Catalogue
Pot, Patio & Garden
2023



HilverdaFlorist

Ready for a future full of opportunities

Especially during eventful times worldwide, HilverdaFlorist is proud to be part of the horticultural industry. Time and again, people rely on our colourful products to bring joy, comfort and beauty to so many. Although this fuels our shared passion, we all know our industry has its challenges and fluctuations. By building connections throughout the chain and working together more closely, we can be even more resilient and resourceful in finding solutions to those challenges and ever-changing needs. As being one of the first links in the chain we feel that responsibility and make true partnership a priority, committed to growing alongside of you.

They say: 'To plant a garden is to believe in tomorrow'. A fitting phrase, all the more so if you know our range of pot, patio and garden plants. At HilverdaFlorist we not only believe in tomorrow, we are excited and confident about the future, because we know what is yet to come and like to share that with you. Driven to move forward, we keep investing in breeding, research and innovative solutions. We are in a phase of well-managed growth and development. As of this season, our new facility in the Netherlands is up and running. This future-proof production location features the latest techniques in smart growing with a clear focus on durability, efficiency and hygiene. Complemented by our trusted, global network of subsidiaries, distribution partners and production locations, it enables us to live up to our ambitions and to provide you with premium young plant material, suitable for every climate and evolving cultivation requirements. Meanwhile, our potted Gerbera range of Flori Line® and Sundayz® from seed is expanded with the acquisition of the entire F1 hybrid Royal series, offering all you need in Gerberas at one reliable source. This exciting development promises even more buzz from our breeding department over time. The Royal series (presented on page 78) will be available through HilverdaFlorist from the 1st of November 2022.

With HilverdaFlorist as a solid partner you are assured of strong genetics, high quality starting material, outstanding service and a vision for the future. Our range of products brings you those well-needed items to let you stand out from the crowd. With our bold line-up of high-end pot, patio and garden plants you'll be able to draw year-round interest, with extraordinary series boosting your entire assortment. This brand-new catalogue is packed with arousing introductions that will definitely make an impact. Browse to page 6 to see what's new in our leading lines. You will find stunning colour additions, enhanced key features and a surprising versatility that will dazzle your customers. We are ready to turn these trial garden toppers into triumphs and market favourites, together with you.

Head over to our website for regular updates, visit us at events and connect with our dedicated team. Whether you need help in composing a programme, want to pick our brains for creative solutions or you could use some advice on cultivation or market approach, we're here for you. Let's team up and make the most of this new season of opportunities.



Bart Sneek
Commercial Director



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What's new
Overview

What's new in our Pot, Patio & Garden assortment

We're excited to share our new Pot, Patio & Garden introductions for season 2023. As you may expect from us, our introductions are cutting-edge genetics and premium varieties. All introductions strengthen the popular brands with valuable varieties for grower, wholesaler, retailer and consumer. Look for the complete assortment and more specifications in this catalogue or scan the QR-codes.

Summer Paradise
Summer Series



Summer Pepper
Strong plant with spicy red flowers

Page 13

Summer Paradise
Summer Series



Summer Rose
A new colour addition to the assortment

Page 13

Summer Paradise
Valley Series



Wild Valley
Large bright red flowers with dark foliage

Page 15

INTICANCHA
PATIO ALSTROEMERIA



Sunstar
It's a sun type, so suitable for climates with higher temperatures and more sun tolerant.

Page 18

BEAUTIES



Freya
First pink addition to the assortment

Page 23

BEAUTIES



Kaia
Produces a lovely scent

Page 23

BEAUTIES



Rousey
Fast flowering with high flower count

Page 23

flow



Dream Beach
Strong pink variety with excellent shelf life

Page 27

flow



Red Beach
Large red double flowers

Page 28

Sunflor



Paige
Compact, fast and highly uniform variety

Page 37

Sunflor



Sinclair
Attractive two-toned hot pink flowers

Page 37

mooodz



Imagination
Fast and rich flowering variety

Page 44

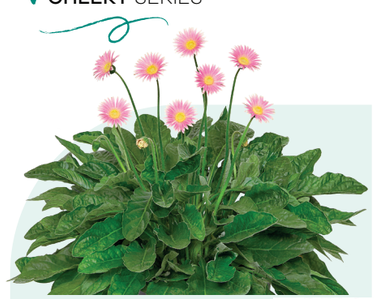
mooodz



Jealousy
Excellent unique green colour

Page 44

Garvinea. CHEEKY SERIES



Cheeky Pink
New pink variety to brighten up the series

Page 49

Garvinea. SWEET SERIES



Sweet Joy
Compact and uniform plant habit with bright yellow flowers

Page 53

GLORIOUS PATIO Gerbera



Monte Viso
Stunning bicolour with huge flowers

Page 60

JWLS HELLEBORUS



Diamonfire
Early and long flowering with high flower count

Page 89

JWLS HELLEBORUS



Endless
Firm stems with many long-lasting large flowers.

Page 89

ROYAL

New in our assortment; the Royal Gerbera Series. Royal is an established brand with a long successful history. It's known for its high uniformity, strong colours and suitability for larger pot sizes.



Royal Neon Violet | Royal Golden Yellow | Royal Red

Page 87

Helleborus JWLS® Endless

Alstroemeria
Overview

The alstroemeria assortment consists of series for both garden and patio. The Summer Paradise® Series consists of tall and compact garden performers. The Inticancha® Series is more suitable for the patio. Read more about these decorative, strong and unique series in the overview and browse the following pages for the full assortment.







