



HilverdaFlorist

Catalogue Cut Flowers

'24

Alstroemeria
Dianthus
Gypsophila

Helleborus
Limonium
Scabiosa





HilverdaFlorist

HilverdaFlorist is your supplier of high-quality young plant materials. The breeding, propagation, and development is done with a strong drive and a focus on innovation. HilverdaFlorist strives to be a reliable partner, concentrating on partnerships within a global sales and distribution network, and aims to add value to the floricultural industry while taking into account social and environmental aspects.



Catalogue Cut Flowers 2024

hilverdaflorist.com

Follow HilverdaFlorist online and stay up to date on the latest news, introductions, events and more!



Let the future flourish

The cut flower industry is a vibrant and ever-evolving sector covering a wide range of activities, from growing plants to creating the most beautiful floral arrangements. As a breeder and supplier of young plant materials, HilverdaFlorist is at the beginning of the supply chain. To serve the market in the best way possible, we make sure that we develop varieties that are relevant, distinctive, and add value to our entire society. This is achieved by joining forces and sharing knowledge with you, so we can excel together for a flourishing future.

Our team benefits from over 110 years of experience, which we combine with the innovative opportunities the future holds. This reflects in the way we work and the products we develop. We see increasing demands within the industry: the worldwide community is more and more focused on responsible and sustainable goods. HilverdaFlorist recognizes that transparency and proactivity are essential in this market and strives to be a reliable and supportive partner moving along with you.

Besides working on new and unique genetics every day, HilverdaFlorist is continuously investing in automation and innovation of cultivation and breeding technologies. Our aim is to constantly stay ahead in both our products and services. We see our distribution and sales network as the driving force of our business, in which we will continue to invest in the coming years. Over the past year, we have accomplished various optimisations in both our facilities in the Netherlands as well as in Colombia, Kenya, and India.

Together with our colleagues, partners, and clients, we officially opened our new future-proof production location in De Kwakel, NL. Besides this, we would love to welcome you to our show greenhouses, presenting both our cut flower assortment and all our other products. Furthermore, we focus on investments in our company, including HilverdaFlorist Colombia, Murara Plants, and KF Bioplants.

Bart's favourites

Our team is looking forward to flourish together with you. To keep providing you with strong genetics, high-quality starting materials, and outstanding service, we have extended our product range with new varieties. I would love to share a selection of personal favourites from our new varieties:

Standard Alstroemeria Green Wonder

Ready for a ground-breaking variety? Green Wonder makes great steps in the world of green varieties when it comes to growing characteristics, producing an impressive amount of flowers. See page 12.

Gypsophila Zinzi® Sanae

New to our Zinzi® Series is Sanae! Sanae produces an endless flush of bright white flowers that are easy to harvest. See page 57.

Scabiosa Virtuoso

We are happy to share with you our brand new promotional concept: Scabiosa Virtuoso! This series is packed with great Virtuosos we all admire. One of the 2024 introductions is Bernini, a subtle but impressive lilac coloured variety with improved characteristics. See page 72.

The HilverdaFlorist team is here to help you compose programmes, come up with creative solutions, and support you when it comes to cultivation or market approach. We can create a world that is not only beautiful, but also responsible and sustainable. Let's flourish together!



Alstroemeria
Green Wonder



Gypsophila
Zinzi® Sanae



Scabiosa
Virtuoso Bernini

Bart Sneek
Commercial Director



Product range

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



More info

Visit our website for the latest news, product information, knowledge base and to download images and other resources which will support you in promoting your assortment. Scan the QR-code for more information or send an e-mail to marketing@hilverdaflorist.com.



Gerbera

Gerbera Standard
Gerbera Mini
Gerbera Pomponi® Mini
Gerbera Pomponi® Standard
Gerbera Piccolini®

Cut Flowers

Alstroemeria
Dianthus
Gypsophila
Helleborus
Limonium
Scabiosa

Pot, Patio & Garden

Alstroemeria
Dianthus
Echinacea
Gerbera
Helleborus
Salvia

Content

Alstroemeria



8

Dianthus



24

Gypsophila



56

Helleborus



58

Limonium



60

Scabiosa



72



Assortment overview



Global partnership



Contact



Sales team



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



Introduction



FO Resistance

- ? To be tested
1. Low
 2. Medium
 3. High



Flower / Brush size

1. Medium
2. Large
3. Extra large



Regional limitations

Facts & Figures



Our new **future-proof production location** added an extra **3 hectares** featuring **innovative technology** at our location in **De Kwakel, NL** making it **8,7 hectares in total**

The products from our Cut Flower, Gerbera and Pot, Patio & Garden assortment are exported to over **100 countries**



THE AVERAGE BREEDING & SELECTION PROCESS OF ALSTROEMERIA TAKES A MINIMUM OF **5 YEARS**



Our company has over **110 YEARS** of experience in the industry

There are over **210 varieties** in our **Cut Flower assortment**

 Discover our **Knowledge Base** which was launched this year at hilverdaflorist.com

This year we launch our brand new **Scabiosa Virtuoso** concept! Head over to **page 72** to learn more

2024

21

This year we've added

new introductions to our Cut Flower assortment



We hope you enjoy them and our new catalogue!



Alstroemeria Standard



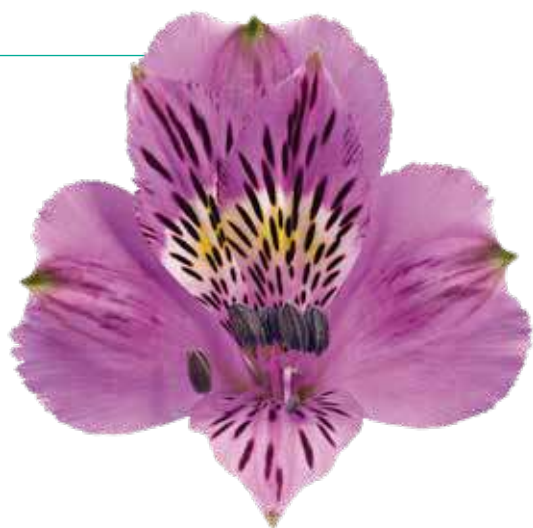
Alstroemeria Standard

Are you looking for exceptional Alstroemeria varieties to create an irresistible collection tailored to your customers? Look no further, as we set the standard at a high level with our resilient varieties that have excellent bud presentation and flower count. Expect nothing less than exceptional stem quality, with large, impressive flowers in a fascinating range of colours. Moreover, our extensive range ensures plenty of options perfectly suited to your regional climate.

