

# Catalogue Cut Flowers 2023

Alstroemeria  
Dianthus  
Gypsophila

Helleborus  
Limonium  
Scabiosa

 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, especially if you are familiar with our range of cut flowers and visit our brand-new show greenhouse filled with novelties. At HilverdaFlorist we 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.

## ‘To plant a garden is to believe in tomorrow’.

To maximise efficiency and be closer to the major markets, we have decentralised some of our operations. Today, HilverdaFlorist has production facilities in the world's leading cut flower areas: the Netherlands, Kenya, Colombia and India. Having young plant production facilities as our anchors located closer to the sales markets, has resulted in substantial savings in energy demands and transportation costs. Thanks to our trusted, global network of subsidiaries, distribution partners and production locations, we are able to provide you with excellent local support and premium young plant material, suitable for every climate and evolving cultivation requirements.

With HilverdaFlorist as a solid partner you are assured of strong genetics, high quality starting material, outstanding service and a clear vision for the future. Our range of cut flowers brings you those well-needed varieties to let you stand out from the crowd in any season. With our remarkable assortment of Alstroemeria, Dianthus, Gypsophila, Helleborus, Limonium and Scabiosa you'll be able to draw year-round interest, with extraordinary specialties boosting your entire collection. This brand-new catalogue is packed with marvellous introductions that truly make an impact. You will find stunning colour additions, enhanced key features and a surprising versatility that will dazzle your customers. We are ready to turn these novelties 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 full of opportunities.



**Bart Sneek**  
Commercial Director

### Disclaimer:

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

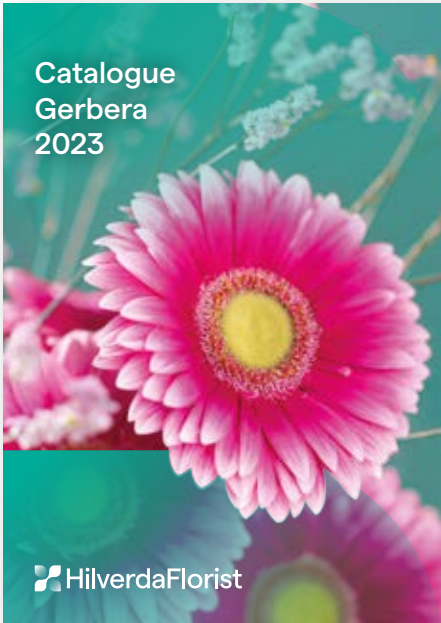
### General Conditions:

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



# Product range

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



Gerbera

- Standard Gerbera
- Mini Gerbera
- Pomponi® Mini
- Pomponi® Standard
- Piccolini®
- FireworX® Standard



Cut Flowers

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



Pot, Patio & Garden

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

## More info...

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



Cover image: Mix of Cut Flowers

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## Symbols

**Speed of growth**

1. Relatively slow
2. Normal
3. Relatively fast
4. Fast

**Stem quality**

1. Strong
2. Excellent
3. Superior

**Cooling**

O. Optional  
Y. Yes  
N. No

**Productivity**

1. Low
2. Medium
3. High
4. Very high

**Stem length**

1. Medium
2. Tall
3. Extra tall

**NEW** Introduction

**FO Resistance**

? To be tested

1. Low
2. Medium
3. High

**Flower / Brush size**

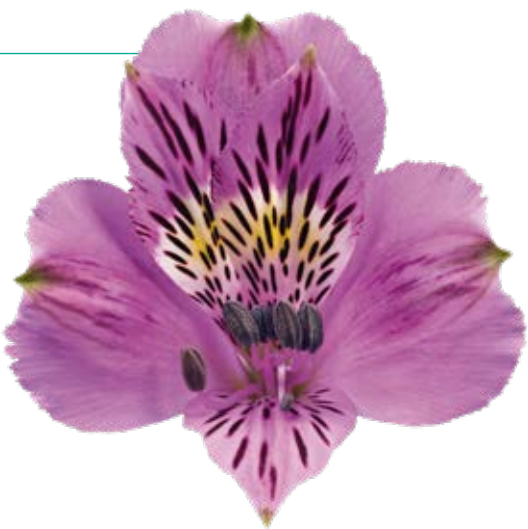
1. Medium
2. Large
3. Extra large

**Regional limitations**



# Standard Alstroemeria

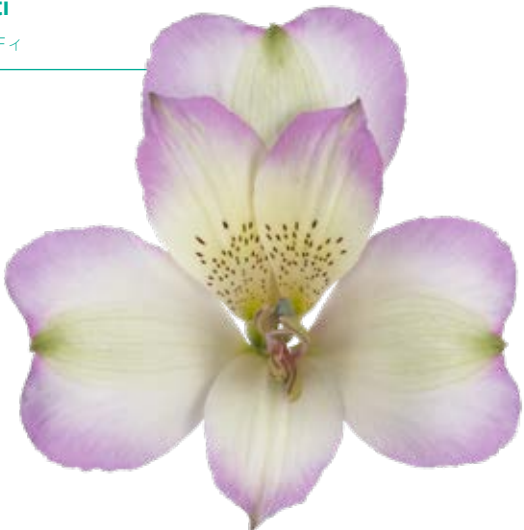
Allure  
アルーラ



Aurora  
オーロラ



Avanti  
アバンティ



Avianna  
アビアナ



Bali  
バリ



## Standard Alstroemeria

Looking for extraordinary Alstroemeria varieties to create an irresistible collection for your specific customers? We set the standard at a high level with resilient varieties that offer excellent bud presentation and flower count. Expect outstanding stem quality, large flowers with expressive colours, and all that in a very wide range for plenty of options to suit your regional climate.

Allure	2	1	1	O
Aurora	3	2	3	N
Avanti	2	2	2	O
Avianna	2	2	3	O
Bali	3	2	2	N



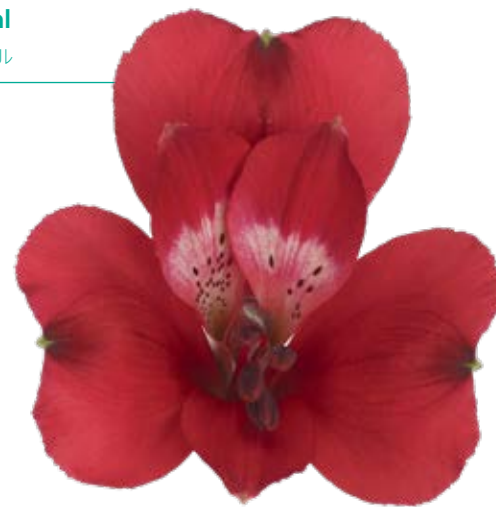
Beluga

ペルーガ



Cardinal

カーディナル



Brigitte

ブリジット

NEW

With a lively colour combination of spotless purple and white, Brigitte is a real eye-catcher. This spectacular beauty can be grown within a wide range of temperatures and delivers high quality stems.