Summer Paradise® Summer Series

The Summer Series contains the tallest and most vigorous garden perennials in the Alstroemeria assortment. The Summer Alstroemeria will produce an uninterupted display of flowers from May until November. Every year the plant gets more vigorous, like a true superstar perennial. With beautiful tall stems, the Summer Series is ideal for borders in the background. As an added bonus the tall stems are perfect for picking flowers and creating your own bouquet. The Summer Series is a true garden performer, but suits a big container just as well. For optimal revenue sell the product as semi-finished with a maximum loading factor and shorter cultivation time.

Pot size
17 - 23 cm
6,5 - 9 inch

Height
50 - 60 cm
20 - 23,5 inch

Growing time
15 - 18 weeks

Type
Rhizome / TC

Summer Paradise® Valley Series

The Valley Series contains the more compact garden perennials in the Alstroemeria assortment, and is the little sister of the Summer Series. The plants will produce an uninterupted display of flowers from May until November. The Valley Series performs best in the garden, but suits a container on a patio just as well.

Pot size
17 - 23 cm
6,5 - 9 inch

Height
35 - 45 cm
14 - 18 inch

Growing time
15 - 18 weeks

Type
Rhizome / TC

Inticancha

The Inticancha® Series is a compact patio series with great ornamental value due to the elegant petals, large flowers and strong bright colours. These Alstroemeria are easy to maintain and will flower continuously from spring until autumn. The Inticancha® Series can be planted in a garden as well. The Inticancha® Sun Series consists of varieties that love the sun and heat more than any other Alstroemeria. The Sun Series is perfect for outdoor cultivation and has less flower-combustion in the sun.

Pot size
17 - 23 cm
6,5 - 9 inch

Height
25 - 38 cm
10 - 15 inch

Growing time
12 - 15 weeks

Type
Rhizome / TC

Scan and discover more

Summer Paradise

Summer Series

"The **Summer Series®** contains tall and vigorous garden Alstroemeria varieties"



- Perennial garden Alstroemeria
- Pick flowers for a bouquet
- Flowering from spring until frost
- Sell plants as semi-finished with a maximum loading factor and revenue

Summer Pepper



Indian Summer
tesronto



Summer Break
tessumbreak



Summer Breeze
tessumbre



Summer Pepper NEW
tessumpep



Summer Rose NEW
tessumrose



Summer Saint
tessumsaint



Summer Sky
tessumsky



Summer Snow
gasumsnow

Scan and
discover more

Summer Paradise
Valley Series



- Big flowers in fresh colours
- Compact border Alstroemeria
- Flowers continuously from spring until frost

"The **Valley Series®** brings beautiful compact garden Alstroemeria varieties"



Beach Valley
tessumbeach



River Valley
tessumriver



Spring Valley
tesvalsprin



Times Valley
tessvaltime



Valley Girl
tesvalgirl



Wild Valley NEW
tesvalwild



Beach Valley



Spring Valley



River Valley

Scan and discover more

INTICANCHA

PATIO ALSTROEMERIA



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

Sunstar

“Inticancha is the patio Alstroemeria with intense coloured large flowers**”**

Sun Series



Bryce
tesbryce



Dark Purple
tesdarklin



Doba
tesdoba



Indigo
tesindig



Havana
tessunhava



Machu
tesmach



Magic White
tesmagwhi



Malaga
tesmala



Maya
tesmaya



Moon
tesmoonli



Navayo
tesnava



Paraíso
tesparai



Passion
tespassion



Red
tesrobin



Romance
tesromance



Sunset
tessunse



Sunshine
tesshine



NEW

Sunstar
tessunstar



Valentino
tesvalen



Valletta
tesval



White Pink Blush
tesblushin

Scan and download our material

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



“For every market and cultivation programme the perfect starting material”

For the Alstroemeria there are different types of starting material available from tissue culture and rhizome. Contact us to inform about availability and tailor-made advice for your cultivation programme and market.

Ex agar	tissue culture plants
Plug 5 cm	45 plants per tray (Rhizome / TC)



Dianthus
Overview

As the Dianthus specialist there is a wide assortment in four strong brands for every market and cultivation programme. In the overview the differences between the Dianthus series are explained: all beautiful and versatile in their own way.

Adorable® Series: Dianthus with large double flowers
Adorable® forms a league of its own. These varieties are known for their large double flowers. The Adorable® Series flowers constantly from spring until late autumn. Adorable® plants are perfect for growing under high temperatures.
They are great in a pot indoors or outside on a sunny patio.

Scan and discover more.


Adorable Cerise Mel & Yellow Mel


Sherisé


Apella Beach


Odessa® Twiggy


Skylar

Beauties

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

Pot size
9 - 12 cm
3,5 - 4,5 inch

Height
10 - 17 cm
4 - 6,5 inch

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

Type
RC / URC

Flow

Flow® is a true premium Dianthus. The beautiful well-balanced foliage combined with large double flowers in a huge diversity of stunning colours, make this product truly unique. The vigorous full plants can easily fill a 12 – 15 cm pot. Flow® is easy to grow, and in general 2 weeks faster to finish comparing to the Adorable® Series. Flow® can handle higher temperatures and this makes them very suitable to finish off the plants during summer and extend the Dianthus sales window.

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

Height
15 - 20 cm
6 - 8 inch

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

Type
RC / URC

Odessa®

The Odessa® Series is a typical Dianthus caryophyllus garden type with average cold tolerance till -5°C. Odessa® is a vigorous and taller garden Dianthus suitable for bigger pot sizes, that produces a large number of beautiful flower buds in all kinds of weather conditions. Odessa® varieties can also handle the full sun. Odessa® varieties are a full plant with many flowers and a long flowering period to boot.

