



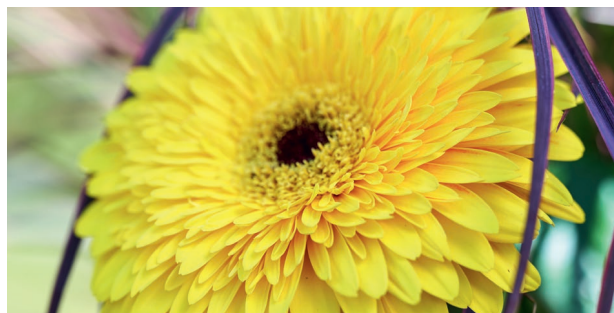
HilverdaFlorist

CREATE. SHARE. FLOURISH.



Pot, Patio & Garden Catalogue

'25/26



HilverdaFlorist is proud to share a brand new tagline and corporate video with you, to kick off the season. The goal is to inspire collaboration and engagement that extends to our team, partners, the entire industry and society.



Watch our corporate video

HilverdaFlorist

CREATE. SHARE. FLOURISH.

Disclaimer:

The information in this catalogue is based on results obtained from trials carried out at HilverdaFlorist B.V. in the Netherlands. HilverdaFlorist B.V. cannot be held responsible for any inaccuracies or incomplete information in this catalogue.

General Conditions:

All offers, agreements and supplies shall be made and concluded under and with due observance of the General Conditions of the Association Plantum NL, as filed with the Chamber of Commerce in Rotterdam, Gouda office, the Netherlands on 21 May 2012.



Bart Sneek
Commercial Director

Create. Share. Flourish.

Packed with surprising novelties, improved genetics and new branding concepts, our Pot, Patio & Garden catalogue is here to inform and inspire you for the seasons to come. Whether you are looking for an innovative eye-catcher to differentiate your range with, or for a solid year-round programme, we are here to fit your needs. By creating relevant and distinctive varieties, we aim to add value for the entire chain in order to make it flourish as sustainable as possible. This process is captured in our newly launched tagline: **Create. Share. Flourish.**

Assortment 2025 – 2026

From this year on, you will explore our assortment in a combined catalogue covering two years. Every other year, we will inform you of the changes in our range through an intermediate issue. Coming in a different format, you can still find the inspiration and information you expect from us. This development is in line with HilverdaFlorist's innovative and sustainable view of the future. Our team is at your service at all times for questions or additional information.

NEW!

Following up on our range, we are happy to introduce you to our innovations. Head over to page 26 to discover our new stand-alone marketing concept: Picture Perfect®. After an extensive trial phase, this variety is now ready to transform gardens and interiors into Picture Perfect® settings.

New in our Garvinea® garden Gerbera series is Sweet Chili: the first true red variety with a dark center making our range even more complete. In Echinacea MOOODZ® we present five novelties: good branching and manageable plants in vibrant colours. Make sure to check out these, and all our other promising introductions.

Three of our already proven series have been given a completely new look. Explore Alstroemeria Inticancha® (page 8), garden Gerbera Garvinea® (page 40) and Salvia Salgoon® (page 86) and let these branding concepts work in your advantage. The HilverdaFlorist team is here to help you compose programmes, to come up with creative solutions and to support you when it comes to both cultivation and market approach.


Let's flourish together

With over 110 years of combined experience, HilverdaFlorist integrates expertise with innovation, prioritizing sustainability and proactive collaboration. We focus on genetic progress and invest in advanced automation and breeding technologies. Our team, our subsidiaries and our global sales and distribution network drive our business. Check out our show greenhouses in De Kwakel, NL, or meet us at international events. We strive to flourish with you and provide top quality genetics and exceptional service to create a beautiful, responsible and sustainable future together.

We would like to thank you for working with us and are looking forward to inspire you with this catalogue.


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 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 info@hilverdaflorist.com.





Cut Flower Gerbera

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

Cut Flowers

- Alstroemeria
- Dianthus
- Gypsophila
- Helleborus
- Limonium
- Scabiosa

Pot, Patio & Garden

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

Content

ALSTROEMERIA

Inticancha®	8
Patio Alstroemeria series	
Summer Paradise®	12
Tall, perennial garden Alstroemeria	
Summer Valley	14
Compact, perennial garden Alstroemeria	

DIANTHUS

Beauties®	18
Perennial garden Dianthus	
Flow®	22
Large double flowers in a wide range of colours	
Picture Perfect®	26
Discover this brand new concept!	
Sunflor®	28
Versatile and extensive Dianthus series	

ECHINACEA

MOOODZ®	34
Early flowering garden & patio varieties	

GERBERA

Garvinea® Cheeky	42
Highest flower count in the garden Garvinea® Series	
Garvinea® Majestic	44
Long-lasting double flowers	
Garvinea® Sweet	46
Brings sweet colours to any garden	
Patio Gerbera	52
The instant 'WOW!' effect in the garden	

Patio Gerbera Glorious	56
A true eye-catcher for every outdoor area	
Flori Line® (from seed)	60
The most extensive pot Gerbera range	
Optimum Mix (from seed)	70
Best of both worlds!	
Royal (from seed)	72
Globally proven series for larger pot sizes	
Sundayz® (from seed)	74
Large double flowers and long shelf life	

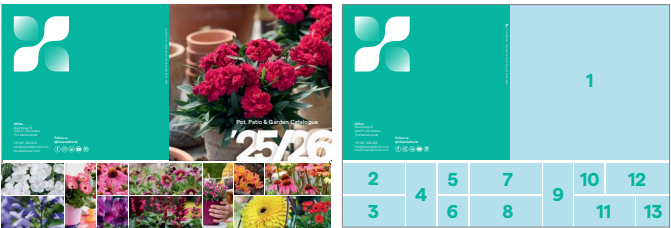
HELLEBORUS

Awesome!® (Niger)	80
Perfect Helleborus for winter holiday sales	
Glamour® (Orientalis)	82
Exceptional range of glamorous colours	
JWLS® (Interspecific)	84
The first varieties ready for retail	

SALVIA

Salgoon®	86
Outstanding garden performance & pollinator magnet	

Assortment overview	92
What to order	98
What we offer	99
Global partnership	100
Contact	102
Sales team	104



On the cover
Our 2025-2026 cover shows you a selection of our Pot, Patio & Garden range.
1 Dianthus Sunflor® Rinjani **2** Dianthus Beauties® Romee **3** Salvia Salgoon® Lake Como **4** Potted Gerbera Flori Line® Mini Eyecatcher Hot Pink BC Imp **5** Echinacea MOOODZ® Imagination **6** Alstroemeria Inticancha® Paraíso **7** Helleborus Glamour® Elance **8** Salvia Salgoon® Lake Flamingo **9** Dianthus Picture Perfect® **10** Alstroemeria Summer Paradise® Indian Summer **11** Patio Gerbera Komodo **12** Echinacea MOOODZ® mix **13** Garden Gerbera Garvinea® Sweet Chili

Alstroemeria

Overview

The Alstroemeria assortment includes series created for various settings: from garden use to the patio. The Summer Paradise® Series contains the tallest and most voluminous garden perennials. Looking for a more compact garden crop? Then the Summer Valley Series is here for you. The Inticancha® Series is perfect for adding colour to the patio. Explore the overview to learn more about the unique characteristics of each series and browse through the following pages to see all varieties.



INTICANCHÁ

Patio Alstroemeria series

Inticancha® presents an exquisite ornamental value with elegant petals, large flowers and vivid colours. These plants are not only visually stunning but also low-maintenance, offering a continuous bloom from spring through autumn. Inticancha® is perfect for a patio or balcony but can be planted in a garden as well. This series contains a heat-tolerant collection (indicated with the ☀ icon) that thrives in sunny and warm environments more than any other Alstroemeria. They are suitable for outdoor cultivation and show minimal flower damage under (direct) sunlight.



Pot size
17 - 21 cm
6.5 - 8 inch



Height
20 - 30 cm
8 - 12 inch



Flower size
5 - 6 cm
2 - 2.5 inch



Growing time
S 12 - 14 weeks
A 18 - 22 weeks



Type
Rhizome/TC

Summer Paradise

Tall and most voluminous perennials

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



Pot size
19 - 23 cm
7.5 - 9 inch



Height
60 - 75 cm
24 - 30 inch



Flower size
5 - 6 cm
2 - 2.5 inch



Growing time
S 15 - 17 weeks
A 20 - 24 weeks



Type
Rhizome/TC

Summer Valley

Compact garden perennials

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



Pot size
19 - 23 cm
7.5 - 9 inch



Height
35 - 45 cm
14 - 18 inch



Flower size
5 - 6 cm
2 - 2.5 inch



Growing time
S 15 - 17 weeks
A 20 - 24 weeks



Type
Rhizome/TC



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



Compact and rich flowering plants

Suitable for outdoor cultivation

Most heat-tolerant varieties indicated with ☀️

Sturdy plants hold up well during long-distance transport

INTICANCHA

— PATIO ALSTROEMERIA —



Bryce
tesbryce



Dark Purple
tesdarklin



Doba
tesdoba



☀️ **Havana**
tessunhava



Hula
teshula



Indigo
tesindig



Machu
tesmach



Magic White
tesmagwhi



☀️ **Malaga**
tesmala



Scan and
discover more!



Pot size
17 - 21 cm
6.5 - 8 inch



Height
20 - 30 cm
8 - 12 inch



Flower size
5 - 6 cm
2 - 2.5 inch



Growing time
S 12 - 14 weeks
A 18 - 22 weeks



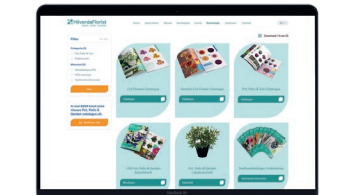
Type
Rhizome/TC



Scan and
download
our POS &
technical
materials

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

hilverdaflorist.com



INTICANCHA

— PATIO ALSTROEMERIA —

Alstroemeria **Inticancha**®



Maya
tesmaya



Moon
tesmoonli



Navayo
tesnava



 **Sunstar**
tessunstar



Valentino
tesvalen



Valletta
tesval



Paraíso
tesparai



Red
tesrobin



Romance
tesromance



 **Sunburst**
tessunbu



 **Sunset**
tessunse



 **Sunshine**
tesshine



White Pink Blush
tesblushin

NEW!

The Alstroemeria Inticancha® branding concept is created to give you everything you need to share the story of these stunning Alstroemerias.

Print your promotional materials with our ready-to-use designs and make your range stand out. Contact your Area Sales Manager or marketing@hilverdaflorist.com for more information.



Pot size
17 - 21 cm
6.5 - 8 inch



Height
20 - 30 cm
8 - 12 inch



Flower size
5 - 6 cm
2 - 2.5 inch



Growing time
S 12 - 14 weeks
A 18 - 22 weeks



Type
Rhizome/TC

“Tall and most voluminous garden Alstroemeria varieties can be found in the **Summer Paradise® Series**”



Easy-care perennial garden Alstroemeria

Flowers continuously from spring until frost

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

Great landscape performer

Summer Breeze

Summer Paradise

Alstroemeria Summer Paradise®



Indian Summer
tessronto



Summer Break
tessumbreak



Summer Breeze
tessumbre



Summer Chic
tessumchi



Summer Heat
tessumheat



Summer Pepper
tessumpep



Summer Rose
tessumrose



Summer Saint
tessumsaint



Summer Sky
tessumsky



Scan and discover more!