Carline

カーリン



Beluga	4	3	1	N
Brigitte	3	2	2	N
Cardinal	3	2	2	N
Carline	4	1	1	O

NEW



Casanova

カサノヴァ



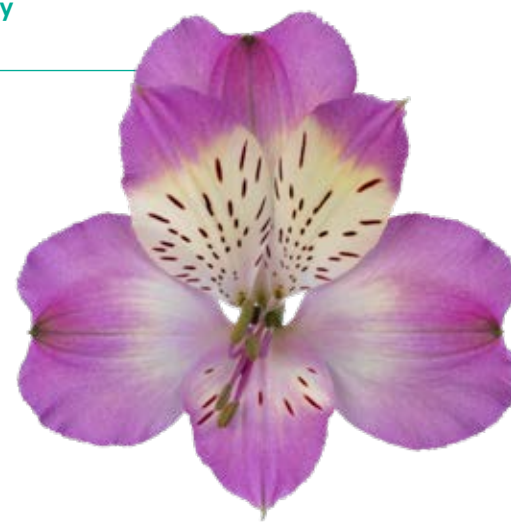
Cleo

クレオ



Energy

エナジー



Estee

エスティ



Cocktail

カクテル



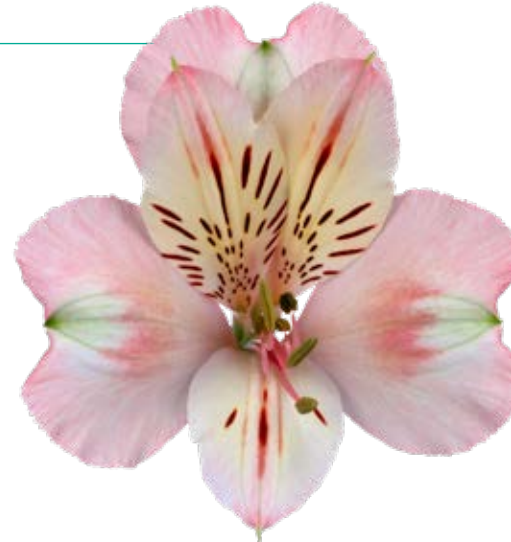
Dirty Dancing

ダーティー ダンシング



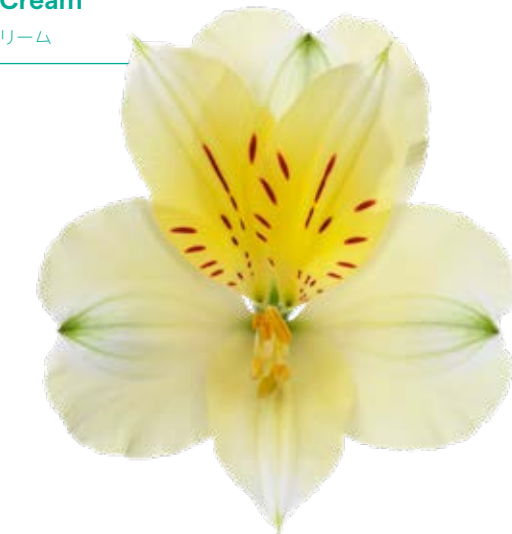
Famke

ファムケ



Gigi Cream

ジジクリーム



Elegance

エレガンス



Gold

ゴールド



	3	2	2	O
Casanova	3	2	2	N
Cleo	3	2	2	N
Cocktail	4	2	1	N
Dirty Dancing	3	2	2	N
Elegance	2	2	3	O
Energy	3	2	2	N
Estee	3	2	3	N
Famke	3	3	2	N
Gigi Cream	3	2	2	O
Gold	4	2	1	N





### Teaming up for shared success

Together with our international partners in research, breeding and young plant production of Alstroemeria, we aim to reach our common goals together. We support grower initiatives, like the crop cooperative in the Netherlands, to build on our shared knowledge, discover new opportunities and further develop our product group. We focus on sustainability, virus resistance and year-round top quality to prepare Alstroemeria for a bright future.

Pieter Strooper – Assortment Manager Alstroemeria

### Joolz

ジョールズ

NEW

Large flowers in a lovely colour, a high production level, firm stems and less need for soil cooling – all star-qualities of our new bright pink variety Joolz. A must-have for the upcoming season!



### Lancaster

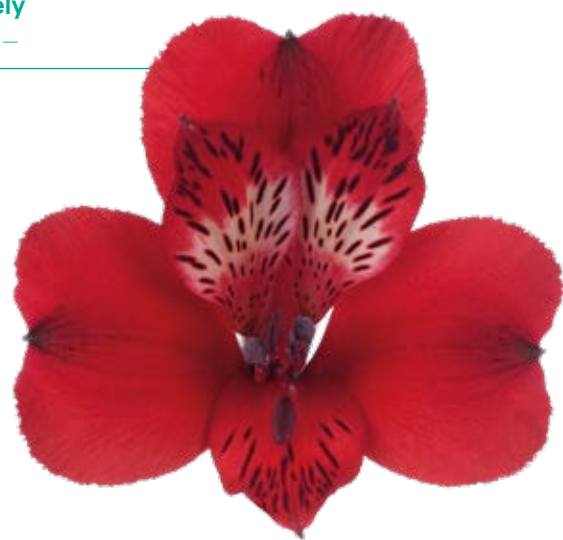
ランカスター



	4	3	2	N	NEW
Joolz	4	3	2	N	
Lancaster	2	2	2	N	



**Lovely**  
ラブリー



**Lucia**  
ルシア



**Martini**  
マティーニ



**Morado**  
モラド



## Maracana

マラカナ

NEW

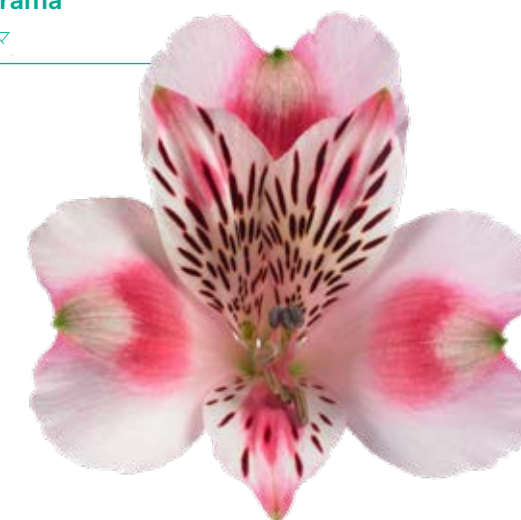
Maracana not only offers an intensely deep purple colour that definitely attracts attention of admirers, it has excellent leaf quality as well. The leaves on the firm stems stay fresh green for a long time and the vibrant flowers open up nicely, even after a long, dry period of transportation.



**Noize**  
ノイズ



**Panorama**  
パノラマ



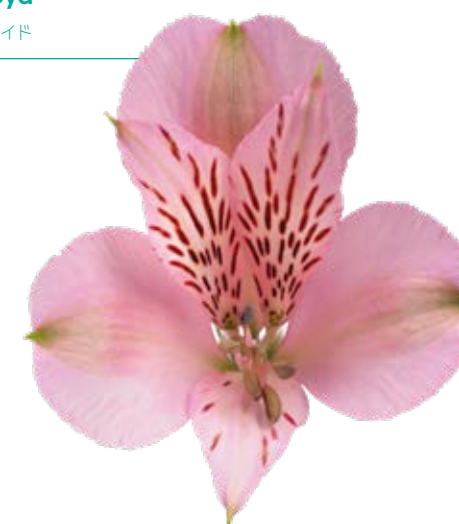
**Marian**  
マリアン



**Party**  
パーティー



**Pink Floyd**  
ピンクフロイド



	3	2	2	N
Lovely	3	2	2	N
Lucia	4	2	2	N
Maracana	3	2	2	N
Marian	3	2	2	N
Martini	3	1	2	N
Morado	2	1	3	O
Noize	4	1	2	Y
Panorama	2	1	2	O
Party	3	2	2	N
Pink Floyd	3	2	2	O

