

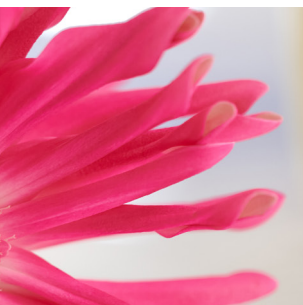
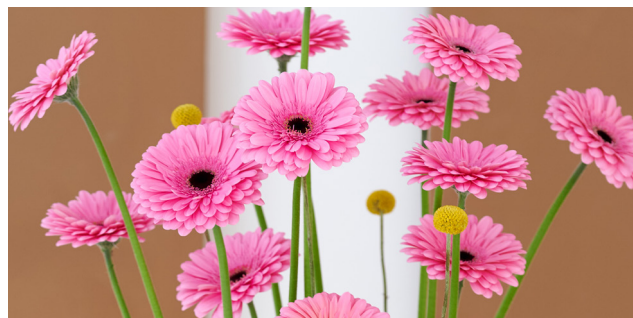


# HilverdaFlorist

CREATE. SHARE. FLOURISH.

Gerbera Catalogue

# '25





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.

The HilverdaFlorist breeding team is continuously working on creating innovative, improved and surprising varieties. From well-loved colours and characteristics within the market, to exclusive shapes and colour combinations. Every detail is taken into account to develop the most ideal flower. 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.**

## NEW

This year, we do not only welcome new varieties into our assortment. We have been working on two brand new series as well: Gerbera Marimo & Rebel®. Marimo, a series which we first launched 20 years ago, is now back and better than ever. These spherical flowers originate from the heart of the Gerbera and give a playful touch to any type of floral arrangement.

Rebel® is a series of edgy, bold and unique Gerberas with a fun twist, literally. The twisted petals of Rebel® add depth and even more vibrancy to a bouquet. Each variety in this series has a unique character and is a great addition to differentiate your range.

## Novelties

As you can expect from us, our existing series have also been extended with a great palette of new colours and shapes. In Standard we've added Taylor (page 30), offering large flowers with an outstanding vase life, in an all-time favourite pink shade. A totally different look has Everglow (cover & page 18), with a pastel yellow to bright pink colour gradient that creates a more exclusive look.

In Mini we've added a strong new red: Red Ruby (page 45). This variety comes, like its name suggests, in a deep red colour offering a high production rate and excellent vase life. Besides solid colours like these, the new line-up also offers impressive bicolours with, for example, Mini Bounce (page 34) and Mini Muffin (page 42). We would love to welcome you to our show greenhouse and events to come see and discuss the range with our dedicated team.

## Let's flourish together

HilverdaFlorist is a leading company in cut flower Gerbera breeding and plant production, integrating 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 with promoting your assortment. Scan the QR-code for more information or send an e-mail to [marketing@hilverdaflorist.com](mailto:marketing@hilverdaflorist.com).



## Cut Flower Gerbera

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

## Cut Flowers

Alstroemeria  
Dianthus  
Gypsophila  
Helleborus  
Limonium  
Scabiosa

## Pot, Patio & Garden

Alstroemeria  
Dianthus  
Echinacea  
Gerbera  
Helleborus  
Salvia

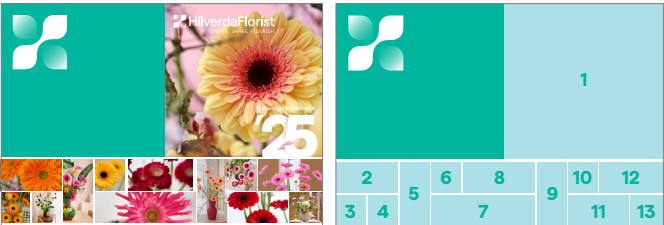


# Content

|                                           |    |  |                                    |    |
|-------------------------------------------|----|--|------------------------------------|----|
| Introduction                              | 3  |  | <b>Gerbera Piccolini®</b>          | 56 |
| Product range                             | 4  |  | World's tiniest Gerbera!           |    |
| Content                                   | 5  |  | <b>Gerbera Marimo</b>              | 58 |
|                                           |    |  | Unique ball-shaped Gerbera flowers |    |
|                                           |    |  | <b>Gerbera Rebel®</b>              | 60 |
|                                           |    |  | Bold and edgy: meet Rebel®         |    |
| <b>GERBERA ASSORTMENT</b>                 | 6  |  |                                    |    |
| <b>Gerbera Standard</b>                   | 8  |  |                                    |    |
| Large flowers in a wide range of colours  |    |  |                                    |    |
| <b>Gerbera Mini</b>                       | 32 |  | <b>Assortment overview</b>         | 62 |
| Small flowers with a big ornamental value |    |  | <b>Download and discover</b>       | 69 |
| <b>Gerbera Pomponi®</b>                   | 50 |  | <b>What to order</b>               | 70 |
| Voluminous and exclusive blooms           |    |  | <b>What we offer</b>               | 71 |
| <b>Gerbera Pomponi® Mini</b>              | 52 |  | <b>Global partnership</b>          | 72 |
| For eye-catching details                  |    |  | <b>World wide sales network</b>    | 74 |
|                                           |    |  | <b>Contact</b>                     | 78 |
|                                           |    |  | <b>Sales team</b>                  | 79 |

## Symbols

|                                                                                     |                                                                                                                                            |                                                                                     |                                       |
|-------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|---------------------------------------|
|  | Production per m <sup>2</sup> per year in soil                                                                                             |  | Vase life in days                     |
|  | Production per m <sup>2</sup> per year in substrate                                                                                        |  | Introduction                          |
|  | Stem length: <ul style="list-style-type: none"><li>• Medium &lt; 60 cm</li><li>• Tall 60 - 70 cm</li><li>• Extra tall &gt; 70 cm</li></ul> |  | Experimental, tested on limited scale |
|  | Flower diameter in cm                                                                                                                      |  | Regional limitations                  |
|                                                                                     |                                                                                                                                            |  | Image not in catalogue                |



### On the cover

Our 2025 cover shows you a selection of our Cut Flower Gerbera range.  
**1** Standard Everglow **2** Standard Oriana **3** Mini Bounce **4** Marimo Dark & Green  
**5** Standard Award **6** Mini Tweety **7** Rebel® Jinx **8** Piccolini® Ditella **9** Standard Nectar **10** Mini Muffin **11** Mini Red Ruby **12** Standard Taylor **13** Mini Cheers



# Gerbera

## Overview

Step into a world of vibrant colours, unique flower shapes, and top tier quality. The HilverdaFlorist assortment of cut flower Gerberas is designed to impress, offering endless possibilities. From the world's tiniest Piccolini® Gerberas to the lush Pomponi® and extraordinary Rebel® and Marimo varieties, as well as the classic Standard and Mini Gerberas. We have something for every taste. Our passionate team has dedicated years of expertise to ensure that each flower embodies exceptional beauty. Committed to excellence, we carefully grow and nurture every Gerbera for outstanding quality and longevity.

Explore our diverse series and let them inspire you. As your partner, we are here to assist you in selecting the perfect varieties for your market and local conditions.

NEW



Standard Taylor

### Gerbera Standard

Our Standard Gerbera collection offers large flowers in the widest range imaginable, offering all you need to be successful and unique. From bold and vibrant (bi)colours to pastels and all-time favourites, our assortment is here to suit every type of demand.



Standard Arcade

NEW



Mini Red Ruby

### Gerbera Mini

Cute, colourful and most loveable! Mini Gerberas bring joy as no other. Our collection offers strong and powerful genetics, all in magnificent shades. Embrace the versatility and cuteness of Mini Gerberas and let these tiny treasures elevate your assortment.



Mini Tweety





**Pomponi® Powerball**

## Gerbera Pomponi® & Pomponi® Mini

Pomponi® flowers feature multiple layers of perfectly formed petals creating voluminous blooms. These varieties offer high quality, long-lasting flowers and firm stems. Choose the large Pomponi® or the compact yet powerful Pomponi® Mini.



Pomponi® Mini Gonzo

NEW



**Piccolini® Ditella**

## Gerbera Piccolini®

Piccolini® proves that special things come in small packages. The world's tiniest Gerbera – introduced by HilverdaFlorist – is exceptionally petite, cute and colourful. Piccolini® has an extremely high production level and an outstanding vase life. Our assortment features an array of options to suit any type of demand.



Piccolini® Palmaria

NEW



**Rebel® Craze**

## Gerbera Rebel®

Edgy, bold and truly unique: meet Gerbera Rebel®. This extraordinary series is new to our range, and ready to give your assortment a fun twist! Each flower has its own character, but offers the same premium quality.



Rebel® mix

NEW



**Marimo Green**

## Gerbera Marimo

Introducing Marimo: a one-of-a-kind Gerbera type featuring the heart of the well-known blooms, resulting in a distinctive, ball-shaped appearance. Marimo boasts an exceptional vase life, consistent quality, and is a fun addition to any bouquet.



Marimo mix



# 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

Standard Award



Scan and view  
our assortment  
online!



**Alliance**

アラリアンス

**Alma**

アルマ

**Alpaca**

アルパカ

**Amarone**

アマローネ

**Ankur**

アンカー



|          |           |           |            |         |         |
|----------|-----------|-----------|------------|---------|---------|
| 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    | 230 - 250 | 290 - 310 | Tall       | 11 - 13 | 15 - 17 |



**Apollo**

アポロ



**Arcade**

アーケード



**Argos**

アルゴス



**Artist**

アーティスト



**Atlanta**

アトランタ



|          |           |           |      |         |         |
|----------|-----------|-----------|------|---------|---------|
| Apollo   | 210 - 230 | 270 - 290 | Tall | 11 - 13 | 12 - 14 |
| Arcade   | 250 - 270 | 310 - 330 | Tall | 11 - 13 | 14 - 16 |
| Argos    | 230 - 250 | 290 - 310 | Tall | 10 - 12 | 14 - 16 |
| Artist   | 230 - 250 | 290 - 310 | Tall | 10 - 12 | 12 - 14 |
| Atlanta  | 230 - 250 | 290 - 310 | Tall | 11 - 13 | 12 - 14 |
| Aventura | 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 |

NEW

NEW



NEW

**Award**

アワード

The powerful pink colour of **Award** will be a showstopper in any type of floral arrangement. Besides her great looks, this variety offers an impressive vase life.

**Aventura**

アベンチュラ

**Avignon**

アビニオン



NEW

**Azuna**

アズナ

The fresh salmon pink colour of new variety **Azuna** is a feast for the eyes! Azuna is a reliable crop and offers an ideal colour to appeal to a broad market.





## Balance

バランス



## 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



|            |           |           |            |         |         |
|------------|-----------|-----------|------------|---------|---------|
| Balance    | 230 - 250 | 290 - 310 | Extra tall | 11 - 13 | 13 - 15 |
| 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 |
| Brilliance | 230 - 250 | 290 - 310 | Extra tall | 11 - 12 | 14 - 16 |
| 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 |





## 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

### Brilliance

ブリリアンス



### Cameron

キャメロン



### Candy Corn

キャンディーコーン



### Capella

カペラ





## Capito

カピート



## Carambole

カラムボーレ



## Caravaggio

カラヴァッジオ



## Cleopatra

クレオパトラ



## Crayon

カラヴァッジオ



|              |           |           |      |         |         |
|--------------|-----------|-----------|------|---------|---------|
| Capito       | 250 - 270 | 310 - 330 | Tall | 10 - 12 | 14 - 16 |
| 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 |
| 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 |
| Darling      | 250 - 270 | 310 - 330 | Tall | 11 - 12 | 16 - 18 |
| Davina       | 230 - 250 | 290 - 310 | Tall | 10 - 11 | 12 - 14 |



**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



**Darling**

ダーリン



**Davina**

ダビナ





## Diabolo

ディアボロ



## Dice

ダイス



## Don Leo

ドブレオ



## Dreamline

ドリームライン



## Dune

デューフ



|           |           |           |            |         |         |
|-----------|-----------|-----------|------------|---------|---------|
| 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 |
| El Mundo  | 230 - 250 | 290 - 310 | Tall       | 11 - 13 | 13 - 15 |
| Elan      | 230 - 250 | 290 - 310 | Tall       | 11 - 13 | 10 - 12 |
| 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 |



**Dynamic**

ダイナミック



**El Mundo**

エルムンド



**Elan**

エラン



**Entourage**

エントラージュ



**Estate**

エステート



**Eureka**

エウレカ





NEW

## Everglow

エヴァーグロウ

Are you looking for a more unique and exclusive colour combination? **Everglow** meets the pastel and earth tones trends and offers an outstanding vase life.



