

# Catalogue Pot, Patio & Garden 2023







HilverdaFlorist

A vibrant floral display featuring a variety of flowers in teal planters. In the foreground, there are red gerberas and purple flowers. The background is filled with a dense arrangement of pink, orange, and yellow flowers. A white wicker chair is visible behind the plants, and a teal table is partially visible on the right.

## 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





# HilverdaFlorist





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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



**Freya**  
First pink addition to  
the assortment



Page 23

*flow*



**Red Beach**  
Large red double  
flowers



Page 28





**Summer Rose**  
A new colour  
addition to the  
assortment



Page 13



**Wild Valley**  
Large bright red  
flowers with dark  
foliage



Page 15



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



Page 18



**Kaia**  
Produces a lovely  
scent



Page 23



**Rousey**  
Fast flowering with  
high flower count



Page 23



**Dream Beach**  
Strong pink variety  
with excellent shelf  
life



Page 27

## Sunflor

## Sunflor

moodz



**Paige**  
Compact, fast and  
highly uniform  
variety



Page 37



**Sinclair**  
Attractive two-toned  
hot pink flowers



Page 37



**Imagination**  
Fast and rich  
flowering variety



Page 44





### 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







# 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 uninterrupted 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 uninterrupted 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



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



“The **Summer Series**<sup>®</sup>  
contains tall and vigorous  
garden Alstroemeria varieties”



**Indian Summer**  
*tesronto*



**Summer Break**  
*tessumbreak*



**Summer Breeze**  
*tessumbre*



**Summer Pepper**  
*tessumpep*

NEW



**Summer Rose**  
*tessumrose*

NEW



**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**  
*tesvalgir*



**Wild Valley**  
*tesvalwild*

NEW



Beach Valley



Spring Valley



River Valley





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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*



 **Sunstar**  
*tessunstar*

NEW



**Valentino**  
*tesvalen*



**Valletta**  
*tesval*



**White Pink Blush**  
*tesblushin*





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and other great point  
of sale materials of our  
Alstroemeria series  
[www.hilverdaflorist.com](http://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.



Sherisé



Apella Beach



Odessa® Twigg



Skylar



Adorable Cerise Mel & Yellow Mel

## 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 vigorous series



Sturdy and bright coloured flowers



Continuously flowering



“**Beauties**® is an amazing Dianthus series with remarkable vigour”



**Freya**  
*hilbeafreya*

NEW



**Hana Scarlet**  
*shishi-02*



**Kaia**  
*hilbeakaia*

NEW



**Rousey**  
*hilbearous*

NEW



**Sherisé**  
*hilbeasher*



**Tasha**  
*hiltasha*



Sherisé



Rousey



Kahori





**Tiiu**  
*hilarian*



**Tyra**  
*hilbeatyr*



**Kahori**  
*holkahori*



**Kahori Pink**  
*holkahoripink*



**Kahori Scarlet**  
*holkahoriscarlet*

# 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

POTCOVERS



PIXIES®  
FOR  
LOVE



WALKING  
ON  
CLOUDS  
PIXIES®



PIXIES®  
FOR  
ABNORMAL  
HAPPY  
BEHAVIOUR



stories  
and happy



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our Beauties® Series  
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“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







Scan and  
discover more

# flour



Unique premium Dianthus



Perfect for indoor and outdoor use



Suitable for larger pot sizes



Large double flowers in stunning colours

“**Flow**<sup>®</sup> is a true premium Dianthus with a stunning appearance”



**Apella Beach**  
*hilbechapell*



**Blinky Baech**  
*hilbechbli*



**Bondi Beach**  
*hilbechbondi*



**Crane Beach**  
*hilbecrcra*



**Dream Beach**  
*hilbechdream*

NEW



Crane Beach



Apella Beach



Glen Bay





**Glen Bay**  
*hilbechwaik*



**Golden Bay**  
*hilbechmay*



**Grace Bay**  
*hilbechgre*



**Miami Beach**  
*hilbechmiami*



**Red Beach**  
*hilbechred*

NEW



**Shark Bay**  
*hilbechcanno*



**South Beach**  
*hilbechsouth*



**White Bay**  
*hilbechwhi*



Blinky Beach & Golden Bay



Shark Bay



South Beach





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other great materials of  
our Flow® Series  
[www.hilverdaflorist.com](http://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



Voluminous tall garden Dianthus

Large double flowers

Grown year-round

Thrives in the garden



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



**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



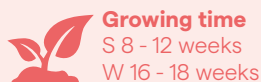
Allura



Skylar

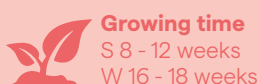
## Bench-run selections

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.