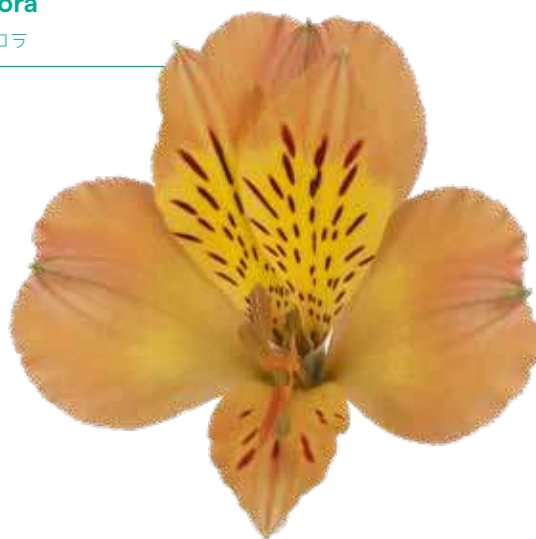


Allure

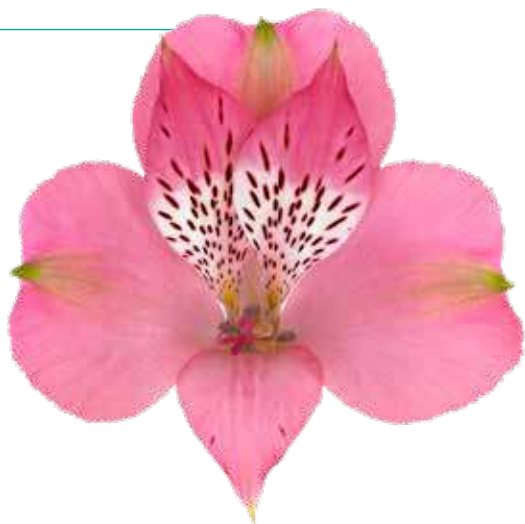
アルーラ

**Aurora**

オーロラ

**Avianna**

アビアナ

**Bali**

バリ

**Beluga**

ベルーガ



Allure	2	1	1	O
Aurora	3	2	3	N
Avianna	2	2	3	O
Bali	3	2	2	N
Beluga	4	3	2	N

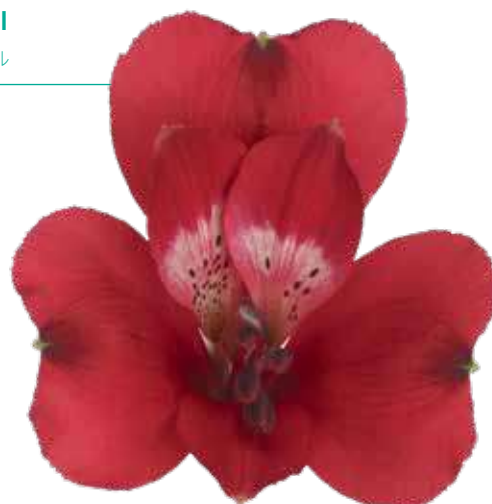
Brigitte

ブリジット



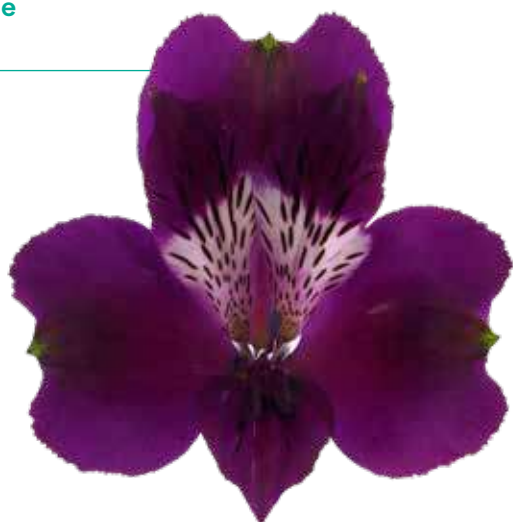
Cardinal

カーディナル



Carline

カーリン



Casanova

カサノヴァ



Cleo

クレオ



Brigitte	3	2	2	N
Cardinal	3	2	2	N
Carline	4	1	1	O
Casanova	3	2	2	O
Cleo	3	2	2	N
Cocktail	4	2	2	N
Elegance	3	2	3	N
Energy	3	2	2	N
Estee	3	2	3	N
Felice	3	2	2	N
Famke	3	3	2	N

NEW

Cocktail

カクテル



Elegance

エレガンス



Energy

エナジー



Estee

エステイ



Felice

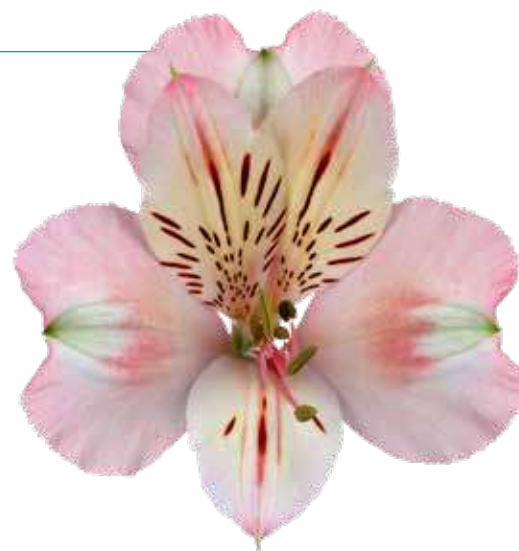
フェリーチェ

NEW



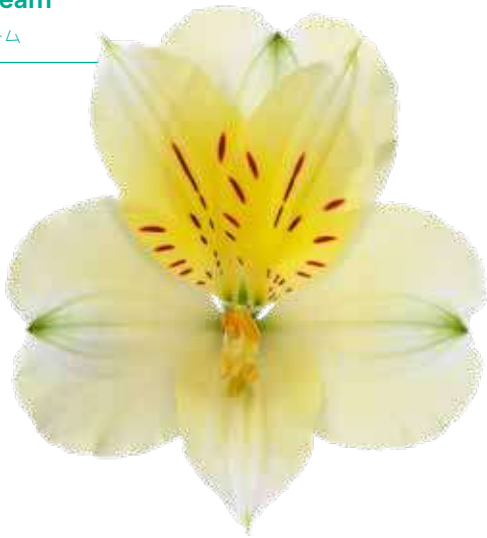
Famke

ファムケ



Gigi Cream

ジジークリーム



Gold

ゴールド



Green Wonder

グリーンワンダー

NEW

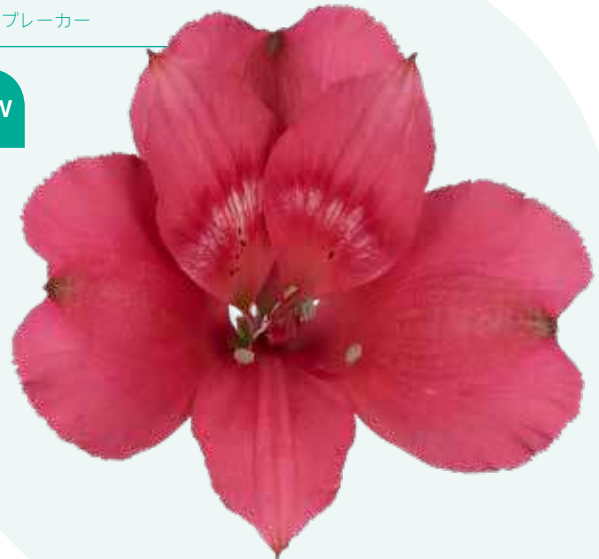
Experience the extraordinary **Green Wonder**. Green Wonder produces an impressive amount of exquisite flowers, ground-breaking among green Alstroemerias.



Heartbreaker

ハートブレイカー

NEW



Gigi Cream	3	2	2	O	
Gold	4	2	2	N	
Green Wonder	3	3	2	O	NEW
Heartbreaker	3	2	2	Y	NEW
Joolz	4	3	2	N	
Lancaster	2	2	2	N	
Layla	3	2	2	O	NEW
Lovely	3	2	2	N	



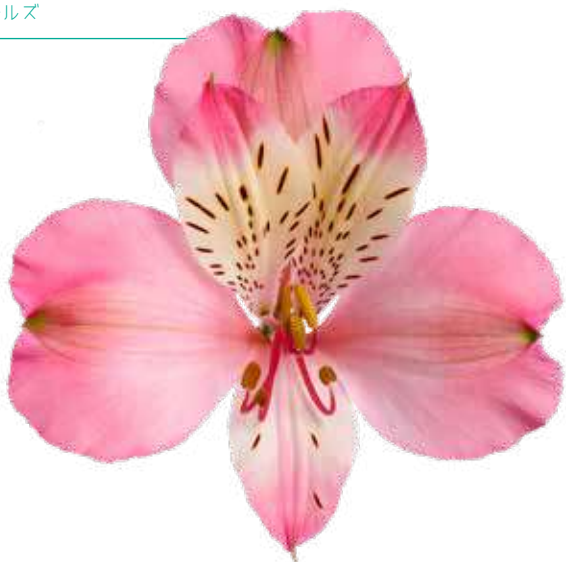
Spreading the message of Alstroemeria

Alstroemeria, the timeless favourite for floral arrangements, never fails to captivate. Its enchanting quality lies in the element of surprise it offers when its buds unfold, revealing stunning flowers. To spread this message further, we support grower initiatives and join forces, such as with the crop cooperative Every Alstroemeria in the Netherlands.