NEW



Pink Latte

ピンクラテ



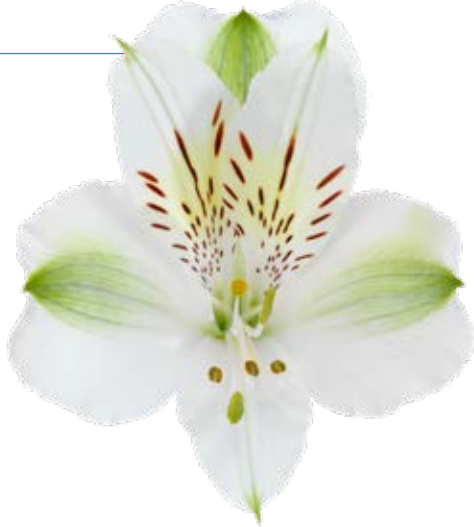
Pink Surprise

ピンクサプライズ



Silvester

シュガー



Tarantino

タランティーノ



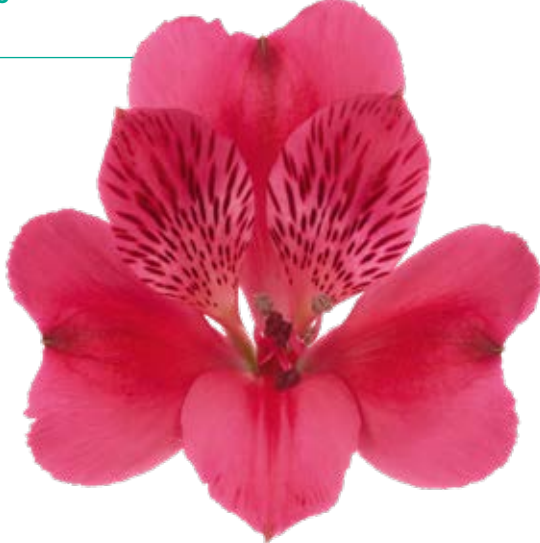
Primadonna

プリマドンナ



Rome

ローマ



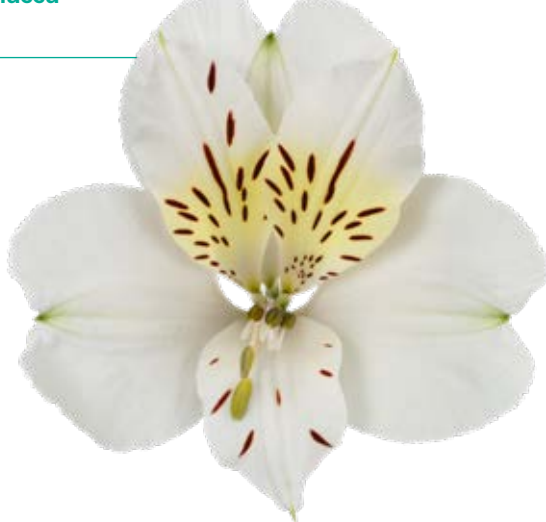
Tropical Candy

トロピカル キャンディー



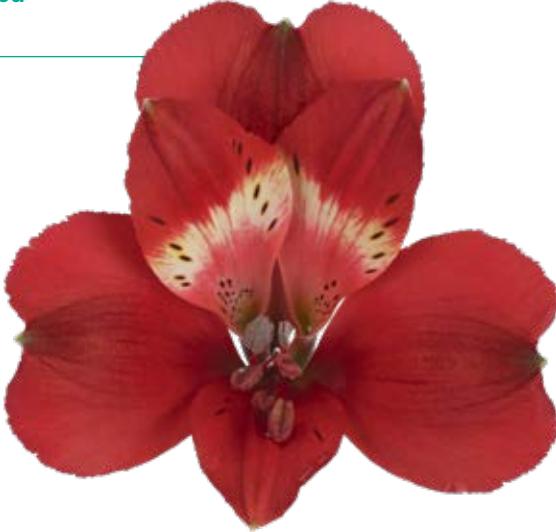
Villamassa

マッサ



Rumba

ルンバ



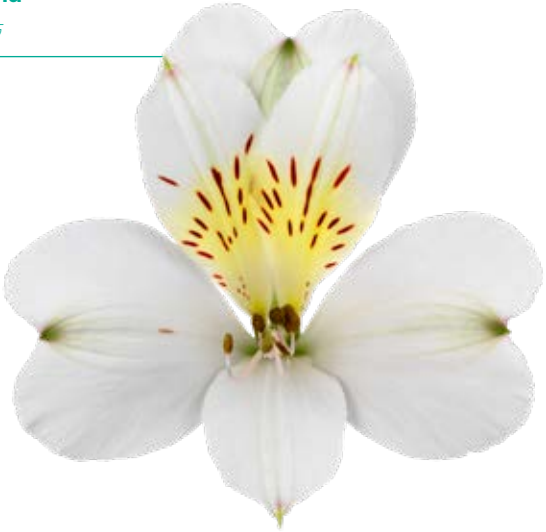
Wonder Sweet

ワンダースイート



Zembla

ゼンブラ



Pink Latte	4	2	1	N
Pink Surprise	2	1	2	N
Primadonna	2	1	2	Y
Rome	2	1	2	O
Rumba	3	1	2	O
Silvester	4	2	1	N
Tarantino	4	3	2	N
Tropical Candy	3	2	2	N
Villamassa	2	2	2	N
Wonder Sweet	4	3	2	N
Zembla	4	3	3	N



# Alstroemeria Specialty



## 'Every Alstroemeria' – discover the solid base for beauty

Within the promotion committee 'Every Alstroemeria' we join forces with growers and other breeders to make the Alstroemeria more visible to florists, by knowledge sharing and creative inspiration. It's also a great way for us to actively get in touch with wholesalers, exporters and florists, and get their valuable feedback. Find out more on [everyalstroemeria.com](http://everyalstroemeria.com).

Denise van Kampen - Marketing Manager



## Fashionista® Pink

ファッションニスタピンク



## Alstroemeria Specialty

Fashionista® Pink is truly original and simply stunning. The first thing you notice is its huge, multi-double flower with a fancy colouring and exclusive look. Perfect for both mixed and mono bouquets. Add to that its firm stems and excellent performance and you have a breeding breakthrough that will be the centre of attention. Fashionista® Pink is the first Alstroemeria with this particular inflorescence and initiates an interesting broadening of the Alstroemeria scope.



Fashionista® Pink

2

2

2

0



# Alstroemeria Florinca

Giovanna  
ジョバノナ



Noa  
ノア



Joy Ride  
ジョイ ライド

NEW

Florinca Joy Ride can handle higher soil temperatures, making it suited for a wide range of climates. This new variety is very productive, produces cute pink flowers and has an efficient stem length.



Toledo  
トレド



## Alstroemeria Florinca

Discover Florinca! The spray Alstroemeria with sturdy stems, lots of elegant small flowers and a distinctive inflorescence. All Florinca varieties are pollen-free, resulting in an outstanding vase life without dropping petals. Harvest Florinca at a later stage than your average Alstroemeria, with buds on the verge of popping and revealing their convincing colours. All flowers open in the vase, up until the last one.



Giovanna	4	2	2	N
Joy Ride	4	1	2	O
Noa	4	3	2	Y
Toledo	4	2	1	N

NEW



# Standard Carnation



## Standard Carnation

Our range of Standard Carnations features outstanding, uniform varieties with large, ruffled multi-petaled flowers - one single flower at the end of a firm individual stem. These all-time favourites are blessed with a light scent and come in a spectacular colour range, that keeps on growing. Bright, bold, pastel or bicolour, all varieties are extremely long-lasting and versatile in floral designs.

**Ambrose**  
アンブローズ



**Antigua**  
アンティグア



**Bizet**  
ビゼー



**Bouzeron**  
ブーズロン



**Crimson Tempo**  
クリムソントempo



Ambrose	1	2	3	3	1	3
Antigua	2	3	3	3	1	3
Bizet	2	2	2	3	3	3
Bouzeron	3	4	3	3	3	2
Crimson Tempo	2	3	2	3	3	2



## Dacio

ダシオ



## Diego

ディエゴ



## Faro

ファロ

NEW

The new soft pink Faro offers tall stems of top quality, with well-formed, large flowers. The flowers have a warm pink glow in the centre, which gives a lovely touch.



## Eskimo

エスキモー



## Farida

ファリダ



## Greenshot

グリーンショット



## Ipanema

イパネマ



## Grand Slam

グランドスラム



## Kirsi

キルシー



	Dacio	Diego	Eskimo	Farida	Greenshot	Ipanema	Kirsi
Dacio	2	2	1	3	2	3	
Diego	4	4	3	2	2	3	
Eskimo	1	2	2	2	3	3	
Farida	2	3	2	3	3	3	
Grand Slam	2	3	1	1	3	3	
Faro	2	2	?	3	2	2	
Greenshot	3	3	3	3	3	2	
Ipanema	4	4	2	2	2	2	
Kirsi	3	3	2	2	2	2	

NEW



Liberty

リパティ



Lion King

ライオンキング



Noblesse

ノブレッセ



Navarro

ナバロ



Luiza

ルイーザ



Montezuma

モンテズマ



Orange Viana

オレンジヴィアナ



Paru

パルー



Nahema

ナエマ



Peach Wonder

ピーチワンダー



Pink Montezuma

ピンクモンテズマ



Liberty	3	3	2	1	3	3
Lion King	1	2	1	3	2	2
Luiza	4	4	2	2	2	3
Montezuma	4	4	3	2	1	2
Nahema	2	3	3	3	3	3
Noblesse	2	3	3	2	2	2
Navarro	4	4	3	3	2	2
Orange Viana	3	3	3	2	2	2
Paru	3	4	3	2	2	1
Peach Wonder	2	2	2	3	1	2
Pink Montezuma	4	4	3	2	1	2





Standard Carnation Retro

Retro  
レトロ



Salvador  
サルヴァドル



Viana  
ヴィアナ









White Liberty  
ホワイトリパティ



Yellow Viana  
イエローヴィアナ



						
Retro	2	3	2	3	2	3
Salvador	3	3	3	2	3	3
Viana	3	4	3	2	2	2
White Liberty	3	3	2	1	3	3
Yellow Viana	3	3	3	2	2	2



# Spray Carnation



## Spray Carnation

With smaller and more compact flower heads, Spray Carnations form a bunch of blooms on short lateral branches of each single stem. Our range of Spray Carnations consists of true proven performers, with high quality varieties that have been around for a long time. Check out our newest additions in vibrant orange and soft pink.

**Celine**  
セリナ



**Cherry Tessino**  
チェリーテッシノ



**Doobadoo**  
ドゥーパドゥー



**Kamilly**  
カミリー



**Light Pink Tessino**  
ライトピンクテッシノ



Celine	2	3	3	2	3	3
Cherry Tessino	2	2	3	3	1	3
Doobadoo	3	3	2	3	2	3
Kamilly	4	4	3	2	2	2
Light Pink Tessino	2	2	3	3	1	3



## Monica

モニカ

NEW

With Monica we welcome a new soft pink beauty to our range. Voluminous, large flowers and plenty of buds in the top of the branches make this variety extra precious.



