 460	550 - 600	Tall	7 - 8	13 - 15	Semi double	White	●	48
	Wonderwall	Hilfwonder	380 - 420	500 - 550	Tall	8	15 - 17	Semi double	Pink/white bicolour	●	48
Pomponi® Standard											
NEW	Cannonball	Hilcanball	230 - 250	290 - 310	Tall	10 - 12	15 - 17	Pomponi	Red	●	51
	Honey Ball	Hilfhoney	230 - 250	290 - 310	Tall	10 - 11	10 - 12	Pomponi	Yellow	●	51
	Magic Ball	Hilmaball	230 - 250	290 - 310	Tall	11 - 13	13 - 15	Pomponi	Hot pink	●	51
	May Ball	Hilfmayba	210 - 230	270 - 290	Tall	10 - 12	16 - 18	Pomponi	Lilac/pink bicolour	●	51
	Powerball	Power ball	210 - 230	270 - 290	Tall	10 - 11	14 - 16	Pomponi	Pink/white bicolour	●	51
Pomponi® Mini											
NEW	Angelo	Hilangelo	420 - 460	550 - 600	Tall	7	14 - 16	Pomponi	White/cream	●	53
	Black Pearl	Black pearl	320 - 360	450 - 500	Tall	8	14 - 16	Pomponi	Burgundy	●	53
	Bunny	Hilfbunny	320 - 360	450 - 500	Tall	8	14 - 16	Pomponi	Yellow/cream	●	53
	Camilla	Hilfcami	320 - 360	450 - 500	Tall	7	12 - 14	Pomponi	Pink/purple bicolour	●	53
	Fanta	Fantah	320 - 360	450 - 500	Tall	7	16 - 18	Pomponi	Orange	●	
	Floyd	Hilffloyd	280 - 320	400 - 450	Tall	7 - 8	15 - 17	Pomponi	Red	●	54
	Fozzie	Hilffoz	320 - 360	450 - 500	Tall	7 - 8	12 - 14	Pomponi	Orange	●	54
	Gonzo	Hilfgonzo	320 - 360	450 - 500	Tall	7	13 - 15	Pomponi	Red/cerise bicolour	●	54
	Honeydew	Hilfhone	420 - 460	550 - 600	Tall	7	13 - 15	Pomponi	Yellow	●	54
	Piggy	Hilfpiggy	320 - 360	450 - 500	Tall	7	13 - 15	Pomponi	Pink	●	54
	Rizzo	Hilpomriz	320 - 360	450 - 500	Tall	7	15 - 17	Pomponi	Dark orange	●	55
	Tracy	Tracy	320 - 360	450 - 500	Tall	7	13 - 15	Pomponi	Pink	●	55
Piccolini®											
	Ancona	Ancona	800 - 900	1000 - 1100	Tall	5 - 6	13 - 15	Single	Yellow	●	57
	Assisi	Assisi	800 - 900	1000 - 1100	Tall	5 - 6	14 - 16	Single	Cream bicolour	●	57
	Bari	Hilfbari	700 - 800	900 - 1000	Tall	5 - 6	15 - 17	Semi double	Pink	●	57
	Catania	Catania	700 - 800	900 - 1000	Tall	5 - 6	15 - 17	Semi double	Red	●	57
	Ditella	Hilditella	800 - 900	1000 - 1100	Tall	5 - 6	16 - 18	Semi double	Purple	●	57
	Livorno	Livorno	800 - 900	1000 - 1100	Tall	5 - 6	16 - 18	Single	White	●	57
	Molara	Molara	600 - 700	800 - 900	Tall	5 - 6	13 - 15	Single	Pink	●	57
	Palmaria	Flopalma	600 - 700	800 - 900	Tall	5 - 6	12 - 14	Single	Orange	●	57
	Ponza	Hilponza	800 - 900	1000 - 1100	Tall	5 - 6	16 - 18	Single	White	●	57
	Sanremo	Sanremo	800 - 900	1000 - 1100	Tall	5 - 6	16 - 18	Single	Pink	●	57
	Ustica	Ustica	700 - 800	900 - 1000	Tall	5 - 6	13 - 15	Single	Purple	●	57