Pot size
12 - 17 cm
4,5 - 6,5 inch

Height
20 - 30 cm
8 - 12 inch

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

Type
RC / URC

Sunflor

Sunflor® is a versatile Dianthus collection because it contains many different colours, flower shapes and plant types. The Sunflor® Series flowers from spring until late autumn, tolerates temperatures until -5°C and has compact growing habits with a short crop time. Sunflor® Series is one of the first Dianthus series in the market. Sunflor® has outstanding cold tolerance, and this means for production indoors limited heating is required, and is even suitable for cultivation outdoors in autumn and winter. These varieties are versatile and perfect for the garden, patio planters and indoor use.

Pot size
9 - 12 cm
3,5 - 4,5 inch

Height
15 - 20 cm
6 - 8 inch

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

Type
RC / URC

Scan and
discover more

BEAUTIES



- Perennial garden Dianthus
- Fast and compact rich flowering plants
- Sturdy and bright coloured flowers
- Continuously flowering

"**Beauties®** is an amazing Dianthus series with rich flowering plants"



NEW

Freya
hilbeafreya



Hana Scarlet
shishi-02



NEW

Kaia
hilbeakaia



NEW

Rousey
hilbearous



Sherisé
hilbeasher



Tasha
hiltasha



Sherisé



Rousey



Kahori



Tiiu
hilarian



Tyra
hilbeatyr



Kahori
holkahori



Kahori Pink
holkahoripink



Kahori Scarlet
holkahoriscarlet

Scan and download our material

Visit our website to download images, cultivation manuals and other great materials of our Beauties® Series
www.hilverdaflorist.com



"For every market and cultivation programme the perfect starting material"

For the Dianthus Beauties® there are different types of starting material available from cuttings. Contact us to inform about availability and tailor-made advice for your cultivation programme and market.

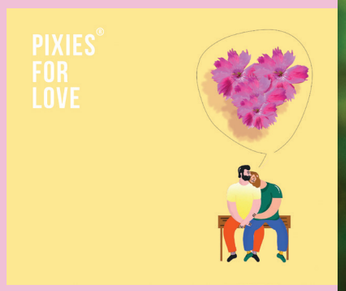
Plug 2 cm **144 plants per tray**
URC available

NEW: PIXIES

Pixies Pink you up!
Specifically for our Beauties® varieties there are unique promotional materials available to stimulate the sell-through in retail. Pixies are the happy tunes in your day. In this concept Pixies are the centre of small visual stories and happy moments in everyone's life, big or small. From a birthday wish to simply saying thank you. Pixies pick you up in a sweet, funny, recognisable and sometimes a bit cheeky way. The concept can be tailored to a specific market and storyline. There are several materials available to support the story and stimulate sales.



POTCOVERS AND LABELS AVAILABLE





Tyra

Scan and
discover more

flow



- Unique premium Dianthus
- Perfect for indoor and outdoor use
- Suitable for larger pot sizes
- Large double flowers in stunning colours

“ **Flow®** is a true premium Dianthus with a stunning appearance“



Apella Beach
hilbechapell



Blinky Beach
hilbechbli



Bondi Beach
hilbechbondi



Crane Beach
hilbechcra



NEW

Dream Beach
hilbechdream



Crane Beach



Apella Beach



Glen Bay



Glen Bay
hilbechwaik



Golden Bay
hilbechmay



Grace Bay
hilbechgre



Miami Beach
hilbechmiami



NEW

Red Beach
hilbechred



Shark Bay
hilbechcanno



South Beach
hilbechsouth



White Bay
hilbechwhi



Blinky Beach & Golden Bay



Shark Bay



Bondi Beach

Scan and download our material

Visit our website to download images, cultivation manuals and other great materials of our Flow® Series
www.hilverdaflorist.com



“For every market and cultivation programme the perfect starting material”

For the Flow® Series there are different types of starting material available. Contact us to inform about availability and tailor-made advice for your cultivation programme and market.

Plug 2 cm **144 plants per tray**
URC available



Scan and discover more

Odessa

“Odessa® is a vigorous and tall garden Dianthus series for bigger pot sizes**“**



- Voluminous tall garden Dianthus
- Large double flowers
- Grown year-round
- Thrives in the garden

Odessa Twiggy



Odessa Amy
hiloodeamy



Odessa Easy Pink
odessa easy pink



Odessa Pure
hilpure



Odessa Red
odessared



Odessa Twiggy
hilodetwi



Odessa Amy



Odessa Twiggy



Odessa Amy

Dianthus
Sunflor

The Sunflor® Series consists of a wide assortment that contains typical compact, retail, hybrid and garden types. To make it easier to choose your perfect Sunflor® mix, the assortment is divided into four groups: bench-run selections, bench-run extensions, intermediate and collection.

The varieties of the bench-run selections and bench-run extensions groups can be easily combined, because these varieties have similar growing habits and speed.



Beetle



Esta



Allura



Skylar

Bench-run selections

All varieties in this group have caryophyllus plant habits. The varieties are compact with the typical curled and broad shape leaves. This group of varieties is fast and uniform, which makes it the perfect group for bench-run programmes. The varieties of the caryophyllus and interspecific groups can be easily combined, because these varieties have similar growing habits and speed.

Pot size
9 - 12 cm
3,5 - 4,5 inch

Height
15 - 20 cm
6 - 8 inch

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

Type
RC / URC

Bench-run extensions

The varieties in this group are interspecific types of Dianthus. The plants are compact and have grassy, narrow shaped leaves. These varieties are fast and uniform and also very suitable for bench-run programmes. The varieties of the bench-run selections and extensions groups can be easily combined, because these varieties have similar growing habits and speed.