Pot size
19 - 23 cm
7.5 - 9 inch



Height
60 - 75 cm
24 - 30 inch



Flower size
5 - 6 cm
2 - 2.5 inch



Growing time
S 15 - 17 weeks
A 20 - 24 weeks



Type
Rhizome/TC



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

Compact border Alstroemeria

Big flowers in fresh colours

Flowers continuously from spring until frost

More voluminous and abundant every year

Valley Girl

Summer Valley



Beach Valley
tessumbeach



River Valley
tessumriver



Spring Valley
tesvalsprin



Times Valley
tessvaltime



Valley Girl
tesvalgir



Wild Valley
tesvalwild



Exclusive, colourful and exotic

Alstroemeria is the answer for growers looking for an exclusive yet low-effort crop. It thrives in cooler conditions making it a sustainable choice. In our Alstroemeria breeding programme, we always search for exotic colours and varieties that thrive in increasingly warmer and drier summers, turning consumers' gardens into colourful paradises.

Stef Berkhout – Assortment Manager Pot & Garden Alstroemeria



Pot size
19 - 23 cm
7.5 - 9 inch



Height
35 - 45 cm
14 - 18 inch



Flower size
5 - 6 cm
2 - 2.5 inch



Growing time
S 15 - 17 weeks
A 20 - 24 weeks



Type
Rhizome/TC

Dianthus Overview

We offer a wide assortment in four strong brands for every market and cultivation programme. HilverdaFlorist developed different series of Dianthus, each with unique features and characteristics. We are happy to introduce our latest branding concept: Picture Perfect®. With this powerful concept, we take a major optimisation step in our range and inspire the market presenting a powerful crop with much-loved looks.

In the overview the specifications of each of the Dianthus series are explained: all beautiful and versatile in their own way.



Magic Beetle



NEW

Romee



NEW

Florida Bay



NEW

Picture Perfect®



NEW

Emily



Perennial garden Dianthus

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



Pot size
9 - 12 cm
4 - 4.5 inch



Height
8 - 17 cm
3 - 6.5 inch



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



Type
RC/URC



Rousey



Large double flowers in a wide range of colours

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



Pot size
12 - 15 cm
4.5 - 6 inch



Height
15 - 20 cm
6 - 8 inch



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



Type
RC/URC



Grace Bay



Meet Dianthus Picture Perfect®

A photogenic addition to any garden, terrace, or indoor space. This stunning variety of Dianthus offers a memorable touch with its adorable magenta and dark red blooms, transforming every setting into a picture-perfect scene. Planted in full soil, it thrives as a perennial (until -5°C), offering lively blooms year after year. Presented in a catchy branding concept, Picture Perfect® promises to be your new favourite Dianthus!



Pot size
9 - 12 cm
3.5 - 4.5 inch



Height
15 - 22 cm
6 - 8.5 inch



Growing time
S 8 - 12 weeks
W 16 - 18 weeks



Type
RC/URC



Picture Perfect®

Sunflor

Versatile assortment, discover Sunflor® Selection & Collection

Sunflor® contains many different colours, flower shapes and plant types. Sunflor® flowers from spring until late autumn and tolerates temperatures until -5°C. Sunflor® is even suitable for cultivation outdoors in autumn and winter. These varieties are perfect for the garden, patio planters and indoor use. Browse through our Sunflor® assortment, discover our Selection and Collection and compose your ultimate programme.



Pot size
9 - 12 cm
4 - 4.5 inch



Height
15 - 22 cm
6 - 8.5 inch



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



Type
RC/URC



Emily

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

- Perennial garden Dianthus
- Fast-growing vigorous series
- Sturdy and bright coloured flowers
- Continuously flowering



Scan and discover more!

Romee

BEAUTIES

BY DIANTHUS



Freya
hilbeafreya



Kahori
holkahori



Kahori Pink
holkahoripink



Kahori Scarlet
holkahoriscarlet



Kaia
hilbeakaia



Rousey
hilbearous

Romee
hilbearom

With Romee we welcome the first white garden perennial Dianthus within the Beauties® Series. Romee is a compact variety with mounding growth and high growth uniformity. During summer Romee will get a beautiful pink blush.

NEW



Pot size
9 - 12 cm
4.5 - 5 inch



Height
8 - 17 cm
3 - 6.5 inch



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



Type
RC/URC



For every market and cultivation programme

Besides the well-known Beauties®, Flow® and Sunflor® Series, HilverdaFlorist now launches a unique stand-alone branding concept for retail: Picture Perfect®. With this versatile range, we are here for every type of demand, offering a perfect fit for your market and cultivation programme. Our team is here to help you compose the ultimate Dianthus programme for optimal results. (See page 27)

Sjaak Sijm – Assortment Manager Pot & Garden Dianthus



Sherisé
hilbeasher



Tasha
hiltasha



Tiiu
hilarian



Tyra
hilbeatyr



Tyra



Sherisé

BEAUTIES
BY DIANTHUS

Dianthus Beauties®



Pot size
9 - 12 cm
4.5 - 5 inch



Height
8 - 17 cm
3 - 6.5 inch



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



Type
RC/URC

“Dianthus Flow® represents
a league of its own”

flow



Apella Beach
hilbechapell



Blinky Beach
hilbechbli



Bondi Beach
hilbchbondi

Florida Bay
hilflobay

NEW

Florida Bay has a stunning,
new colour matching perfectly
with other “Bay” varieties.
Bay varieties are all close
genetically related, therefore
the performance is very
uniform. This variety offers
medium sized double flowers
and a good shelf life.



Premium Dianthus with large, Carnation
type flowers

Suitable for larger pot sizes

Perfect for indoor and outdoor use,
flowering from early summer to frost

Including close genetically related, very
uniform Bay varieties



Dream Beach
hilbechdream



Glen Bay
hilbechwaik



Grace Bay
hilbechgre



Scan and
discover more!

flow

Palm Beach

hilpalbea

NEW

Palm Beach brings a new, trendy peach colour palette to the Flow® Series! This compact variety offers lots of volume with its impressive flowers.



NEW

Pearl Beach

hilpeabea

Looking for a fresh white colour? Pearl Beach has a luxurious yet crisp look. The compact and uniform growth makes this an attractive and versatile crop.



Red Beach
hilbechred



Shark Bay
hilbechcanno



White Bay
hilbechwhi



Pot size
12 - 15 cm
4.5 - 6 inch



Height
15 - 20 cm
6 - 8 inch



Growing time
S 10 - 13 weeks



Type
RC/URC

Grace Bay

“Here to turn any garden & home into a **Picture Perfect®** setting!”



High flower count!

Rich, prolonged flowering with a vibrant magenta and dark red colour contrast

Firm plant with uniform growth

Great shelf life, offering a good indoor and outdoor performance

Picture Perfect

DIANTHUS

NEW

Picture Perfect®
hilpicperf

Picture Perfect® is a rich, perpetual flowering variety with a vibrant magenta and dark red colour palette. This firm plant exhibits uniform growth, a great shelf life, and performs perfectly in both indoor and outdoor settings!



Dianthus **Picture Perfect®**

Capture nature's beauty with the brand new **Picture Perfect®** concept! Picture Perfect® makes every moment with it photo-worthy. With Picture Perfect®, anyone can get creative to shoot the perfect scene in their home and garden. Let's create lasting memories together and continue this into a flourishing future. Take advantage of all the benefits of this branding concept with ready-to-print materials.

Contact marketing@hilverdaflorist.com for more information and visit pictureperfectdianthus.com.



Scan and discover more!

Picture Perfect®



Pot size
9 - 12 cm
3.5 - 4.5 inch



Height
15 - 22 cm
6 - 8,5 inch



Growing time
S 8 - 12 weeks
W 16 - 18 weeks



Type
RC/URC

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

Sunflor

Selection & Collection

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

Timing*



Very fast

S 8 - 10 weeks
W 16 - 18 weeks



Fast

S 9 - 11 weeks
W 17 - 19 weeks



Medium

S 10 - 12 weeks
W 18 - 20 weeks



Late

S 11 - 13 weeks
W 21 - 24 weeks

Plant habit*



Compact
15 - 18 cm



Medium - compact
18 - 20 cm



Medium - tall
20 - 22 cm

*Excluding PGR application

Selection



Pot size
9 - 12 cm
4 - 4.5 inch



Type
RC/URC

Suitable for indoor and outdoor use

Select your own mix!

Short cultivation time

Wide range of stunning colours



Beetle
hilbeet!



Charmy
hilcharm



Cosmos
kocosmo



Scan and
discover more!



Dynamite
hildyna



Edberg
hiledbe



NEW Emily
hilsunemy



Megan
hilmegansun



Serena
hilseren



Sinclair
hilsinclair



Esta
koes



Evert
hilevert



Faganza
faganza



Vulcano
hilvulca



Jackie
hiljackie

NEW

Jackie has a luxurious burgundy colour with consistent colour performance. This compact variety offers high growth uniformity, good shelf life, beautiful double flowers and perpetual flowering.



Rinjani
hilrinjani

NEW

Rinjani comes in a sweet cherry colour, double rounded flowers with a consistent colour performance. With high growth uniformity, Rinjani is the ideal compact variety for larger retail programmes.



Kaylee
hilkaylee



Lady Beetle
hilflabe



NEW Magic Beetle
hilmagicbe



Timing*



Very fast
S 8 - 10 weeks
W 16 - 18 weeks



Fast
S 9 - 11 weeks
W 17 - 19 weeks



Medium
S 10 - 12 weeks
W 18 - 20 weeks



Late
S 11 - 13 weeks
W 21 - 24 weeks

Plant habit*



Compact
15 - 18 cm



Medium - compact
18 - 20 cm



Medium - tall
20 - 22 cm

*Excluding PGR application

Collection

Pot size
9 - 12 cm
4 - 4.5 inch

Type
RC/URC



Allura
allura



Amber
hilamber



Bianca
kobianca



Bling Bling
blingbling



Cody
hilcody



Desire
hildes



Fygi
hilygi



Luigi
hilluigi



Orange Bling Bling
hilorbli



Orinoco
hilorin



Red Allura
hilreal



Skylar
hilsykl

Timing*

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

Plant habit*

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

*Excluding PGR application



Echinacea

Overview

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

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



Flirty

Compact

NEW



Fearless

Medium

NEW

mooodz

Highly uniform garden & patio varieties

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



Pot size
17 - 19 cm
6.5 - 7.5 inch



Plant habit
Compact



Height
30 - 40 cm
12 - 16 inch



Growing time
12 - 14 weeks



Type
TC

Glory



Pot size
17 - 19 cm
6.5 - 7.5 inch



Plant habit
Medium



Height
35 - 50 cm
14 - 20 inch



Growing time
12 - 14 weeks



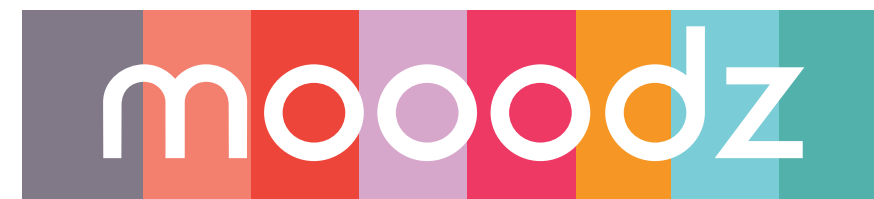
Type
TC

Imagination



Jealousy

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



Compact

NEW

Flirty
hilmoflirt

Be seduced by new variety Flirty! It is hard to resist it's strong deep red colour. This efficient and compact crop is perfect for retail orders. Flirty has round petals that rest flat on the flower bud and is richly flowering.