Pieter Strooper – Assortment Manager Alstroemeria

Joolz

ジョールズ



Lancaster

ランカスター



Layla

フェリーチェ

NEW



Lovely

ラブリー



Lucia

ルシア



Maracana

マラカナ



Morning Star

モーニングスター

NEW

Meet **Morning Star**: a mutation of the beloved Standard Alstroemeria Bali! Same great growing characteristics, but in a new refreshing colour.

Bali
mutation



Lucia	4	2	2	N
Maracana	3	2	2	N
Martini	3	1	2	N
Morning Star	3	3	2	N

NEW

Martini

マディーニ





Morado

モラド



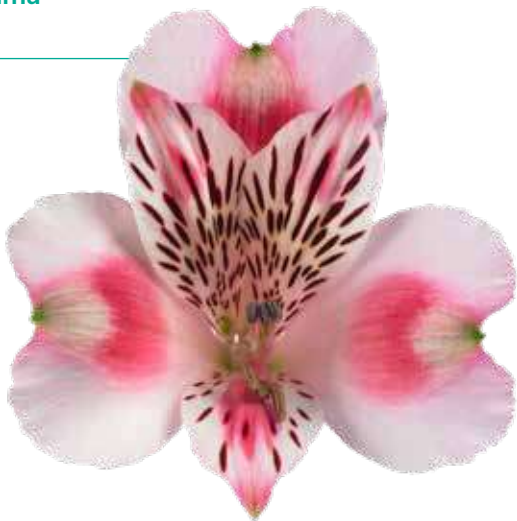
Noize

ノイズ



Panorama

パノラマ



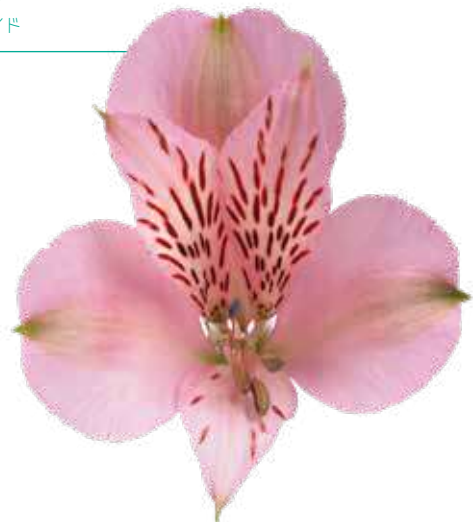
Party

パーティー



Pink Floyd

ピンクフロイド



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
Pink Latte	4	2	2	N
Pink Surprise	2	1	2	N
Primadonna	2	1	2	Y
Rockstar	4	1	2	O
Rome	2	1	2	O

NEW

Pink Latte

ピンクラテ



Pink Surprise

ピンクサプライズ



Rockstar

ロックスター

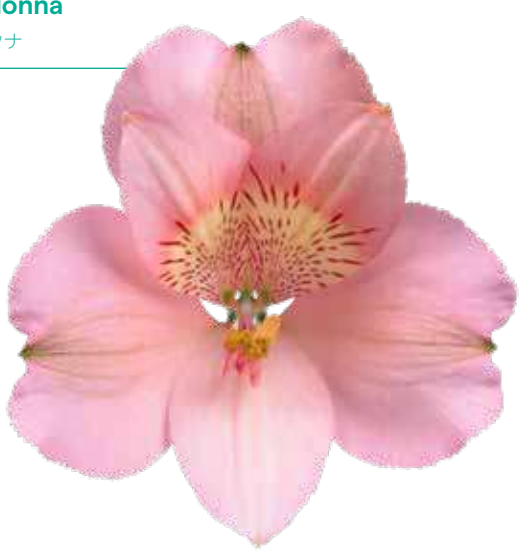
NEW

Rockstar takes centre stage as the true frontman in bouquets with its impressive red colour. With radiating passion and charm, it effortlessly commands attention.



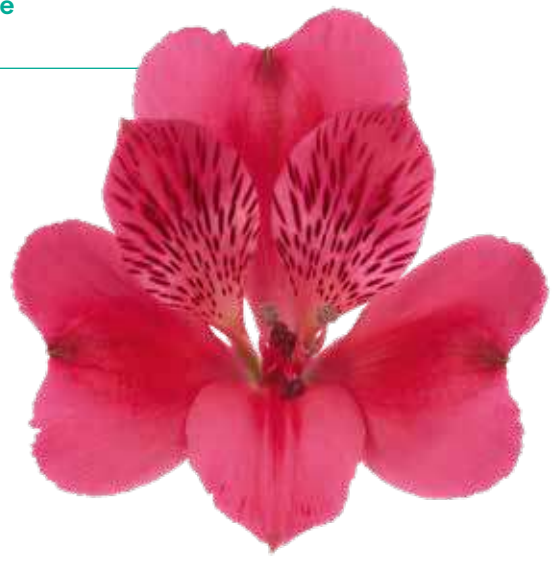
Primadonna

プリマドンナ



Rome

ローマ



Rumba

ルンバ



Silvester

シュガー



True Dream

トゥルードリーム

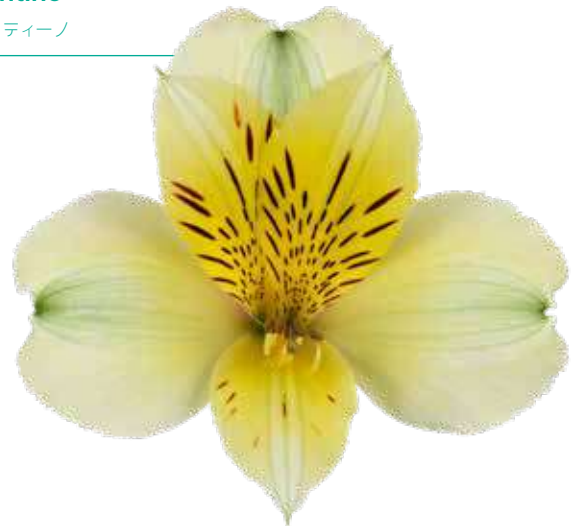
NEW

Elegance and romance come to mind when seeing the soft pink **True Dream!** The long-lasting flowers on superior quality stems add a dreamy charm to floral arrangements and bouquets.



Tarantino

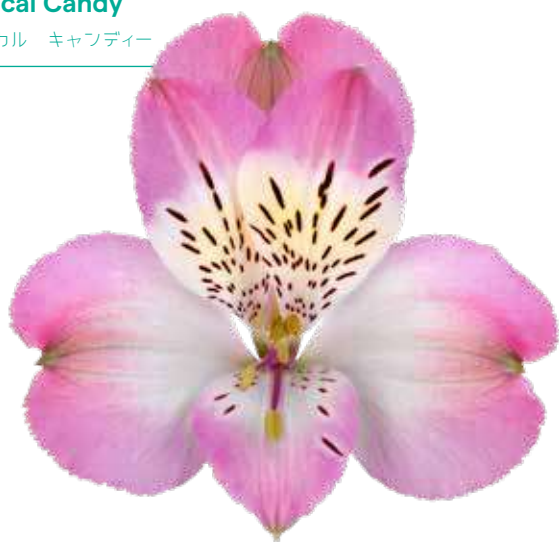
タラントイーノ



Rumba	3	1	2	O	
Silvester	4	2	1	N	
Tarantino	4	3	2	N	
True Dream	3	2	3	N	NEW
Tropical Candy	3	2	2	N	
Villamassa	2	2	2	N	
White Swan	4	2	2	O	NEW
Wonder Sweet	4	3	2	N	
Zembla	4	3	3	N	