Pot size
9 - 12 cm
3,5 - 4,5 inch

Height
15 - 20 cm
6 - 8 inch

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

Type
RC / URC

Intermediate

The varieties in the intermediate group have an average growing speed compared to the varieties in the interspecific and caryophyllus groups. The varieties are medium to tall tall with the characteristics of the bench-run types. Intermediate varieties flower two weeks later than bench-run types. These varieties brighten up the series for colour and flower size.

Pot size
9 - 12 cm
3,5 - 4,5 inch

Height
18 - 22 cm
7 - 8,5 inch

Growing time
S 10 - 14 weeks
W 18 - 20 weeks

Type
RC / URC

Collection

The varieties in the collection group have the typical Dianthus caryophyllus plant habits. The growing habits are compact to tall with the typical curled and broad shape leaves. The flower size is bigger than average, and this collection contains several unique colours. These varieties are often combined with the other groups although the average growing speed is slower.

Pot size
9 - 12 cm
3,5 - 4,5 inch

Height
15 - 22 cm
6 - 8,5 inch

Growing time
S 8 - 14 weeks
W 16 - 20 weeks

Type
RC / URC

Scan and discover more

Sunflor

Sunflor® is the versatile Dianthus for indoor and outdoor use



- Extremely broad, diverse assortment
- Suitable for indoor and outdoor use
- Select your own mix
- Short cultivation time

Bench-run selections



Beetle
hilbeetl



Cosmos
kocosmo



Dynamite
hildyna



Evert
hilevert



Faganza
faganza



Fygi
hilfygi



Lady Beetle
hilflabe



Megan
hilmegansun



Serena
hilseren

Bench-run selections



Sinclair NEW
hilsinclair



Sofia
hilsofia

Bench-run extensions



Amber
hilamber



Charmy
hilcharm



Desire
hildes



Edberg
hiledbe



Esta
koes



Kaylee
hilkaylee



Paige NEW
hilpaige



Red Esta
hilrees

Intermediate



Allura
allura



Finesse
finesse



Luigi
hilluigi



Norah
hilnorah



Orinocco
hilorin



Cody, Faganza, Luigi & Sofia

Intermediate



Red Allura
hilreal



Vulcano
hilvulca

Collection



Bianca
kobianca



Cody
hilcody



Red Bull
hilrebu



Skylar
hilskyl



Vivre
hilvivre



Bling Bling
blingbling



Cerise Bling Bling
hilcerisblbl



Orange Bling Bling
hilorbli



Yellow Bling Bling
hilyelblbl

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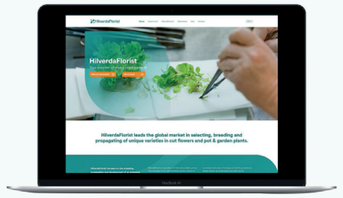

“For every market and cultivation programme the perfect starting material”

For the Sunflor® Series there are different types of starting material available from cuttings. Contact us to inform about availability and tailor-made advice for your cultivation programme and market.

Plug 2 cm: 144 plants per tray
URC available



Paige

Echinacea
Overview

The Echinacea MOOODZ® Series is a series of fast flowering Echinacea from tissue culture. This plant is more voluminous and creates more flower buds compared to Echinacea from seeds. These uniform varieties don't require vernalisation.

The MOOODZ® series consists of a wide range of colours that complement each other.
The MOOODZ® assortment contains tall and compact varieties that are highly uniform and perfect for bench-run sales.

mooodz

"Fastest varieties available on the market"



Pot size
17 - 19 cm
6,5 - 7,5 inch

Height
30 - 35 cm
12 - 14 inch

Type
TC

Plant habit
Compact

Growing time
12 - 14 weeks





Pot size
17 - 19 cm
6,5 - 7,5 inch

Height
35 - 40 cm
14 - 16 inch

Type
TC

Plant habit
Medium

Growing time
12 - 14 weeks

Scan and discover more

mooodz

"The **MOODZ®** Series is the fastest Echinacea from tissue culture on the market"



- Fastest varieties available on the market
- Easy to grow varieties ideal for bench-run sales
- Good branching and rich flowering
- Does not require vernalisation



Awake
hilmooawak



Cheerful
hilmoochee



Courage
hilmoocour



Devotion
hilmoodevot



Dream
hilmoodrea



Glory
hilmooglor



Imagination NEW
hilmooimag



Jealousy NEW
hilmoojeal



Mediation
hilmoomedi



Motivation
hilmoomotiv



Peace
hilmoopea



Satisfy
hilmoosati



Sympathy
hilmoosymp



Satisfy

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Visit our website to download images, cultivation manuals and other great materials of our MOOODZ® Series
www.hilverdaflorist.com



“ For every market and cultivation programme the perfect starting material”

For the MOOODZ® Series there are different types of starting material available from tissue culture. Contact us to inform about availability and tailor-made advice for your cultivation programme and market.

In agar	tissue culture plants
Plug 3,5 cm	84 plants per tray



Gerbera
Garvinea

The Garvinea® is the only true garden Gerbera in the market. With great weather tolerance, Garvinea® provides lots of happy colours from early spring until frost.
This robust garden plant offers countless long-lasting large flowers. Garvinea® attracts friendly pollinators such as bees and butterflies.

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

Garvinea® Cheeky has cute mini flowers and a high flower count. These varieties are suitable for cultivation in smaller pot sizes.

Garvinea® Majestic and Garvinea® Sweet both have large long-lasting flowers, with the difference that the Majestic varieties are double flowered.