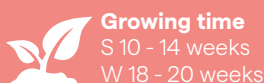
## Bench-run extensions

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.



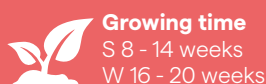
## Intermediate

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 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.



## 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.







Scan and  
discover more

# Sunflor



Extremely broad, diverse assortment

Suitable for indoor and outdoor use

Select your own mix

Short cultivation time

**Sunflor®** is the  
versatile Dianthus for  
indoor and outdoor use

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**  
*hilsinclair*

NEW



**Sofia**  
*hilsofia*

Bench-run extensions



**Amber**  
*hilamber*



**Charmy**  
*hilcharm*



**Desire**  
*hildes*



**Edberg**  
*hiledbe*



**Esta**  
*koes*



**Kaylee**  
*hilkaylee*



**Paige**  
*hilpaige*

NEW



**Red Esta**  
*hilrees*





Allura  
*allura*



Finesse  
*finesse*



Luigi  
*hilluigi*



Norah  
*hilnorah*



Orinocco  
*hilorin*





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





# 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.



Courage



“Fastest varieties  
available on the market”



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



**Plant habit**  
Compact



**Height**  
30 - 35 cm  
12 - 14 inch



**Growing time**  
12 - 14 weeks



**Type**  
TC



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



**Plant habit**  
Medium



**Height**  
35 - 40 cm  
14 - 16 inch



**Growing time**  
12 - 14 weeks



**Type**  
TC





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discover more



Cheerful, Glory, Devotion & Satisfy



Fastest varieties available on the market



Easy to grow varieties ideal for bench-run sales



Good branching and rich flowering



Does not require vernalisation

Devotion



“The **MOOODZ**® Series is the fastest Echinacea from tissue culture on the market”