## Farao

ファラオ



## Figaro

フィガロ



## Forbes

フォーブス



| Everglow   | 230 - 250 | 290 - 310 | Tall       | 12 - 14 | 16 - 18 | NEW |
|------------|-----------|-----------|------------|---------|---------|-----|
| Farao      | 230 - 250 | 290 - 310 | Tall       | 10 - 12 | 13 - 15 |     |
| Figaro     | 250 - 270 | 310 - 330 | Tall       | 10 - 12 | 14 - 16 |     |
| Forbes     | 230 - 250 | 290 - 310 | Tall       | 11 - 12 | 10 - 12 |     |
| Forza      | 230 - 250 | 290 - 310 | Tall       | 10 - 12 | 13 - 15 |     |
| Glossy     | 230 - 250 | 290 - 310 | Tall       | 10 - 12 | 12 - 14 |     |
| Goldstrike | 210 - 230 | 270 - 290 | Extra Tall | 10 - 12 | 14 - 16 |     |
| Graceland  | 210 - 230 | 270 - 290 | Tall       | 10 - 12 | 10 - 12 |     |
| Greeny     | 230 - 250 | 290 - 310 | Tall       | 10 - 12 | 15 - 17 |     |
| Haribo     | 230 - 250 | 290 - 310 | Tall       | 11 - 13 | 14 - 16 |     |



**Forza**

フォルツァ



**Glossy**

グレースリー



**Goldstrike**

ゴールドストライク



**Graceland**

グレースランド



**Greeny**

グリーニー



**Haribo**

ハリボー









**Highlight**

ハイライト

**Humberto**

ハフベルト

**Image**

イメージ

**Inferno**

インフェルノ

**Intense**

インテンス



|           |           |           |            |         |         |
|-----------|-----------|-----------|------------|---------|---------|
| Highlight | 250 - 270 | 310 - 330 | Extra tall | 10 - 12 | 13 - 15 |
| Humberto  | 230 - 250 | 290 - 310 | Tall       | 11 - 12 | 12 - 14 |
| Image     | 210 - 230 | 270 - 290 | Tall       | 10 - 12 | 12 - 14 |
| Inferno   | 230 - 250 | 290 - 310 | Tall       | 12 - 14 | 12 - 14 |
| Intense   | 230 - 250 | 290 - 310 | Extra tall | 10 - 12 | 13 - 15 |



## Jetset

ジェットセット



## Jukebox

ジュークボックス



## Keystone

キーストーン



## Landmark

ランドマーク



## Limoncello

リモンセロ



|            |           |           |            |         |         |
|------------|-----------|-----------|------------|---------|---------|
| Jetset     | 250 - 270 | 310 - 330 | Tall       | 11 - 13 | 14 - 16 |
| Jukebox    | 230 - 250 | 290 - 310 | Tall       | 10 - 12 | 14 - 16 |
| Keystone   | 210 - 230 | 270 - 290 | Tall       | 12 - 14 | 13 - 15 |
| Landmark   | 250 - 270 | 310 - 330 | Tall       | 10 - 12 | 16 - 18 |
| 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 |

NEW

NEW



NEW

**Lyon**

リモンゼロ

New variety **Lyon** brings a warm yellow colour into the Standard Gerbera range. Offering large flowers, Lyon has a generous appearance.

**Madelaine**

マデリン

**Mandala**

マンダラ



NEW

**Marvel**

マーベル [

**Marvel** is a great, all-round variety! Whether this Gerbera is styled in a minimal bouquet or in a bouquet full of bright colours, Marvel matches and surprises.





## Medina

マディーナ



## Memphis

メンフィス



## Mint

ミント



## Mocktail

モクテル



## Monroe

モンロー



|               |                  |                  |             |                |                |
|---------------|------------------|------------------|-------------|----------------|----------------|
| Medina        | 250 - 270        | 310 - 330        | Tall        | 10 - 12        | 14 - 16        |
| Memphis       | 230 - 250        | 290 - 310        | Tall        | 11 - 12        | 12 - 14        |
| Mint          | 250 - 270        | 310 - 330        | Tall        | 10 - 12        | 14 - 16        |
| 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        |
| <b>Nectar</b> | <b>230 - 250</b> | <b>290 - 310</b> | <b>Tall</b> | <b>10 - 12</b> | <b>16 - 18</b> |
| 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        |

NEW



**Morris**

モリス

**Noblesse**

ノブレッセ

**NEW****Nectar**

ネクタ

**Nectar** comes in a trendy, peachy shade with a contrasting black centre. This variety offers an outstanding vase life and striking large flowers.

**Nuance**

ニュアンス

**Orca**

オルカ





NEW

## Oriana

オリアナ

The large and voluminous orange flowers of new variety **Oriana** will catch anyones eye! From fresh spring bouquets to vibrant autumn arrangements: Oriana is magnificent and versatile.



## Panama

パナマ



## Peppa

ペッパ



## Peptalk

ペップトーク



| Oriana        | 230 - 250 | 290 - 310 | Tall | 12 - 14 | 14 - 16 | NEW |
|---------------|-----------|-----------|------|---------|---------|-----|
| 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 |     |
| Picobello     | 230 - 250 | 290 - 310 | Tall | 10 - 12 | 10 - 12 |     |
| 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 |     |



**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



## 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 step towards a greener, transparent and sustainable future.

Gerben Eeuwes – Breeder Gerbera



## Pole Star

ポールスター



## Pre Intenzz

(プレ)インテフツ



## Pre Semmy

(プレ)セミー



## Prestige

プレステージ



## Rihanna

リアーナ



|             |           |           |           |         |         |
|-------------|-----------|-----------|-----------|---------|---------|
| 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 |
| 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 |
| 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 |



**Riley**

ライリー



**Ritmo**

リトモ



**Samara**

サマラ



**Shimmer**

シマー



**Snowball**

スノーボール



**Spotlight**

スポットライト





Stilo

スティロ



Tairona

タイロナ



NEW

Taylor

テイラ

**Taylor** is here to make an impact. With stunning large flowers, a bright pink colour and a great production rate, Taylor is a reliable all-round variety.



|               |                  |                  |             |                |                |
|---------------|------------------|------------------|-------------|----------------|----------------|
| Stilo         | 250 - 270        | 310 - 330        | Tall        | 10 - 12        | 13 - 15        |
| Tairona       | 230 - 250        | 290 - 310        | Tall        | 10 - 12        | 14 - 16        |
| <b>Taylor</b> | <b>250 - 270</b> | <b>310 - 330</b> | <b>Tall</b> | <b>12 - 14</b> | <b>16 - 18</b> |
| Tepito        | 250 - 270        | 310 - 330        | Tall        | 12 - 14        | 14 - 16        |
| Toast         | 230 - 250        | 290 - 310        | Tall        | 10 - 12        | 12 - 14        |
| Treasure      | 250 - 270        | 310 - 330        | Tall        | 10 - 12        | 15 - 17        |
| Ultima        | 230 - 250        | 290 - 310        | Tall        | 11 - 13        | 16 - 18        |
| Valerie       | 230 - 250        | 290 - 310        | Tall        | 12 - 14        | 14 - 16        |
| Wake-Up       | 250 - 270        | 310 - 330        | Tall        | 10 - 12        | 14 - 16        |
| Wannabe       | 230 - 250        | 290 - 310        | Extra tall  | 12 - 14        | 14 - 16        |

NEW

Tepito

テピート





**Toast**

トースト



**Treasure**

トレジャー



**Ultima**

ウルティマ



**Valerie**

ヴァレリー



**Wake-Up**

ウェイクアップ



**Wannabe**

ワナビー





# Gerbera Mini

Mini but mighty beloved blooms

Great vase life

Strong colour range

High-quality varieties

Mini Red Ruby



Scan and 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     | 10 - 12 |
| 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

## Bounce

バウンス

Vibrancy bursts from the stunning colours of new variety **Bounce!** This variety is not only offering eye-catching flowers, Bounce also has a great production rate and prolonged vase life.



## 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 |
| Bounce  | 460 - 500 | 600 - 650 | Medium | 7 - 8 | 16 - 18 |
| Caramba | 420 - 460 | 550 - 600 | Tall   | 7     | 13 - 15 |
| Cava    | 420 - 460 | 550 - 600 | Tall   | 7 - 8 | 15 - 17 |
| Cheers  | 420 - 460 | 550 - 600 | Tall   | 8     | 14 - 16 |
| Choiz   | 460 - 500 | 600 - 650 | Tall   | 7     | 14 - 16 |
| Claro   | 460 - 500 | 600 - 650 | Tall   | 7     | 15 - 17 |

NEW

NEW



**Caramba**

カランバ

**Cava**

カヴァ

**NEW****Cheers**

Cheers

No celebration is complete without **Cheers!** With a beautiful, soft cream colour and sugary sweet look Cheers suits every occasion and floral arrangement.

**Choiz**

チョイズ

**Claro**

クラーロ





## Colori

コローリ



## Diana

ダイアナ



NEW

## Dobby

ドビ

**Dobby** is a unique Mini Gerbera variety. The extraordinary soft yellow to red colour gradient gives the voluminous flowers great dimension.



## Double Fun

ダブルファン



|            |           |           |      |   |         |
|------------|-----------|-----------|------|---|---------|
| Colori     | 380 - 420 | 500 - 550 | Tall | 8 | 14 - 16 |
| Diana      | 460 - 500 | 600 - 650 | Tall | 7 | 14 - 16 |
| Dobby      | 420 - 460 | 550 - 600 | Tall | 7 | 14 - 16 |
| Double Fun | 420 - 460 | 550 - 600 | Tall | 7 | 14 - 16 |

NEW







## Emoji

エモジ



## Esmee

エスミー



NEW

## Espresso

エスプレッソ

**Espresso's** cream-pink colour, combined with its black centre, gives this flower a luxurious and romantic yet accessible look. With an excellent vase life, Espresso is a real must-have.



## Flamazing

フラメイジング



| 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 | NEW |
| Fancy     | 460 - 500 | 600 - 650 | Tall | 7     | 14 - 16 | NEW |
| Flamazing | 380 - 420 | 500 - 550 | Tall | 7     | 15 - 17 |     |
| Happiness | 460 - 500 | 600 - 650 | Tall | 7     | 14 - 16 | NEW |
| Ice Cream | 420 - 460 | 550 - 600 | Tall | 8     | 15 - 17 |     |
| Jacky     | 420 - 460 | 550 - 600 | Tall | 7 - 8 | 14 - 16 |     |



NEW

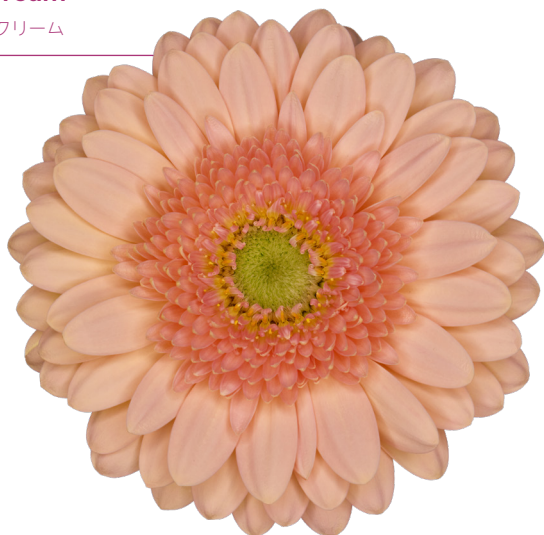
**Fancy**

ファンシー

**Fancy** has a sweet and bright pink colour, with a green centre adding a fresh look to the flower. What makes Fancy stand out is her incredible high productivity rate.