Fastest assortment available on the market

Good branching and rich flowering

Does not require vernalisation

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



Glory
hilmooglor



Motivation
hilmoomotiv



NEW **Serenity**
hilmosere



Pot size
17 - 19 cm
6.5 - 7.5 inch



Plant habit
Compact



Height
30 - 40 cm
12 - 16 inch



Growing time
12 - 14 weeks



Type
TC



Scan and
discover more!



NEW

Amaze
hilmomaze



Awake
hilmooawak



Courage
hilmooour



Jealousy
hilmoojeal



Mediation
hilmoomedi



Peace
hilmoopea



Devotion
hilmooevot



Dream
hilmoodrea



Imagination
hilmooimag



NEW **Powerful**
hilmoopowe



Satisfy
hilmoo sati



Sympathy
hilmoo symp

Fearless
hilmofear

NEW

The strong orange colour of Fearless is new to the MOOODZ® Series and will blow you away! The green glow at the heart of the flower bud provides a fresh look. Fearless is well branched and rich flowering.



Expanding possibilities

We're continuously pushing boundaries to anticipate the market demands. Alongside delivering the fastest Echinacea varieties from TC, our team is actively enhancing our colour range to elevate your assortment. Excitingly, we're unveiling five bold new additions to the MOOODZ® Series! Explore endless combinations to create a captivating assortment that really stands out.

Jan Jorrit Eveleens – Assortment Manager Echinacea



Pot size
17 - 19 cm
6.5 - 7.5 inch



Plant habit
Medium



Height
35 - 50 cm
14 - 20 inch



Growing time
12 - 14 weeks



Type
TC

Garden Gerbera Garvinea®

Garvinea® is the one and only true garden Gerbera in the market. With its natural weather, pest and disease resistance, Garvinea® provides lots of happy colours from early spring until frost. No other Gerbera can match the vigour and flower power displayed by the Garvinea® Series. This robust garden plant offers countless long-lasting flowers, serving as a great season extender! Garvinea® attracts pollinators such as bees and butterflies. Produce them at relatively low temperatures, without PGR's and little to no intervention of pesticides.

This assortment consists of three unique series. The differences are in the flower size and shape. No matter which Garvinea® you grow, retail and consumers will enjoy it! Now wrapped in a brand-new concept, Garvinea® is here to impact the market.



Hot Pink



Light Pink



Blaze

Garvinea. CHEEKY SERIES

Highest flower count in the Garvinea® Series

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



Pot size
12 - 17 cm
4.5 - 6.5 inch



Height
25 - 40 cm
10 - 16 inch



Flower size
5 cm
2 inch



Type
TC



Growing time
S 7 - 11 weeks
W 11 - 13 weeks

Red

Garvinea. MAJESTIC SERIES

Long-lasting double flowers

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



Pot size
14 - 21 cm
5.5 - 8 inch



Height
30 - 40 cm
12 - 16 inch



Flower size
8 - 10 cm
3 - 4 inch



Type
TC



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

Purple

Garvinea. SWEET SERIES

Brings sweet colours to any garden

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



Pot size
14 - 21 cm
5.5 - 8 inch



Height
30 - 40 cm
12 - 16 inch



Flower size
6 - 9 cm
2.5 - 3.5 inch



Type
TC



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

Sunset





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

Garden Garvinea® with cute small flowers

Highest flower count in the Garvinea® Series

Suitable for cultivation in smaller pot sizes

Keeps on flowering from spring until frost



Scan and discover more!

Magenta

Garvinea. CHEEKY SERIES

The **1** and only
**GARDEN
GERBERA**



Garden Gerbera **Garvinea® Cheeky**



Discover our new Garvinea® brand!

Adding value through design and storytelling is essential to stand out. To serve the industry in the best way possible, HilverdaFlorist is focussing on brand development. We are at your service for concept development and marketing support. In this catalogue you will discover several new concepts, including the signature black and white brand for Garvinea®!

Cheryl Zethof – Marketing Coordinator



Hot Pink
hilgahotpi



Magenta
chemag20AA



Red
chered20AA



Yellow
cheyel20AA



Pot size
12 - 17 cm
4.5 - 6.5 inch



Height
25 - 40 cm
10 - 16 inch



Flower size
5 cm
2 inch



Type
TC



Growing time
S 7 - 11 weeks
W 11 - 13 weeks

“Double the fun!
One of a kind **garden Gerbera**
with elegant, large double flowers”

Garvinea.
MAJESTIC SERIES

The **1** and only
**GARDEN
GERBERA**



Burgundy
majbur20aa



Light Pink
majlip20aa

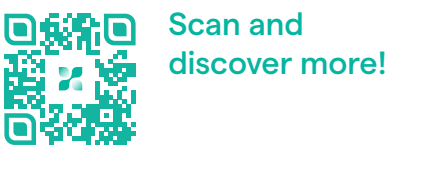


Purple
majpur21aa



Yellow
majyel20aa

- Strong garden plant
- Great weather tolerance
- Large long-lasting double flowers
- Attracts bees and other pollinators



Scan and
discover more!

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

Garden Gerbera **Garvinea® Majestic**



“Strong **garden Gerbera**
producing an endless flush of flowers
in the sweetest colours”

Garvinea. SWEET SERIES



The **1** and only
**GARDEN
GERBERA**

NEW

Chili *garswechi*

Sweet Chili is here to spice up the Garvinea® Sweet assortment! This variety is the first true red with a black center, making it a valuable addition to the series.



High colour impact in the garden

Great weather tolerance

Highly resistant to pests & diseases

Flowers continuously from spring until frost



Blaze
hilswebla



Femmy
classic femmy



Fiesta
sweet fiesta



Frosting
sweet frosting



Glow
garglow



Heart
garheart



Scan and
discover more!

Pot size
14 - 21 cm
5.5 - 8 inch

Height
30 - 40 cm
12 - 16 inch

Flower size
6 - 9 cm
2.5 - 3.5 inch

Type
TC

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

Chili

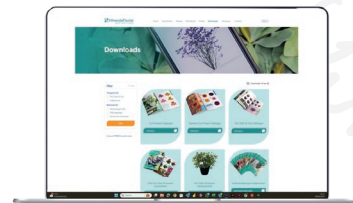
Garden Gerbera **Garvinea® Sweet**



Scan and
download
our POS &
technical
materials

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

hilverdaflorist.com



Garvinea. SWEET SERIES

Step into the colourful world of Garvinea®

We are happy to introduce you to the new
branding concept for Garvinea®!
The Garvinea® branding concept gives you
everything you need to share the story of
these powerful garden Gerberas.

Tell the story of Garvinea® and offer the added
value the plants deserve like no other! Make it
work to your advantage. Print your promotional
materials with our ready-to-use designs and
make your range stand out. Contact us for all
possibilities: marketing@hilverdaflorist.com.

Don't forget to follow [@garvinea](https://www.instagram.com/garvinea) on Instagram
& Facebook and visit garvinea.com, created to
inspire colour-loving gardeners worldwide!



Honey
garho



Joy
garswjoy



Love
garswlove



Surprise
garsurprise



Maggie
hilswemag



Memories
garsweetmemo



Smile
garsmile



Vibe
garswvibe



Sparkle
garswsparkle



Spice
garspice



Sunset
sweet sunset



Pot size
14 - 21 cm
5.5 - 8 inch



Height
30 - 40 cm
12 - 16 inch



Flower size
6 - 9 cm
2.5 - 3.5 inch



Type
TC



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

Gerbera

Patio Gerbera

When it comes to high-impact plants, there is nothing like the presence of Patio Gerberas. This one-of-a-kind series offers statement plants with stunning, large flowers up to 16 cm. Patio Gerberas are available in a wide range of variations, from strong colours to beautiful bicolours.

Besides the standard Patio Gerberas, there is Patio Gerbera Glorious. Glorious varieties are stylish, even more voluminous eye-catchers, that can easily be recognized by their large fully double flowers.

Clustered in large containers, Patio Gerberas offer a great burst of beauty. These varieties are quick to flower and offer an impressive flush of flowers for months on end. Patio Gerberas' flowers are also great for picking bouquets from the consumer's own garden!



NEW

Komodo

PATio

Gerbera

Creating a 'WOW!' effect

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



Pot size
19 - 30 cm
7.5 - 12 inch



Height
40 - 60 cm
16 - 23 inch



Flower size
12 - 16 cm
4.5 - 6 inch



Type
TC



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

GLORIOUS PATio

Gerbera

Actual size!

A true eye-catcher for every outdoor area

Explore Patio Gerbera Glorious for an array of stunning, fully double-flowered varieties. These divas of the patio boast stylish, voluminous plants that are sure to turn heads on any terrace. Whether styled in a mixed patio planter or used as stand alone, Glorious adds a touch of elegance to any outdoor space.



Pot size
19 - 30 cm
7.5 - 12 inch



Height
30 - 45 cm
12 - 18 inch



Flower size
10 - 14 cm
4 - 5.5 inch



Type
TC



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



Light Pink



Daintree

Volcanoes

Glorious Mix



“Massive blooms for maximum impact”

Instant ‘WOW!’ effect

Huge and stylish flowers up to 16 cm

Pick flowers for a bouquet

Attracts butterflies and other pollinators

Komodo

PATIO

Gerbera



Bighorn
bighorn



Capitol Reef
capitol reef



Daintree
hildain



Glacier
floglacier



Great Smoky Mountains
flosmoky



Hot Springs
hilhotsp

Komodo
hilkomodo

NEW

Komodo brings optimised genetics into the Patio Gerbera Series. The semi-double flowers come in a strong yellow colour with a black center.



Scan and discover more!



Pot size
19 - 30 cm
7.5 - 12 inch



Height
40 - 60 cm
16 - 23 inch



Flower size
12 - 16 cm
4.5 - 6 inch



Type
TC



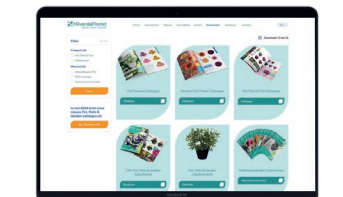
Growing time
S 12 - 16 weeks
W 16 - 20 weeks



Scan and
download
our POS &
technical
materials

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

hilverdaflorist.com



PATIO

Gerbera



Karoo
flokaroo



Kruger
flokruger



Monte Viso
flomonvi



Painted Desert
painted desert



Pinnacles
pinnacles



Sedona
sedona



Volcanoes
flocanoes



Pinnacles

Bighorn



Pot size
19 - 30 cm
7.5 - 12 inch



Height
40 - 60 cm
16 - 23 inch



Flower size
12 - 16 cm
4.5 - 6 inch



Type
TC



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

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

GLORIOUS PATIO

Gerbera

Gerbera Patio Gerbera Glorious



Light Pink
glolip21aa



Orange
gloora20aa



Purple
glopur20aa



Yellow
gloyel20aa

Huge and stylish fully double flowers

Rich flowering from spring until autumn

A true consumer favourite!