**Awake**  
*hilmooawak*



**Cheerful**  
*hilmoochee*



**Courage**  
*hilmooour*



**Devotion**  
*hilmooevot*



**Dream**  
*hilmoodrea*



**Glory**  
*hilmooqlor*





**Imagination**  
*hilmooimag*

NEW



**Jealousy**  
*hilmoojeal*

NEW



Compact

**Mediation**  
*hilmoomedi*



**Motivation**  
*hilmoomotiv*



**Peace**  
*hilmoopea*



**Satisfy**  
*hilmoo sati*



**Sympathy**  
*hilmoo symp*



Satisfy





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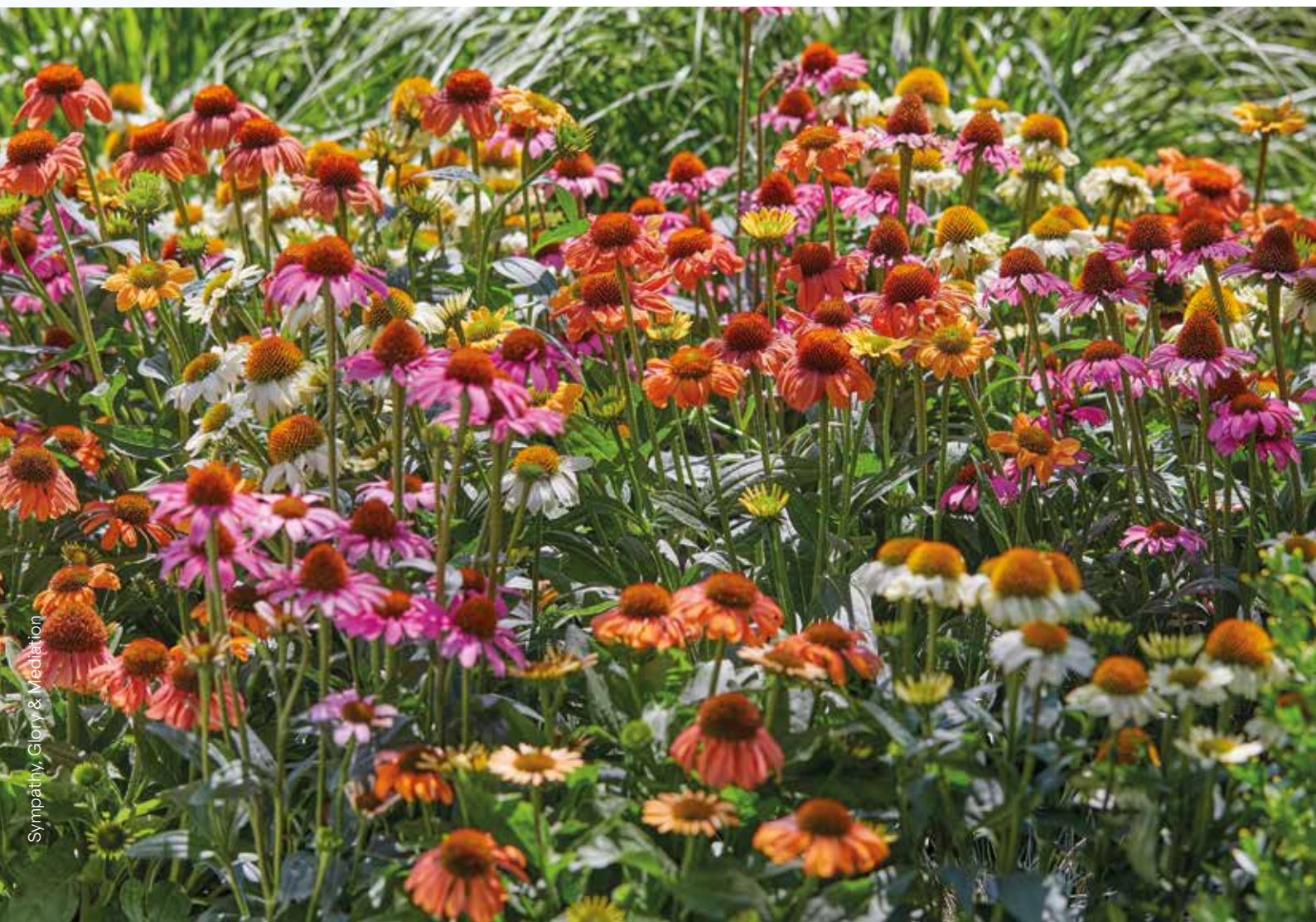


“ For every market and  
cultivation programme the  
perfect starting material ”

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  
Plug 3,5 cm

tissue culture plants  
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



Majestic Light Pink



**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



NEW

Sweet Sparkle



**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

Cheeky Red



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



**Cheeky Magenta**  
*chemag20AA*



**Cheeky Orange**  
*cheora20AA*



**Cheeky Pink**  
*chepin21AA*

NEW



**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*



**Sweet Joy**  
*garswjoy*

NEW



**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



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Visit our website to  
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other great materials of  
our Garvinea® Series  
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“ 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.



**“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

Actual size!



Glorious Light Pink



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



“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*





**Monte Viso**  
*flomonvi*

NEW



**Orange County**  
*orange county*



**Painted Desert**  
*painted desert*



**Pinnacles**  
*pinnacles*



**Sedona**  
*sedona*



**Serengeti**  
*flogeri*



**Volcanoes**  
*flocanoes*



Glacier



Pinnacles



Painted Desert





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“ 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







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**  
*glolpur20aa*



**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”



Giant Yellow

# ROYAL



**SUNDAYZ**  
double flowers  
double joy

“Globally proven  
series for larger  
pot sizes”

“Large double  
flowers and a  
long shelf life”