**Ice Cream**

アイスクリーム

**Jacky**

ジャッキー



NEW

**Happiness**

ハピネス

**Happiness** presents a beautiful, strong pastel pink and black colour contrast. Producing a great amount of flowers, Happiness is here to turn a smile on your face!





## Jordy

ジョーディー



## Juna

ジュナ



## Ketchup

ケチャップ



## Kitty

キティー



## Larissa

ラリッサ



|            |           |           |            |       |         |
|------------|-----------|-----------|------------|-------|---------|
| Jordy      | 420 - 460 | 550 - 600 | Tall       | 7     | 14 - 16 |
| Juna       | 460 - 500 | 600 - 650 | Tall       | 7     | 12 - 14 |
| Ketchup    | 420 - 460 | 550 - 600 | Tall       | 7     | 14 - 16 |
| Kitty      | 460 - 500 | 600 - 650 | Tall       | 7 - 8 | 14 - 16 |
| Larissa    | 420 - 460 | 550 - 600 | Extra tall | 7     | 15 - 17 |
| Layla      | 380 - 420 | 550 - 600 | Tall       | 8     | 16 - 18 |
| Lemon Lime | 460 - 500 | 600 - 650 | Tall       | 7     | 14 - 16 |
| Lipstick   | 460 - 500 | 600 - 650 | Tall       | 7     | 14 - 16 |
| Lobby      | 460 - 500 | 600 - 650 | Tall       | 7     | 15 - 17 |
| Lollipop   | 420 - 460 | 550 - 600 | Tall       | 7     | 14 - 16 |

NEW



NEW

**Layla**

レイラ

Get lost in the deep purple colour of our new variety **Layla**! The truly unique colour and outstanding vase life makes Layla a highly valuable addition to your assortment.

**Lemon Lime**

レモンライム

**Lipstick**

リップスティック

**Lobby**

ロビー

**Lollipop**

ロリポップ





Macaron

マカロン



Madison

マジソフ



Masserati

マセラティ



Matina

マティナ



Mindset

マインドセット



|           |  |  |  |  |  |     |
|-----------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-----|
| Macaron   | 420 - 460                                                                           | 550 - 600                                                                           | Tall                                                                                | 7 - 8                                                                               | 14 - 16                                                                             |     |
| Madison   | 460 - 500                                                                           | 600 - 650                                                                           | Tall                                                                                | 7                                                                                   | 15 - 17                                                                             |     |
| Masserati | 420 - 460                                                                           | 550 - 600                                                                           | Tall                                                                                | 7 - 8                                                                               | 14 - 16                                                                             |     |
| Matina    | 380 - 420                                                                           | 500 - 550                                                                           | Tall                                                                                | 7 - 8                                                                               | 12 - 14                                                                             |     |
| Mindset   | 420 - 460                                                                           | 550 - 600                                                                           | Tall                                                                                | 7 - 8                                                                               | 13 - 15                                                                             |     |
| Muffin    | 420 - 460                                                                           | 550 - 600                                                                           | Tall                                                                                | 8                                                                                   | 16 - 18                                                                             | NEW |
| Nemo      | 460 - 500                                                                           | 600 - 650                                                                           | Tall                                                                                | 7                                                                                   | 14 - 16                                                                             | NEW |
| Nirvana   | 420 - 460                                                                           | 550 - 600                                                                           | Tall                                                                                | 7                                                                                   | 14 - 16                                                                             |     |
| Noī       | 460 - 500                                                                           | 600 - 650                                                                           | Tall                                                                                | 7                                                                                   | 14 - 16                                                                             |     |



NEW

## Muffin

マイフドセット

How sweet is the new Mini Gerbera **Muffin**? With a beautiful light to dark pink colour gradient, Muffin is sure to impress. The exceptional vase life of Muffin makes it a highly promising introduction.



## Nirvana

ニラヴァナ



## Noï

ノイ



NEW

## Nemo

ネモ

Be amazed by the intense orange colour of **Nemo**! This highly productive crop offers lots of blooms and is perfect to add to your range of strong, bold colours.









**Okidoki**

オキドキ

**Oreo**

オレオ

**NEW****Red Ruby**

レッドルビー

**Red Ruby**, with an exclusive deep red colour, is here to become a new favourite! This variety offers stunning flowers with great depth, high production and an excellent vase life.



|          |           |           |      |   |         |
|----------|-----------|-----------|------|---|---------|
| Okidoki  | 460 - 500 | 600 - 650 | Tall | 7 | 12 - 14 |
| Oreo     | 460 - 500 | 600 - 650 | Tall | 7 | 16 - 18 |
| Pacman   | 420 - 460 | 550 - 600 | Tall | 7 | 16 - 18 |
| Red Ruby | 460 - 500 | 600 - 650 | Tall | 8 | 16 - 18 |

**NEW****Pacman**

パックマン





## Rosamunde

ロザムンデ



## Smart

スマート



NEW

## Sunshine

サフシャイン

Bright and sparkling, just like the sun!  
**Sunshine** has a beautiful, fresh yellow colour with a contrasting black centre, making it suitable for floral designs all year long.



## Solero

ソレロ



|           |           |           |      |       |         |
|-----------|-----------|-----------|------|-------|---------|
| Rosamunde | 420 - 460 | 550 - 600 | Tall | 7     | 14 - 16 |
| Smart     | 460 - 500 | 600 - 650 | Tall | 6     | 14 - 16 |
| Solero    | 460 - 500 | 600 - 650 | Tall | 7     | 15 - 17 |
| Sunshine  | 460 - 500 | 600 - 650 | Tall | 6 - 7 | 14 - 16 |
| 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 |

NEW

NEW

NEW



NEW

**Surfer**

サーファー

Mini Gerbera **Surfer** comes in a light yellow colour with a touch of lime. The black centre creates a beautiful contrast, making Surfer a little eye-catcher in any type of bouquet.

**Talent**

タレント

**Vivian**

ヴィヴィアン



NEW

**Tweety**

サフシャイン

The happy, light yet prominent orange flowers of **Tweety** will brighten up your day! With its warm colour, Tweety will steal the show in any type of bouquet all year long.





Vuelta

ブエルタ



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



|             |           |           |      |       |         |
|-------------|-----------|-----------|------|-------|---------|
| Vuelta      | 460 - 500 | 600 - 650 | Tall | 7     | 15 - 17 |
| White Label | 420 - 460 | 600 - 650 | Tall | 7 - 8 | 14 - 16 |
| 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 |





### Create your own one-of-a-kind range

The possibilities with Gerbera are endless. By further expanding our range with new flower shapes, we can surprise the market with all Gerbera has to offer. From classic, large-flowered varieties to the unique Marimo and Rebel®. Create your own mix for a complete and diversified, one-of-a-kind offer.

Robin van der Meer – Assortment Manager Gerbera





# Pomponi® Standard

Large voluminous sphere shaped flowers

Award winning

High-quality and long-lasting flowers

Firm stems

Pomponi® Standard Magic Ball



Scan and view  
our assortment  
online!



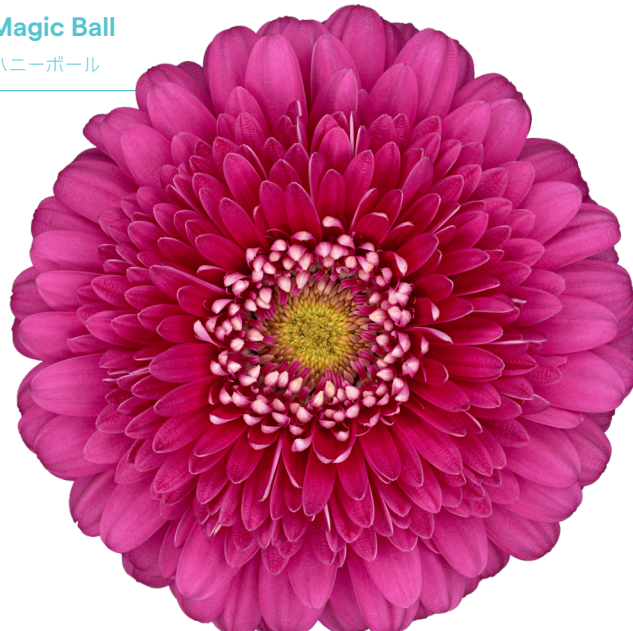
## Honey Ball

ハニーボール



## Magic Ball

ハニーボール



## May Ball

×イボール



## Powerball

パワーボール



|            |                                                                                     |           |           |      |         |         |
|------------|-------------------------------------------------------------------------------------|-----------|-----------|------|---------|---------|
| Honey Ball |  | 230 - 250 | 290 - 310 | 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



Scan and view  
our assortment  
online!



## Beaker

ビーカー



## Black Pearl

ブラックパール



## Bunny

パニー



## Camilla

カミラ



## Floyd

フロイド



|             |           |           |      |       |         |
|-------------|-----------|-----------|------|-------|---------|
| Beaker      | 320 - 360 | 450 - 500 | Tall | 7     | 11 - 13 |
| 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       | 280 - 320 | 400 - 450 | Tall | 7 - 8 | 15 - 17 |



## Fozzie

フォジー



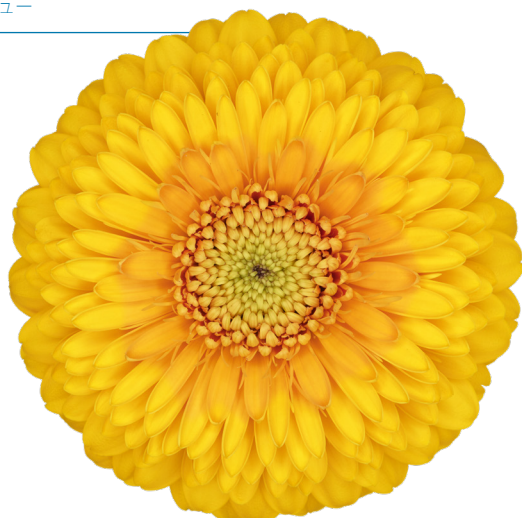
## Gonzo

ゴンゾ



## Honeydew

ハニーデュー



## Kermit

カーミット



## Piggy

ピギー



|          |                                                                                               |           |      |       |         |
|----------|-----------------------------------------------------------------------------------------------|-----------|------|-------|---------|
| 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 |
| Kermit   |  320 - 360 | 450 - 500 | Tall | 7     | 14 - 16 |
| 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 |

 Regional limitations



# Chain Cooperation

'Coloured by Gerbera' is the collective Gerbera promotion committee of the Netherlands. In this committee we work in close cooperation with Dutch growers and other Gerbera breeders to promote Gerberas with florists, retailers, 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® Ditella



Scan and 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

NEW

**Livorno**

リヴォルノ

**Molara**

モラーラ

**Palmaria**

パルマリア

**Ponza**

モリス

NEW

**Sanremo**

サブレモ

**Ustica**

ウスティカ



| Ancona   |  | 800 - 900 | 1000 - 1100 | Tall | 5     | 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     | 13 - 15 |

Regional limitations



# Marimo



One-of-a-kind Gerbera type!

Ball-shaped flower

Outstanding vase life with consistent quality

Unique within the market

Marimo mix



Scan and view  
our assortment  
online!



NEW

## Marimo Dark

マリモダーク

The mysterious Marimo **Dark** originates from the black centre Gerberas and is a unique surprise in any bouquet. Marimo Dark is attractive due to its high production and long stems.