Pick flowers for a bouquet

Orange



Yellow

Light Pink



Scan and
discover more!



Pot size
19 - 30 cm
7.5 - 12 inch



Height
30 - 45 cm
12 - 18 inch



Flower size
10 - 14 cm
4 - 5.5 inch



Type
TC



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

Potted Gerbera

From seed

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



Optimum Mix BC

NEW



Mini Eyecatcher
Hot Pink BC Imp



Optimum Mix



Neon Violet



Maxi Rose

FLORILINE

The most extensive range available

Flori Line® is the most extensive potted Gerbera assortment available! From intense solid colours to eyecatchers and pastels with flower sizes from Mini to Giant. Flori Line® is available in several mixes that are perfect for retail. Grow your Flori Line® in pot sizes from 6 cm up to 17 cm!



Pot size
6 - 17 cm
2.5 - 6.5 inch



Height
12 - 26 cm
4.5 - 10 inch



Flower size
3 - 14 cm
1 - 5.5 inch



Type
Seed



Growing time*
S 12 - 16 weeks
W 13 - 17 weeks

Red Imp



Best of both worlds!

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



Pot size
15 - 17 cm
6 - 6.5 inch



Height
22 - 26 cm
8.5 - 10 inch



Flower size
8 - 14 cm
3 - 5.5 inch



Type
Seed



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

Optimum Mix



Globally proven series for larger pot sizes

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



Pot size
15 - 17 cm
6 - 6.5 inch



Height
22 - 26 cm
8.5 - 10 inch



Flower size
8 - 11 cm
3 - 4.5 inch



Type
Seed



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

Deep Pink



SUNDAYZ

Large double flowers with a long shelf life

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



Pot size
6 - 15 cm
2.5 - 6 inch



Height
12 - 24 cm
4.5 - 9.5 inch



Flower size
3 - 11 cm
1 - 4.5 inch



Type
Seed



Growing time*
S 12 - 14 weeks
W 13 - 16 weeks

*from sowing

Maxi Deep Rose

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

FLORILINE

Flori Line® Giant

Giants will definitely be a favourite in retail, because of the attention-grabbing appearance and its versatility. The plants are strong, voluminous and vigorous. They carry big and bombastic flowers in stunning colours. Combining the happy colours within the series creates a feast for the eyes.

 **Pot size**
15 - 17 cm
6 - 6.5 inch

 **Height**
22 - 26 cm
8.5 - 10 inch

 **Flower size**
12 - 14 cm
4.5 - 5.5 inch

 **Type**
Seed

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

*from sowing

Strong solid colours and unique bicolours

High uniformity in timing and plant size

Available in various sizes; Giant to Mini

Synchronized flowering for bench-run sales



Coral



Coral BC



Golden Yellow BC



Orange



Orange BC



Pink

Mini Eyecatcher Hot Pink BC Imp



Scan and
discover more!



Red



White



Yellow



Golden Yellow BC



Hot Pink



Light Pink BC



Flori Line® Maxi

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

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

Height
20 - 24 cm
8 - 9,5 inch

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

Type
Seed

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

*from sowing



Lilac BC



Orange



Orange BC



Coral



Dark Fireball BC



Dark Purple



Pink



Pink BC



Red



Eyecatcher Purple BC



Eyecatcher Red BC



Fireball BC



Red BC



White



White BC Imp



Yellow



Yellow BC



All-time favourites

Our seed-raised Gerberas have been in the global market for quite some time now. Associated with cheerfulness and purity, Gerberas are the all-time favourites for gifting, brightening up both indoor and outdoor settings with their vibrant hues. To stay up-to-date and sustainable we continuously focus on optimisation and innovation, presenting new and improved genetics. We are committed to developing uniform, early blooming varieties that meet our high standards for versatility and robust plant growth.

Jan Jorrit Eveleens – Assortment Manager Potted Gerbera

Flori Line® Midi

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



Pot size
10 - 13 cm
4 - 5 inch



Height
18 - 22 cm
7 - 8,5 inch



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



Type
Seed



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

*from sowing



Bicolour BC



Dark
Fireball BC



Dark Purple



Eyecatcher
Dark Purple BC



Orange



Orange BC



Pink



Pink BC



Eyecatcher
Purple BC



Eyecatcher
Red BC



Eyecatcher
Twilight BC



Fireball BC

NEW

Red Imp

Flori Line® Midi Red Improved now offers better uniformity and a more compact growth habit. With a high number of flowers, Midi Red is back and better!





Red BC



White



White BC



Yellow



Hot Pink



Lilac



Lilac BC



Orange



Yellow BC



Orange BC



Pink



Pink BC



Red



Flori Line® Mini

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



Pot size
9 - 12 cm
3.5 - 4.5 inch



Height
14 - 18 cm
5.5 - 7 inch



Flower size
5 - 7 cm
2 - 3 inch



Type
Seed



Growing time*
S 12 - 13 weeks
W 13 - 15 weeks

*from sowing



Red BC



White



White BC



Yellow



Contour BC



Dark Purple BC


NEW
Eyecatcher
Hot Pink BC Imp

Eyecatcher
Red BC


Yellow BC

Flori Line® Mixes

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



Select Mix
Maxi, Midi & Mini



Select Mix BC
Maxi, Midi, Mini



Spider Mix
Maxi & Mini



Specialty Mix
Midi



Autumn Mix
Maxi & Midi



Spider Mix

FLORILINE





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

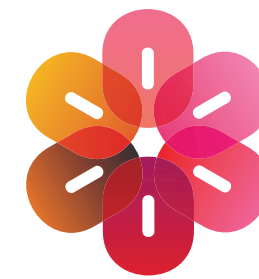
Harmonious blend of Royal® and Flori Line® Giant

Happy and cheerful colours

Quick and uniform flowering

Ideal mixes for larger pot sizes

Optimum Mix



OPTIMUM mix

Optimum Mix

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



Optimum Mix BC

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



Pot size
15 - 17 cm
6 - 6.5 inch



Height
22 - 26 cm
8.5 - 10 inch



Flower size
8 - 14 cm
3 - 5.5 inch



Type
Seed



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

*from sowing



Scan and
discover more!

“An impressive flush of perfectly balanced flowers”

ROYAL



Deep Orange



Deep Pink



Deep Rose



Golden Yellow



Neon Violet



Orange Scarlet



Red



White

Globally proven series for larger pot sizes

Uniform series in unique colours

An impressive flush of flowers!

Perfect to combine with Flori Line® Giant

Mix



Scan and discover more!

Pot size
15 - 17 cm
6 - 6.5 inch

Height
22 - 26 cm
8.5 - 10 inch

Flower size
8 - 14 cm
3 - 5.5 inch

Type
Seed

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

*from sowing

“Sundayz® offers
colourful long-lasting
double flowers”



SUNDAYZ
double flowers
double joy

Maxi

Maxi contains varieties that will stand out in every interior or outdoors. With their compact and uniform growing habit, these varieties will look great planted in (patio) containers. Be amazed by the enormous double flowers in various bright colours.



Pot size
12 - 15 cm
4.5 - 6 inch



Height
20 - 24 cm
8 - 9.5 inch



Flower size
8 - 11 cm
3 - 4.5 inch



Type
Seed



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

*from sowing

Long-lasting double flowers

Year-round available

Long shelf life

Suitable for indoor and outdoor use



Deep Rose



Rose



Red



Mix



Scan and
discover more!

Midi

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



Pot size
10 - 13 cm
4 - 5 inch



Height
18 - 22 cm
7 - 8.5 inch



Flower size
7 - 9 cm
3 - 3.5 inch



Type
Seed



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

*from sowing



Berries 'n Cream



Purple



Mix



Red



Bicolour



Lilac



Orange



Pink



Purple



Red



White



Yellow



Mix



Midi Berries 'n Cream

Mini

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



Pot size
9 - 12 cm
3.5 - 4.5



Height
14 - 18 cm
5.5 - 7 inch



Flower size
5 - 7 cm
2 - 3 inch



Type
Seed



Growing time*
S 12 - 13 weeks
W 13 - 15 weeks

*from sowing

Helleborus Overview

The Helleborus assortment consists of the **Awesome!**® (Niger), **Glamour**® (Orientalis) and **JWLS**® (Interspecific) Series. Starting in September until late spring there is a Helleborus in our assortment for your ideal sales window, suiting every cultivation programme.



Nagano



Strawberry Moon



Endless

AWESOME!

Perfect for your winter holiday sales

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



Pot size
15 - 17 cm
6 - 6.5 inch



Height
30 - 40 cm
12 - 16 inch



Type
TC



Growing time
30 - 35 weeks



Exceptional range of glamorous colours

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



Pot size
17 - 19 cm
6.5 - 7.5 inch



Height
35 - 50 cm
14 - 20 inch



Type
TC



Growing time
30 - 35 weeks

JWLS

HELLEBORUS

The first varieties ready for retail

The Helleborus JWLS® (Interspecific) Series displays unique characteristics. These true perennials are heat-tolerant and, since they are from tissue culture, suitable for controlled growth by programmed cultivation. Helleborus JWLS® can be sold in bloom from early September and continues to flower for up to 7 months. A real gem for the consumer and retail!



Pot size
17 - 19 cm
6.5 - 7.5



Height
35 - 55 cm
16 - 21.5 inch



Type
TC



Growing time
30 - 35 weeks

Heavenly

Elance

Winterbells

Diamondfire

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



Suitable for controlled growth

Extremely heat and cold tolerant

Highly uniform and more vigorous compared to seed-raised Helleborus

AWESOME!

Heavenly *wilniheav*

Heavenly is a true beauty! Be amazed by the bright white flowers and high flower count, a feast for the eyes during the holidays. The first flowers appear in mid-October.



Nagano *hilawenaga*

Nagano meets your needs when it comes to a high flower count and a magnificent appearance. The first flowers appear in mid-October. Nagano can be cultivated outdoors.



Pot size
15 - 17 cm
6 - 6.5 inch



Height
30 - 40 cm
12 - 16 inch



Type
TC



Growing time
30 - 35 weeks

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



Beaming Blush
glambeam



Bijoux
glambijoux



Elance
glamelan



Purple Flame
glampufia



Strawberry Moon
miyohere nyr

Compact to medium plant habits

Strong plants that can withstand the cold

Unique flower shapes

Exceptional colour combinations

“Helleborus JWLS® is the perfect winter perennial for the garden and patio”

JWLS

HELLEBORUS



Perfect for controlled growth

Extremely heat and cold tolerant

Perennial for the garden and patio

Winterbells flowers up to 7 months



Dacaya
hiljwlsdaca



Diamonfire
hiljwlsdiamon



Endless
hiljwlsend



Guess
hiljwlsguess



Winterbells
winterbells



Scan and discover more!