Status	Commercial name	Variety denomination					Type				
Marimo											
	Dark	Hilmarida	420 - 460	550 - 600	Tall	3	16 - 18	Marimo	Brown/red	●	59
	Green	Hilmarigre	420 - 460	550 - 600	Tall	3	16 - 18	Marimo	Green	●	59
Rebel®											
	Craze	Hilrecraze	250 - 270	310 - 330	Tall	10 - 12	14 - 16	Curly	Pink/light green bicolour	●	61
	Jinx	Hilrejinx	230 - 250	290 - 310	Tall	10 - 12	14 - 16	Curly	Pink	●	61
	Typhoon	Hilretypho	250 - 270	310 - 330	Tall	10 - 12	14 - 16	Curly	Salmon/green bicolour	●	61

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Assortment

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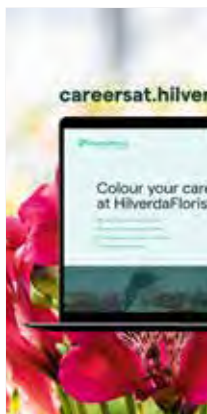
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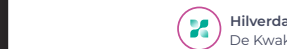
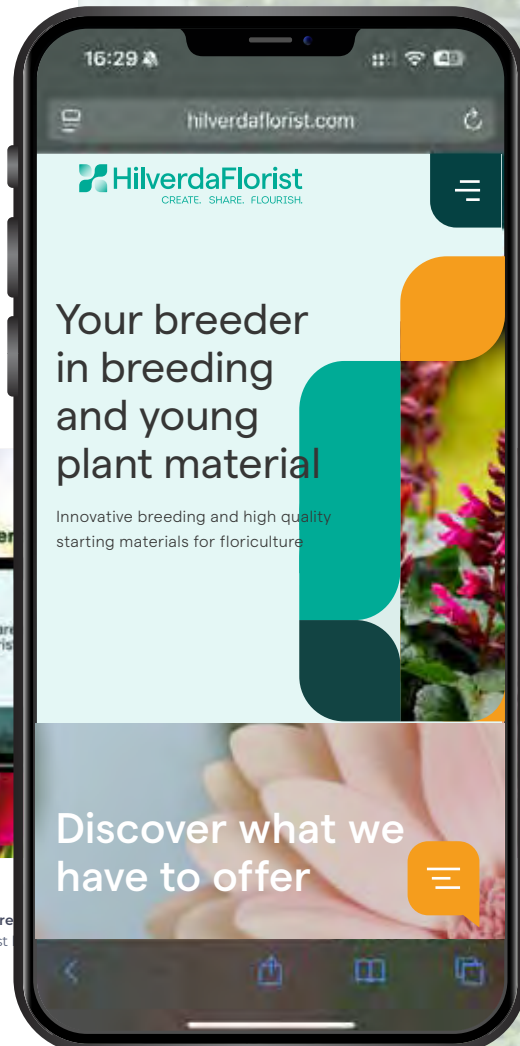
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What to order

At HilverdaFlorist, we understand that every grower has unique needs. That's why we offer a range of starting materials tailored to different crops, cultivation methods, and market demands. This overview highlights the available options within our Cut Flower Gerbera assortment. Need help choosing the right material? Our Sales Representatives are happy to advise you on the best fit for your growing conditions and market goals.



There are technical manuals available for all our crops. Scan the QR-code for a quick download or contact your Area Sales Manager.

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



Sustainability in breeding and production

Sustainability in floriculture is no longer just a concept, but an integral part of business operations. A crucial aspect of sustainability at HilverdaFlorist is the integration of sustainable principles into breeding. By improving resilience, the use of pesticides should be minimised. Plant resilience contributes to the satisfaction of consumers, who can enjoy healthier flowers and plants in their homes and gardens for a longer period of time. In production, circularity is crucial, with a strong focus on reusing and waste reduction. By investing in innovation, we continue to work on a more sustainable future.