NEW

## Marimo Green

マリモグリーン

Marimo **Green** offers a fresh green spherical flower with a high production rate and tall stems. This variety reminds you of the well-known Marimo's from the lakes of Japan.



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

# MaRiMo





# Rebel<sup>®</sup>



Edgy, bold and truly unique

Gerbera with twisted flower petals

Eye-catching colour contrasts

A fun twist in bouquets!

Rebel<sup>®</sup>mix



Scan and view  
our assortment  
online!





## Meet Rebel®

New to our assortment is the edgy Rebel® Series! This series offers three extraordinary varieties with their own unique characteristics.

**Craze** offers distinctive yet easy to combine colour combinations and will give a fun twist to floral works. **Jinx** is here to leave an everlasting impression with a vibrant, beaming pink colour. Something totally different is **Typhoon** with a special, coral and lime green colour palette.



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

NEW



**Craze**

レベル クレイズ

NEW



**Jinx**

レベル ジンクス

NEW



**Typhoon**

レベル タイフーン



# Assortment overview







**Award**  
(NEW)



**Azuna**  
(NEW)

| Status                  | Commercial name | Variety denomination |           |           |            |         |         | Type        |                              |      |
|-------------------------|-----------------|----------------------|-----------|-----------|------------|---------|---------|-------------|------------------------------|------|
| <b>Gerbera Standard</b> |                 |                      |           |           |            |         |         |             |                              |      |
|                         | Aladin          | <i>Aladin</i>        | 230 - 250 | 290 - 310 | Tall       | 10 - 12 | 12 - 14 | Single      | Purple                       | ●    |
|                         | Alex            | <i>Holex</i>         | 250 - 270 | 310 - 330 | Tall       | 10 - 12 | 10 - 12 | Semi double | Orange                       | ●    |
|                         | Alison          | <i>Ho601552</i>      | 250 - 270 | 310 - 330 | Tall       | 11 - 13 | 14 - 16 | Single      | Light pink                   | ●    |
|                         | Alliance        | <i>Alliance</i>      | 250 - 270 | 310 - 330 | Extra tall | 10 - 12 | 14 - 16 | Semi double | Cream/pink bicolour          | ● 9  |
|                         | Alma            | <i>Alma</i>          | 230 - 250 | 290 - 310 | Tall       | 11 - 12 | 14 - 16 | Semi double | Peach                        | ● 9  |
|                         | Alpaca          | <i>Hilalpac</i>      | 230 - 250 | 290 - 310 | Extra tall | 12 - 14 | 15 - 17 | Semi double | Cream                        | ● 9  |
|                         | Amarone         | <i>Amarone</i>       | 210 - 230 | 270 - 290 | Tall       | 11 - 13 | 16 - 18 | Semi double | Dark red                     | ● 9  |
|                         | Ankur           | <i>Ankur</i>         | 230 - 250 | 290 - 310 | Tall       | 11 - 13 | 15 - 17 | Semi double | Red                          | ● 9  |
|                         | Apollo          | <i>Apollo</i>        | 210 - 230 | 270 - 290 | Tall       | 11 - 13 | 12 - 14 | Semi double | Yellow/orange bicolour       | ● 10 |
|                         | Applause        | <i>Applause</i>      | 250 - 270 | 310 - 330 | Tall       | 10 - 12 | 10 - 12 | Semi double | Orange                       | ●    |
|                         | Arcade          | <i>Hilarcade</i>     | 250 - 270 | 310 - 330 | Tall       | 11 - 13 | 14 - 16 | Semi double | Hot pink                     | ● 10 |
|                         | Argos           | <i>Hilfargos</i>     | 230 - 250 | 290 - 310 | Tall       | 10 - 12 | 14 - 16 | Semi double | Lilac                        | ● 10 |
|                         | Artist          | <i>Artist</i>        | 230 - 250 | 290 - 310 | Tall       | 10 - 12 | 12 - 14 | Semi double | White/pink bicolour          | ● 10 |
|                         | Atlanta         | <i>Atlanta</i>       | 230 - 250 | 290 - 310 | Tall       | 11 - 13 | 12 - 14 | Semi double | Orange                       | ● 10 |
|                         | Aventura        | <i>Aventura</i>      | 230 - 250 | 290 - 310 | Tall       | 11 - 13 | 12 - 14 | Semi double | Yellow/orange bicolour       | ● 11 |
|                         | Avignon         | <i>Avignon</i>       | 250 - 270 | 310 - 330 | Tall       | 10 - 12 | 16 - 18 | Semi double | Peach                        | ● 11 |
| NEW                     | <b>Award</b>    | <i>Hilaward</i>      | 230 - 250 | 290 - 310 | Tall       | 12 - 14 | 16 - 18 | Semi double | Pink                         | ● 11 |
| NEW                     | <b>Azuna</b>    | <i>Hilazuna</i>      | 230 - 250 | 310 - 330 | Tall       | 10 - 12 | 14 - 16 | Semi double | Light pink                   | ● 11 |
|                         | Balance         | <i>Balance</i>       | 230 - 250 | 290 - 310 | Extra tall | 11 - 13 | 13 - 15 | Semi double | White                        | ● 12 |
|                         | Barones         | <i>Barones</i>       | 250 - 270 | 310 - 330 | Tall       | 10 - 11 | 15 - 17 | Semi double | Red                          | ●    |
|                         | Beauty          | <i>Ho601312</i>      | 250 - 270 | 310 - 330 | Tall       | 10 - 11 | 15 - 17 | Semi double | Red                          | ●    |
|                         | Bellarosa       | <i>Ho601133</i>      | 230 - 250 | 290 - 310 | Tall       | 10 - 12 | 12 - 14 | Semi double | Light pink                   | ● 12 |
|                         | Blind Date      | <i>Blind date</i>    | 230 - 250 | 290 - 310 | Tall       | 10 - 12 | 15 - 17 | Semi double | Red                          | ● 12 |
|                         | Bodega          | <i>Hilfbode</i>      | 230 - 250 | 290 - 310 | Tall       | 10 - 12 | 15 - 17 | Semi double | Red                          | ● 12 |
|                         | Bon Dia         | <i>Hilfbondia</i>    | 250 - 270 | 310 - 330 | Medium     | 10 - 12 | 15 - 17 | Semi double | Purple                       | ● 12 |
|                         | Brilliance      | <i>Brilliance</i>    | 230 - 250 | 290 - 310 | Extra tall | 11 - 12 | 14 - 16 | Semi double | Yellow                       | ● 13 |
|                         | Brunello        | <i>Brunello</i>      | 250 - 270 | 310 - 330 | Tall       | 10 - 12 | 13 - 15 | Semi double | Red                          | ●    |
|                         | Cameron         | <i>Hilfcam</i>       | 230 - 250 | 290 - 310 | Tall       | 11 - 13 | 12 - 14 | Semi double | Light pink                   | ● 13 |
|                         | Candela         | <i>Candela</i>       | 250 - 270 | 310 - 330 | Tall       | 10 - 12 | 14 - 16 | Semi double | Orange                       | ●    |
|                         | Candy Corn      | <i>Ho601548</i>      | 230 - 250 | 290 - 310 | Extra tall | 10 - 12 | 14 - 16 | Semi double | Red yellow bicolour          | ● 13 |
|                         | Candy Girl      | <i>Candy girl</i>    | 230 - 250 | 290 - 310 | Tall       | 10 - 12 | 14 - 16 | Semi double | Pink                         | ●    |
|                         | Capella         | <i>Capella</i>       | 210 - 230 | 270 - 290 | Tall       | 12 - 14 | 14 - 16 | Semi double | Orange                       | ● 13 |
|                         | Capito          | <i>Hilfcapito</i>    | 250 - 270 | 310 - 330 | Tall       | 10 - 12 | 14 - 16 | Semi double | Light pink                   | ● 14 |
|                         | Carambole       | <i>Carambole</i>     | 230 - 250 | 290 - 310 | Tall       | 11 - 13 | 14 - 16 | Semi double | Red                          | ● 14 |
|                         | Caravaggio      | <i>Caravaggio</i>    | 250 - 270 | 310 - 330 | Tall       | 10 - 12 | 15 - 17 | Semi double | Red                          | ● 14 |
|                         | Catwalk         | <i>Catwalk</i>       | 250 - 270 | 310 - 330 | Tall       | 10 - 12 | 15 - 17 | Semi double | Yellow/orange bicolour       | ●    |
|                         | Celeste         | <i>Hilcelest</i>     | 250 - 270 | 310 - 330 | Tall       | 12 - 14 | 14 - 16 | Semi double | White/hot pink bicolour      | ●    |
|                         | Cleopatra       | <i>Cleopatra</i>     | 230 - 250 | 290 - 310 | Tall       | 11 - 13 | 14 - 16 | Semi double | Purple                       | ● 14 |
|                         | Crayon          | <i>Hilcrayon</i>     | 230 - 250 | 310 - 330 | Tall       | 11 - 13 | 14 - 16 | Double      | Light pink/hot pink bicolour | ● 14 |
|                         | Cream Beach     | <i>Cream beach</i>   | 230 - 250 | 290 - 310 | Tall       | 10 - 12 | 14 - 16 | Single      | Cream                        | ● 15 |
|                         | Cubanita        | <i>Cubanita</i>      | 230 - 250 | 290 - 310 | Tall       | 11 - 13 | 14 - 16 | Single      | Pink/white bicolour          | ● 15 |
|                         | Cullinan        | <i>Hilfcullin</i>    | 250 - 270 | 310 - 330 | Tall       | 10 - 12 | 15 - 17 | Semi double | White                        | ● 15 |
|                         | Dana Ellen      | <i>Flodanel</i>      | 210 - 230 | 270 - 290 | Tall       | 10 - 12 | 14 - 16 | Semi double | Yellow/orange bicolour       | ●    |