Garvinea. CHEEKY SERIES





Pot size
12 - 17 cm
4,5 - 6,5 inch

Height
30 - 40 cm
12 - 16 inch

Flower size
5 cm
2 inch

Type
TC

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

Garvinea. MAJESTIC SERIES





Pot size
14 - 21 cm
5,5 - 8 inch

Height
30 - 40 cm
12 - 16 inch

Flower size
6 - 9 cm
2,5 - 3,5 inch

Type
TC

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

Garvinea. SWEET SERIES





Pot size
14 - 21 cm
5,5 - 8 inch

Height
30 - 40 cm
12 - 16 inch

Flower size
6 - 9 cm
2,5 - 3,5 inch

Type
TC

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

Scan and discover more

Garvinea. CHEEKY SERIES



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

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





Cheeky Magenta
chemag20AA



Cheeky Orange
cheora20AA



NEW

Cheeky Pink
chepin21AA



Cheeky Red
chered20AA



Cheeky Yellow
cheyel20AA



Cheeky Orange



Cheeky Pink



Cheeky Magenta

Scan and discover more

Garvinea. MAJESTIC SERIES



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

Majestic Light Pink

“Unique **garden Gerbera** with elegant large double flowers”



Burgundy
majbur20aa



Majestic Light Pink
majlip20aa





Majestic Purple
majpur21aa



Majestic Yellow
majyel20aa



Majestic Purple



Majestic Yellow



Majestic Burgundy, Yellow & Light Pink

Scan and discover more

Garvinea. SWEET SERIES



- High colour impact in the garden
- Great weather tolerance
- Highly resistant to pests & diseases
- Flowers continuously from spring till frost

"Robust **garden Gerbera** with countless long-lasting large flowers"



Sweet Caroline
garsweetcaro



Sweet Fiesta
sweet fiesta



Sweet Frosting
sweet frosting



Sweet Glow
garglow



Sweet Heart
garheart



Sweet Honey
garho



NEW

Sweet Joy
garswjoy



Sweet Love
garswlove



Sweet Memories
garsweetmemo



Sweet Sixteen
garsixteen



Sweet Smile
garsmile



Sweet Sparkle
garswsparkle



Sweet Spice
garspice



Sweet Sunset
sweet sunset



Sweet Surprise
garssurprise



Sweet Vibe
garswvibe



Sweet Femmy
classic femmy





Sweet Sunset



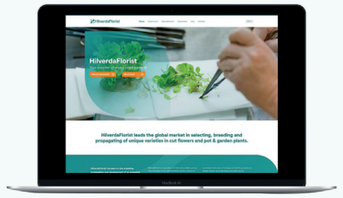
Sweet Frosting



Sweet Honey, Sweet Love, Sweet Glow, Classic Femmy

Scan and download our material

Visit our website to download images, cultivation manuals and other great materials of our Garvinea® Series
www.hilverdaflorist.com



“For every market and cultivation programme the perfect starting material”

For the Garvinea® Series there are different types of starting material available from tissue culture. Contact us to inform about availability and tailor-made advice for your cultivation programme and market.

Ex agar tissue culture plants

Plug 4:	112	plants per tray
Plug 6:	40	plants per tray
7 cm pot:	24	plants per tray



“Garvinea: Great single, easy to mingle!”

The Garvinea® looks great single, but is also easy to mingle. Place the Garvinea® as a centrepiece with some attractive annuals in a large planter.

With great weather tolerance Garvinea® is perfect to combine with plants suitable for sunny and half sunny weather conditions.

Work together with your local retailer to stimulate cross sales from planters and other relevant garden items. Let’s mingle!

Gerbera
Patio Gerbera

Patio Gerberas are unique voluminous plants with stunning large flowers up to 16 cm. Patio Gerberas are available in a wide range of varieties, from solid colours to beautiful bicolours. The Patio Gerbera Glorious is an addition to the existing Patio Gerbera Series. Glorious varieties are stylish eye-catchers, that can easily be recognized by their large double flowers.

Clustered in large containers, Patio Gerberas offer a great burst of beauty. The long-lasting, successive flowers will bloom for months. After picking the flowers they perform perfectly in a vase as well.



Daintree

Actual size!



Glorious Light Pink

"**Patio Gerbera** has huge and stylish flowers up to 16 cm"

Pot size
19 - 30 cm
7,5 - 12 inch

Height
45 - 55 cm
18 – 21,5 inch

Flower size
12 - 16 cm
4,5 - 6 inch

Type
TC

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



Glorious Light Pink

"**Glorious** is the double flowered Patio Gerbera"

Pot size
19 - 30 cm
7,5 - 12 inch

Height
40 - 45 cm
16 – 18 inch

Flower size
10 - 14 cm
4 - 5,5 inch

Type
TC

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

Scan and discover more

PATIO Gerbera



- Instant ‘WOW!’ effect
- Huge and stylish flowers up to 16 cm (6”)
- Flowering from spring until autumn
- Pick flowers for a bouquet

Daintree

“Unique voluminous **Patio Gerbera** with stunning large flowers”



Bighorn
bighorn



Capitol Reef
capitol reef



Daintree
hildain



Fundy
flofundy



Glacier
floglacier



Great Smoky Mountain
flosmoky



Hot Springs
hilhotsp



Karoo
flokaroo



Kruger
flokruger





NEW

Monte Viso
flomonvi



Orange County
orange county



Painted Desert
painted desert



Pinnacles
pinnacles



Sedona
sedona



Serengeti
flogeri



Volcanoes
flocanoes



Glacier



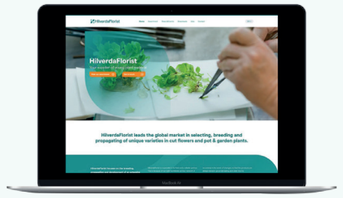
Pinnacles



Painted Desert

Scan and download our material

Visit our website to download images, cultivation manuals and other great materials of our Patio Gerbera Series
www.hilverdaflorist.com



“For every market and cultivation programme the perfect starting material”

For the Patio Gerbera Series there are different types of starting material available from tissue culture. Contact us to inform about availability and tailor-made advice for your cultivation programme and market.