Tropical Candy

トロピカル キャンディー



Villamassa

マッサ

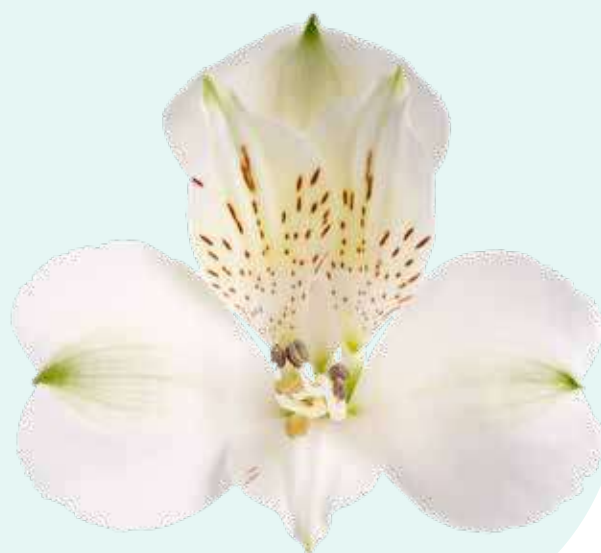


White Swan

ホワイトスワン

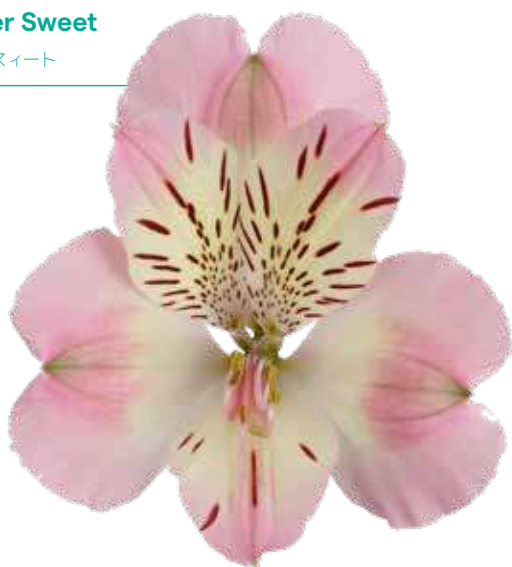
NEW

White Swan is here to impress with a high flower production. The fresh white colour of the large flowers exudes purity and serenity.



Wonder Sweet

ワンダースイート



Zembla

ゼンブラ



Alstroemeria Specialty



Green Crown

Alstroemeria Specialty

Alstroemeria Specialty is here to add an exclusive and unique twist to your assortment. Extend your range with these extraordinary varieties and stand out of the crowd. Perfect for both mixed and mono bouquets. Add to that the firm stems and excellent performance and you have breeding breakthroughs that will be the centre of attention. Besides the beloved Fashionista® Pink, we've welcomed the Green Crown to our range.



Scan and view
our assortment
online!

Green Crown

グリーンクラウン

NEW

Green Crown features large clusters of green flowers that exude a royal vibe, but will fit into any type of arrangement. Their high productivity ensures an abundant source of these majestic flowers.



Fashionista® Pink

ファッションイスタピンク



To promote Fashionista® Pink throughout the chain, we have developed promotional materials. This makes the uniqueness of this variety stand out even more! Don't miss out on this opportunity and contact marketing@hilverdaflorist.com for more information.



Fashionista® Pink	2	2	2	0	
Green Crown	3	1	2	N	NEW

Alstroemeria Florinca



Florinca Jade

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 one bud open and others on the verge of popping and revealing their convincing colours. All flowers open in the vase, up until the last one.



Scan and view
our assortment
online!

Giovanna

ジョバンナ



Jade

ジェイド

NEW



Joy Ride

ジョイ ライド



Noa

ノア



Toledo

トレド



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

Carnation Standard



Carnation Standard

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.

Mix



Scan and view
our assortment
online!

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

クリムソフテンポ



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



Eskimo

エスキモー



Farida

ファリダ



Faro

ファロ



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
Faro	2	2	1	3	2	2
Grand Slam	2	3	1	1	3	3
Greenshot	3	3	3	3	3	2
Ipanema	4	4	2	2	2	2
Kirsi	3	3	2	2	2	2

Grand Slam

グランドスラム



Greenshot

グリーンショット



Ipanema

イパネマ



Kirsi

キルシー



Liberty

リバティ



Lion King

ライオンキング



Luiza

ルイーザ



Montezuma

モンテズマ



Nahema

ナエマ



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

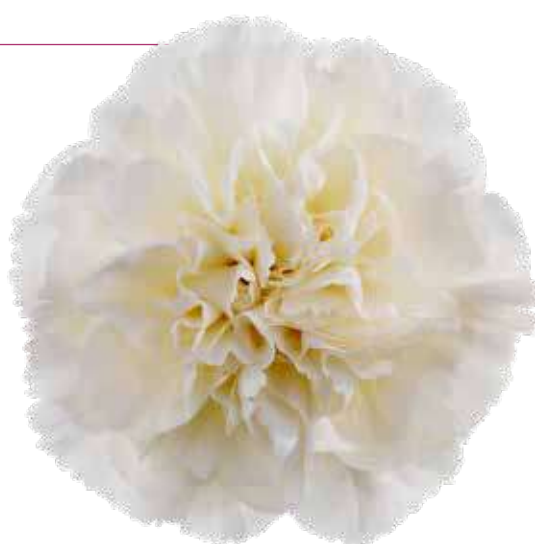
Noblesse

ノブレッセ



Navarro

ナバロ



Orange Viana

オレンジヴィアナ



Paru

パルー



Peach Wonder

ピーチワンダー



Pink Montezuma

ピンクモンテズマ





Retro

レトロ



Salvador

サルヴァドール



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

Carnation Spray



Carnation Spray

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 the stunning colour contrast of our newest addition Lumina.

Lumina



Scan and view
our assortment
online!

Celine

セリナ



Cherry Tessino

チェリーテッシノ



Doobadoo

ドゥーバドゥー



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

NEW

Lumina

ルミナ

Spray Carnation **Lumina** adds a burst of energy with a striking colour contrast of lively yellow and bright red. Its fast growth and remarkable productivity make this variety a great choice.



Martina

マルティナ



Monica

モニカ



Natila

ナティラ



	1	2	3	4	5	6
Lumina	4	4	2	2	2	3
Martina	2	2	3	3	2	2
Monica	2	3	3	2	2	2
Natila	2	3	3	2	2	3
Pamplona	2	2	2	2	2	2
Piaff	3	3	2	2	2	2
Royal Tessino	2	2	3	3	1	3
Rufina	2	3	2	3	1	3

Pamplona

ピアフ



Piaff

ピアフ



Royal Tessino

ロイヤルテッシノ



Rufina

ルフィナ



Flourishing together worldwide

The strong cooperation between the subsidiaries of HilverdaFlorist allows us to achieve significant advantages in strategic, logistic and technological aspects. HilverdaFlorist's continuous focus on international markets and segments allows precise fine-tuning of business activities in response to changes. This ensures that our products are easily adapted to the conditions of each flower production centre, remain relevant, ground-breaking and yield returns.

**Alexander Cardona Osorio -
Commercial Director HilverdaFlorist Colombia**

Scarlet Queen

スカーレットクィーン



Spectro

スペクトロ



Trendy Tessino

トレンドイテッシノ



Tuparro

トゥパロ



Vega

ベガ



Scarlet Queen	2	3	3	2	3	3
Spectro	3	3	3	3	2	2
Trendy Tessino	2	3	3	3	1	3
Tuparro	2	3	3	3	3	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



Dianthus continues to amaze

Count on HilverdaFlorist for various Dianthus varieties in much demanded colours. Our robust varieties thrive in different climates with low energy requirements, making Dianthus relevant all over again. With our years of experience and expertise, our team supports successful Dianthus cultivation worldwide. Reach out to us and let's grow together.