**Everglow**  
(NEW)



**Irene**  
(EXP)



**Lyon**  
(NEW)

| Status                  | Commercial name | Variety denomination |           |           |            |         |         | Type        |                           |   |    |
|-------------------------|-----------------|----------------------|-----------|-----------|------------|---------|---------|-------------|---------------------------|---|----|
| <b>Gerbera Standard</b> |                 |                      |           |           |            |         |         |             |                           |   |    |
|                         | 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                       | ● | 15 |
|                         | Davina          | Ho94236              | 230 - 250 | 290 - 310 | Tall       | 10 - 11 | 12 - 14 | Semi double | Pink/light pink bicolour  | ● | 15 |
|                         | Debut           | Debut                | 230 - 250 | 290 - 310 | Tall       | 11 - 13 | 15 - 17 | Semi double | Pink                      | ● | 15 |
|                         | Diabolo         | Flodiab              | 250 - 270 | 310 - 330 | Tall       | 10 - 12 | 12 - 14 | Semi double | Pink/white bicolour       | ● | 16 |
|                         | Dice            | Dice                 | 230 - 250 | 290 - 310 | Extra tall | 10 - 12 | 15 - 17 | Single      | White                     | ● | 16 |
|                         | Don Leo         | Don leo              | 230 - 250 | 290 - 310 | Medium     | 10 - 12 | 12 - 14 | Semi double | Yellow                    | ● | 16 |
|                         | Dreamer         | Dreamer              | 250 - 270 | 310 - 330 | Tall       | 10 - 12 | 12 - 14 | Semi double | Lilac                     | ● |    |
|                         | Dreamline       | Dreamline            | 230 - 250 | 290 - 310 | Tall       | 11 - 13 | 12 - 14 | Semi double | Purple                    | ● | 16 |
|                         | Dune            | Dune                 | 230 - 250 | 290 - 310 | Tall       | 11 - 12 | 12 - 14 | Semi double | Orange                    | ● | 16 |
|                         | Dutch Pride     | Dutch pride          | 250 - 270 | 310 - 330 | Tall       | 10 - 11 | 15 - 17 | Single      | Orange                    | ● |    |
|                         | Dynamic         | Dynamic              | 230 - 250 | 290 - 310 | Tall       | 10 - 12 | 15 - 17 | Semi double | Red                       | ● | 17 |
|                         | Eclair          | Eclair               | 250 - 270 | 310 - 330 | Tall       | 10 - 12 | 12 - 14 | Semi double | Cream                     | ● |    |
|                         | El Mundo        | El mundo             | 230 - 250 | 290 - 310 | Tall       | 11 - 13 | 13 - 15 | Semi double | Red                       | ● | 17 |
|                         | Elan            | Hilfelan             | 230 - 250 | 290 - 310 | Tall       | 11 - 13 | 12 - 14 | Semi double | White red bicolour        | ● | 17 |
|                         | Entourage       | Entourage            | 230 - 250 | 290 - 310 | Tall       | 11 - 13 | 16 - 18 | Single      | Orange/yellow bicolour    | ● | 17 |
|                         | Estate          | Estate               | 230 - 250 | 290 - 310 | Extra tall | 10 - 12 | 12 - 14 | Semi double | Cream                     | ● | 17 |
|                         | Eureka          | Hilfeureka           | 230 - 250 | 290 - 310 | Tall       | 11 - 13 | 15 - 17 | Semi double | Light orange              | ● | 17 |
| NEW                     | Everglow        | Hileverglo           | 230 - 250 | 290 - 310 | Extra tall | 12 - 14 | 16 - 18 | Single      | Light yellow/red bicolour | ● | 18 |
|                         | Farao           | Flofarao             | 230 - 250 | 290 - 310 | Tall       | 10 - 12 | 13 - 15 | Semi double | Purple                    | ● | 18 |
|                         | Figaro          | Figaro               | 250 - 270 | 310 - 330 | Tall       | 10 - 12 | 14 - 16 | Semi double | Pink                      | ● | 18 |
|                         | Forbes          | Forbes               | 230 - 250 | 290 - 310 | Tall       | 11 - 12 | 10 - 12 | Semi double | Red                       | ● | 18 |
|                         | Forza           | Forza                | 230 - 250 | 290 - 310 | Tall       | 10 - 12 | 13 - 15 | Semi double | Red                       | ● | 19 |
|                         | Glossy          | Hoglos               | 230 - 250 | 290 - 310 | Tall       | 10 - 12 | 12 - 14 | Semi double | Pink                      | ● | 19 |
|                         | Goldstrike      | Goldstrike           | 210 - 230 | 270 - 290 | Extra tall | 10 - 12 | 14 - 16 | Single      | Golden yellow             | ● | 19 |
|                         | Goliath         | Goliath              | 210 - 230 | 270 - 290 | Tall       | 10 - 12 | 12 - 14 | Semi double | Orange                    | ● |    |
|                         | Graceland       | Hograce              | 210 - 230 | 270 - 290 | Tall       | 10 - 12 | 11 - 13 | Semi double | Pink/white bicolour       | ● | 19 |
|                         | Greeny          | Greeny               | 230 - 250 | 290 - 310 | Tall       | 10 - 12 | 15 - 17 | Semi double | Green/yellow              | ● | 19 |
|                         | Hamptons        | Hamptons             | 250 - 270 | 310 - 330 | Tall       | 11 - 12 | 14 - 16 | Semi double | Dark coral                | ● | 19 |
|                         | Haribo          | Haribo               | 230 - 250 | 290 - 310 | Tall       | 11 - 13 | 14 - 16 | Semi double | Terracotta                | ● | 19 |
|                         | Highlight       | Highlight            | 250 - 270 | 310 - 330 | Extra tall | 10 - 12 | 13 - 15 | Semi double | Red                       | ● | 21 |
|                         | Humberto        | Humberto             | 230 - 250 | 290 - 310 | Tall       | 11 - 12 | 12 - 14 | Semi double | Dark red                  | ● | 21 |
|                         | Iceberg         | Iceberg              | 250 - 270 | 310 - 330 | Tall       | 10 - 12 | 16 - 18 | Semi double | White                     | ● | 21 |
|                         | Image           | Hilfimage            | 210 - 230 | 270 - 290 | Tall       | 10 - 12 | 12 - 14 | Semi double | White/pink bicolour       | ● | 21 |
|                         | Inferno         | Inferno              | 230 - 250 | 290 - 310 | Tall       | 12 - 14 | 12 - 14 | Semi double | Red                       | ● | 21 |
|                         | Intense         | Intense              | 230 - 250 | 290 - 310 | Extra tall | 10 - 12 | 13 - 15 | Semi double | Cerise                    | ● | 21 |
| EXP                     | Irene           | Ho601588             | 250 - 270 | 310 - 330 | Tall       | 12 - 14 | 14 - 16 | Single      | Red                       | ● |    |
|                         | Jetset          | Jetset               | 250 - 270 | 310 - 330 | Tall       | 11 - 13 | 14 - 16 | Semi double | Peach                     | ● | 22 |
|                         | Jukebox         | Hilfjuke             | 230 - 250 | 290 - 310 | Tall       | 10 - 12 | 14 - 16 | Semi double | Lilac                     | ● | 22 |
|                         | Keystone        | Hilfkey              | 210 - 230 | 270 - 290 | Tall       | 12 - 14 | 13 - 15 | Semi double | Lilac                     | ● | 22 |
|                         | Landmark        | Landmark             | 250 - 270 | 310 - 330 | Tall       | 10 - 12 | 16 - 18 | Semi double | Dark lilac                | ● | 22 |
|                         | Limoncello      | Limoncello           | 250 - 270 | 310 - 330 | Extra tall | 10 - 12 | 10 - 12 | Semi double | Lemon/yellow              | ● | 22 |
| NEW                     | Lyon            | Hillyon              | 250 - 270 | 310 - 330 | Tall       | 12 - 14 | 14 - 16 | Single      | Yellow                    | ● | 23 |





**Marvel**  
(NEW)



**Nectar**  
(NEW)



**Oriana**  
(NEW)



**Sandu**  
(EXP)

| Status                  | Commercial name | Variety denomination |           |           |            |         |         | Type        |                        |   |    |
|-------------------------|-----------------|----------------------|-----------|-----------|------------|---------|---------|-------------|------------------------|---|----|
| <b>Gerbera Standard</b> |                 |                      |           |           |            |         |         |             |                        |   |    |
|                         | Madelaide       | Hilmadela            | 230 - 250 | 290 - 310 | Tall       | 12      | 14 - 16 | Semi double | Red                    | ● | 23 |
|                         | Malibu          | Lanmali              | 250 - 270 | 310 - 330 | Tall       | 10 - 11 | 10 - 12 | Single      | Purple                 | ● |    |
|                         | Mandala         | Mandala              | 230 - 250 | 290 - 310 | Tall       | 10 - 12 | 12 - 14 | Single      | White/pink bicolour    | ● | 23 |
| NEW                     | Marvel          | Hilfmarv             | 230 - 250 | 290 - 310 | Tall       | 10 - 12 | 16 - 18 | Semi double | Red/white bicolour     | ● | 23 |
|                         | Medina          | Ho601447             | 250 - 270 | 310 - 330 | Tall       | 10 - 12 | 14 - 16 | Single      | Orange                 | ● | 24 |
|                         | Memphis         | Memphis              | 230 - 250 | 290 - 310 | Tall       | 11 - 12 | 12 - 14 | Semi double | Lilac                  | ● | 24 |
|                         | 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                  | ● | 24 |
|                         | 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                 | ● | 25 |
| NEW                     | Nectar          | Hilnectar            | 230 - 250 | 290 - 310 | Tall       | 12 - 14 | 16 - 18 | Single      | Salmon                 | ● | 25 |
|                         | Noblesse        | Noblesse             | 230 - 250 | 290 - 310 | Tall       | 10 - 12 | 15 - 17 | Semi double | Light peach            | ● | 25 |
|                         | Nuance          | Nuance               | 250 - 270 | 310 - 330 | Tall       | 10 - 12 | 16 - 18 | Single      | Purple/lilac bicolour  | ● | 25 |
|                         | Orca            | Hilflorca            | 230 - 250 | 290 - 310 | Tall       | 10 - 11 | 15 - 17 | Semi double | White                  | ● | 25 |
| NEW                     | Oriana          | Ho601680             | 230 - 250 | 290 - 310 | Tall       | 12 - 14 | 14 - 16 | Semi double | Orange                 | ● | 26 |
|                         | Oro             | Ho601317             | 230 - 250 | 290 - 310 | Tall       | 10 - 12 | 15 - 17 | Semi double | Golden yellow          | ● |    |
|                         | Panama          | Panama               | 250 - 270 | 310 - 330 | Tall       | 10 - 12 | 15 - 17 | Semi double | Yellow                 | ● | 26 |
|                         | Peppa           | Hilpeppa             | 250 - 270 | 310 - 330 | Tall       | 12 - 14 | 14 - 16 | Semi double | Pink                   | ● | 26 |
|                         | Peptalk         | Peptalk              | 230 - 250 | 290 - 310 | Tall       | 10 - 12 | 11 - 13 | Semi double | Orange                 | ● | 26 |
|                         | Picobello       | Flopico              | 230 - 250 | 290 - 310 | Tall       | 10 - 12 | 11 - 13 | Semi double | Purple                 | ● | 27 |
|                         | Pink Elegance   | Pink elegance        | 230 - 250 | 290 - 310 | Tall       | 11 - 13 | 14 - 16 | Semi double | Pink                   | ● | 27 |
|                         | Pink Lake       | Hilfpila             | 210 - 230 | 270 - 290 | Tall       | 11 - 13 | 11 - 13 | Semi double | Pink                   | ● | 27 |
|                         | Pink Power      | Pink power           | 230 - 250 | 290 - 310 | Tall       | 11 - 13 | 13 - 15 | Semi double | Light pink             | ● | 27 |
|                         | Pole Star       | Pole star            | 230 - 250 | 290 - 310 | Tall       | 12 - 14 | 15 - 17 | Single      | White                  | ● | 28 |
|                         | Pre Extase      | Pre extase           | 230 - 250 | 290 - 310 | Tall       | 11 - 13 | 14 - 16 | Semi double | Peach                  | ● |    |
|                         | Pre Intenzz     | Pregetenz            | 250 - 270 | 310 - 330 | Extra tall | 11 - 12 | 14 - 16 | Semi double | Pink                   | ● | 28 |
|                         | Pre Semmy       | Pre semmy            | 250 - 270 | 310 - 330 | Extra tall | 10 - 12 | 12 - 14 | Semi double | Pink                   | ● | 28 |
|                         | Prestige        | Prestige             | 250 - 270 | 310 - 330 | Tall       | 10 - 12 | 15 - 17 | Semi double | Orange                 | ● | 28 |
|                         | Red Explosion   | Red explosion        | 250 - 270 | 310 - 330 | Tall       | 10 - 12 | 12 - 14 | Semi double | Red                    | ● |    |
|                         | 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                  | ● | 29 |
|                         | Ritmo           | Ritmo                | 230 - 250 | 290 - 310 | Tall       | 12 - 14 | 11 - 13 | Semi double | Yellow                 | ● | 29 |
|                         | Rosalin         | Florsal              | 230 - 250 | 290 - 310 | Tall       | 11 - 13 | 10 - 12 | Semi double | Light pink             | ● |    |
|                         | Samara          | Samaras              | 250 - 270 | 310 - 330 | Tall       | 10 - 12 | 10 - 12 | Semi double | Lilac                  | ● | 29 |
| EXP                     | Sandu           | Hilflosandu          | 210 - 230 | 270 - 290 | Tall       | 12 - 14 | 14 - 16 | Semi double | Yellow                 | ● |    |
|                         | 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 |
|                         | Silvester       | Silvester            | 250 - 270 | 310 - 330 | Tall       | 10 - 12 | 12 - 14 | Semi double | White                  | ● |    |
|                         | 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 | ● | 29 |
|                         | Spotlight       | Flosplight           | 250 - 270 | 310 - 330 | Tall       | 10 - 12 | 14 - 16 | Semi double | Orange/yellow bicolour | ● | 29 |