Ex agar tissue culture plants

Plug 4 cm	112 plants per tray
Plug 6 cm	40 plants per tray
7 cm pot	24 plants per tray



Capitol Reef

Scan and
discover more

GLORIOUS PATIO Gerbera



- Huge and stylish double flowers
- Pick flowers for a bouquet
- Rich flowering from spring until autumn
- Patio Gerbera Glorious is a true retail favourite

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





Glorious Light Pink
glolpi21aa



Glorious Orange
gloora20aa



Glorious Purple
glopur20aa



Glorious White
glowhi20aa



Glorious Yellow
gloyel20aa



Glorious Yellow



Glorious Purple



Glorious White

Pot Gerbera
Seed

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

Flori Line® is the most extensive assortment available in strong colours, from intense solid colours until eye-catching and unique two-tones, and with flower sizes from Micro to Giant.

The Royal series is new to the HilverdaFlorist assortment, but well known and proven during a long successful history. The Royal series, contains many intense colours that are very uniform. The large, vigorous plants are suitable for larger pot sizes.

Sundayz® is the only series of seed gerbera with double-shaped flowers, suitable for outdoor conditions. The double flowers have a longer shelf life and keep their beauty even longer in the garden.

FLORILINE

"Highly uniform and the most extensive range available"

ROYAL

"Globally proven series for larger pot sizes"

SUNDAYZ
double flowers
double joy

"Large double flowers and a long shelf life"



*from sowing

Gerbera
Flori Line

Flori Line® is a highly uniform pot Gerbera. This series is the most extensive range of its kind.
The Flori Line® Series consists of the most vivid colours and well-defined bicolours on the market. Flori Line® varieties are well-known for their perfectly balanced proportioned flowers, foliage and year-round availability.

The Flori Line® Series is available from Giant to Micro: from big to small, there is a size for all.


Giant


Maxi


Midi


Mini

Giant

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

Pot size 15 - 17 cm / 6 - 6,5 inch
Height 22 - 26 cm / 8,5 - 10 inch
Flower size 12 - 14 cm / 4,5 - 5,5 inch
Type Seed
Growing time* S 15 - 16 weeks / W 15 - 17 weeks

Maxi

Flori Line® Maxi consists of varieties with spectacular colours and generous flowers, combined with a strong crop. The perfectly balanced proportioned flowers and crop in combination with the uniform growing habits, create a perfect series for bench-run sales.

Pot size 12 - 15 cm / 4,5 - 6 inch
Height 20 - 24 cm / 8 - 9,5 inch
Flower size 8 - 11 cm / 3 – 4,5 inch
Type Seed
Growing time* S 13 - 14 weeks / W 14 - 16 weeks

Midi

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

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

Mini

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

Pot size 9 - 12 cm / 3,5 - 4,5 inch
Height 14 - 18 cm / 5,5 - 7 inch
Flower size 5 - 7 cm / 2 - 3 inch
Type Seed
Growing time* S 12 - 13 weeks / W 13 - 15 weeks

*from sowing

Scan and discover more

FLORILINE

"The **Flori Line®** are highly uniform and perfect for synchronized flowering"

Giant
15 - 17 cm
22 - 26 cm



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


Giant Coral


Giant Coral BC


Giant Golden Yellow BC


Giant Orange


Giant Orange BC


Giant Pink


Giant Red


Giant White


Giant Yellow

Maxi
12 - 15 cm
20 - 24 cm


Maxi Coral


Maxi Dark Purple


Maxi Red BC


Maxi White


Maxi White BC


Maxi Hot Pink


Maxi Light Pink BC


Maxi Lilac BC


Maxi Yellow


Maxi Yellow BC


Maxi Dark Fireball BC


Maxi Orange


Maxi Orange BC


Maxi Pink


Maxi Fireball BC


Maxi Eyecatcher Purple BC


Maxi Eyecatcher Red BC


Maxi Pink BC


Maxi Purple


Maxi Red


Maxi Orange BC, Maxi White & Maxi Red


Maxi Yellow


Maxi Red BC

Midi
10 - 13 cm
18 - 22 cm


Midi Dark Purple


Midi Eyecatcher Dark Purple BC


Midi Lavender BC


Midi Eyecatcher Red BC


Midi Dark Fireball BC


Midi Fireball BC


Midi Eyecatcher Purple BC


Midi Light Pink BC


Midi Lilac


Midi Orange


Midi Orange BC


Midi Eyecatcher Twilight BC


Midi Monet BC


Midi Bicolour BC


Midi Pink


Midi Pink BC


Midi Red


Midi Red BC


Midi White


Midi White BC


Midi Yellow


Midi Yellow BC


Giant Golden Yellow BC

Mini
9 - 12 cm
14 - 18 cm


Mini Dark Purple BC


Mini Hot Pink


Mini Lilac


Mini Lilac BC


Mini Orange


Mini Orange BC


Mini Pink


Mini Pink BC


Mini Red


Mini Red BC


Mini White


Mini White BC


Mini Yellow


Mini Yellow BC


Mini Eyecacher Hot Pink BC


Mini Eyecatcher Red BC


Mini Contour BC

Micro
6 - 10 cm
12 - 16 cm


Micro Sunrise


Micro Margarita


Micro Lilac BC


Micro Orange


Micro Orange BC


Micro Yellow


Micro Yellow BC


Micro Red


Micro Red BC


Micro White


Micro Pink


Micro Pink BC

“ **Flori Line®** is available in various bold mixes for different pot sizes”