## Natila

ナティラ



## Piaff

ピアフ



## Pamplona

パンプローナ

NEW

The colour we all have been waiting for! Pamplona presents a unique orange colour, a true asset to our colour range. Additionally this variety is highly productive and has a lot of blooms flowering simultaneously.



## Royal Tessino

ロイヤルテッシノ



## Rufina

ルフィナ



## Martina

マルティナ



Monica	2	3	?	2	2	2	NEW
Pamplona	2	2	?	2	2	2	NEW
Martina	2	2	3	3	2	2	
Natila	2	3	3	2	2	3	
Piaff	3	3	2	2	2	2	
Royal Tessino	2	2	3	3	1	3	
Rufina	2	3	2	3	1	3	

## Innovation and creation

Year after year we have grown in new varieties and products. As a breeder we continue to innovate and lead the creation of different products within the Dianthus family. The annual Dianthus Week in March here in Colombia has become a key moment to show our newest introductions to professional growers. Come and be amazed by the varieties of Dianthus, their distinctive textures, fascinating colours and powerful symbolisms.

Alexander Cardona Osorio -  
Commercial Director HilverdaFlorist Colombia





Scarlet Queen

スカーレットクイーン



Soria

ソリア



Spectro

スペクトロ



Trendy Tessino

トレンドティッシノ



White Fleurette

ホワイトフルーレット



White Natila

ホワイトナティラ



Vega

ベガ



Xanthe

キサンテ



Zumba

ズンバ



All-time favourite Dianthus

With HilverdaFlorist you can count on Dianthus varieties in a high-in-demand colour range. Our robust Dianthus varieties can be grown in various climate conditions, with a low energy demand. This makes Dianthus very relevant again. Over the years our team has gained a lot of experience and knowledge to support you in growing Dianthus successfully, wherever you are located. Reach out and let's get growing.

Marius Kooij - Assortment Manager Dianthus



						
Scarlet Queen	2	3	3	2	3	3
Soria	3	4	2	2	2	2
Spectro	3	3	3	3	2	2
Trendy Tessino	2	3	3	3	1	3
Vega	3	4	3	2	2	2
White Fleurette	1	2	2	3	2	3
White Natila	2	3	3	2	2	2
Xanthe	3	3	3	2	3	2
Zumba	4	4	3	3	3	3





# Sparkz<sup>®</sup> surprisez

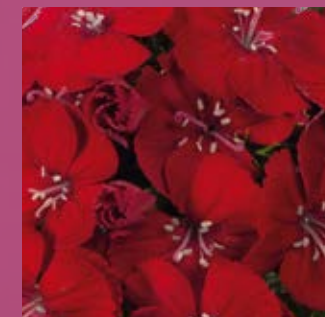
Find your own specialty, take a different approach and create a unique collection with the distinctive Dianthus Sparkz<sup>®</sup>.

You can now WOW your customers with the surprising diversity of Dianthus. Dianthus Sparkz<sup>®</sup> offers you the most diverse variations imaginable – varieties that stand out with unique flower shapes, striking colours and endless possibilities to mix and match.

Discover our Dianthus Sparkz<sup>®</sup> collection:



Green



Breanthus<sup>®</sup>



Raffine



Raffine Petit



Solomio<sup>®</sup>



Star



## Be distinctive with Dianthus

Sparkz<sup>®</sup> come from the same genus as Standard Carnations and Spray Carnations. They are all a type of Dianthus though. The difference is that Carnations and Spray Carnations are Dianthus caryophyllus and within the Sparkz<sup>®</sup> are hybrids of Dianthus with a totally different look. When versatility is key, Sparkz<sup>®</sup> is the answer in offering you the widest and most creative range of Dianthus out there.

Marcel van Stekelenburg – Assortment Manager  
Dianthus Sparkz<sup>®</sup>





# Sparkz® Green

## Green Magma

グリーンマグマ



## Green Trick®

グリーントリック



## Green Wicky®

グリーンウィッキー



## Green

The popular Green series offers unique, unusual green globes of soft, deeply cut petals on strong stems. This high quality green line-up has an outstanding vase life and each variety has its own characteristics. Green Trick® is the ultimate ball-shaped variety, where Green Wicky® has a great crop and slightly flatter flower heads. Green Magma has great length firm stems and develops a red/copper blush when night temperatures go down.



Green Magma	2	3	2
Green Trick®	3	4	2
Green Wicky®	3	3	2



# Sparkz® Breanthus

## Breanthus®

Breanthus® varieties form tiny, densely packed clusters of flowers, with multiple branches per stem creating a voluminous ball. They are known to be highly uniform, rich flowering and robust, and available in a palette of well-matching colours. In contrary to other Sweet Williams from seed, our Breanthus® varieties are propagated from cuttings and year-round available.

### Breanthus® Amras

ブレアンサス アムラス



### Breanthus® Baron

ブレアンサス バロン



### Breanthus® Duke

ブレアンサス デューク



### Breanthus® Earl

ブレアンサス アール



### Breanthus® Hera

ブレアンサス ヘラ



Breanthus® Amras	3	3	2
Breanthus® Baron	2	4	2
Breanthus® Duke	2	4	2
Breanthus® Earl	1	3	2
Breanthus® Hera	3	4	3



### Breanthus® Jolly

ブレアンサス ジョリー



### Breanthus® King

ブレアンサス キング



### Breanthus® Noble

ブレアンサス ノーブル



### Breanthus® Prince

ブレアンサス プリンス



### Breanthus® Lindo

ブレアンサス リンド



### Breanthus® Lord

ブレアンサス ロード



### Breanthus® Queen

ブレアンサス クイーン



### Breanthus® Tsar

ブレアンサス ザー OR 'ツァー

NEW



### Breanthus® Melian

ブレアンサス メリアン



### Breanthus® Roi

ブレアンサス ロワ

NEW

Breanthus® Roi is an outstanding new addition to our popular range, with magnificent two-toned flower petals. This quick-to-grow variety has well-formed, ball-shaped flower heads, a high production level and a compact growth.



Breanthus® Jolly	2	4	3
Breanthus® King	2	3	2
Breanthus® Lindo	3	4	3
Breanthus® Lord	2	3	2
Breanthus® Melian	3	4	3
Breanthus® Noble	3	4	2
Breanthus® Prince	3	4	3
Breanthus® Queen	3	3	2
Breanthus® Roi	3	4	3
Breanthus® Tsar	3	4	3

NEW

NEW



# Sparkz® Raffine

Raffine Bonaire

ラフィーネ ボナール

NEW



Raffine Elea

ラフィーネ エレア



Raffine Milou

ラフィーネ ミロウ



Raffine Saba

ラフィーネ サバ



Raffine Thia

ラフィーネ ティア



## Raffine

Refine your collection with the elegant, romantic Raffine series. This spray type Dianthus has stylish, ruffled flowers with beautiful colour patterns. The varieties are highly productive with three flushes per year. The varieties are very rich flowering, uniform and excel with outstanding durability, during the logistic process as well as in the vase. The new Raffine Bonaire adds a complementary colour to the spectrum, with relative large, open flowers and a long vaselife.



Raffine Bonaire	3	4	3
Raffine Elea	1	3	2
Raffine Milou	3	4	3
Raffine Saba	3	4	3
Raffine Thia	3	4	3

NEW





# Sparkz® Raffine Petit

## Raffine Petit

So cute! Raffine Petit dazzles with micro-size ruffled flowers, and lots of them! It has the same characteristics as the strong and durable Dianthus Raffine, but now packed with petit blooms. Because of its well-branched sprays and very rich flowering, it still offers an overload of colour and perfectly adds volume and charm to any floral design.

**Raffine Petit Aimee**  
ラフィーネ エイミー



**Raffine Petit Faye**  
ラフィーネ フェイ



**Raffine Petit Lois**  
ラフィーネ ロイス



**Raffine Petit Odile**  
ラフィーネ オディール



Raffine Petit Aimee	3	4	3
Raffine Petit Faye	2	4	3
Raffine Petit Lois	3	4	2
Raffine Petit Odile	3	4	2



# Sparkz® Solomio

## Solomio® Ard

ソロミオ アード



## Solomio® Bern

ソロミオ パープ



## Solomio® Cas

ソロミオ キャス



## Solomio® Clif

ソロミオ クリフ



## Solomio® Dixie

ソロミオ ディクシー



## Solomio®

The Solomio® series endears with blushing, rounded flower petals in a ray of soft to bright colour tones. The flowers of Solomio® varieties appear high on the stems and are composed of petals that emerge horizontally to create an almost flat surface. The result is a truly surprising flower, which is easy for florists to work with and immediately shows colour in a bouquet.