| Status           | Commercial name | Variety denomination |  |  |  |  |  | Type        |  |  |    |
|------------------|-----------------|----------------------|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|-------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| Gerbera Standard |                 |                      |                                                                                   |                                                                                   |                                                                                   |                                                                                   |                                                                                   |             |                                                                                     |                                                                                     |                                                                                       |
| NEW              | Stanza          | Stanza               | 210 - 230                                                                         | 270 - 290                                                                         | Tall                                                                              | 11 - 13                                                                           | 14 - 16                                                                           | Semi double | Red                                                                                 | ●                                                                                   |    |
|                  | Stilo           | Hilfstilo            | 250 - 270                                                                         | 310 - 330                                                                         | Tall                                                                              | 10 - 12                                                                           | 13 - 15                                                                           | Semi double | Yellow                                                                              | ●                                                                                   | 30                                                                                    |
|                  | Submarine       | Submarine            | 250 - 270                                                                         | 310 - 330                                                                         | Tall                                                                              | 10 - 12                                                                           | 13 - 15                                                                           | Semi double | Yellow                                                                              | ●                                                                                   |    |
|                  | Tairona         | Ho601403             | 230 - 250                                                                         | 290 - 310                                                                         | Tall                                                                              | 10 - 12                                                                           | 14 - 16                                                                           | Semi double | Orange                                                                              | ●                                                                                   | 30                                                                                    |
|                  | Taylor          | Hiltaylor            | 250 - 270                                                                         | 310 - 330                                                                         | Tall                                                                              | 12 - 14                                                                           | 16 - 18                                                                           | Single      | Pink                                                                                | ●                                                                                   | 30                                                                                    |
|                  | 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                                                                              | ●                                                                                   |    |
|                  | Toast           | Toast                | 230 - 250                                                                         | 290 - 310                                                                         | Tall                                                                              | 10 - 12                                                                           | 12 - 14                                                                           | Semi double | Yellow/red bicolour                                                                 | ●                                                                                   | 31                                                                                    |
|                  | Treasure        | Hilftrea             | 250 - 270                                                                         | 310 - 330                                                                         | Tall                                                                              | 10 - 12                                                                           | 15 - 17                                                                           | Semi double | Coral                                                                               | ●                                                                                   | 31                                                                                    |
|                  | Ultima          | Flotima              | 230 - 250                                                                         | 290 - 310                                                                         | Tall                                                                              | 11 - 13                                                                           | 16 - 18                                                                           | Semi double | Orange                                                                              | ●                                                                                   | 31                                                                                    |
|                  | Unique          | Unique               | 230 - 250                                                                         | 290 - 310                                                                         | Tall                                                                              | 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                                                                              | ●                                                                                   | 31                                                                                    |
|                  | 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                                                                         | Tall                                                                              | 10 - 12                                                                           | 11 - 13                                                                           | Semi double | White                                                                               | ●                                                                                   |    |
| Gerbera Mini     |                 |                      |                                                                                   |                                                                                   |                                                                                   |                                                                                   |                                                                                   |             |                                                                                     |                                                                                     |                                                                                       |
| NEW              | 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                                                                              | ●                                                                                   |  |
|                  | Anna            | Jw 16-306            | 460 - 500                                                                         | 600 - 650                                                                         | Tall                                                                              | 7                                                                                 | 14 - 16                                                                           | Single      | Purple                                                                              | ●                                                                                   | 33                                                                                    |
|                  | Arabel          | Arabel               | 380 - 420                                                                         | 500 - 550                                                                         | Tall                                                                              | 7                                                                                 | 14 - 16                                                                           | Semi double | Hot pink/pink bicolour                                                              | ●                                                                                   |  |
|                  | 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                                                                         | Tall                                                                              | 7                                                                                 | 15 - 17                                                                           | Semi double | Yellow                                                                              | ●                                                                                   |  |
|                  | 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                                                                                    |
|                  | Bounce          | Hilbounce            | 460 - 500                                                                         | 600 - 650                                                                         | Medium                                                                            | 7 - 8                                                                             | 16 - 18                                                                           | Single      | Orange/yelow                                                                        | ●                                                                                   | 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                                                                                    |
|                  | Cheers          | Ho601411             | 420 - 460                                                                         | 550 - 600                                                                         | Tall                                                                              | 8                                                                                 | 14 - 16                                                                           | Semi double | Cream                                                                               | ●                                                                                   | 35                                                                                    |
|                  | Choiz           | Choiz                | 460 - 500                                                                         | 600 - 650                                                                         | Tall                                                                              | 7                                                                                 | 14 - 16                                                                           | Single      | Red                                                                                 | ●                                                                                   | 35                                                                                    |
|                  | Claro           | Hilflocclaro         | 460 - 500                                                                         | 600 - 650                                                                         | Tall                                                                              | 7                                                                                 | 15 - 17                                                                           | Single      | Yellow                                                                              | ●                                                                                   | 35                                                                                    |
|                  | Colori          | Floolors             | 380 - 420                                                                         | 500 - 550                                                                         | Tall                                                                              | 8                                                                                 | 14 - 16                                                                           | Semi double | Orange/yellow bicolour                                                              | ●                                                                                   | 36                                                                                    |
|                  | 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                                                              | ●                                                                                   |  |
|                  | Delmonte        | Delmonte             | 460 - 500                                                                         | 600 - 650                                                                         | Tall                                                                              | 7                                                                                 | 15 - 17                                                                           | Semi double | Yellow                                                                              | ●                                                                                   |  |
|                  | Diana           | Jw 21-469            | 460 - 500                                                                         | 600 - 650                                                                         | Tall                                                                              | 7                                                                                 | 14 - 16                                                                           | Single      | Cerise                                                                              | ●                                                                                   | 36                                                                                    |
|                  | Dobby           | Hildobby             | 420 - 460                                                                         | 550 - 600                                                                         | Tall                                                                              | 8                                                                                 | 14 - 16                                                                           | Double      | Red/salmon bicolour                                                                 | ●                                                                                   | 36                                                                                    |
|                  | Dorito          | Dorito               | 460 - 500                                                                         | 600 - 650                                                                         | Tall                                                                              | 7                                                                                 | 14 - 16                                                                           | Semi double | Orange                                                                              | ●                                                                                   |  |





**Jedi**  
(EXP)



**Kiki**  
(EXP)



**Layla**  
(NEW)



**Muffin**  
(NEW)



**Nemo**  
(NEW)



**Nena**  
(EXP)

| Status              | Commercial name | Variety denomination |           |           |            |       |         | Type        |                         |   |    |
|---------------------|-----------------|----------------------|-----------|-----------|------------|-------|---------|-------------|-------------------------|---|----|
| <b>Gerbera Mini</b> |                 |                      |           |           |            |       |         |             |                         |   |    |
|                     | Double Fun      | Hildoufun            | 420 - 460 | 550 - 600 | Tall       | 7     | 14 - 16 | Semi double | White/hot pink bicolour | ● | 36 |
|                     | Emoji           | Hilfemoji            | 460 - 500 | 600 - 650 | Tall       | 7     | 12 - 14 | Semi double | Yellow                  | ● | 38 |
|                     | Esmee           | Jw 19-386            | 420 - 460 | 550 - 600 | Tall       | 7     | 15 - 17 | Single      | Pink/lilac bicolour     | ● | 38 |
| NEW                 | Espresso        | Ho601627             | 420 - 460 | 550 - 600 | Tall       | 7 - 8 | 15 - 17 | Single      | Cream                   | ● | 38 |
| NEW                 | Fancy           | Ho601664             | 460 - 500 | 600 - 650 | Tall       | 7     | 14 - 16 | Semi double | Pink                    | ● | 39 |
|                     | Flamazing       | Hilfflam             | 380 - 420 | 500 - 550 | Tall       | 7     | 15 - 17 | Single      | Orange/yellow bicolour  | ● | 38 |
|                     | Garfield        | Pregegarf            | 460 - 500 | 600 - 650 | Tall       | 7     | 14 - 16 | Semi double | Orange                  | ● |    |
| NEW                 | Happiness       | Ho601635             | 460 - 500 | 600 - 650 | Tall       | 7 - 8 | 15 - 17 | Semi double | Pink                    | ● | 39 |
|                     | Ice Cream       | Hilficecre           | 420 - 460 | 550 - 600 | Tall       | 8     | 15 - 17 | Semi double | Light pink              | ● | 39 |
|                     | 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                    | ● | 39 |
|                     | Jazzy           | Flojaszy             | 420 - 460 | 550 - 600 | Tall       | 7     | 14 - 16 | Semi double | Yellow/orange bicolour  | ● |    |
| EXP                 | Jedi            | Hiljedi              | 460 - 500 | 600 - 650 | Tall       | 7     | 14 - 16 | Single      | Cream                   | ● |    |
|                     | Jordy           | Jordy                | 420 - 460 | 550 - 600 | Tall       | 7     | 14 - 16 | Semi double | Orange                  | ● | 40 |
|                     | Juanita         | Jw 19-377            | 420 - 460 | 550 - 600 | Tall       | 7     | 13 - 15 | Single      | Yellow/red bicolour     | ● |    |
|                     | Juna            | Jw 20-420            | 460 - 500 | 600 - 650 | Tall       | 7     | 12 - 14 | Semi double | Pink                    | ● | 40 |
|                     | Ketchup         | Ketchup              | 420 - 460 | 550 - 600 | Tall       | 7     | 14 - 16 | Semi double | Red                     | ● | 40 |
|                     | Kian            | Kian                 | 420 - 460 | 550 - 600 | Tall       | 7 - 8 | 13 - 15 | Single      | Lilac/purple bicolour   | ● |    |
| EXP                 | Kiki            | Hilkiki              | 420 - 460 | 550 - 600 | Medium     | 7 - 8 | 16 - 18 | Single      | Hot pink/pink bicolour  | ● |    |
|                     | 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 |
| NEW                 | Layla           | Ho601658             | 380 - 420 | 500 - 550 | Tall       | 8     | 16 - 18 | Single      | Purple                  | ● | 41 |
|                     | 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            | ● | 41 |
|                     | Lipstick        | Hilfflips            | 460 - 500 | 600 - 650 | Tall       | 7     | 14 - 16 | Semi double | Red                     | ● | 41 |
|                     | Lobby           | Lobby                | 460 - 500 | 600 - 650 | Tall       | 7     | 15 - 17 | Semi double | White                   | ● | 41 |
|                     | Lollipop        | Lollipop             | 420 - 460 | 550 - 600 | Tall       | 7     | 14 - 16 | Single      | Pink/white bicolour     | ● | 41 |
|                     | Love Me         | Loveme               | 420 - 460 | 550 - 600 | Tall       | 7     | 14 - 16 | Single      | Pink                    | ● |    |
|                     | Macaron         | Macaron              | 420 - 460 | 550 - 600 | Tall       | 7 - 8 | 14 - 16 | Semi double | Cream                   | ● | 42 |
|                     | Madison         | Hilfmadi             | 460 - 500 | 600 - 650 | Tall       | 7     | 15 - 17 | Semi double | Orange                  | ● | 42 |
|                     | Masserati       | Masserati            | 420 - 460 | 550 - 600 | Tall       | 7 - 8 | 14 - 16 | Semi double | Red                     | ● | 42 |
|                     | Matina          | Hilmatina            | 380 - 420 | 500 - 550 | Tall       | 7 - 8 | 12 - 14 | Single      | Red                     | ● | 42 |
|                     | Max             | Homax                | 380 - 420 | 500 - 550 | Tall       | 7     | 12 - 14 | Semi double | Orange                  | ● |    |
|                     | Mickey          | Mickey               | 420 - 460 | 550 - 600 | Tall       | 7 - 8 | 14 - 16 | Semi double | Cream                   | ● |    |
|                     | Milady          | Hilfmilady           | 460 - 500 | 600 - 650 | Tall       | 7     | 15 - 17 | Semi double | Light yellow            | ● |    |
|                     | 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                   | ● |    |
| NEW                 | Muffin          | Hilmuffin            | 420 - 460 | 550 - 600 | Tall       | 8     | 16 - 18 | Single      | Hot/light pink bicolour | ● | 43 |
| NEW                 | Nemo            | Hilnemo              | 460 - 500 | 600 - 650 | Tall       | 7     | 14 - 16 | Single      | Orange                  | ● | 43 |
| EXP                 | Nena            | Jw 21-470            | 460 - 500 | 600 - 650 | Medium     | 7     | 16 - 18 | Single      | Lilac                   | ● |    |
|                     | 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 | Tall       | 7     | 12 - 14 | Semi double | Lemon/yellow            | ● | 45 |