Pot size
17 - 19 cm
6.5 - 7.5



Height
35 - 55 cm
16 - 21.5 inch



Type
TC



Growing time
30 - 35 weeks

Salvia

Overview

The Salvia Salgoon® Series contains fast-flowering, vigorous Salvia plants with many side shoots and exceptionally long-flowering, fully packed stems. The stems, foliage and flowers come in beautiful contrasting colours.

The Salgoon® Series grows uniformly and one cutting can easily fill a 21 cm pot. Salvia Salgoon® is a great garden performer and keeps on flowering till the first frost!



Outstanding garden performance

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



Lake Blueberry
Compact



Pot size
17 - 21 cm
6.5 - 8 inch



Plant habit
Compact



Height
40 - 55 cm
16 - 21.5 inch



Type
RC



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

Mix



Strawberry Lake
Medium



Pot size
17 - 21 cm
6.5 - 8 inch



Plant habit
Medium



Height
50 - 65 cm
20 - 25.5 inch



Type
RC



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

Strawberry Lake

“**Salgoon**® offers strong, resilient plants with many sturdy, fully packed flower spikes”



The outstanding performance of Salvia Salgoon® in a new look

The garden performance of Salvia Salgoon® is by now proven to be exceptional. The sturdy and robust plants offer many firm and well-filled flower spikes and are heat tolerant. This much loved product is now available with its colourful new branding concept. Now, you can position your unique Salgoon® varieties to the market even better.

Stein Schouten – Assortment Manager Salvia

Strong plants with good branching

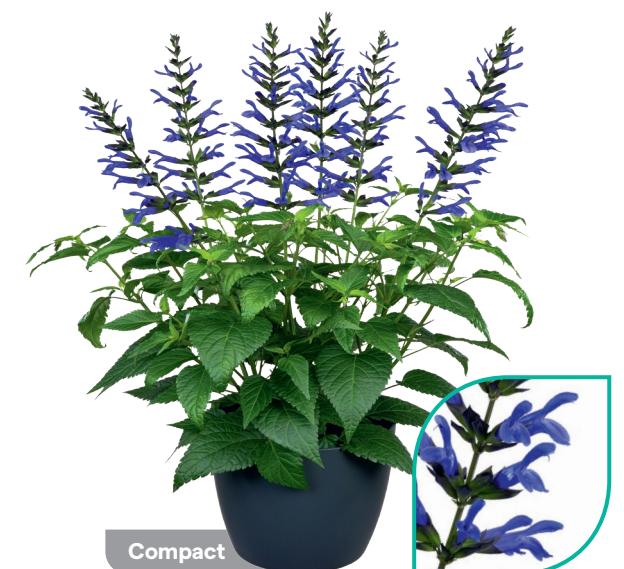
Attracts bees and butterflies

Uniform varieties in vivid colours

One cutting can easily fill a 21 cm pot



Lake Blueberry
t11016



Lake Como
t11017



Scan and discover more!

Lake Como



Pot size
17 - 21 cm
6.5 - 8 inch



Plant habit
Compact



Height
40 - 55 cm
16 - 21.5 inch



Type
RC



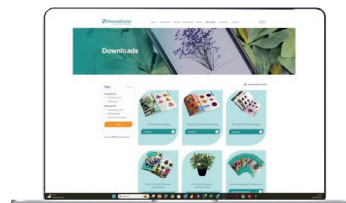
Growing time
S 8 - 12 weeks
W 12 - 14 weeks



Scan and
download
our POS and
technical
materials

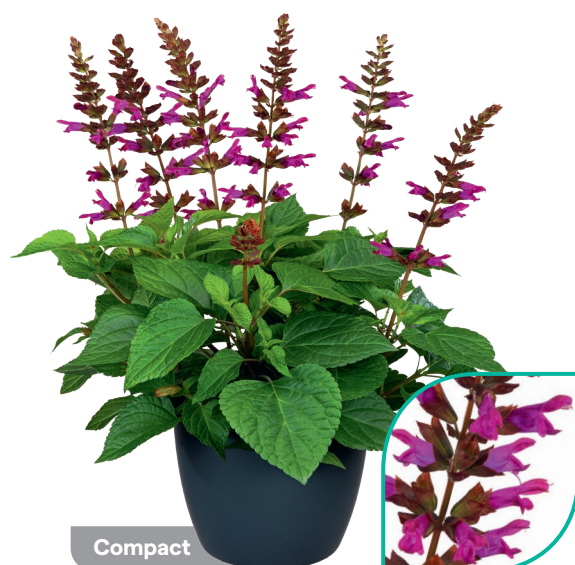
Visit our website to download images,
cultivation manuals and other great
point of sale materials of our
Salvia Salgoon® Series

hilverdaflorist.com



**New
Concept**

Rich Flowering



Lake Flamingo
t11019



Lake Garda
t1993



Lake Onega
t11018



Strawberry Lake
t1993

Looking for the product for nature-loving gardeners?
Especially for those who love untouched nature and
purity, we have developed Salvia Salgoon®! Colourful
spikes waving in the wind, delicate scents, and the
soothing sounds of buzzing and chirping...
Salvia brings a calming and relaxing vibe to any
outdoor living space.

Benefit from using the Salvia Salgoon® branding
concept! Tell the story of Salvia Salgoon® and
offer the added value the plants deserve like no
other! Make it work to your advantage. Print your
promotional materials with our ready-to-use designs
and make your range stand out.



Let's make gardens flourish, with this stunning
series. Want to know more or discuss options for
your assortment?

Contact your Area Sales Manager
or marketing@hilverdaflorist.com.



Pot size
17 - 21 cm
6.5 - 8 inch



Plant habit
Compact
& Medium



Height
40 - 65 cm
16 - 25.5 inch



Type
RC



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

Assortment overview



Crop	Series	Commercial name	Variety denomination	Colour	Plant habit	Height (cm)	Pot size (cm)	Common use	Retail ready (wks)	Flowering period	Page
Alstroemeria	Inticancha®										8 - 11
		Bryce	tesbryce	Orange	Compact	20 - 30	17 - 21	Patio, Garden	S 12-14/W 14-16	Mar - Oct	9
		Dark Purple	tesdarklin	Purple	Compact	20 - 30	17 - 21	Patio, Garden	S 12-14/W 14-16	Mar - Oct	9
		Doba	tesdoba	Red	Compact	20 - 30	17 - 21	Patio, Garden	S 12-14/W 14-16	Mar - Oct	9
		Havana	tessunhava	Yellow	Compact	20 - 30	17 - 21	Patio, Garden	S 12-14/W 14-16	Mar - Oct	9
		Hula	teshula	White/purple	Compact	20 - 30	17 - 21	Patio, Garden	S 12-14/W 14-16	Mar - Oct	9
		Indigo	tesindig	Purple	Compact	20 - 30	17 - 21	Patio, Garden	S 12-14/W 14-16	Mar - Oct	9
		Machu	tesmach	Pink	Compact	20 - 30	17 - 21	Patio, Garden	S 12-14/W 14-16	Mar - Oct	9
		Magic White	tesmagwhi	White	Compact	20 - 30	17 - 21	Patio, Garden	S 12-14/W 14-16	Mar - Oct	9
		Malaga	tesmala	Pink	Compact	20 - 30	17 - 21	Patio, Garden	S 12-14/W 14-16	Mar - Oct	9
		Maya	tesmaya	White/pink	Compact	20 - 30	17 - 21	Patio, Garden	S 12-14/W 14-16	Mar - Oct	10
		Moon	tesmoonli	White/purple	Compact	20 - 30	17 - 21	Patio, Garden	S 12-14/W 14-16	Mar - Oct	10
		Navayo	tesnava	Soft purple	Compact	20 - 30	17 - 21	Patio, Garden	S 12-14/W 14-16	Mar - Oct	10
		Paraiso	tesparai	Dark purple	Compact	20 - 30	17 - 21	Patio, Garden	S 12-14/W 14-16	Mar - Oct	10
		Red	tesrobin	Red	Compact	20 - 30	17 - 21	Patio, Garden	S 12-14/W 14-16	Mar - Oct	10
		Romance	tesromance	Dark pink	Compact	20 - 30	17 - 21	Patio, Garden	S 12-14/W 14-16	Mar - Oct	10
		Sunburst	tessunbu	White	Compact	20 - 30	17 - 21	Patio, Garden	S 12-14/W 14-16	Mar - Oct	10
		Sunset	tessunse	Yellow/orange	Compact	20 - 30	17 - 21	Patio, Garden	S 12-14/W 14-16	Mar - Oct	10
		Sunshine	tesshine	Pink	Compact	20 - 30	17 - 21	Patio, Garden	S 12-14/W 14-16	Mar - Oct	10
		Sunstar	tessunstar	Purple	Compact	20 - 30	17 - 21	Patio, Garden	S 12-14/W 14-16	Mar - Oct	11
		Valentino	tesvalen	Red	Compact	20 - 30	17 - 21	Patio, Garden	S 12-14/W 14-16	Mar - Oct	11
		Valletta	tesval	Red	Compact	20 - 30	17 - 21	Patio, Garden	S 12-14/W 14-16	Mar - Oct	11
		White Pink Blush	tesblushin	White	Compact	20 - 30	17 - 21	Patio, Garden	S 12-14/W 14-16	Mar - Oct	11
Alstroemeria	Summer Paradise®										12 - 13
		Indian Summer	tesronto	Orange	Tall	60 - 75	19 - 23	Garden	S 15-17/W 17-19	May - Nov	13
		Summer Break	tessumbreak	Soft pink	Tall	60 - 75	19 - 23	Garden	S 15-17/W 17-19	May - Nov	13
		Summer Breeze	tessumbre	Yellow	Tall	60 - 75	19 - 23	Garden	S 15-17/W 17-19	May - Nov	13
		Summer Chic	tessumchi	Purple	Tall	60 - 75	19 - 23	Garden	S 15-17/W 17-19	May - Nov	13
		Summer Heat	tesumheat	Red	Tall	60 - 75	19 - 23	Garden	S 15-17/W 17-19	May - Nov	13
		Summer Pepper	tessumpep	Red	Tall	60 - 75	19 - 23	Garden	S 15-17/W 17-19	May - Nov	13
		Summer Rose	tessumrose	Pink	Tall	60 - 75	19 - 23	Garden	S 15-17/W 17-19	May - Nov	13
		Summer Saint	tessumsaint	Dark pink	Tall	60 - 75	19 - 23	Garden	S 15-17/W 17-19	May - Nov	13
		Summer Sky	tessumsky	White	Tall	60 - 75	19 - 23	Garden	S 15-17/W 17-19	May - Nov	13
Alstroemeria	Summer Valley										14 - 15
		Beach Valley	tessumbeach	Cream	Medium	35 - 45	19 - 23	Garden, Patio	S 15-17/W 17-19	May - Nov	15
		River Valley	tessumriver	Dark pink	Compact	30 - 40	19 - 23	Garden, Patio	S 15-17/W 17-19	May - Nov	15
		Spring Valley	tesvalsprin	Yellow	Medium	35 - 45	19 - 23	Garden, Patio	S 15-17/W 17-19	May - Nov	15
		Times Valley	tessvaltime	White	Medium	35 - 45	19 - 23	Garden, Patio	S 15-17/W 17-19	May - Nov	15
		Valley Girl	tesvalgir1	Salmon	Medium	35 - 45	19 - 23	Garden, Patio	S 15-17/W 17-19	May - Nov	15
		Wild Valley	tesvalwild	Red	Medium	40 - 50	19 - 23	Garden, Patio	S 15-17/W 17-19	May - Nov	15
Dianthus	Beauties®										18 - 21
		Freya	hilbeafreya	Light pink	Medium	10 - 17	9 - 12	Garden, Patio	S 8-12/W 16-20	Mar - Nov	19
		Kahori	holkahori	Magenta	Medium	10 - 17	9 - 12	Garden, Patio	S 8-12/W 16-20	Mar - Nov	19