Solomio® Ard	3	4	3
Solomio® Bern	2	4	3
Solomio® Cas	3	4	3
Solomio® Clif	3	4	3
Solomio® Dixie	3	4	3



Solomio® Fen

ソロミオ フェン



Solomio® Imre

ソロミオ イムレ



Solomio® Rose

ソロミオ ローズ



Solomio® Ruby

ソロミオ ルビー



Solomio® Sem

ソロミオ セム



Solomio® Fen	3	4	3
Solomio® Imre	2	4	3
Solomio® Rose	3	4	3
Solomio® Ruby	3	4	3
Solomio® Sem	3	4	3







# Sparkz® Star

## Star

Star is a spray series of eye-catching varieties featuring long-lasting, serrated, star-shaped flowers with lively colours. The unique shape of its multi-layered flowers makes Star so original and gives an edgy twist to each design created with it.

Star Cherry Tessino  
スターチェリーデッシノ



Star Fruity Tessino  
スターフルーティデッシノ



Star Ruby Tessino  
スタールビーデッシノ



Star Snow Tessino  
スタースノーデッシノ



Star Cherry Tessino	2	3	3
Star Fruity Tessino	2	3	3
Star Ruby Tessino	2	3	3
Star Snow Tessino	2	3	3





# Gypsophila Zinzi®

## Gypsophila Zinzi®

Our Gypsophila Zinzi® collection features highly productive, easy flowering varieties of Baby's Breath for indoor and outdoor production. They are robust and less sensitive to day length variation. The firm branched stems of Zinzi® have an upright, less angular structure. This makes them much quicker and easier to harvest and to handle during grading and bunching. The numerous, radiant white flowers create a wonderful retail presentation and, where other Gypsophila is quite static on the vase, Zinzi® keeps on blooming and developing.



## Finding solutions in different dimensions with Zinzi®

Discovery is our leading variety in the small-flowered segment. This robust variety is appreciated for its sparkling flowers, ideal stem length and weight and less tangling and breakage due to its magnificent branch structure. Our newest addition, Zinzi® Titan brings you a pure white flower and stands out with a remarkable large flower size of 10-12 mm, giving new dimensions to Gyps and different opportunities to you.

Eric Bouman - Managing Director Murara Plants Ltd.

### Zinzi® Aboa ジフゾーアボア










### Zinzi® Discovery ジフゾーディスカバリー



### Zinzi® Titan ジフゾータイタン



					
Zinzi® Aboa		4	4	2	2
Zinzi® Discovery		3	3	3	1
Zinzi® Titan		4	3	3	3

Regional limitations



# Helleborus



## Magnificent Bells

マグニフィセントベルズ

The blushing flowers of the Magnificent Bells have beautiful, rounded greenish-white petals and a crown of stamens that offers remarkable detail. This Helleborus offers sturdy stems of sufficient length, adorned with lots of flowers. With an impressive vase life it adds a romantic touch that lasts for weeks.



## Helleborus

With Magnificent Bells HilverdaFlorist has introduced a unique Helleborus cut flower variety. Due to the special cultivation characteristics, it is possible to grow this Helleborus all year round in cooler to moderate conditions. In warmer climates you can produce Magnificent Bells from autumn to spring.



Magnificent Bells

2

4

2



# Limonium Diamond series

Limonium sinensis



## Limonium Diamond series

The Diamond series offers a strong, brightly-coloured range of Limonium sinensis varieties. The series ensures consistency and high quality throughout the season, with a high production level and sturdy and neat high quality branches. With Diamonds you easily create big, voluminous bunches with dazzling colours.

### Anouchka Diamond

アヌーシュカダイヤモンド



### Blush Diamond

ブラッシュ ダイヤモンド



### Clear Diamond

クリアダイヤモンド



### Cool Diamond

クールダイヤモンド



### Easter Diamond

イースター ダイヤモンド



Anouchka Diamond	2	3	3
Blush Diamond	3	3	3
Clear Diamond	2	3	3
Cool Diamond	2	3	3
Easter Diamond	2	3	3



Max Diamond

マックスダイヤモンド



Mountain Diamond

マウンテンダイヤモンド



Pure Diamond

ピュア ダイヤモンド



Scarlet Diamond

スカーレットダイヤモンド



Pineapple Diamond

パイナップルダイヤモンド



Princess Diamond

プリンセスダイヤモンド



Soul Diamond




ソウルダイヤモンド



Tiffany Diamond

ティファニーダイヤモンド



			
Max Diamond	1	3	2
Mountain Diamond	2	3	2
Pineapple Diamond	3	3	1
Princess Diamond	2	3	3
Pure Diamond	2	4	3
Scarlet Diamond	1	3	2
Soul Diamond	2	3	2
Tiffany Diamond	2	3	3



Limonium Anouchka Diamond



# Limonium Wings & Glacier series

Limonium sinuatum



Limonium Glossy Wings

## Limonium Wings & Glacier series

Within Limonium sinuatum, a.k.a. Statice, our Wings & Glacier series excel with big brushes, an exceptionally long vase life and stand-out colours. It is very versatile too, since you can use it both as a fresh and a dried flower. The series are suited for greenhouse production and the varieties match well together. Wings varieties add lots of volume and offer high quality stems. Glacier varieties easily produce branches. Ask our team for the varieties best suited to your region.

Aspen Wings  
アスペンウィングス



Coral Wings  
コーラル ウィングス



Falcon Wings  
ファルコンウィングス







Fantasia Wings  
ファンタジアウィングス



Frost Wings  
フロストウィングス



				
Aspen Wings	1	3	3	2
Coral Wings	3	3	2	2
Falcon Wings	2	4	3	2
Fantasia Wings	3	3	3	3
Frost Wings	1	4	3	2





Trialling around the world

During the season we visit our wide-ranging trials at our breeding locations and partners abroad, as well as at our customers. All data is taken into account in final selection decisions, complemented with the constructive, in-practice pointers and experience of growers. For Limonium we aim for new varieties that are less sensitive to short-day conditions and high temperatures, offering consistently high quality stems throughout the season.

Willard Bout – Limonium Breeder

Girlie Wings

ガーリーウィングス



Glacier Trophy





グレイシアトロフィ



Glacier White

グレイシアホワイト



				
Girlie Wings	2	3	3	2
Glacier Trophy	3	4	2	2
Glacier White	4	4	1	2



## Glossy Wings

グロッシューウィングス

NEW

Glossy Wings enriches your collection with stunning bright yellow flowers that just keep shining. The well-branched stems have full flower brushes with a great structure. The plants of Glossy Wings remain in top quality throughout the season and keep on providing stems of ideal length and weight.



## Happy Wings

ハッピーウィングス



## Heart Wings

ハートウィングス



## Levis Wings

リーバイスウィングス



	3	4	2	2	NEW
Glossy Wings	3	4	2	2	
Happy Wings	2	3	3	3	
Heart Wings	3	4	3	2	
Levis Wings	2	3	3	3	



Musical Wings

ミュージカルウィングス



Ocean Wings

オーシャンウィングス



River Wings

リバーウィングス



Sky Wings

スカイ ウィングス



Pippa Wings

ピッパウィングス



Pretty Wings

プリティウィングス



Starlight Wings

スターライトウィングス



Velvet Wings

ベルベットウィングス



Raspberry Wings

ラズベリーウィングス



White Starlight Wings

ホワイトスターライトウィングス



Musical Wings	2	4	2	1
Ocean Wings	3	3	2	1
Pippa Wings	2	3	3	3
Pretty Wings	2	3	3	2
Raspberry Wings	3	3	3	2
River Wings	3	3	3	2
Sky Wings	3	4	3	2
Starlight Wings	3	3	3	3
Velvet Wings	3	3	3	2
White Starlight Wings	3	3	3	3



# Limonium Perennial

## Limonium Perennial

Our Limonium Perennial varieties produce their rich flowering branches for multiple years and are resistant to hot temperatures and various pests and diseases. Pink is quite unique in Limonium Perennial and the stunning blue varieties complement our Limonium sinensis range nicely, where blue is missing.

### Arizona Blue

アリゾナブルー



### Kansas Blue




カンザスブルー



### Tennessee Pink

テネシーピンク



			
Arizona Blue	3	4	2
Kansas Blue	2	3	3
Tennessee Pink	1	3	3



# Scabiosa

## Scabiosa

Scabiosa's long-lasting, fascinating pincushion flowers add much-wanted depth and texture, while gradually opening to their full size. An interesting product group on the rise, inspiring to floral arrangers and flower lovers in general. Scabiosa is in full development by our team of breeders. They have already managed to create a very exciting colour range, covering all from white, to pink, lavender, bluish purple and burgundy. This season the range is complemented by three introductions, among which the unique fresh green, ball-shaped Dali.