**Olaf**  
(EXP)



**Red Ruby**  
(NEW)



**Romy**  
(EXP)



**Sunshine**  
(NEW)



**Surfer**  
(NEW)



**Tweety**  
(NEW)

| Status | Commercial name | Variety denomination |  |  |  |  |  | Type |  |  |
|--------|-----------------|----------------------|--|--|--|--|--|------|--|--|
|--------|-----------------|----------------------|--|--|--|--|--|------|--|--|

### Gerbera Mini

|            |              |              |           |           |      |       |         |             |                       |   |    |
|------------|--------------|--------------|-----------|-----------|------|-------|---------|-------------|-----------------------|---|----|
| <b>EXP</b> | Olaf         | Jw 21-472    | 420 - 460 | 550 - 600 | Tall | 8     | 15 - 17 | Single      | White                 | ● |    |
|            | Oreo         | Jw 20-418    | 460 - 500 | 600 - 650 | Tall | 7     | 16 - 18 | Semi double | Cream                 | ● | 45 |
|            | Pacman       | Pacman       | 420 - 460 | 550 - 600 | Tall | 7     | 16 - 18 | Semi double | Yellow                | ● | 45 |
|            | Picnic       | Picnic       | 420 - 460 | 550 - 600 | Tall | 7     | 13 - 15 | Semi double | Red                   | ● |    |
|            | Pre Isabelle | Pre isabelle | 380 - 420 | 500 - 550 | Tall | 7 - 8 | 14 - 16 | Semi double | Purple/lilac bicolour | ● |    |
|            | Prosecco     | Prosecco     | 380 - 420 | 500 - 550 | Tall | 7 - 8 | 14 - 16 | Semi double | Peach/salmon bicolour | ● |    |
| <b>NEW</b> | Red Ruby     | Hilfredrudy  | 460 - 500 | 600 - 650 | Tall | 8     | 16 - 18 | Single      | Red                   | ● | 45 |
| <b>EXP</b> | Romy         | Ho601562     | 420 - 460 | 550 - 600 | Tall | 8     | 14 - 16 | Single      | Pink/white bicolour   | ● |    |
|            | Rosamunde    | Ho601615     | 420 - 460 | 550 - 600 | Tall | 7     | 14 - 16 | Single      | Light pink            | ● | 46 |
|            | Sailor       | Sailor       | 460 - 500 | 600 - 650 | Tall | 7     | 14 - 16 | Single      | Yellow                | ● | 46 |
|            | Scoop        | Scoop        | 440 - 480 | 600 - 650 | Tall | 8     | 13 - 15 | Double      | Pink                  | ● |    |
|            | Smart        | Hilfsmart    | 460 - 500 | 600 - 650 | Tall | 6     | 14 - 16 | Semi double | Pink                  | ● | 46 |
|            | Solero       | Solero       | 460 - 500 | 600 - 650 | Tall | 7     | 14 - 16 | Single      | Golden yellow/orange  | ● | 46 |
|            | Sundee       | Sundee       | 460 - 500 | 600 - 650 | Tall | 7     | 14 - 16 | Semi double | Yellow                | ● | 46 |
| <b>NEW</b> | Sunshine     | Ho601424     | 460 - 500 | 600 - 650 | Tall | 6 - 7 | 15 - 17 | Single      | Yellow                | ● | 46 |
| <b>NEW</b> | Surfer       | Surfer       | 460 - 500 | 600 - 650 | Tall | 6 - 7 | 14 - 16 | Single      | Lemon yellow          | ● | 47 |
|            | Sympathy     | Sympathy     | 420 - 460 | 550 - 600 | Tall | 7 - 8 | 16 - 18 | Semi double | Lilac                 | ● | 47 |
|            | Talent       | Ho601392     | 420 - 460 | 550 - 600 | Tall | 7 - 8 | 14 - 16 | Semi double | Lilac                 | ● | 47 |
| <b>NEW</b> | 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                   | ● | 48 |
|            | White Label  | White label  | 420 - 460 | 600 - 650 | Tall | 7 - 8 | 14 - 16 | Semi double | White                 | ● | 48 |
|            | 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

|  |            |            |           |           |      |         |         |         |                     |   |    |
|--|------------|------------|-----------|-----------|------|---------|---------|---------|---------------------|---|----|
|  | 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

|  |             |             |           |           |      |       |         |         |                      |   |    |
|--|-------------|-------------|-----------|-----------|------|-------|---------|---------|----------------------|---|----|
|  | Beaker      | Hilfbeak    | 320 - 360 | 450 - 500 | Tall | 7     | 11 - 13 | Pomponi | Red/salmon bicolour  | ● | 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                  | ● | 53 |
|  | 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 |
|  | Kermit      | Kermit      | 320 - 360 | 450 - 500 | Tall | 7     | 14 - 16 | Pomponi | Light green          | ● | 54 |





**Ditella**  
(NEW)



**Ponza**  
(NEW)



**Marimo Dark**  
(NEW)



**Marimo Green**  
(NEW)



**Craze**  
(NEW)



**Jinx**  
(NEW)



**Typhoon**  
(NEW)

| Status               | Commercial name | Variety denomination |           |             |      |         |         | Type        |                           |   |    |
|----------------------|-----------------|----------------------|-----------|-------------|------|---------|---------|-------------|---------------------------|---|----|
| <b>Pomponi® Mini</b> |                 |                      |           |             |      |         |         |             |                           |   |    |
|                      | 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 |
| <b>Piccolini®</b>    |                 |                      |           |             |      |         |         |             |                           |   |    |
|                      | Ancona          | Ancona               | 800 - 900 | 1000 - 1100 | Tall | 5 - 6   | 13 - 15 | Single      | Yellow                    | ● | 57 |
|                      | Arezzo          | Hilfarez             | 800 - 900 | 1000 - 1100 | Tall | 5 - 6   | 14 - 16 | Single      | Orange                    | ● |    |
|                      | 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 |
| NEW                  | 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 |
| NEW                  | 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 |
| <b>Marimo</b>        |                 |                      |           |             |      |         |         |             |                           |   |    |
| NEW                  | Dark            | Hilmarida            | 420 - 460 | 550 - 600   | Tall | 3       | 16 - 18 | Marimo      | Brown/red                 | ● | 59 |
| NEW                  | Green           | Hilmarigre           | 420 - 460 | 550 - 600   | Tall | 3       | 16 - 18 | Marimo      | Green                     | ● | 59 |
| <b>Rebel®</b>        |                 |                      |           |             |      |         |         |             |                           |   |    |
| NEW                  | Craze           | Hilrecraze           | 250 - 270 | 310 - 330   | Tall | 10 - 12 | 14 - 16 | Curly       | Pink/light green bicolour | ● | 61 |
| NEW                  | Jinx            | Hilrejinx            | 230 - 250 | 290 - 310   | Tall | 10 - 12 | 14 - 16 | Curly       | Pink                      | ● | 61 |
| NEW                  | Typhoon         | Hilretypho           | 250 - 270 | 310 - 330   | Tall | 10 - 12 | 14 - 16 | Curly       | Salmon/green bicolour     | ● | 61 |

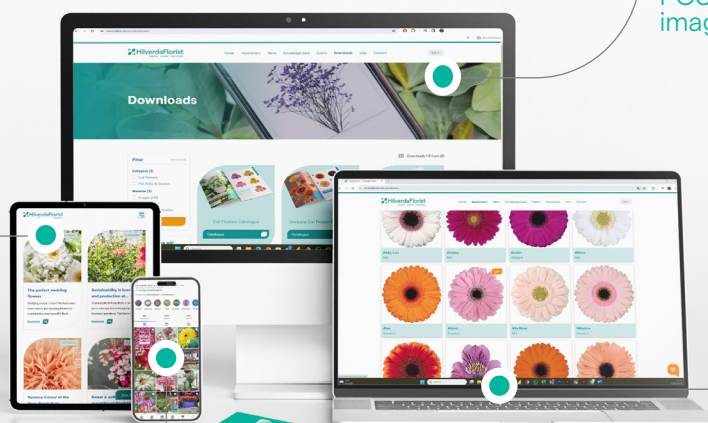
## KNOWLEDGE BASE

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## ASSORTMENT

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## 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 for our Cut Flower Gerbera assortment. 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 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 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. 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.

# What we offer

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

## 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, ground-breaking and profitable.



## Innovation is key

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



## A focus on innovation

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 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 set up a solid global network, offering you the best possible support and local services.



Scan and  
discover more!



#### 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](http://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](http://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](http://kfbioplants.com)



#### HilverdaFlorist North America

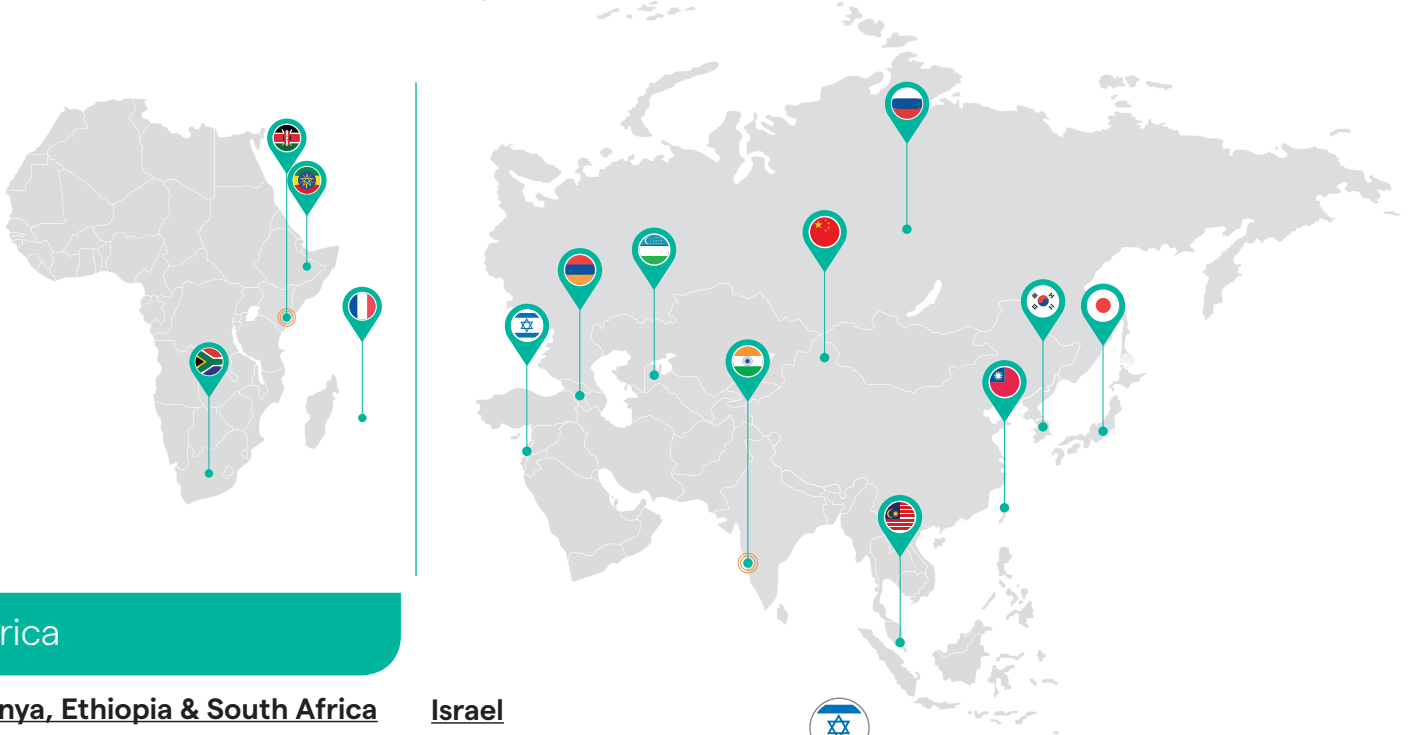
Subsidiary and brokerage in Canada, teaming up with rooting stations in Ontario and British Columbia, to sell and deliver rooted plant material of our pot and garden plant range directly to the Canadian growers.