Dianthus	Beauties®										18 - 21
		Kahori Pink	holkahoripink	Pink	Medium	10 - 17	9 - 12	Garden, Patio	S 8-12/W 16-20	Mar - Nov	19
		Kahori Scarlet	holkahoriscarlet	Cerise	Medium	10 - 17	9 - 12	Garden, Patio	S 8-12/W 16-20	Mar - Nov	19
		Kaia	hilbeakaia	Purple/white	Medium	10 - 17	9 - 12	Garden, Patio	S 8-12/W 16-20	Mar - Nov	19
	NEW	Romee	hilbearom	White	Medium	10 - 17	9 - 12	Garden, Patio	S 8-12/W 16-20	Mar - Nov	19
		Rousey	hilbearous	Purple	Medium	10 - 17	9 - 12	Garden, Patio	S 8-12/W 16-20	Mar - Nov	19
		Sherisé	hilbeasher	Red	Compact	8 - 12	9 - 12	Garden, Patio	S 8-12/W 16-20	Mar - Nov	20
		Tasha	hiltasha	Magenta	Medium	10 - 17	9 - 12	Garden, Patio	S 8-12/W 16-20	Mar - Nov	20
		Tiuu	hilarian	Purple	Medium	10 - 17	9 - 12	Garden, Patio	S 8-12/W 16-20	Mar - Nov	20
		Tyra	hilbeatyr	Red	Medium	10 - 17	9 - 12	Garden, Patio	S 8-12/W 16-20	Mar - Nov	20
Dianthus	Flow®										22 - 25
		Apella Beach	hilbechapell	Green	Medium	15 - 20	12 - 15	Pot, Patio	S 10-13/W 18-20	Apr - Oct	23
		Blinky Beach	hilbechbli	Dark purple	Medium	15 - 20	12 - 15	Pot, Patio	S 10-13/W 18-20	Apr - Oct	23
		Bondi Beach	hilbchbondi	Peach	Medium	15 - 20	12 - 15	Pot, Patio	S 10-13/W 18-20	Apr - Oct	23
		Dream Beach	hilbechdream	Pink	Medium	15 - 20	12 - 15	Pot, Patio	S 10-13/W 18-20	Apr - Oct	23
	NEW	Florida Bay	hilflobay	Purple	Medium	15 - 20	12 - 15	Pot, Patio	S 10-13/W 18-20	Apr - Oct	23
		Glen Bay	hilbechwaik	Salmon/purple	Medium	15 - 20	12 - 15	Pot, Patio	S 10-13/W 18-20	Apr - Oct	23
		Grace Bay	hilbechgre	Light yellow/purple	Medium	15 - 20	12 - 15	Pot, Patio	S 10-13/W 18-20	Apr - Oct	23
	NEW	Palm Beach	hilpalbea	Bicolour	Medium	15 - 20	12 - 15	Pot, Patio	S 10-13/W 18-20	Apr - Oct	24
	NEW	Pearl Beach	hilpeabea	White	Medium	15 - 20	12 - 15	Pot, Patio	S 10-13/W 18-20	Apr - Oct	24
		Red Beach	hilbechred	Red	Medium	15 - 20	12 - 15	Pot, Patio	S 10-13/W 18-20	Apr - Oct	24
		Shark Bay	hilbechcanno	White/purple	Medium	15 - 20	12 - 15	Pot, Patio	S 10-13/W 18-20	Apr - Oct	24
		White Bay	hilbechwhi	White	Medium	15 - 20	12 - 15	Pot, Patio	S 10-13/W 18-20	Apr - Oct	24
Dianthus	Specialty										26 - 27
	NEW	Picture Perfect®	hilpicperf	Bicolour	Compact	15 - 20	9 - 12	Pot, Patio, Garden	S 8-12/W 16-20	Mar - Nov	27
Dianthus	Sunflor®										28 - 33
		Beetle	hilbeetl	Dark purple	Compact	15 - 18	9 - 12	Pot, Patio, Garden	S 9-11/W 17-19	Mar - Nov	29
		Charmy	hilcharm	White/purple	Compact	15 - 18	9 - 12	Pot, Patio, Garden	S 8-10/W 16-18	Mar - Nov	29
		Cosmos	kocosmo	White	Compact	15 - 18	9 - 12	Pot, Patio, Garden	S 9-11/W 17-19	Mar - Nov	29
		Dynamite	hildyna	Red	Compact	15 - 18	9 - 12	Pot, Patio, Garden	S 9-11/W 17-19	Mar - Nov	30
		Edberg	hiledbe	White	Medium	18 - 20	9 - 12	Pot, Patio, Garden	S 8-10/W 16-18	Mar - Nov	30
	NEW	Emily	hilsunemy	White	Compact	15 - 18	9 - 12	Pot, Patio, Garden	S 10-12/W 18-20	Mar - Nov	30
		Esta	koes	Cerise/light pink	Medium	18 - 20	9 - 12	Pot, Patio, Garden	S 9-11/W 17-19	Mar - Nov	30
		Evert	hilevert	Pink	Compact	15 - 18	9 - 12	Pot, Patio, Garden	S 9-11/W 17-19	Mar - Nov	30
		Faganza	faganza	Magenta	Compact	15 - 18	9 - 12	Pot, Patio, Garden	S 8-10/W 16-18	Mar - Nov	30
	NEW	Jackie	hiljackie	Burgundy	Compact	15 - 18	9 - 12	Pot, Patio, Garden	S 8-10/W 16-18	Mar - Nov	30
		Kaylee	hilkaylee	Burgundy/white	Compact	15 - 18	9 - 12	Pot, Patio, Garden	S 8-10/W 16-18	Mar - Nov	30
		Lady Beetle	hilflabe	Pink	Compact	15 - 18	9 - 12	Pot, Patio, Garden	S 9-11/W 17-19	Mar - Nov	30
	NEW	Magic Beetle	hilmagicbe	Coral	Compact	15 - 18	9 - 12	Pot, Patio, Garden	S 9-11/W 17-19	Mar - Nov	30
		Megan	hilmegansun	Red/light pink	Compact	15 - 18	9 - 12	Pot, Patio, Garden	S 8-10/W 16-18	Mar - Nov	31
	NEW	Rinjani	hilorinjani	Cherry	Compact	15 - 18	9 - 12	Pot, Patio, Garden	S 8-10/W 16-18	Mar - Nov	31
		Serena	hilseren	Pink	Medium	18 - 20	9 - 12	Pot, Patio, Garden	S 8-10/W 16-18	Mar - Nov	31
		Sinclair	hilsinclair	Magenta/red	Medium	18 - 20	9 - 12	Pot, Patio, Garden	S 9-11/W 17-19	Mar - Nov	31
		Vulcano	hilvulca	Red	Tall	20 - 22	9 - 12	Pot, Patio, Garden	S 9-11/W 17-19	Mar - Nov	31



Amaze



Fearless



Flirty



Powerful



Serenity



Chili

Crop	Series	Commercial name	Variety denomination	Colour	Plant habit	Height (cm)	Pot size (cm)	Common use	Retail ready (wks)	Flowering period	Page
COLLECTION	Dianthus	Sunflor®									28 - 33
		Allura	allura	Pink	Medium	18 - 20	9 - 12	Pot, Patio, Garden	S 10-12/W 18-20	Mar - Nov	32
		Amber	hilamber	Yellow	Tall	20 - 22	9 - 12	Pot, Patio, Garden	S 11-13/W 21-24	Mar - Nov	32
		Bianca	kobianca	White/dark red	Medium	18 - 20	9 - 12	Pot, Patio, Garden	S 11-13/W 21-24	Mar - Nov	32
		Bling Bling	blingbling	Peach	Tall	20 - 22	9 - 12	Pot, Patio, Garden	S 10-12/W 18-20	Mar - Nov	32
		Cody	hilcody	Orange	Medium	18 - 20	9 - 12	Pot, Patio, Garden	S 11-13/W 21-24	Mar - Nov	32
		Desire	hildes	Burgundy	Medium	18 - 20	9 - 12	Pot, Patio, Garden	S 10-12/W 18-20	Mar - Nov	32
		Fygi	hilfygi	Purple	Medium	18 - 20	9 - 12	Pot, Patio, Garden	S 10-12/W 18-20	Mar - Nov	32
		Luigi	hilluigi	Peach	Tall	20 - 22	9 - 12	Pot, Patio, Garden	S 10-12/W 18-20	Mar - Nov	32
		Orange Bling Bling	hilorbli	Orange	Tall	20 - 22	9 - 12	Pot, Patio, Garden	S 10-12/W 18-20	Mar - Nov	32
		Orinoco	hilorin	Light pink/pink	Medium	18 - 20	9 - 12	Pot, Patio, Garden	S 10-12/W 18-20	Mar - Nov	33
		Red Allura	hilreal	Red	Tall	20 - 22	9 - 12	Pot, Patio, Garden	S 10-12/W 18-20	Mar - Nov	33
		Skylar	hilskyl	Hot pink	Tall	20 - 22	9 - 12	Pot, Patio, Garden	S 11-13/W 21-24	Mar - Nov	33
	Echinacea	MOOODZ®									34 - 39
	NEW	Amaze	hilmomaze	Yellow	Medium	40 - 50	17 - 19	Garden, Patio	12-14	May - Sept	38
		Awake	hilmoowak	Pink	Medium	35 - 45	17 - 19	Garden, Patio	12-14	May - Sept	38
		Courage	hilmoocour	Pink	Medium	35 - 45	17 - 19	Garden, Patio	12-14	May - Sept	38
		Devotion	hilmoodevot	Red	Medium	40 - 45	17 - 19	Garden, Patio	12-14	May - Sept	38
		Dream	hilmoodrea	Yellow	Medium	35 - 45	17 - 19	Garden, Patio	12-14	May - Sept	38
	NEW	Fearless	hilmofear	Orange	Medium	35 - 45	17 - 19	Garden, Patio	12-14	May - Sept	38
	NEW	Flirty	hilmoflirt	Fuchsia	Compact	35 - 45	15 - 19	Garden, Patio	12-14	May - Sept	37
		Glory	hilmooglor	White	Compact	30 - 35	17 - 19	Garden, Patio	12-14	May - Sept	37
		Imagination	hilmooimag	Pink	Medium	40 - 50	17 - 19	Garden, Patio	12-14	May - Sept	38
		Jealousy	hilmoojeal	Green	Medium	40 - 50	17 - 19	Garden, Patio	12-14	May - Sept	39
		Mediation	hilmoomedi	Orange	Medium	35 - 40	17 - 19	Garden, Patio	12-14	May - Sept	39
		Motivation	hilmoomotiv	Salmon	Compact	30 - 35	15 - 19	Garden, Patio	12-14	May - Sept	37
		Peace	hilmoopea	Yellow	Medium	35 - 45	17 - 19	Garden, Patio	12-14	May - Sept	39
	NEW	Powerful	hilmoopowe	Red	Medium	35 - 45	17 - 19	Garden, Patio	12-14	May - Sept	39
		Satisfy	hilmoosati	Orange	Medium	40 - 50	17 - 19	Garden, Patio	12-14	May - Sept	39
	NEW	Serenity	hilmosere	White	Compact	30 - 35	15 - 19	Garden, Patio	12-14	May - Sept	37
		Sympathy	hilmoosymp	Orange	Medium	40 - 50	17 - 19	Garden, Patio	12-14	May - Sept	39
Gerbera	Garvinea® Cheeky									42 - 43	
		Hot Pink	hilgahotpi	Magenta	Medium	30 - 35	12 - 17	Garden, Patio	S 7-11/W 11-13	Mar - Nov	43
		Magenta	chemag20aa	Magenta	Medium	30 - 35	12 - 17	Garden, Patio	S 7-11/W 11-13	Mar - Nov	43
		Red	chered20aa	Red	Medium	30 - 40	12 - 17	Garden, Patio	S 7-11/W 11-13	Mar - Nov	43
		Yellow	cheyel20aa	Yellow	Compact	25 - 30	12 - 17	Garden, Patio	S 7-11/W 11-13	Mar - Nov	43
Gerbera	Garvinea® Majestic									44 - 45	
		Burgundy	majbur20aa	Burgundy	Medium	35 - 40	14 - 21	Garden, Patio	S 8-14/W 12-14	Mar - Nov	45
		Light Pink	majlip20aa	Light pink	Medium	30 - 35	14 - 21	Garden, Patio	S 8-14/W 12-14	Mar - Nov	45
		Purple	majpur21aa	Purple	Medium	35 - 40	14 - 21	Garden, Patio	S 8-14/W 12-14	Mar - Nov	45
		Yellow	majyel20aa	Yellow	Medium	30 - 35	14 - 21	Garden, Patio	S 8-14/W 12-14	Mar - Nov	45
Gerbera	Garvinea® Sweet									46 - 49	
		Blaze	hilswebla	Yellow/red	Compact	30 - 35	14 - 21	Garden, Patio	S 8-12/W 12-14	Mar - Nov	47
	NEW	Chili	garswechi	Red	Compact	30 - 35	14 - 21	Garden, Patio	S 8-12/W 12-14	Mar - Nov	47
		Femmy	classic femmy	Pink	Compact	30 - 35	14 - 21	Garden, Patio	S 8-12/W 12-14	Mar - Nov	47