**Corneille**  
コルネイユ



**Da Vinci**  
ダヴィンチ

NEW



**Dali**  
ダリ

NEW



**Gauguin**  
ゴーギャン



**Goya**  
ゴヤ



Corneille	1	2	1
Da Vinci	3	3	2
Dali	2	2	2
Gauguin	1	2	1
Goya	2	3	2

NEW  
NEW





### Savvy with Scabiosa

Scabiosa has a high ornamental value, it's super trendy and a great option to diversify your product range with. Aside from that, it offers the necessary advantages to logistical challenges. Scabiosa is harvested when flowers are still very raw, compact and lightweight. They are easy to pack in very high quantities and without damages, as flowers blossom in the vase.

Stein Schouten – Assortment Manager Scabiosa

Miro  
ミロ

NEW



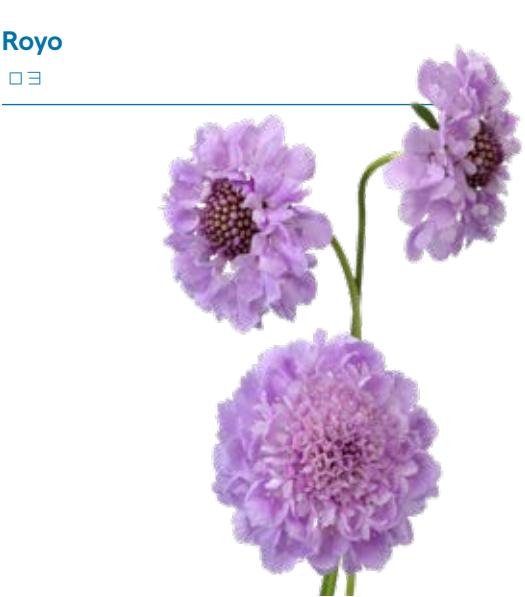
Monet  
モネ



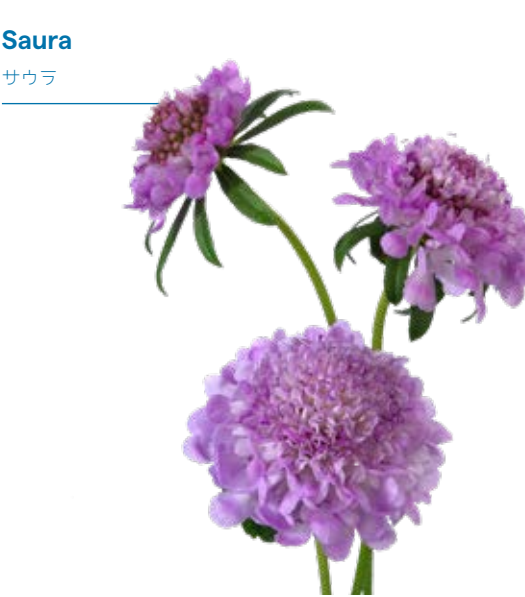
Murillo  
ムリーリョ



Royo  
ロヨ



Saura  
サウラ



Miro	3	3	2	NEW
Monet	3	4	2	
Murillo	2	3	3	
Roya	2	4	3	
Saura	2	4	3	



# Assortment overview



Brigitte



Joolz



Maracana

		Commercial name	Variety denomination					Colour	Page
Alstroemeria	Standard	Allure	teslure	2	1	1	O	Dark lavender	7
		Aurora	tesauro	3	2	3	N	Light orange	7
		Avanti	tesavant	2	2	2	O	Purple/white bicolour	7
		Avianna	tesavianna	2	2	3	O	Pink	7
		Bali	tesbali	3	2	2	N	Yellow bicolour	7
		Beluga	tesbelug	4	3	1	N	Pink bicolour	8
		Brigitte <b>NEW</b>	tesbrigit	3	2	2	N	Purple/white bicolour	8
		Cardinal	tescard	3	2	2	N	Red	8
		Carline	tescarlin	4	1	1	O	Purple	8
		Casanova	tescasano	3	2	2	O	Purple/pink	10
		Cleo	tescleo	3	2	2	N	Dark purple	10
		Cocktail	gacocktail	4	2	1	N	Orange	10
		Dirty Dancing	tesdirt	3	2	2	N	Peach	10
		Elegance	teselega	2	2	3	O	Pink	10
		Energy	tesener	3	2	2	N	Lavender	11
		Estee	teseste	3	2	3	N	Salmon	11
		Famke	tesfamke	3	3	2	N	Light pink	11
		Gigi Cream	tesgicr	3	2	2	O	Creamy	11
		Gold	gagold	4	2	1	N	Yellow	11
		Joolz <b>NEW</b>	gajoo	4	3	2	N	Pink	12
		Lancaster	teslanc	2	2	2	N	Purple/white bicolour	12
		Lovely	teslove	3	2	2	N	Red	14
		Lucia	teslucia	4	2	2	N	Cerise	14
		Maracana <b>NEW</b>	tesmarac	3	2	2	N	Purple	14
		Marian	tesmarian	3	2	2	N	Red/cerise	14
		Martini	tesmarti	3	1	2	N	Light peach	15
		Morado	tesmor	2	1	3	O	Dark purple	15
		Noize	tesnoize	4	1	2	Y	Red	15
		Panorama	ternoram	2	1	2	O	Pink bicolour	15
		Party	gapart	3	2	2	N	Orange	15
		Pink Floyd	tesfloyd	3	2	2	O	Lavender/pink	15
		Pink Latte	tespinklat	4	2	1	N	Pink bicolour	16
		Pink Surprise	tesurprise	2	1	2	N	Pink bicolour	16
		Primadonna	garima	2	1	2	Y	Baby pink	16
		Rome	tesrome	2	1	2	O	Hot pink	16





		Commercial name	Variety denomination					Colour	Page
Alstroemeria	Standard	Rumba	tesrumb	3	1	2	O	Red	16
		Silvester	gasilves	4	2	1	N	White	17
		Tarantino	gataran	4	3	2	N	Creamy yellow	17
		Tropical Candy	tesluca	3	2	2	N	Pink bicolour	17
		Villamassa	tesvilla	2	2	2	N	White	17
		Wonder Sweet	teswonwe	4	3	2	N	Pink bicolour	17
		Zembla	teszembl	4	3	3	N	White	17
		Specialty Fashionista® Pink	gafash	2	2	2	O	Salmon pink bicolour	19
Florinca		Giovanna	tesgiovann	4	2	2	N	Pink	21
		Joy Ride <b>NEW</b>	tesjoy	4	1	2	O	Pink	21
		Noa	tesnoa	4	3	2	Y	Cerise	21
		Toledo	testol	4	2	1	N	Red	21



		Commercial name	Variety denomination							Colour	Page
Dianthus	Standard	Ambrose	liambr	1	2	3	3	1	3	Pink	23
		Antigua	antigua	2	3	3	3	1	3	Bicolour	23
		Bizet	sabi	2	2	2	3	3	3	Hot pink	23
		Bouzeron	kobouz	3	4	3	3	3	2	Red	23
		Crimson Tempo	crimson tempo	2	3	2	3	3	2	Dark red	23
		Dacio	lidac	2	2	1	3	2	3	White	24
		Diego	lidiego	4	4	3	2	2	3	Bicolour	24
		Eskimo	eskimo	1	2	2	2	3	3	Red	24
		Farida	farida	2	3	2	3	3	3	Dark lilac	24
		Faro <b>NEW</b>	gafaro	2	2	?	3	2	2	Light pink	25
		Grand Slam	hyslam	2	3	1	1	3	3	Red	24
		Greenshot	ligresho	3	3	3	3	3	2	Green	25
		Ipanema	liipane	4	4	2	2	2	2	Bicolour	25
		Kirsi	likirs	3	3	2	2	2	2	Hot pink	25
		Liberty	liberty	3	3	2	1	3	3	Yellow	26
		Lion King	hilliki	1	2	1	3	2	2	Orange	26
		Luiza	luiza	4	4	2	2	2	3	Yellow	26
		Montezuma	vizuma	4	4	3	2	1	2	Lavender	26
		Nahema	konahe	2	3	3	3	3	3	Light pink	26
		Noblesse	villesse	2	3	3	2	2	2	Bicolour	27
		Navarro	linavar	4	4	3	3	2	2	White	27
		Orange Viana	korvia	3	3	3	2	2	2	Orange	27
		Paru	lihiparu	3	4	3	2	2	1	White	27
		Peach Wonder	lipeachwo	2	2	2	3	1	2	Peach	27
		Pink Montezuma	vipinzuma	4	4	3	2	1	2	Light pink	27
		Retro	hilret	2	3	2	3	2	3	Bicolour	29
		Salvador	lisalva	3	3	3	2	3	3	Purple	29
		Viana	viana	3	4	3	2	2	2	Bicolour	29
		White Liberty	liberty	3	3	2	1	3	3	White	29
		Yellow Viana	koyevi	3	3	3	2	2	2	Bicolour	29
	Spray	Celine	hilclin	2	3	3	2	3	3	Dark pink	31
		Cherry Tessino	hilchertes	2	2	3	3	1	3	Bicolour	31
		Doobadoo	hidoobad	3	3	2	3	2	3	Pink	31
		Kamilly	hilamil	4	4	3	2	2	2	Orange	31
		Light Pink Tessino	hillipi	2	2	3	3	1	3	Light pink	31
		Martina	marina	2	2	3	3	2	2	Bicolour	32