Marius Kooij - Assortment Manager Dianthus

White Fleurette

ホワイトフルーレット



White Natila

ホワイトナティラ



Xanthe

キサンテ



Zumba

ズンバ



Dianthus Sparkz®

Find your own specialty, take a different approach and create a unique collection with the distinctive Dianthus Sparkz®. You can now WOW your customers with the surprising diversity of Dianthus.

Dianthus Sparkz® offers you the most diverse variations imaginable – varieties that stand out with unique flower shapes, striking colours and endless possibilities to mix and match.



Solomio® Fen



Scan and view
our assortment
online!

Breanthus® mix

Sparkz[®] surprisez

Sparkz[®] Green

- Unique green globes of soft, deeply cut petals
- Strong stems
- Outstanding vase life



Sparkz[®] Breanthus[®]

- Tiny, densely packed clusters of flowers
- Voluminous ball-shaped eyecatchers
- Highly uniform



Sparkz[®] Raffine

- Elegant and romantic
- Highly productive
- Excels with an outstanding durability



Sparkz[®] Raffine Petit

- Lots of micro-ruffled flowers
- Well-branched sprays and rich flowering
- Adds volume and charm to floral designs



Sparkz[®] Solomio[®]

- Blushing, rounded flower petals
- Soft to bright colour tones
- Horizontally shaped petals, truly surprising!



Sparkz[®] Star

- Eye-catching varieties
- Unique star-shaped flowers
- Long-lasting flowers in lively colours



Sparkz® Green



Dianthus Sparkz® 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 an outstanding 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 Trick®



Scan and view
our assortment
online!

Green Magma

グリーンマグマ



Green Trick®

グリーントリック



Limitless creative possibilities

Sparkz® belongs to the same genus as Standard Carnations and Spray Carnations, which are all types of Dianthus. However, Sparkz® stands out as hybrids of Dianthus with a distinct appearance. While Carnations and Spray Carnations are Dianthus caryophyllus, Sparkz® offers unparalleled versatility with a wide and innovative range of Dianthus varieties. Choose Sparkz® when you need limitless creative possibilities.

Marcel van Steekelenburg – Assortment Manager
Dianthus Sparkz®



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

Green Wicky®

グリーンウィッキー



Sparkz[®] Breanthus[®]

Dianthus Sparkz[®] 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[®] mix



Scan and view
our assortment
online!

Breanthus® Amras

ブレアンサス アムラス



Breanthus® Baron

ブレアンサス バロン



Breanthus® Duchess

ブレアンサス ダッチェス

NEW



Breanthus® Duke

ブレアンサス デューク



Breanthus® Earl

ブレアンサス アール



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

NEW

Breanthus® Hera

ブレアンサス ヘラ



Breanthus® Jolly

ブレアンサス ジョリー



Breanthus® King

ブレアンサス キング



Breanthus® Lindo

ブレアンサス リンド



Breanthus® Lord

ブレアンサス ロード



Breanthus® Hera	3	4	3
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® Roi	3	4	3
Breanthus® Rajah	3	3	3
Breanthus® Tsar	3	4	3

NEW

Breanthus® Melian

ブレアンサス ×リアン



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® Roi

ブレアンサス プリンス



Breanthus® Rajah

ブレアンサス ラジャ

NEW



Breanthus® Tsar

ブレアンサス



Sparkz[®] Raffine



Dianthus Sparkz[®] 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. Very rich flowering, uniform and excels with outstanding durability, during the logistic process as well as in the vase.

Raffine Elea



Scan and view
our assortment
online!

Raffine Bonaire

ラフィーネ ボヌール



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



Sparkz® Raffine Petit

Dianthus Sparkz® Raffine Petit

So cute! Raffine Petit dazzles with microsize 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.

Scan and view
our assortment
online!



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



Sparkz[®] Solomio[®]

Dianthus Sparkz[®] 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.

Scan and view
our assortment
online!



Solomio® Ard

ソロミオ アード



Solomio® Bern

ソロミオ バーン



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® 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® Kai

ソロミオ フェン

NEW

Kai brings a much-loved, deep red colour to the Solomio® assortment. The first flowers appear on top of the stem and provide a beautiful presence in any arrangement. Kai is a strong plant, both in terms of resistance and sturdiness.



Solomio® Lex

ソロミオ イムレ

NEW



Solomio® Fen	3	4	3	
Solomio® Imre	2	4	3	
Solomio® Kai	3	3	2	NEW
Solomio® Lex	2	2	2	NEW
Solomio® Mae	2	2	2	NEW
Solomio® Rose	3	4	3	
Solomio® Ruby	3	4	3	
Solomio® Sem	3	4	3	

Solomio® Mae

ソロミオ マエ

NEW



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



Sparkz® Star

Dianthus Sparkz® Star

Star is a unique spray series of eye-catching varieties featuring long-lasting, serrated, star-shaped flowers in 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



Scan and view
our assortment
online!

Star Cherry Tessino

スターチェリーテッシノ



Star Fruity Tessino

スターフルーティテッシノ



Star Snow Tessino

スタースノーテッシノ



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

Gypsophila Zinzi®



Zinzi® Sanae

Gypsophila Zinzi®

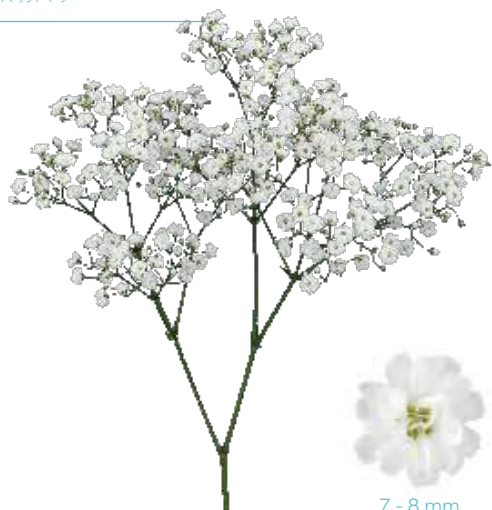
Our Gypsophila Zinzi® collection features highly productive varieties of Baby's Breath for indoor and outdoor cultivation. They are robust and less sensitive to day length variation. The firm branched stems of Zinzi® have an upright structure, making them much quicker and easier to harvest and to handle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



Scan and view
our assortment
online!

Zinzi® Discovery

ジンジーディスカバリー



7 - 8 mm

Zinzi® Titan

ジンジータイタン



10 - 12 mm

Zinzi® Sanae

ジンジーサナエ

NEW

Zinzi® Sanae is reliable and offers strong plants with a high production rate. After pruning, Sanae keeps its power and produces endless double flowers.



9 - 10 mm



Zinzi® Discovery		2	3	3	1
Zinzi® Sanae		3	3	2	2
Zinzi® Titan		3	3	3	3

NEW

Regional limitations



Helleborus



Helleborus

With Magnificent Bells HilverdaFlorist offers 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



Scan and view
our assortment
online!

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.



Magnificent Bells

2

4

2

Limonium Diamond

Limonium sinensis



Limonium Diamond

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, neat high quality branches. With Diamonds you easily create big, voluminous bunches with dazzling colours.

Scarlet Diamond



Scan and view
our assortment
online!

Anouchka Diamond

アマージュカダイヤモンド



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



Anouchka Diamond	2	3	3
Blush Diamond	3	3	3
Clear Diamond	2	3	3
Cool Diamond	2	3	3
Divine Diamond	2	3	3

Divine Diamond

デヴィンダイヤモンド

NEW



Easter Diamond

マックスダイヤモンド



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



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



Easter Diamond	2	3	3
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

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



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



The increasing demand of this multifunctional product

Limonium is becoming more and more popular worldwide. Its benefits matter to all parties in the floricultural chain. This versatile product offers consistency and high quality throughout the seasons, has a high production level, and sturdy stems. The bright colours are a valuable addition to any bouquet and add a lot of volume. Not to mention the long vase life and even the suitability as a dried flower.

Eric Bouman - Managing Director Murara Plants Ltd.