Komodo



Midi Red Imp



Mini Eyecatcher Hot Pink
BC Imp

Crop	Series	Commercial name	Variety denomination	Colour	Plant habit	Height (cm)	Pot size (cm)	Common use	Retail ready (wks)	Flowering period	Page
Gerbera	Garvinea® Sweet									46 - 49	
		Fiesta	sweet fiesta	White/pink	Tall	35 - 40	14 - 21	Garden, Patio	S 8-12/W 12-14	Mar - Nov	47
		Frosting	sweet frosting	White	Medium	35 - 40	14 - 21	Garden, Patio	S 8-12/W 12-14	Mar - Nov	47
		Glow	garglow	Red	Medium	30 - 35	14 - 21	Garden, Patio	S 8-12/W 12-14	Mar - Nov	47
		Heart	garheart	Pink	Medium	30 - 35	14 - 21	Garden, Patio	S 8-12/W 12-14	Mar - Nov	47
		Honey	garho	Yellow	Medium	30 - 35	14 - 21	Garden, Patio	S 8-12/W 12-14	Mar - Nov	48
		Joy	garswjoy	Yellow	Medium	30 - 35	14 - 21	Garden, Patio	S 8-12/W 12-14	Mar - Nov	48
		Love	garswlove	Red	Compact	30 - 35	14 - 21	Garden, Patio	S 8-12/W 12-14	Mar - Nov	48
		Maggie	hilswemag	Hot pink	Compact	30 - 35	14 - 21	Garden, Patio	S 8-12/W 12-14	Mar - Nov	48
		Memories	garsweetmemo	White/light pink	Compact	30 - 35	14 - 21	Garden, Patio	S 8-12/W 12-14	Mar - Nov	48
		Smile	garsmile	Yellow	Medium	35 - 40	14 - 21	Garden, Patio	S 8-12/W 12-14	Mar - Nov	48
		Sparkle	garswsparkle	Purple	Medium	35 - 40	14 - 21	Garden, Patio	S 8-12/W 12-14	Mar - Nov	48
		Spice	garspice	Purple	Medium	35 - 40	14 - 21	Garden, Patio	S 8-12/W 12-14	Mar - Nov	48
		Sunset	sweet sunset	Orange/yellow	Medium	35 - 40	14 - 21	Garden, Patio	S 8-12/W 12-14	Mar - Nov	48
		Surprise	garsurprise	Purple	Medium	30 - 35	14 - 21	Garden, Patio	S 8-12/W 12-14	Mar - Nov	49
		Vibe	garswvibe	Yellow	Medium	35 - 40	14 - 21	Garden, Patio	S 8-12/W 12-14	Mar - Nov	49
	Gerbera	Patio Gerbera									52 - 54
		Bighorn	bighorn	Purple	Tall	50 - 60	19 - 30	Patio	S 12-16/W 16-20	Mar - Nov	53
		Capitol Reef	capitol reef	Pink/white	Medium	40 - 50	19 - 30	Patio	S 12-16/W 16-20	Mar - Nov	53
		Daintree	hildain	Purple/lilac	Medium	45 - 50	19 - 30	Patio	S 12-16/W 16-20	Mar - Nov	53
		Glacier	floglacier	White	Tall	50 - 55	19 - 30	Patio	S 12-16/W 16-20	Mar - Nov	53
		Great Smoky Mountains	flosmoky	Orange	Tall	50 - 55	19 - 30	Patio	S 12-16/W 16-20	Mar - Nov	53
		Hot Springs	hilhotsp	Purple/white	Medium	45 - 50	19 - 30	Patio	S 12-16/W 16-20	Mar - Nov	53
		Karoo	flokaroo	Pink/white	Medium	45 - 60	19 - 30	Patio	S 12-16/W 16-20	Mar - Nov	54
	NEW	Komodo	hilkomodo	Yellow	Medium	50 - 55	19 - 30	Patio	S 12-16/W 16-20	Mar - Nov	53
		Kruger	flokruiger	Yellow	Compact	40 - 50	19 - 30	Patio	S 12-16/W 16-20	Mar - Nov	54
		Monte Viso	flomonvi	Pink/white	Medium	45 - 50	19 - 30	Patio	S 12-16/W 16-20	Mar - Nov	54
		Painted Desert	painted desert	Orange/yellow	Medium	45 - 50	19 - 30	Patio	S 12-16/W 16-20	Mar - Nov	54
		Pinnacles	pinnacles	Red	Medium	50 - 55	19 - 30	Patio	S 12-16/W 16-20	Mar - Nov	54
		Sedona	sedona	Red	Tall	50 - 60	19 - 30	Patio	S 12-16/W 16-20	Mar - Nov	54
		Volcanoes	flocanoes	Red/orange	Medium	45 - 50	19 - 30	Patio	S 12-16/W 16-20	Mar - Nov	54
Gerbera	Patio Gerbera Glorious									56 - 57	
		Light Pink	glolip21aa	Light pink	Medium	40 - 45	19 - 30	Patio	S 12-16/W 16-20	Mar - Nov	57
		Orange	gloora20aa	Orange	Medium	40 - 45	19 - 30	Patio	S 12-16/W 16-20	Mar - Nov	57
		Purple	glopur20aa	Purple	Medium	40 - 45	19 - 30	Patio	S 12-16/W 16-20	Mar - Nov	57
		Yellow	gloyel20aa	Yellow	Medium	40 - 45	19 - 30	Patio	S 12-16/W 16-20	Mar - Nov	57
Gerbera	Flori Line®									60 - 69	
		Giant varieties			Medium	22 - 26	15 - 17	Pot	S 15-16/W 16-17	Year round	61 - 62
		Maxi varieties			Medium	20 - 24	12 - 15	Pot	S 13-14/W 14-16	Year round	62 - 64
		Midi varieties			Medium	18 - 22	10 - 13	Pot	S 13-14/W 14-16	Year round	64 - 66
		Mini varieties			Medium	14 - 18	9 - 12	Pot	S 12-13/W 13-15	Year round	66 - 67
		Mixes						Pot		Year round	68
Gerbera	Optimum Mix									70 - 71	
		Optimum Mix		Mix	Medium	22 - 26	15 - 17	Pot	S 15-16/W 15-17	Year round	71
		Optimum Mix BC		Mix	Medium	22 - 26	15 - 17	Pot	S 15-16/W 15-17	Year round	71