Monica



Pamplona









Breanthus Roi



Breanthus Tsar



Raffine Bonaire

		Commercial name	Variety denomination							Colour	Page
Dianthus	Spray	Monica <b>NEW</b>	hilmoni	2	3	?	2	2	2	Light pink	32
		Natila	hilntal	2	3	3	2	2	3	Pink	33
		Pamplona <b>NEW</b>	hilpamp	2	2	?	2	2	2	Orange	32
		Piaff	hilpif	3	3	2	2	2	2	Red	33
		Royal Tessino	hilroytes	2	2	3	3	1	3	Bicolour	33
		Rufina	hilrfina	2	3	2	3	1	3	Dark hot pink	33
		Scarlet Queen	hilqueen	2	3	3	2	3	3	Bicolour	34
		Soria	hilsoia	3	4	2	2	2	2	Yellow	34
		Spectro	spetro	3	3	3	3	2	2	Bicolour	34
		Trendy Tessino	hiltrentes	2	3	3	3	1	3	Bicolour	34
		Vega	kovegaega	3	4	3	2	2	2	Purple	34
		White Fleurette	fleurette	1	2	2	3	2	3	White	35
		White Natilla	hilnatwi	2	3	3	2	2	2	White	35
		Xanthe	koxat	3	3	3	2	3	2	Yellow	35
		Zumba	hilzub	4	4	3	3	3	3	Red	35
Dianthus barbatus	Sparkz®	Green Magma	hilibregremag	2	3		2			Green	39
		Green Trick®	temarisou	3	4		2			Green	39
		Green Wicky®	breagreen	3	3		2			Green	39
Dianthus barbatus	Sparkz®	Breanthus® Amras	hilibreamra	3	3		2			Red	41
		Breanthus® Baron	hilibrebar	2	4		2			Red	41
		Breanthus® Duke	hilibreduk	2	4		2			White	41
		Breanthus® Earl	hilibreearl	1	3		2			Pink	41
		Breanthus® Hera	hilibrehera	3	4		3			White	41
		Breanthus® Jolly	hilibrejoll	2	4		3			Bicolour	42
		Breanthus® King	hilibreking	2	3		2			Bicolour	42
		Breanthus® Lindo	hilibrelind	3	4		3			Pink	42
		Breanthus® Lord	hilibrelord	2	3		2			Hot pink	42
		Breanthus® Melian	hilibremeli	3	4		3			Lavender	42
		Breanthus® Noble	noble	3	4		2			Pink	43
		Breanthus® Prince	hilflopri	3	4		3			Red	43
		Breanthus® Queen	hilibrequeen	3	3		2			Dark red	43
		Breanthus® Roi <b>NEW</b>	hilbreroi	3	4		3			Bicolour	43
		Breanthus® Tsar <b>NEW</b>	hilibretsa	3	4		3			Pink	43

		Commercial name	Variety denomination							Colour	Page
Dianthus barbatus	Sparkz®	Raffine Bonaire <b>NEW</b>	hilrabon	3	4		3			Purple	45
		Raffine Elea	raffine elea	1	3		2			Green	45
		Raffine Milou	raffine milou	3	4		3			Bicolour	45
		Raffine Saba	rafsaba	3	4		3			Bicolour	45
		Raffine Thia	raffine thia	3	4		3			Bicolour	45
		Raffine Petit Aimee	raffine petit aimee	3	4		3			Pink	47
Dianthus barbatus	Sparkz®	Raffine Petit Faye	raffine petit faye	2	4		3			Bicolour	47
		Raffine Petit Lois	raffine petit lois	3	4		2			White	47
		Raffine Petit Odile	raffine petit odile	3	4		2			Lavender	47
		Solomio® Ard	hilsoard	3	4		3			White	49
		Solomio® Bern	hilsobern	2	4		3			Green	49
		Solomio® Cas	hilsocas	3	4		3			Pink	49
Dianthus barbatus	Sparkz®	Solomio® Clif	hilsoclif	3	4		3			Orange	49
		Solomio® Dixie	solomio dixie	3	4		3			Bicolour	49
		Solomio® Fen	hilsofen	3	4		3			Orange	50
		Solomio® Imre	hilsoimre	2	4		3			Hot pink	50
		Solomio® Rose	hilsorose	3	4		3			Pink	50
		Solomio® Ruby	solomio ruby	3	4		3			Red	50
Dianthus barbatus	Sparkz®	Solomio® Sem	solomio sem	3	4		3			Bicolour	50
		Star Cherry Tessino	hilstertes	2	3		3			Pink bicolour	53
		Star Fruity Tessino	hilsterfruit	2	3		3			Red bicolour	53
		Star Ruby Tessino	hilsterruby	2	3		3			White	53
		Star Snow Tessino	hilstersnow	2	3		3			Purple bicolour	53







Dianthus Sparkz®









Glossy Wings

		Commercial name	Variety denomination					Style	Page
Gypsophila	Zinzi®	Zinzi® Aboa	SL 05-8	4	4	2	2	Double	55
		Zinzi® Discovery	MYM 259	3	3	3	1	Single	55
		Zinzi® Titan	S14-08	4	3	3	3	Double	55

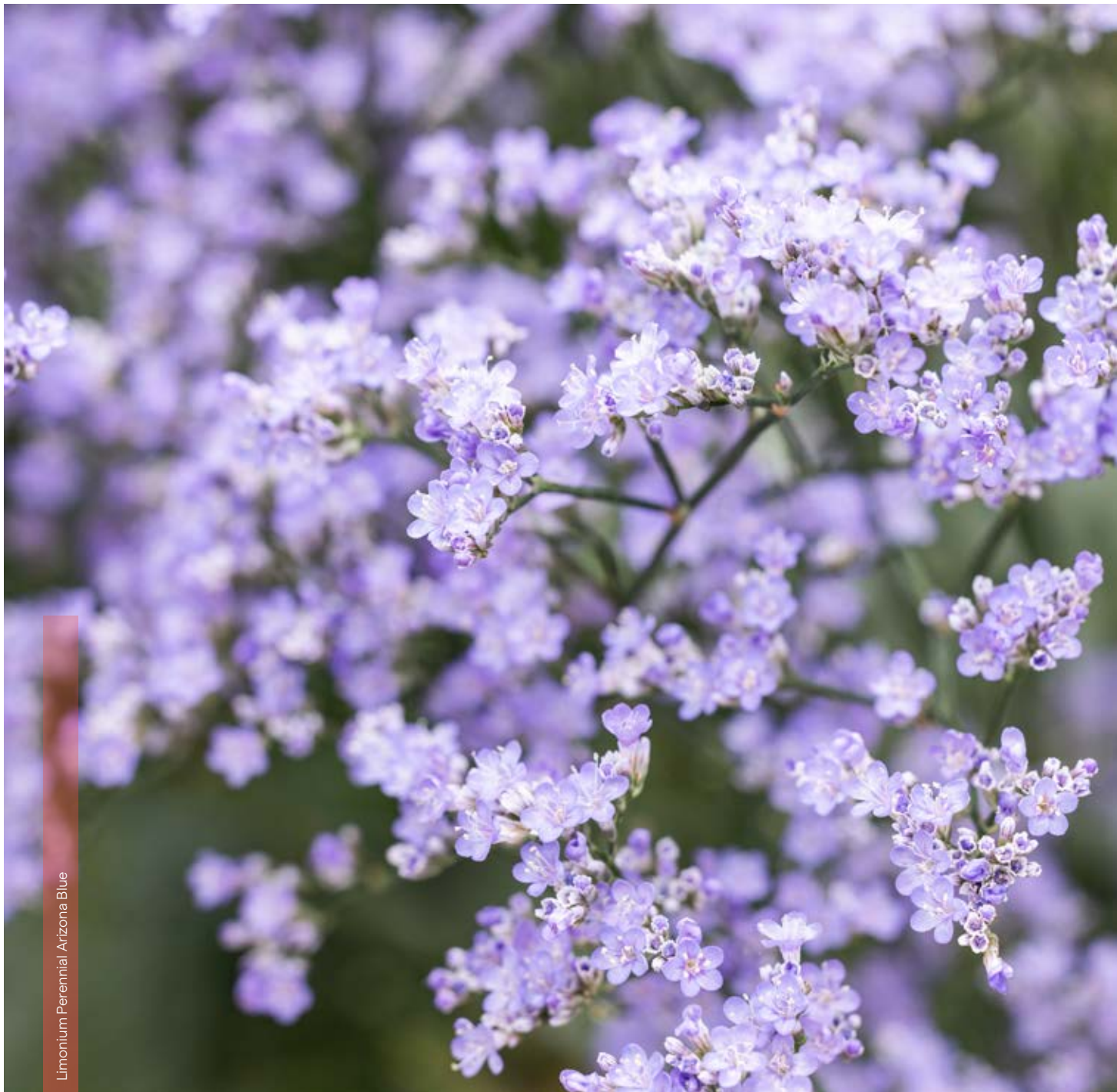
Commercial name		Variety denomination				Colour	Page
Helleborus	Magnificent Bells	hilhelmagbel	2	4	2	Greenish / white	57