Limonium Wings & Glacier

Limonium sinuatum



Mermaid Wings



Scan and view
our assortment
online!

Limonium Wings & Glacier

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



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



Girlie Wings

ガーリィウィングス



	🕒	🌱	📏↑	📏↓
Aspen Wings	1	3	3	2
Falcon Wings	2	4	3	2
Fantasia Wings	3	3	3	3
Frost Wings	1	4	3	2
Girlie Wings	2	3	3	2

Glacier Trophy

グレイシアトロフィ



Glossy Wings

グロッシューウィングス



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



Glacier Trophy	3	4	2	2
Glossy Wings	3	4	2	2
Happy Wings	2	3	3	3
Heart Wings	3	4	3	2
Levis Wings	2	3	3	3
Mermaid Wings	3	3	3	2
Musical Wings	2	4	2	1
Ocean Wings	3	3	2	1
Pippa Wings	2	3	3	3
Pretty Wings	2	3	3	2

NEW

NEW

Mermaid Wings

マーメイドウィングス

Be amazed by the beautiful pastel lavender colour of **Mermaid Wings!** This plant retains its length and quality after the first cut and provides a relatively high production.



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



Pippa Wings

ピッパウィングス



Pretty Wings

プリティウィングス





Continuous optimisation

Together with our team of breeders we are continuously optimising to make sure we offer the best possible varieties suiting the most wide-ranging climates and market demands. Our primary goal for Limonium is to develop new varieties with reduced sensitivity to short-day conditions and high temperatures. This makes it possible to offer consistently high-quality stems throughout the season.

Romy Blom – Limonium Breeder

Raspberry Wings

ラズベリーウイングス



River Wings

リバーウイングス



Sky Wings

スカイ ウイングス



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

Starlight Wings

スターライトウイングス



Velvet Wings

ベルベットウイングス



White Starlight Wings

ホワイトスターライトウイングス



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



Scan and view
our assortment
online!

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 Virtuoso

Scabiosa Virtuoso

Scabiosa Virtuoso varieties add much-wanted depth and texture, while gradually opening to their full size, leaving an unforgettable impression. Discover the new Virtuosos added to our 2024 range and be inspired.

Da Vinci



Scan and view
our assortment
online!

Bernini

ベルニーニ

NEW



Corneille

コルネイユ



Bernini

3

3

2

NEW

Corneille

1

2

1

Welcome
to the world of
Scabiosa

VIRTUOSO

We would love to introduce you to these grand masters, now together in a completely new branding concept. The long-lasting, fascinating pincushion flowers are here to impress just like their masterpieces.

Scabiosa Virtuoso



Da Vinci

ダヴィンチ



Dali

ダリ



Goya

ゴヤ



Miro

ミロ



Monet

モネ



Da Vinci	3	3	2
Dali	2	2	2
Goya	2	3	2
Miro	3	3	2
Monet	3	4	2
Murillo	2	3	3
Royo	2	4	3
Saura	2	4	3
Verdi	3	3	2

NEW



Scabiosa Virtuoso!

Scabiosa Virtuoso is our new branding concept for the entire assortment of Scabiosa. Virtuosos are the artists, the grand masters with supreme skills for taking your range to the next level. Their high ornamental value diversifies your product range. Are you looking forward to create your own master piece?! In case you like to discuss or need assistance in promoting your Virtuosos, please do not hesitate to contact us for POS material and marketing support.

Murillo

ムリーリョ



Royo

ロヨ



Saura

サウラ



Verdi

ウベルディ

NEW



Assortment overview





Felice



Green Wonder








Heartbreaker



Layla



Morning Star

Status	Commercial name	Variety denomination					Colour	
Alstroemeria Standard								
	Allure	teslure	2	1	1	O	Dark lavender	9
	Aurora	tesauro	3	2	3	N	Light orange	9
	Avianna	tesavianna	2	2	3	O	Pink	9
	Bali	tesbali	3	2	2	N	Yellow bicolour	9
	Beluga	tesbelug	4	3	2	N	Pink bicolour	9
	Brigitte	tesbrigit	3	2	2	N	Purple/white bicolour	10
	Cardinal	tescard	3	2	2	N	Red	10
	Carline	tescarlin	4	1	1	O	Purple	10
	Casanova	tescasano	3	2	2	O	Purple/pink	10
	Cleo	tescleo	3	2	2	N	Dark purple	10
	Cocktail	gacocktail	4	2	2	N	Orange	11
	Elegance	teselega	3	2	3	N	Pink	11
	Energy	tesener	3	2	2	N	Lavender	11
	Estee	teseste	3	2	3	N	Salmon	11
NEW	Felice	gafelice	3	2	2	N	Pink	11
	Famke	tesfamke	3	3	2	N	Light pink	11
	Gigi Cream	tesgicr	3	2	2	O	Creamy	12
	Gold	gagold	4	2	2	N	Yellow	12
NEW	Green Wonder	tesgreenwo	3	3	2	O	Green	12
NEW	Heartbreaker	tesheart	3	2	2	Y	Pink	12
	Joolz	gajoo	4	3	2	N	Pink	13
	Lancaster	teslanc	2	2	2	N	Purple/white bicolour	13
NEW	Layla	teslay	2	2	2	O	Lavender pink	13
	Lovely	teslove	3	2	2	N	Red	13
	Lucia	teslucia	4	2	2	N	Cerise	14
	Maracana	tesmarac	3	2	2	N	Purple	14
	Martini	gamarti	3	1	2	N	Light peach	14
	Morado	tesmor	2	1	3	O	Dark purple	16
NEW	Morning Star	tesmostar	3	3	2	N	Yellow	14
	Noize	tesnoize	4	1	2	Y	Red	16
	Panorama	ternoram	2	1	2	O	Pink bicolour	16
	Party	gapart	3	2	2	N	Orange	16
	Pink Floyd	tesfloyd	3	2	2	O	Lavender/pink	16
	Pink Latte	gapinlat	4	2	2	N	Pink bicolour	17
	Pink Surprise	tesurprise	2	1	2	N	Pink bicolour	17
	Primadonna	garima	2	1	2	Y	Baby pink	17
NEW	Rockstar	tesrockst	4	1	2	O	Red	17
	Rome	tesrome	2	1	2	O	Hot pink	17
	Rumba	tesrumb	3	1	2	O	Red	18
	Silvester	gasilves	4	2	1	N	White	18
	Tarantino	gataran	4	3	2	N	Creamy yellow	18
NEW	True Dream	testruedre	3	2	3	N	Light pink	18



Rockstar



True Dream



White Swan



Green Crown










Florinca Jade

Status	Commercial name	Variety denomination					Colour	
Alstroemeria Standard								
	Tropical Candy	testrop	3	2	2	N	Pink bicolour	19
	Villamassa	tesvilla	2	2	2	N	White	19
NEW	White Swan	teswhiswan	4	2	2	O	White	19
	Wonder Sweet	teswonwe	4	3	2	N	Pink	19
	Zembla	teszembl	4	3	3	N	White	19
Alstroemeria Specialty								
	Fashionista® Pink	gafash	2	2	2	O	Salmon pink	21
NEW	Green Crown	tesgrecrown	3	1	2	N	Green	21
Alstroemeria Florinca								
	Giovanna	tesgiovan	4	2	2	N	Pink	23
NEW	Jade	tesjade	4	3	2	N	Green	23
	Joy Ride	tesjoy	4	1	2	O	Pink	23
	Noa	tesnoa	4	3	2	Y	Cerise	23
	Toledo	testol	4	2	1	N	Red	23