Neon Violet

Maxi Red BC



# 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



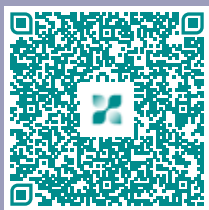
**Type**  
Seed



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

\*from sowing





Scan and  
discover more

# FLORILINE



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

“The **Flori Line**<sup>®</sup> are highly uniform and perfect for synchronized flowering”



Giant

15 - 17 cm

22 - 26 cm



Giant Coral



Giant Coral BC



Giant Golden Yellow BC



Giant Orange



Giant Orange BC



Giant Pink



Giant Red



Giant White



Giant Yellow





12 - 15 cm

20 - 24 cm

Maxi



Maxi Coral



Maxi Dark Purple



Maxi Hot Pink



Maxi Light Pink BC



Maxi Lilac BC



Maxi Orange



Maxi Orange BC



Maxi Pink



Maxi Pink BC



Maxi Purple



Maxi Red



Maxi Red BC



Maxi White



Maxi White BC



Maxi Yellow



Maxi Yellow BC



Maxi Dark Fireball BC



Maxi Fireball BC



Maxi Eyecatcher Purple BC



Maxi Eyecatcher Red BC



Maxi Orange BC, Maxi White &amp; Maxi Red



Maxi Yellow



Maxi Red BC





10 - 13 cm

18 - 22 cm

Midi



Midi Dark Purple



Midi Eyecatcher  
Dark Purple BC



Midi Lavender BC



Midi Light Pink BC



Midi Lilac BC



Midi Orange



Midi Orange BC



Midi Pink



Midi Pink BC



Midi Red



Midi Red BC



Midi White



Midi White BC



Midi Yellow



Midi Yellow BC





Midi Eyecatcher  
Red BC



Midi Dark  
Fireball BC



Midi Fireball BC



Midi Eyecatcher  
Twilight BC



Midi Eyecatcher  
Purple BC



Midi Monet BC



Midi Bicolour BC



Giant Golden Yellow BC





9 - 12 cm  
14 - 18 cm

Mini



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 Eyecatcher  
Hot Pink BC



Mini Eyecatcher  
Red BC



Mini Contour BC



Micro Sunrise



Micro Margarita



Micro

6 - 10 cm

12 - 16 cm



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



Select Mix  
Maxi, Midi, Mini & Micro



Midi Specialty Mix



Midi Pink Splash Mix



Select Mix BC  
Maxi, Midi & Mini



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## “ 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  
Plug

1000 seeds per unit  
144 plants per tray







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



Royal Orange Scarlet, Royal Golden Yellow & Royal Deep Rose



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## “ 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







Scan and  
discover more



# SUNDAYZ

double flowers  
double joy



Maxi Sundayz® Mix



Long-lasting double flowers



Year-round available



Long shelf life



Suitable for indoor and outdoor use

“Our **Sundayz®** have  
colourful long-lasting  
double flowers”



**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



Midi Sundayz® Purple



Midi Sundayz®  
Berries 'n Cream



Midi Sundayz® Mix

\*from sowing



**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



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## “ 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





# 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.



## 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

## 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

## 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

---



Appropriate for controlled growth

Extremely heat and cold tolerant

Perennial for the garden and patio

Flowering period up to 7 months

Diamondfire

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



**Dacaya**  
*hiljwlsdaca*



**Diamonfire**  
*hiljwlsdiamon*

NEW



**Endless**  
*hiljwlsend*

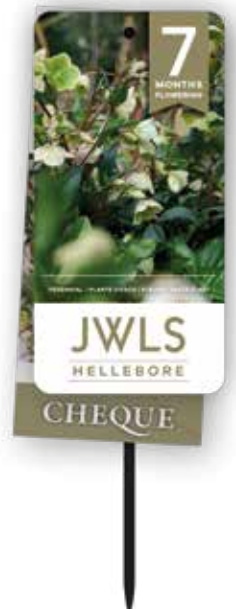
NEW



**Guess**  
*hiljwsguess*



**Winterbells**  
*winterbells*







Scan and  
discover more



Unique flower shapes



Exceptional colours



Compact to medium plant habits



Strong plants that can withstand the cold

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



**Ashwood Peach Cocktail**  
*ashwood peach cocktail*



**Beaming Blush**  
*glambeam*



**Bijoux**  
*glambijoux*



**Painted Bunting**  
*paintedbunting*





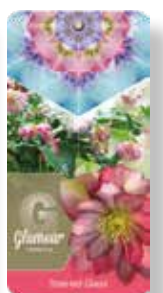
**Phoebe**  
*phoebe*



**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!





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## “ 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.