# World wide sales network

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



## Africa

### Kenya, Ethiopia & South Africa

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

Mr. Billy Chege

T +254 111 015 600

M +254 768 212 452

E [murara@muraraplants.co.ke](mailto:murara@muraraplants.co.ke)

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



#### **La Réunion**

##### **Axel – Import – Export**

Mr. Jean Alain Maillot

T +262 262 536 306

M +262 692 657 775

E [alex-import-export@orange.fr](mailto:alex-import-export@orange.fr)



## Asia

### Armenia

#### **Mr. Sako Manukyan I/E**

M +374 55 147 127

E [sakomanukyan@gmail.com](mailto:sakomanukyan@gmail.com)



### India

#### **KF Bioplants Pvt. Ltd.**

Mr. Kishore Rajhans

T +91 202 694 8400/401/402/403

E [info@kfbioplants.com](mailto:info@kfbioplants.com)

I [www.kfbioplants.com](http://www.kfbioplants.com)



### Israel

#### **Mr. Shai Stern**

T +972 52 699 1421

E [shai.stern@icloud.com](mailto:shai.stern@icloud.com)



### Japan

#### **Miyoshi & Co., Ltd.**

Ms. Ayumi Higuchi

T +81 551 365 912

E [info@miyosi.co.jp](mailto:info@miyosi.co.jp)

I [www.miyosi.co.jp](http://www.miyosi.co.jp)



#### **Seitaro Arai & Co., Ltd.**

Mr. Hideaki Tanaka

T +81 45 681 6727

E [engei@seitaroarai.co.jp](mailto:engei@seitaroarai.co.jp)

I [www.seitaroarai.co.jp](http://www.seitaroarai.co.jp)

### Malaysia & Indonesia

#### **Elite Agricultural Services Sdn.Bhd.**

E [eliteagri@hotmail.com](mailto:eliteagri@hotmail.com)

I [www.eliteagri.com](http://www.eliteagri.com)

Mr. Lee Chee Kong

M +601 9269 8883

Mr. Eddie Lee

M +601 9275 5255

Mr. Jake Lee

M +601 9717 1990



### South Korea

#### **Seki Flora Co.**

Mr. Yongbae Kim

T +82 55 252 3025

M +82 10 772 66 675

E [seki@sekiflora.kr](mailto:seki@sekiflora.kr)

I [www.sekiflora.kr](http://www.sekiflora.kr)



### Taiwan

#### **Lotus Horticulture Corp.**

Mrs. Lier Chiang

T +886 2 22762 5771

E [info@foreport.com.tw](mailto:info@foreport.com.tw)

I [www.foreport.com.tw](http://www.foreport.com.tw)



### Uzbekistan

#### **Mr. Dilshod Yarmuxamedov**

T +998 979 225 559

M +998 909 114 452

E [dilshod1972-5@mail.ru](mailto:dilshod1972-5@mail.ru)

I [www.dyflorist.com](http://www.dyflorist.com)





## Europe

### Bulgaria

#### **KIM 2003 OOD**

Mr. Kaloyan Mateev  
T +359 888 872 490  
E kim2003ltd@yahoo.com



### Croatia

#### **Fredi Marinković**

T +385 21 378 730  
M +385 91 523 99 94  
E fredimarinkovic@gmail.com



### France

#### **Plants et Services Sarl**

Mr. Olivier Leconte  
T +33 494 65 65 56  
M +33 671 04 13 08  
E plants@plants-services.com



### Greece & Cyprus

#### **Straathof Plants B.V**

Based in the Netherlands  
T +31 71 331 4100  
E info@straathof.nl  
I www.straathofplants.nl  
Mr. Nikos Zygogiorgos (based in Greece)  
M +30 6944 453 344  
E nikos@straathof.nl



### Hungary

#### **Szenttamási Kft.**

Mrs. J. Szenttamásiné  
T +36 963 531 24  
M +36 309 577 754  
E szentta@gmail.com



### Italy

#### **De Plantis Srl**

T +39 818 615 078  
E info@deplantis.it  
I www.deplantis.it  
Dott. Nicola Lo Muzio  
M +39 33 565 890 88  
Dott. Giovanni Graziuso  
M +39 33 910 119 14

### Sicilia

#### **SALEX srls**

Vincenzo Salamone  
T +39 331 541 653 5  
E infosalex@gmail.com

### Poland & Baltic States

#### **BLOOM Damian Doniak**

Mr. Damian Doniak  
M +48 60 13 23 240  
E damian01200@interia.pl



### Portugal

#### **Norte**

#### **Agro PB Unipessoal Ltd.**

Mr. Paulo Bouças  
T +351 258 773 103  
M +351 961 771 191  
E geral@agropb.com  
I www.agropb.com



### Sul

#### **Maria Etelvina M.C.R. Almeida, Lda**

Mr. Arlindo Almeida  
T +351 263 654 521  
M +351 964 059 309  
E geral@metelvina.pt  
I www.metelvina.pt

### Russia

Svetlana Zaslavskaya  
T +7 903 755 10 81  
E tozs@yandex.ru



### Spain

#### **Andalucía**

#### **Francisco Guerrero**

Sr. Francisco Guerrero  
T +34 609 867 907  
E fcoguerrero.agro@gmail.com



#### **Islas Baleares**

#### **Mapi Floricultura, S.L.**

Sra. Paloma Piñero  
T +34 915 263 822  
E palomapinero@bulbosespana.com

#### **Islas Canarias**

#### **Floworld S.L. Trade Name: Catyflor®**

Sr. Ulises Lorenzo JR  
T +34 667 548 969 (commercial)  
T +34 922 985 520 (oficina)  
E ceo@catyflor.com  
E info@catyflor.com

#### **Galicia**

#### **Servigar® Evergreen S.L.**

Sr. Victor González  
T +34 618 548 487  
E vmgonzalez@servigar.com  
I www.promoinvergalicia.com

#### **Alicante / Murcia / Valencia**

#### **Flovimar, S.L.**

Sr. José Castell  
T +34 966 632 006  
M +34 600 508 486  
E info@flovimar.es  
I www.flovimar.es



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## Oceania

### Australia

#### **Majestic Young Plants**

Michael Doensen

M +61 400 737 783

E [orders@majesticselections.com.au](mailto:orders@majesticselections.com.au)

I [www.majesticyoungplants.com.au](http://www.majesticyoungplants.com.au)



### New Zealand

#### **Nick Martin Floriculture**

Mr. Nick Martin

T +64 923 536 58

M +64 210 525 123

E [nmfloriculture@gmail.com](mailto:nmfloriculture@gmail.com)



## South America

### Argentina

#### **Tsakasa Shoji S.A.**

Mr. José Kitagawa

T +54 2229 492410

E [info@tks.com.ar](mailto:info@tks.com.ar)

I [www.tks.com.ar](http://www.tks.com.ar)



### Chile

#### **Sociedad Alta Gracia Ltda**

Mario Cely Aldana

T +569 9444 1965

E [mcely@alta-gracia.cl](mailto:mcely@alta-gracia.cl)

E [comercial@alta-gracia.cl](mailto:comercial@alta-gracia.cl)

I [www.alta-gracia.cl](http://www.alta-gracia.cl)



### Colombia

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

Mr. Jorge Calderon

T +57 312 454 283 6

M +57 175 605 00

E [jorgecalderon@hilverdaflorist.co](mailto:jorgecalderon@hilverdaflorist.co)

I [www.hilverdaflorist.co](http://www.hilverdaflorist.co)



### Ecuador

Ing. Carlos Arturo Arias

M +593 99 980 8819

E [carlosa602000@yahoo.es](mailto:carlosa602000@yahoo.es)



## Central America

### Costa Rica

#### **Villaplants Costa Rica S.R.L.**

Mrs. Jacqueline Navarro

Mr. Michael Arce

T +506 255 140 00

M +506 831 140 67

E [info@villaplantscr.com](mailto:info@villaplantscr.com)

I [www.villaplantscr.com](http://www.villaplantscr.com)



### Guatemala

#### **Flores de Guatemala**

Sr. Byron Mendez Aldea

T +502 408 730 58

E [byronmendez39@hotmail.com](mailto:byronmendez39@hotmail.com)



### Mexico

#### **Ball Akiko – Grupo Akiko**

Lic. Claudia Lee Basurto

T +52 (55) 553 25 660

M +52 155 553 25 900

E [claudia.lee@akiko.com.mx](mailto:claudia.lee@akiko.com.mx)

I [www.akiko.com.mx](http://www.akiko.com.mx)









# 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.



## HilverdaFlorist BV

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

## Personal service with a smile

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

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## Marketing & Communication

Denise van Kampen  
E [marketing@hilverdaflorist.com](mailto:marketing@hilverdaflorist.com)



## Sales Support

E [salesupport@hilverdaflorist.com](mailto:salesupport@hilverdaflorist.com)

## Logistics

E [logistics@hilverdaflorist.com](mailto:logistics@hilverdaflorist.com)



## Intellectual Property Management

Fernando Martinez Lopez  
E [ip@hilverdaflorist.com](mailto:ip@hilverdaflorist.com)



# Sales team



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

Brazil, Chile, Israel, Mexico, Portugal, USA



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

Argentina, Canary Islands, Colombia, Costa Rica, Dominican Republic, Ecuador, Guatemala, Morocco, Spain



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

Belgium, The Netherlands



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

Armenia, France, Kazakhstan, La Reunion, Ukraine, Uzbekistan



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

The Netherlands



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

Finland, Iceland, Ireland, United Kingdom



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

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



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

Canada, South Africa, South Korea



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

Croatia, India, Italy, Malta, Serbia, Slovenia



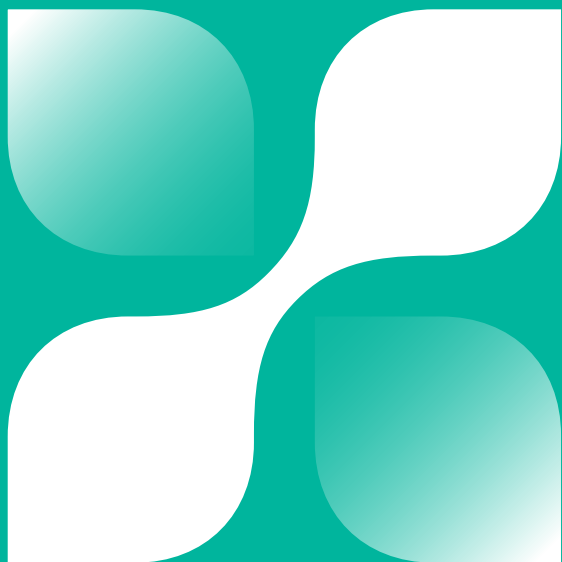
**Pieter Strooper**  
+31 6 51 56 06 10  
p.strooper@hilverdaflorist.com

Australia, China, Japan, Malaysia, New Zealand, Vietnam

Let's connect

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





### Head office

Dwarsweg 15  
1424 PL De Kwakel  
The Netherlands

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

### Follow us

@hilverdaflorist