Helleborus Magnificent Bells

		Commercial name	Variety denomination					Colour	Page
Limonium sinensis	Diamond	Anouchka Diamond	hildiaanouch	2	3	3		Pink	59
		Blush Diamond	hildiablush	3	3	3		Pink	59
		Clear Diamond	hildiaclear	2	3	3		White	59
		Cool Diamond	hildiacool	2	3	3		White	59
		Easter Diamond	hildiaeaste	2	3	3		Yellow	59
		Max Diamond	hildiamaxi	1	3	2		Orange	60
		Mountain Diamond	hildiamount	2	3	2		White	60
		Pineapple Diamond	hildiaange	3	3	1		Deep yellow	60
		Princess Diamond	hildiaprin	2	3	3		Dark pink	60
		Pure Diamond	hildiapure	2	4	3		White	61
		Scarlet Diamond	hildiascarl	1	3	2		Red cherry	61
		Soul Diamond	hildiasoul	2	3	2		Pink	61
		Tiffany Diamond	hildiatiff	2	3	3		Dark pink	61
Limonium sinuatum	Wings & Glacier	Aspen Wings	hilsinasp	1	3	3	2	White	63
		Coral Wings	hilsincoral	3	3	2	2	Coral	63
		Falcon Wings	hilsinfal	2	4	3	2	Blue	63
		Fantasia Wings	hilsinfanta	3	3	3	3	Pink	63
		Frost Wings	hilsinfros	1	4	3	2	White	63
		Girlie Wings	hilsingir	2	3	3	2	Lilac	65
		Glacier Trophy	hilglatrop	3	4	2	2	White	65
		Glacier White	hilglawhi	4	4	1	2	White	65
		Glossy Wings <b>NEW</b>	hilsinglos	3	4	2	2	Deep yellow	66
		Happy Wings	hilsinhap	2	3	3	3	Dark lavender	66
		Heart Wings	hilsinheart	3	4	3	2	Dark pink	66
		Levis Wings	hilsinlevis	2	3	3	3	Blue	66
		Musical Wings	hilsinmusical	2	4	2	1	Dark pink	68
		Ocean Wings	hilsinean	3	3	2	1	Light blue	68
		Pippa Wings	hilsinpipp	2	3	3	3	Blue	68
		Pretty Wings	hilsinpret	2	3	3	2	Pink	68
		Raspberry Wings	hilsinraspber	3	3	3	2	Dark pink	68
		River Wings	hilsinriv	3	3	3	2	Purple	69
		Sky Wings	hilsinsky	3	4	3	2	Light blue	69
		Starlight Wings	hilsinlight	3	3	3	3	Yellow	69
		Velvet Wings	hilsinvel	3	3	3	2	Blue	69
		White Starlight Wings	hilsinwhi	3	3	3	3	White	69





Limonium Perennial Arizona Blue

		Commercial name	Variety denomination					Colour	Page
Limonium	Perennial	Arizona Blue	hilalarizo	3	4	2		Lavender	71
		Kansas Blue	hilalkansa	2	3	3		Dark lavender	71
		Tennessee Pink	hilaltenne	1	3	3		Light pink	71



		Commercial name	Variety denomination				Colour	Page
Scabiosa		Corneille	scabcorneille	1	2	1	Pink/light pink	73
		Da Vinci <b>NEW</b>	hildavinci	3	3	2	Dark red	73
		Dali <b>NEW</b>	miyodali	2	2	2	Green	73
		Gauguin	scabgaugui	1	2	1	Blue/purple	73
		Goya	scabgoya	2	3	2	Red/red purple	73
		Miro <b>NEW</b>	miyomiro	3	3	2	Purple	75
		Monet	scabmon	3	4	2	White	75
		Murillo	scabmurillo	2	3	3	Dark purple	75
		Royo	scabroyo	2	4	3	Lavender	75
		Saura	scabsaura	2	4	3	Lavender	75



Assorted Scabiosa



# What to order?

## Young plant supply overview

Crop	Starting material	Plug size	Tray size	RC/URC sales unit
Alstroemeria	Rhizome / Tissue culture	Ø 5 cm	45 cell	
	Rhizome / Tissue culture	P9	24 cell	
Dianthus	Unrooted cuttings			2.500
	Rooted cuttings	Ø 2,5 cm	144 cell	500
Gypsophila	Rooted cuttings	Ø 2,5 cm	144 cell	500
	Rooted cuttings	Ø 4 cm	84 cell	
Helleborus	Rooted cuttings	Ø 5 cm	45 cell	
	Rooted cuttings	Ø 2 cm	180 cell	
Limonium	Tissue culture young plants	Ø 2 cm	180 cell	
	Tissue culture young plants	Ø 4 cm	84 cell	
	Tissue culture young plants	TC rooted		
Scabiosa	Rooted cuttings	Ø 2,5 cm	144 cell	500



Alstroemeria



Dianthus



Helleborus



Limonium



### Off to a good start

Together with our production teams worldwide, we go all-out to produce high quality young plants, in a range that always offers a perfect solution for your specific production method. We are eager to start the new season, with lots of new varieties for you to be successful. Please note there are several new size options for our young plants. Choose the type of starting material that suits your business best or let our sales team advise you.

Rob van der Meer – Manager Production

# What we offer

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

## Reliability is our basis

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

## Ambitious team

Our team is driven and always eager to help you excel with the best varieties for your specific business. Devoted to build and maintain trusting relationships, we warmly welcome you in our new show greenhouses, meet you online or at tradeshowes and visit you personally at your own company. We strive constantly for improvements and a true connection is the key to thrive together.

## A focus on innovation

Business challenges, opportunities to improve and collaboration throughout the chain, motivates us to invest in the future. We learn, tackle challenges and develop by collaborating with the best professionals, experts, and organisations in their fields. By worldwide trialling of our varieties, investing in external and in-house R&D and continuously developing our own business processes, we focus on moving forward and aim for durability, resilience and efficiency.

## Long-lasting partnership

We go beyond the customer-supplier relationship. Together with you we want to create, innovate and find solutions to our biggest challenges, advancing the world of horticulture forward. Let's share our triumphs and insights, to grow and improve side-by-side. Through our solid worldwide network of subsidiaries and partners, you have access to a wide range of experts on R&D, breeding, propagation, cultivation techniques, logistics, sales and marketing with lots of regional specific know-how.





# Global partnership

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



**HilverdaFlorist**  
Colombia



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

Subsidiary, specialist propagator and young plant supplier for Dianthus, Alstroemeria, Limonium, Gerbera, Scabiosa, Helleborus, Gypsophila, with exclusive sales in Colombia and additionally in other Latin American countries. [www.hilverdaflorist.co](http://www.hilverdaflorist.co)

**MURARA PLANTS**  
KENYA



## **Murara Plants Ltd.**

Subsidiary, specialist propagator and young plant supplier to exclusively sell and distribute the complete assortment of HilverdaFlorist products in Africa. [www.muraraplants.com](http://www.muraraplants.com)

**Horti Partners**



## **HortiPartners**

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

**KF Bioplants**  
PVT. LTD.



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

Joint venture in India between HilverdaFlorist and the Kumar Group, for young plant production for the local Indian market, worldwide export and sales for the Indian market. [www.kfbioplants.com](http://www.kfbioplants.com)

**HilverdaFlorist**  
North America



## **HilverdaFlorist North America**

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



# World Wide Sales Network

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



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## Personal service with a smile

We believe good communication is one of the key factors to build and maintain a successful, long-term relationship. We are here to help and assist you in any way we can. Get in touch with us for questions about products, to find solutions to challenges, information about availability or the status of your order, for special requests and feedback.

**Sales Support Team**  
Simone, Fernando, Sabine, Kasia and Eva

## Connect online

Want to keep up with the latest news, introductions, events, product information and inspiration? Visit our website [www.hilverdaflorist.com](http://www.hilverdaflorist.com) and subscribe to our newsletters for regular updates.

Connect with us online and follow us on your favourite social media channels:



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