Lumina

Status	Commercial name	Variety denomination							Colour	
Dianthus Standard										
	Ambrose	liambr	1	2	3	3	1	3	Pink	25
	Antigua	antigua	2	3	3	3	1	3	Bicolour	25
	Bizet	sabi	2	2	2	3	3	3	Hot pink	25
	Bouzeron	kobouz	3	4	3	3	3	2	Red	25
	Crimson Tempo	crimson tempo	2	3	2	3	3	2	Dark red	25
	Dacio	lidac	2	2	1	3	2	3	White	26
	Diego	lidiego	4	4	3	2	2	3	Bicolour	26
	Eskimo	eskimo	1	2	2	2	3	3	Red	26
	Farida	farida	2	3	2	3	3	3	Dark lilac	26
	Faro	gafaro	2	2	1	3	2	2	Light pink	26
	Grand Slam	hyslam	2	3	1	1	3	3	Red	27
	Greenshot	ligresho	3	3	3	3	3	2	Green	27
	Ipanema	liipane	4	4	2	2	2	2	Bicolour	27
	Kirsi	likirs	3	3	2	2	2	2	Hot pink	27
	Liberty	liberty	3	3	2	1	3	3	Yellow	28
	Lion King	hilliki	1	2	1	3	2	2	Orange	28
	Luiza	luiza	4	4	2	2	2	3	Yellow	28
	Montezuma	vizuma	4	4	3	2	1	2	Lavender	28
	Nahema	konahe	2	3	3	3	3	3	Light pink	28
	Noblesse	villesse	2	3	3	2	2	2	Bicolour	29
	Navarro	linavar	4	4	3	3	2	2	White	29
	Orange Viana	korvia	3	3	3	2	2	2	Orange	29
	Paru	lihiparu	3	4	3	2	2	1	White	29
	Peach Wonder	lipeachwo	2	2	2	3	1	2	Peach	29
	Pink Montezuma	vipinzuma	4	4	3	2	1	2	Light pink	29
	Retro	hilret	2	3	2	3	2	3	Bicolour	31
	Salvador	lisalva	3	3	3	2	3	3	Purple	31
	Viana	viana	3	4	3	2	2	2	Bicolour	31
	White Liberty	liberty	3	3	2	1	3	3	White	31
	Yellow Viana	koyevi	3	3	3	2	2	2	Bicolour	31
Dianthus Spray										
	Celine	hilclin	2	3	3	2	3	3	Dark pink	33
	Cherry Tessino	hilchertes	2	2	3	3	1	3	Bicolour	33
	Doobadoo	hidoobad	3	3	2	3	2	3	Pink	33
	Kamilly	hilamil	4	4	3	2	2	2	Orange	33
	Light Pink Tessino	hillipi	2	2	3	3	1	3	Light pink	33
NEW	Lumina	hilspralum	4	4	2	2	2	3	Bicolour	34
	Martina	martina	2	2	3	3	2	2	Bicolour	34
	Monica	hilmoni	2	3	3	2	2	2	Light pink	34
	Natila	hilntal	2	3	3	2	2	3	Pink	34
	Pamplona	hilpamp	2	2	2	2	2	2	Orange	35
	Piaff	hilpif	3	3	2	2	2	2	Red	35



Breanthus® Duchess



Breanthus® Rajah



Status	Commercial name	Variety denomination							Colour	
Dianthus Spray										
	Royal Tessino	hilroytes	2	2	3	3	1	3	Bicolour	35
	Rufina	hilrфина	2	3	2	3	1	3	Dark hot pink	35
	Scarlet Queen	hilqueen	2	3	3	2	3	3	Bicolour	36
	Spectro	spetro	3	3	3	3	2	2	Bicolour	36
	Trendy Tessino	hiltrentes	2	3	3	3	1	3	Bicolour	36
	Tuparro	hiltuparro	2	3	3	3	3	3	Green	36
	Vega	kovegaega	3	4	3	2	2	2	Purple	36
	White Fleurette	fleurette	1	2	2	3	2	3	White	37
	White Natila	hilnatwi	2	3	3	2	2	2	White	37
	Xanthe	koxat	3	3	3	2	3	2	Yellow	37
	Zumba	hilzub	4	4	3	3	3	3	Red	37
Dianthus Sparkz®										
	Green Magma	hilibregmag	2	3		2			Green	41
	Green Trick®	temarisou	3	4		2			Green	41
	Green Wicky®	breagreen	3	3		2			Green	41
	Breanthus® Amras	hilibreamra	3	3		2			Red	43
	Breanthus® Baron	hilibrebar	2	4		2			Red	43
NEW	Breanthus® Duchess	hilduchess	3	3		3			Bicolour	43
	Breanthus® Duke	hilibreduk	2	4		2			White	43
	Breanthus® Earl	hilibreearl	1	3		2			Pink	43
	Breanthus® Hera	hilibrehera	3	4		3			White	44
	Breanthus® Jolly	hilibrejoll	2	4		3			Bicolour	44
	Breanthus® King	hilibreking	2	3		2			Bicolour	44
	Breanthus® Lindo	hilibrelind	3	4		3			Pink	44
	Breanthus® Lord	hilibrelord	2	3		2			Hot pink	44
	Breanthus® Melian	hilibremeli	3	4		3			Lavender	45
	Breanthus® Noble	noble	3	4		2			Pink	45
	Breanthus® Prince	hilflopri	3	4		3			Bicolour	45
	Breanthus® Roi	hilibreroi	3	4		3			Bicolour	45
NEW	Breanthus® Rajah	hilrajah	3	3		3			White	45
	Breanthus® Tsar	hilibretsa	3	4		3			Pink	45
	Raffine Bonaire	hilrabon	3	4		3			Purple	47
	Raffine Elea	raffine elea	1	3		2			Green	47
	Raffine Milou	raffine milou	3	4		3			Bicolour	47
	Raffine Saba	raffine saba	3	4		3			Bicolour	47
	Raffine Petit Aimee	raffine petit aimee	4	4		3			Pink	49
	Raffine Petit Faye	raffine petit faye	4	4		3			Bicolour	49
	Raffine Petit Lois	raffine petit lois	4	4		2			White	49
	Raffine Petit Odile	raffine petit odile	4	4		2			Lavender	49
	Solomio® Ard	hilsoard	3	4		3			White	51
	Solomio® Bern	hilsobern	2	4		3			Green	51
	Solomio® Cas	hilsocas	3	4		3			Pink	51
	Solomio® Clif	hilsoclif	3	4		3			Orange	51










Solomio® Kai



Solomio® Lex



Solomio® Mae

Status	Commercial name	Variety denomination							Colour	
Dianthus Sparkz®										
	Solomio® Dixie	solomio dixie	3	4	3				Bicolour	51
	Solomio® Fen	hilsopen	3	4	3				Orange	52
	Solomio® Imre	hilsolmae	2	4	3				Hot pink	52
NEW	Solomio® Kai	hilsolkai	3	3	2				Red	52
NEW	Solomio® Lex	hilsollex	2	2	2				White	52
NEW	Solomio® Mae	hilsolmae	2	2	2				Bicolour	53
	Solomio® Rose	hilsorose	3	4	3				Pink	53
	Solomio® Ruby	solomio ruby	3	4	3				Red	53
	Solomio® Sem	solomio sem	3	4	3				Bicolour	53
	Star Cherry Tessino	hilstertes	2	3	3				Cerise bicolour	55
	Star Fruity Tessino	hilsterfruit	2	3	3				Purple bicolour	55
	Star Snow Tessino	hilstersnow	2	3	3				White bicolour	55





Zinzi® Sanae



Divine Diamond

Status	Commercial name	Variety denomination					Colour	
Gypsophila Zinzi®								
	Discovery	MYM 259	2	3	3	1	Single	57
NEW	Sanae	myzinsana	3	3	2	2	Double	57
	Titan	S14-08	3	3	3	3	Double	57

Regional limitations






Commercial name	Variety denomination				Colour	
Helleborus						
Magnificent Bells	hilhelmagbel	2	4	2	Greenish / white	59