Of course, there is much more on our agenda besides this slight impression. We joined FSI, and our sustainability calendar is packed with footprints, peat-free trials and much more. HilverdaFlorist is dedicating itself to this development in order to best serve our customers.

Our values



Reliability



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

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

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



Ambition



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



Innovation



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

We do not innovate for the sake of innovation, but with purpose: thinking outside the box, seizing opportunities and delivering solutions that truly make a difference.



Partnership



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

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

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

Global partnership

In order to maximise 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 form a solid global network. This enables us to provide you with the best possible support and local expertise, wherever you are.



Scan and discover more!



HilverdaFlorist

Colombia



HilverdaFlorist Colombia S.A.S.

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



MURARA PLANTS

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

Horti Partners



Horti Partners

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



KF Bioplants

PVT. LTD.



KF Bioplants Pvt. Ltd.

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

World wide sales network

Meet the network of distribution partners of HilverdaFlorist. Our distribution partners are ready to support you! Together, we'll create the perfect mix tailored to your market, customers, and specific needs. They're happy to offer personal advice and help you select the best varieties for your business.



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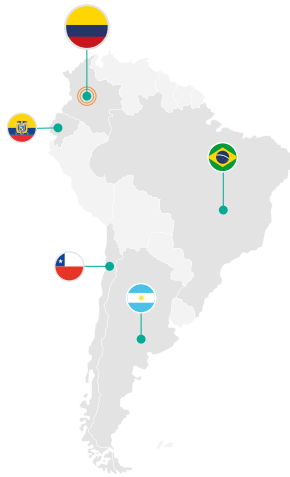
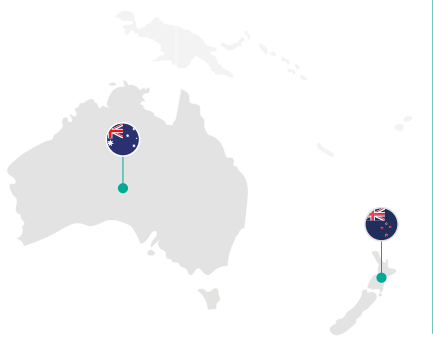
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FORTUNE

A flower with a purpose

This special variety is named after Fortune, the son of the very first student in Kenya to receive educational support from the Hilverda Foundation. Out of deep gratitude for the opportunities he received, he named his son Fortune. With the introduction of this new Gerbera, we honour that meaningful gesture by naming the flower Fortune.

50% of royalties for a better future

For every Gerbera Fortune sold, 50% of the royalties go directly to the Hilverda Foundation. This foundation supports vulnerable children in countries where the Royal Hilverda Group is active, including Kenya, India, and Colombia. By helping children from underprivileged backgrounds complete their education, the foundation contributes to a better future, not only for the student, but also for their communities.

Education as a key to change

Education is the most powerful driver of sustainable development. That's why the Hilverda Foundation supports children with school fees, materials, and personal guidance. The foundation works closely with local partners and the students themselves, actively following their progress.

Together, we make a difference

The Hilverda Foundation was established in 2009, in celebration of the 100th anniversary of the Royal Hilverda Group. Since then, not only the members of the foundation, but also customers and partners have been actively contributing to its mission. Together, we can give children around the world the opportunity to grow, flourish, and shape their own future.



Donate here
for a hopeful
future



@hilverdafoundation

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

Good communication is the foundation of strong collaboration. At HilverdaFlorist, we firmly believe in that. That's why we're always here for you. Whether you have questions about our assortment, availability, an order, or just want to discuss an idea with us. Do you have a challenge or a special request? Let us know. We're happy to think along with you and work together to find the best solution.



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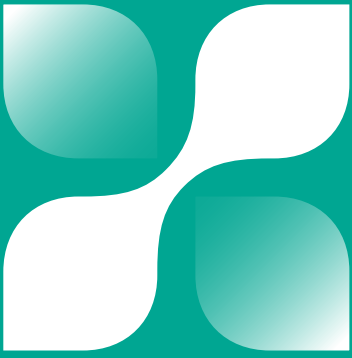


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