**Pot size**  
17 - 21 cm  
6,5 - 8 inch



**Plant habit**  
Compact



**Height**  
35 - 60 cm  
14 - 23,5 inch



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



**Type**  
RC

“**Salvia** with beautiful strong contrasting colours”



Strawberry Lake

Lake Tahoe



**Pot size**  
17 - 21 cm  
6,5 - 8 inch



**Plant habit**  
Medium



**Height**  
50 - 60 cm  
14 - 23,5 inch



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



**Type**  
RC





Scan and  
discover more



 Vigorous plant with many side shoots

 Attracts bees and butterflies

 Vivid colours in one uniform series

 One cutting can easily fill a 21 cm pot (8")

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



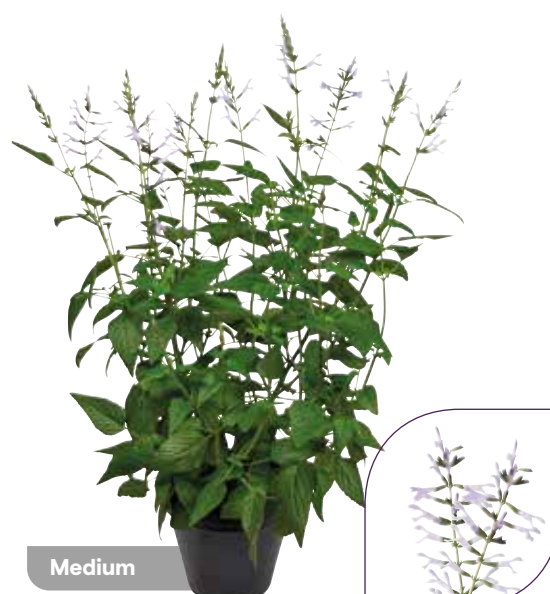
**Lake Baikal**  
*t1990*



**Lake Garda**  
*t1993*



**Lake Titicaca**  
*t1991*



**Lake Victoria**  
*t1990*





Medium

**Strawberry Lake**

*t/1993*



Tall

**Spencer Lake**

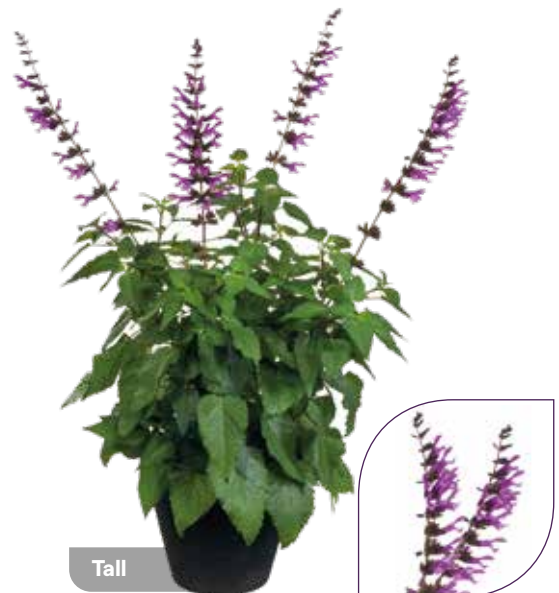
*t/1990*



Tall

**Lake McKenzie**

*t/1993*



Tall

**Lake Tahoe**

*t/1831*



Lake Tahoe





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cultivation manuals and  
other great materials of  
our Salvia Salgoon® Series  
[www.hilverdaflorist.com](http://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!

### Head office

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### Disclaimer

All cultivation data mentioned are based on assessments executed 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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