Spring Mix
Maxi & Midi



Summer Mix
Maxi & Midi



Autumn Mix
Maxi & Midi



Winter Mix
Maxi & Midi



Spider Mix
Maxi & Mini



Select Mix
Maxi, Midi, Mini & Micro



Midi Specialty Mix



Midi Pink Splash Mix



Select Mix BC
Maxi, Midi & Mini

Scan and download our material

Visit our website to download images, cultivation manuals and other great materials of our Flori Line® Series
www.hilverdaflorist.com



“ For every market and cultivation programme the perfect starting material”

For the Flori Line® Series there are different types of starting material available in seed and seedlings. Contact us to inform about availability and tailor-made advice for your cultivation programme and market.

Seeds	1000 seeds per unit
Plug	144 plants per tray



Winter Mix

Scan and
discover more

ROYAL


Royal Deep Rose

- Globally proven series for larger pot sizes
- Uniform series in unique colours
- Flowers continuously
- Perfect to combine with Flori Line® Giant

“ Vigorous plants in unique strong colours“


Royal Apricot


Royal Deep Orange


Royal Deep Pink


Royal Deep Rose


Royal Golden Yellow


Royal Orange Scarlet

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

Height
22 - 26 cm
8,5 - 10 inch

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

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

Type
Seed


Royal Deep Orange


Royal Golden Yellow


Royal Deep Rose



Royal Neon Violet



Royal Prince Red



Royal Red



Royal White



Royal Yellow

Scan and download our material

Visit our website to download images, cultivation manuals and other great materials of our Royal Series
www.hilverdaflorist.com



“ For every market and cultivation programme the perfect starting material”

We’ve created promotional materials to help you to market the Royal Series. Go to our download page to get high resolution images, cultivation manuals and more. In need of a more tailor-made solution? No problem! If you are a grower, exporter or retailer, please feel free to contact us to discuss the promotional possibilities.

For the Royal Series there are different types of starting material available in seed and seedlings. Contact us to inform about availability and tailor-made advice for your cultivation programme and market.

Seeds	**1000 seeds per unit**
Plug	**144 plants per tray**



Royal Orange Scarlet, Royal Golden Yellow & Royal Deep Rose



Royal Red

Scan and discover more

SUNDAYZ
double flowers
double joy

"Our **Sundayz®** have colourful long-lasting double flowers"



- Long-lasting double flowers
- Year-round available
- Long shelf life
- Suitable for indoor and outdoor use

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

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

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

Height
20 - 24 cm
8 - 9 ,5 inch

Type
Seed



Maxi Sundayz® Red



Maxi Sundayz® Mix

Pot size
10 - 13 cm
4 - 5 inch

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

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

Height
18 - 22 cm
7 - 8,5 inch

Type
Seed

*from sowing



Midi Sundayz® Purple



Midi Sundayz® Berries 'n Cream



Midi Sundayz® Mix

Pot size
9 - 12 cm
3,5 – 4,5 inch

Flower size
5 - 7 cm
2 - 3 inch

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

Height
14 - 18 cm
5,5 - 7 inch

Type
Seed

*from sowing



Mini Sundayz® Lilac



Mini Sundayz® Orange



Mini Sundayz® Pink



Mini Sundayz® Purple



Mini Sundayz® Red



Mini Sundayz® White



Mini Sundayz® Yellow



Mini Sundayz® Bicolour



Mini Sundayz® Mix
also available in Micro



Mini Sundayz® Red



Mini Sundayz® Plnk



Mini Sundayz® Lilac

Scan and download our material

Visit our website to download images, cultivation manuals and other great materials of our Sundayz® Series
www.hilverdaflorist.com



“ For every market and cultivation programme the perfect starting material”

For the Sundayz® Series there are different types of starting material available in seed and seedlings. Contact us to inform about availability and tailor-made advice for your cultivation programme and market.

Seeds	1000 seeds per unit
Seedlings	
Plug	144 plants per tray



Midi Berries 'n Cream

Helleborus
Overview

The Helleborus assortment consists of Orientalis, Interspecific and Niger types. Starting in September till late spring there is a Helleborus in our assortment for your ideal sales window that suits your cultivation programme.



Winterbells

JWLS®

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

Pot size
17 - 19 cm
6,5 – 7,5 inch

Height
50 - 55 cm
20 - 21,5 inch

Growing time
30 - 35 weeks

Type
TC



Bijoux

Glamour®

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

Pot size
17 - 19 cm
6,5 – 7,5 inch

Height
35 - 45 cm
14 - 18 inch

Growing time
30 - 35 weeks

Type
TC



Aspen

Awesome!®

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

Pot size
15 - 17 cm
6 – 6,5 inch

Height
30 - 35 cm
12 - 14 inch

Growing time
30 - 35 weeks

Type
TC

Scan and
discover more

JWLS
HELLEBORUS

"Helleborus **JWLS®**
is the perfect winter perennial that
flowers from early September"



- Appropriate for controlled growth
- Extremely heat and cold tolerant
- Perennial for the garden and patio
- Flowering period up to 7 months

Diamonfire



Dacaya
hiljwlsdaca



Diamonfire NEW
hiljwlsdiamon



Endless NEW
hiljwlsend



Guess
hiljwlsguess



Winterbells
winterbells



Scan and
discover more

Glamour



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

Strawberry Moon

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



Ashwood Peach Cocktail
ashwood peach cocktail



Beaming Blush
glambeam



Bijoux
glambijoux



Painted Bunting
paintedbunting



Phoebe
phoebe



Strawberry Moon
myohere nyr

“ Enjoy glamorous winters with an abundance of colours ”

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



Scan and download our material

Visit our website to download images, cultivation manuals and other great materials of our Helleborus series www.hilverdaflorist.com



“ For every market and cultivation programme the perfect starting material ”

For each of our Helleborus series we’ve created promotional materials. Go to our download page to get high resolution images, cultivation manuals and more. In need of a more tailor-made solution? No problem! If you are a grower, exporter or retailer please feel free to contact us to discuss the promotional possibilities.