Crop	Series	Commercial name	Variety denomination	Colour	Plant habit	Height (cm)	Pot size (cm)	Common use	Retail ready (wks)	Flowering period	Page
Gerbera	Royal	Deep Orange		Orange shades BC	Medium	22 - 26	15 - 17	Pot	S 15-16/W 15-17	Year round	72 - 73
		Deep Pink		Pink BC	Medium	22 - 26	15 - 17	Pot	S 15-16/W 15-17	Year round	73
		Deep Rose		Lila BC	Medium	22 - 26	15 - 17	Pot	S 15-16/W 15-17	Year round	73
		Golden Yellow		Yellow BC	Medium	22 - 26	15 - 17	Pot	S 15-16/W 15-17	Year round	73
		Neon Violet		Neon violet BC	Compact	22 - 26	15 - 17	Pot	S 15-16/W 15-17	Year round	73
		Orange Scarlet		Dark orange BC	Medium	22 - 26	15 - 17	Pot	S 15-16/W 15-17	Year round	73
		Red		Red BC	Medium	22 - 26	15 - 17	Pot	S 15-16/W 15-17	Year round	73
		White		White	Medium	22 - 26	15 - 17	Pot	S 15-16/W 15-17	Year round	73
Gerbera	Sundayz®	Maxi Deep Rose		Deep rose	Medium	20 - 24	12 - 15	Pot	S 13-14/W 14-16	Year round	75
		Maxi Mix		Mix	Medium	20 - 24	12 - 15	Pot	S 13-14/W 14-16	Year round	75
		Maxi Red		Red	Medium	20 - 24	12 - 15	Pot	S 13-14/W 14-16	Year round	75
		Maxi Rose		Rose	Medium	20 - 24	12 - 15	Pot	S 13-14/W 14-16	Year round	75
		Midi Berries 'n Cream		Bicolour	Medium	18 - 22	10 - 13	Pot	S 13-14/W 14-16	Year round	76
		Midi Mix		Mix	Medium	18 - 22	10 - 13	Pot	S 13-14/W 14-16	Year round	76
		Midi Purple		Purple	Medium	18 - 22	10 - 13	Pot	S 13-14/W 14-16	Year round	76
		Midi Red		Red	Medium	18 - 22	10 - 13	Pot	S 13-14/W 14-16	Year round	76
		Mini Bicolour		Bicolour	Medium	14 - 18	9 - 12	Pot	S 12-13/W 13-15	Year round	77
		Mini Lilac		Lilac	Medium	14 - 18	9 - 12	Pot	S 12-13/W 13-15	Year round	77
		Mini Mix		Mix	Medium	14 - 18	9 - 12	Pot	S 12-13/W 13-15	Year round	77
		Mini Orange		Orange	Medium	14 - 18	9 - 12	Pot	S 12-13/W 13-15	Year round	77
		Mini Pink		Pink	Medium	14 - 18	9 - 12	Pot	S 12-13/W 13-15	Year round	77
		Mini Purple		Purple	Medium	14 - 18	9 - 12	Pot	S 12-13/W 13-15	Year round	77
		Mini Red		Red	Medium	14 - 18	9 - 12	Pot	S 12-13/W 13-15	Year round	77
		Mini White		White	Medium	14 - 18	9 - 12	Pot	S 12-13/W 13-15	Year round	77
		Mini Yellow		Yellow	Medium	14 - 18	9 - 12	Pot	S 12-13/W 13-15	Year round	77
Helleborus	Awesome!®	Heavenly	wilniheav	White	Compact	30 - 40	15 - 17	Garden, Patio	30 - 35	Nov - Feb	81
		Nagano	hilawenaga	White	Compact	30 - 40	15 - 17	Garden, Patio	30 - 35	Nov - Feb	81
Helleborus	Glamour®	Beaming Blush	glambeam	Pink/white	Medium	35 - 45	17 - 19	Garden, Patio	30 - 35	Dec - Mar	83
		Bijoux	glambijoux	Purple	Compact	35 - 45	17 - 19	Garden, Patio	30 - 35	Dec - Mar	83
		E lance	glamelan	Purple	Compact	35 - 45	17 - 19	Garden, Patio	30 - 35	Dec - Mar	83
		Purple Flame	glampuffa	Lilac	Medium	40 - 50	17 - 19	Garden, Patio	30 - 35	Dec - Mar	83
		Strawberry Moon	miyohere nyr	Deep rose	Compact	35 - 45	17 - 19	Garden, Patio	30 - 35	Dec - Mar	83
Helleborus	JWLS®	Dacaya	hiljwlsdaca	Green/pink	Medium	50 - 55	17 - 19	Garden, Patio	30 - 35	Jan - Apr	85
		Diamonfire	hiljwlsdiamon	White	Compact +	35 - 45	17 - 19	Garden, Patio	30 - 35	Nov - Mar	85
		Endless	hiljwlsend	White	Compact +	35 - 45	17 - 19	Garden, Patio	30 - 35	Nov - Mar	85
		Guess	hiljwlsguess	Green	Medium	50 - 55	17 - 19	Garden, Patio	30 - 35	Nov - Mar	85
		Winterbells	winterbells	Green/white	Medium	50 - 55	17 - 19	Garden, Patio	30 - 35	Sept - Apr	85
Salvia	Salgoon®	Lake Blueberry	ti1016	Dark blue	Compact	40 - 55	17 - 21	Garden, Patio	S 8-12/W 12-14	Apr - Sept	89
		Lake Como	ti1017	Lavender blue	Compact	40 - 55	17 - 21	Garden, Patio	S 8-12/W 12-14	Apr - Sept	89
		Lake Flamingo	ti1019	Pink	Compact	40 - 55	17 - 21	Garden, Patio	S 8-12/W 12-14	Apr - Sept	90
		Lake Garda	ti993	Cherry pink	Compact	40 - 55	17 - 21	Garden, Patio	S 8-12/W 12-14	Apr - Sept	90
		Lake Onega	ti1018	Purple	Compact	40 - 55	17 - 21	Garden, Patio	S 8-12/W 12-14	Apr - Sept	90
		Strawberry Lake	ti966	Magenta	Medium	50 - 65	17 - 21	Garden, Patio	S 8-12/W 12-14	Apr - Sept	90

DOWNLOAD

our latest catalogues,
growing manuals,
POS materials and
images at:



DISCOVER



our Garvinea® concept
website, designed for
consumers:

garvinea.com



KNOWLEDGE BASE

Visit our Knowledge Base
to learn more about our
company, products
and more



360° EVENT

Re-visit our previous
events in 360° view



CONTACT

our team for info,
ordering and support



What to order?

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



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

Crop	Origin	Sales unit (tray size)	Also available as
Alstroemeria	Rhizome / Tissue culture	40	TC
Dianthus	Cutting	144	URC, 500 per unit
Echinacea	Tissue culture	84	TC
Gerbera Garvinea® / Patio Gerbera	Tissue culture	112	TC
		40	
		24	
Gerbera Flori Line®, Optimum Mix Sundayz®, Royal	Seed	144	Seed, 1.000 per unit
Helleborus	Tissue culture	40	TC
Salvia	Cutting	84	N/A



Alstroemeria plug & tray



Echinacea plug & tray



Potted Gerbera seed

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 in the near future. 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. Having been FSI-joined, our sustainability calendar is packed with footprints and peat-free trials and much more. HilverdaFlorist is dedicating itself to this development in order to best serve its customers in the future.

What we offer

HilverdaFlorist is your partner and expert in selecting, breeding, and propagating unique varieties of pot, patio & garden plants and cut flowers, offering high-quality young plant material tailored to your climate and cultivation methods.

Your reliable partner

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

Innovation is key

Driven by opportunities and challenges, we invest in the future of horticulture. By partnering with the best professionals and continuously improving our processes, we are pushing the boundaries of innovation. 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.

Ambitious team

Our passionate team is committed to your success, offering personalized support and building trusting relationships. Whether in our show greenhouses, online, or at trade shows, we strive for excellence and continuous improvement, so we can flourish together with you.

Long-lasting partnership

We aspire to collaborate with you in creating, innovating, and finding solutions to our most significant challenges, driving forward the world of horticulture. Through our extensive worldwide network, you gain access to a wealth of expertise in R&D, breeding, cultivation techniques, and marketing, tailored to your regional needs. Let's share successes and insights to grow and improve side by side.



All our core values are visualised in our corporate video



Global partnership

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





Colombia




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



Murara Plants Ltd.
Subsidiary, specialist propagator and young plant supplier to exclusively sell and distribute the complete assortment of HilverdaFlorist products in Africa. 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.
Joint venture in India between HilverdaFlorist and the Kumar Group, for young plant production for the local Indian market, worldwide export and sales for the Indian market. kfbioplants.com



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.



Scan and discover more!

Contact

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



Personal service with a smile

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

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

Sales Support Team

Connect online

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

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



HilverdaFlorist BV

Dwarsweg 15
1424 PL De Kwakel
The Netherlands
T +31 297 328 229
E info@hilverdaflorist.com
I [hilverdaflorist.com](https://www.hilverdaflorist.com)



Marketing & Communication

Denise van Kampen
marketing@hilverdaflorist.com



Sales Support

salesupport@hilverdaflorist.com

Logistics

logistics@hilverdaflorist.com



Intellectual Property Management

Fernando Martinez Lopez
ip@hilverdaflorist.com



Sales team



Stef Berkhout
+31 683 521 007
s.berkhout@hilverdaflorist.com

Canada, Denmark, Norway,
Sweden, USA



Marius Kooij
+31 6 53 54 81 54
m.kooij@hilverdaflorist.com

Algeria, Argentina, Bolivia, Canary
Islands, Colombia, Costa Rica, Cuba,
Dominican Republic, Ecuador, El
Salvador, Guatemala, Honduras, Jamaica,
Morocco, Martinique, Nicaragua,
Panama, Paraguay, Peru, Suriname,
Turkey, Uruguay



Vincent Madern
+31 6 45 287 975
v.madern@hilverdaflorist.com

Armenia, Azerbaijan, Belarus, France,
Kazakhstan, Kyrgyzstan, La Reunion,
Moldova, Ukraine, Uzbekistan



Co Overduin
+31 6 53 96 33 81
c.overduin@hilverdaflorist.com

The Netherlands



Stein Schouten
+31 6 53 85 06 80
s.schouten@hilverdaflorist.com

Austria, Bulgaria, Cyprus, Czech
Republic, Estonia, Germany, Greece,
Hungary, Latvia, Lithuania, Poland,
Romania, Slovakia, Switzerland, Taiwan



Marcel van Steekelenburg
+31 6 22 49 82 44
m.vansteekelenburg@hilverdaflorist.com

Bosnia and Herzegovina, Croatia, India,
Italy, Malta, Nepal, Pakistan, Serbia,
Slovenia



Jan Jorrit Eveleens
+31 6 53 99 07 82
jj.eveleens@hilverdaflorist.com

Angola, Brazil, Chile, Israel, Mexico,
Portugal, Spain



Robin van der Meer
+31 6 22 23 75 93
r.vandermeer@hilverdaflorist.com

Belgium, The Netherlands



Mazanne Pennings
+1 540 277 7486
m.pennings@hilverdaflorist.com

USA



Tim Reus
+31 6 20 61 56 98
t.reus@hilverdaflorist.com

Finland, Iceland, Ireland, United
Kingdom



Sjaak Sijm
+31 6 20 54 61 60
s.sijm@hilverdaflorist.com

Egypt, Jordan, Libanon, Saudi Arabia,
Russia, South Korea, United Arab
Emirates

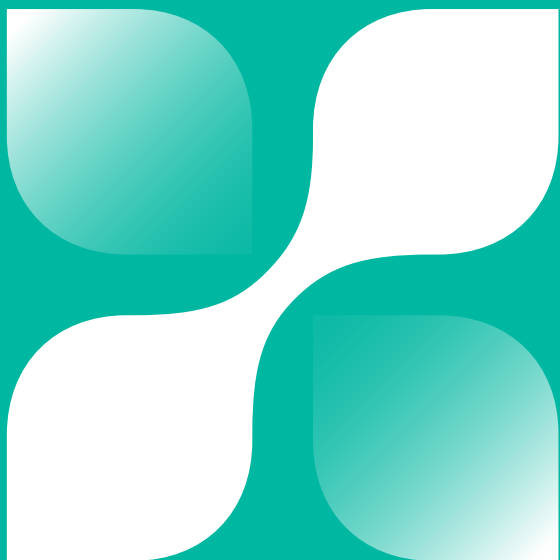


Pieter Strooper
+31 6 51 56 06 10
p.strooper@hilverdaflorist.com

Australia, China, Indonesia, Japan,
Laos, Malaysia, Myanmar, New
Zealand, Philippines, Thailand,
Vietnam

Let's connect

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



Office

Dwarsweg 15
1424 PL De Kwakel
The Netherlands

+31 297 328 229
info@hilverdaflorist.com
hilverdaflorist.com

Follow us

@hilverdaflorist