For the Helleborus there are different types of starting material available from tissue culture. Contact us to inform about availability and tailor-made advice for your cultivation programme and market.

Ex agar tissue culture plants
Plug 5 45 plants per tray



Aspen
hilnelasp

AWESOME!

“ Perfect Helleborus for winter holiday sales ”

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

Salvia
Overview

The Salgoon® Series contains fast flowering, vigorous Salvia plants with many side shoots and with exceptionally long flowering stems. In each variety the stems, foliage and flowers have a beautiful contrasting dark colour. The Salgoon® Series grows uniformly and has a heavy bloom set. One cutting can easily fill a 21 cm pot. Salvia Salgoon® is a great garden performer and keeps on flowering till the first frost. Within the assortment there are compact and medium varieties that go well together in cultivation.

SALGOON
SALVIA

"**Salvia** with beautiful strong contrasting colours"





Lake Baikal

Pot size
17 - 21 cm
6,5 – 8 inch

Plant habit
Compact

Height
40 - 55 cm
16 – 21,5 inch

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

Type
RC





Lake Tahoe

Pot size
17 - 21 cm
6,5 – 8 inch

Plant habit
Medium

Height
60 - 75 cm
23,5 – 29,5 inch

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

Type
RC

Scan and discover more

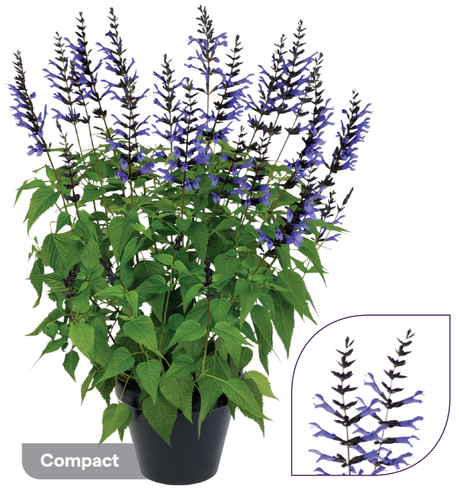
SALGOON
SALVIA

“ The **Salgoon Series** include fast flowering vigorous Salvia plants”



- Vigorous plant with good branching
- Attracts bees and butterflies
- Vivid colours in one uniform series
- One cutting can easily fill a 21 cm pot (8”)

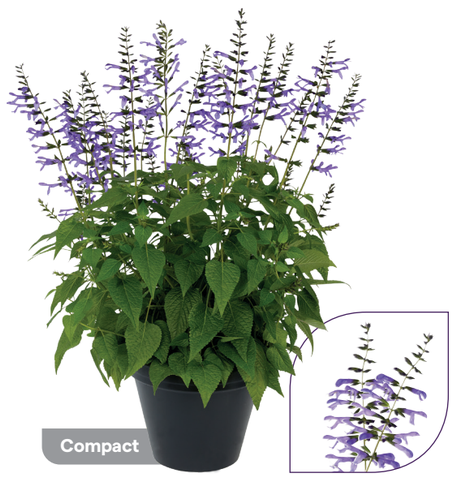
Spencer Lake



Lake Baikal
tl990



Lake Garda
tl993



Lake Titicaca
tl991



Lake Victoria
tl990



Strawberry Lake
tl993



Spencer Lake
tl990



Lake McKenzie
tl993

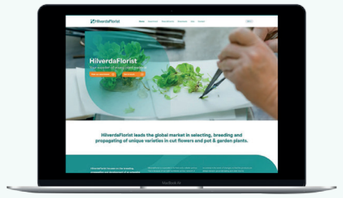


Lake Tahoe
tl831



Scan and download our material

Visit our website to download images, cultivation manuals and other great materials of our Salvia Salgoon® Series www.hilverdaflorist.com



“For every market and cultivation programme the perfect starting material”

For the Salvia there are different types of starting material available from cuttings. Contact us to inform about availability and tailor-made advice for your cultivation programme and market.

Plug 2 cm: 144 plants per tray











What to order

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

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

Crop	Original plant type	Plug size	Tray size
Alstroemeria	Rhizome / TC	P5	45
Dianthus	Cutting	P2	144
Echinacea	TC	P3,5	84
Gerbera (Garvinea® / Patio Gerbera)	TC	P4	112
		P6	40
		P7	24
Gerbera (Flori Line® / Sundayz®, Royal)	Seed	P2	144
Helleborus	TC	P5	45
Salvia	Cutting	P2	144



Plug



Tray



Seeds

Contact us

We're happy to answer any questions you may have and explain you all the details regarding our products and marketing options. Together we'll create the best mix of cultivars for your market and business and strengthen your assortment. Please contact your sales representative directly or use our general contact information below.

Are you looking for a local sales agent?
Visit our website for an up-to-date list of our worldwide sales network.
We're looking forward to hearing from you!

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

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HilverdaFlorist