Commercial name	Variety denomination				Colour	Page
Limonium Diamond						
Anouchka Diamond	hildiaanouch	2	3	3	Pink	61
Blush Diamond	hildiablush	3	3	3	Pink	61
Clear Diamond	hildiaclear	2	3	3	White	61
Cool Diamond	hildiacool	2	3	3	White	61
NEW	Divine Diamond	3	3	2	Pink	61
Easter Diamond	hildiaeaste	2	3	3	Yellow	62
Max Diamond	hildiamaxi	1	3	2	Orange	62
Mountain Diamond	hildiamount	2	3	2	White	62
Pineapple Diamond	hildiaange	3	3	1	Deep yellow	62
Princess Diamond	hildiaprin	2	3	3	Dark pink	62
Pure Diamond	hildiapure	2	4	3	White	63
Scarlet Diamond	hildiascarl	1	3	2	Red cherry	63
Soul Diamond	hildiasoul	2	3	2	Pink	63
Tiffany Diamond	hildiatiff	2	3	3	Dark pink	63

Status	Commercial name	Variety denomination					Colour	
Limonium Wings & Glacier								
	Aspen Wings	hilsinasp	1	3	3	2	White	65
	Falcon Wings	hilsinfal	2	4	3	2	Blue	65
	Fantasia Wings	hilsinfanta	3	3	3	3	Pink	65
	Frost Wings	hilsinfros	1	4	3	2	White	65
	Girly Wings	hilsingir	2	3	3	2	Lilac	65
	Glacier Trophy	hilglatrop	3	4	2	2	White	66
	Glossy Wings	hilsinglos	3	4	2	2	Deep yellow	66
	Happy Wings	hilsinhap	2	3	3	3	Dark lavender	66



Mermaid Wings

Status	Commercial name	Variety denomination					Colour	
Limonium Wings & Glacier								
	Heart Wings	hilsinheart	3	4	3	2	Dark pink	66
	Levis Wings	hilsinlevis	2	3	3	3	Blue	66
NEW	Mermaid Wings	hilsinmer	3	3	3	2	Pastel lavender	67
	Musical Wings	hilsinmusical	2	4	2	1	Dark pink	67
	Ocean Wings	hilsinean	3	3	2	1	Light blue	67
	Pippa Wings	hilsinpipp	2	3	3	3	Blue	67
	Pretty Wings	hilsinpret	2	3	3	2	Pink	67
	Raspberry Wings	hilsinraspber	3	3	3	2	Dark pink	68
	River Wings	hilsinriv	3	3	3	2	Purple	68
	Sky Wings	hilsinsky	3	4	3	2	Light blue	68
	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	hilalarizo	3	4	2		Lavender	71
	Kansas Blue	hilalkansa	2	3	3		Dark lavender	71
	Tennessee Pink	hilaltenne	1	3	3		Light pink	71





Bernini



Verdi



Status	Commercial name	Variety denomination				Colour	
Scabiosa Virtuoso							
NEW	Bernini	hilbernini	3	3	2	Lavender	73
	Corneille	scabcorneille	1	2	1	Pink/light pink	73
	Da Vinci	hildavinci	3	3	2	Dark red	74
	Dali	miyodali	2	2	2	Green	75
	Goya	scabgoya	2	3	2	Red/red purple	74
	Miro	miyomiro	3	3	2	Purple	74
	Monet	scabmon	3	4	2	White	74
	Murillo	scabmurillo	2	3	3	Dark purple	75
	Royo	scabroyo	2	4	3	Deep lavender	75
	Saura	scabsaura	2	4	3	Deep lavender	75
NEW	Verdi	hilverdi	3	3	2	Deep purple	75





What to order?

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



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

Young plant supply overview

Crop	Starting material	Plug size	Tray size	RC/URC sales unit
Alstroemeria	Rhizome / Tissue culture	Ø 5 cm	40 cell	
	Rhizome / Tissue culture	Ø 9 cm	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	Tissue culture	Ø 2,5 cm	144 cell	
	Tissue culture	Ø 5 cm	40 cell	
Limonium	Tissue culture	Ø 2 cm	180 cell	
	Tissue culture	Ø 4 cm	84 cell	
	Tissue culture	TC rooted		
Scabiosa	Rooted cuttings	Ø 4 cm	84 cell	500



Alstroemeria



Dianthus



Helleborus



Limonium



A promising step towards efficient production

Our production location in De Kwakel, the Netherlands has been expanded with a future proof facility spread over 3 hectares making it 8,7 hectares in total. This location features the latest techniques in smart growing, with a clear focus on durability, efficiency, hygiene and energy reduction. With this new production location, HilverdaFlorist is ready for the future and able to respond better to the changing market conditions and customer demands, creating the most optimal young plants for your business!

What we offer

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

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

Browse to the next page for our worldwide agent list marked in this map.





HilverdaFlorist
Colombia



HilverdaFlorist Colombia S.A.S.

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



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.

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 the Kumar Group and HilverdaFlorist. At multiple locations, tissue culture plants for the global market and young plants for the local market, are produced. kfbioplants.com

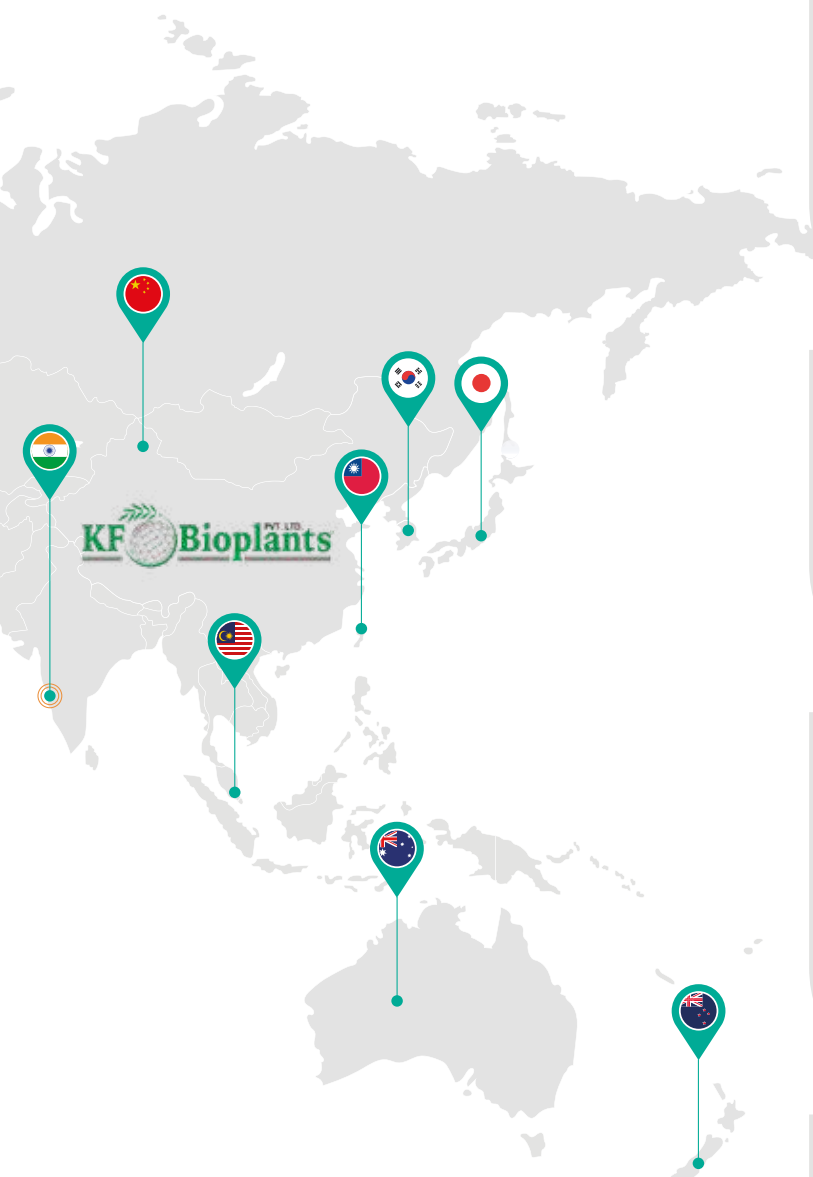


HilverdaFlorist
North America



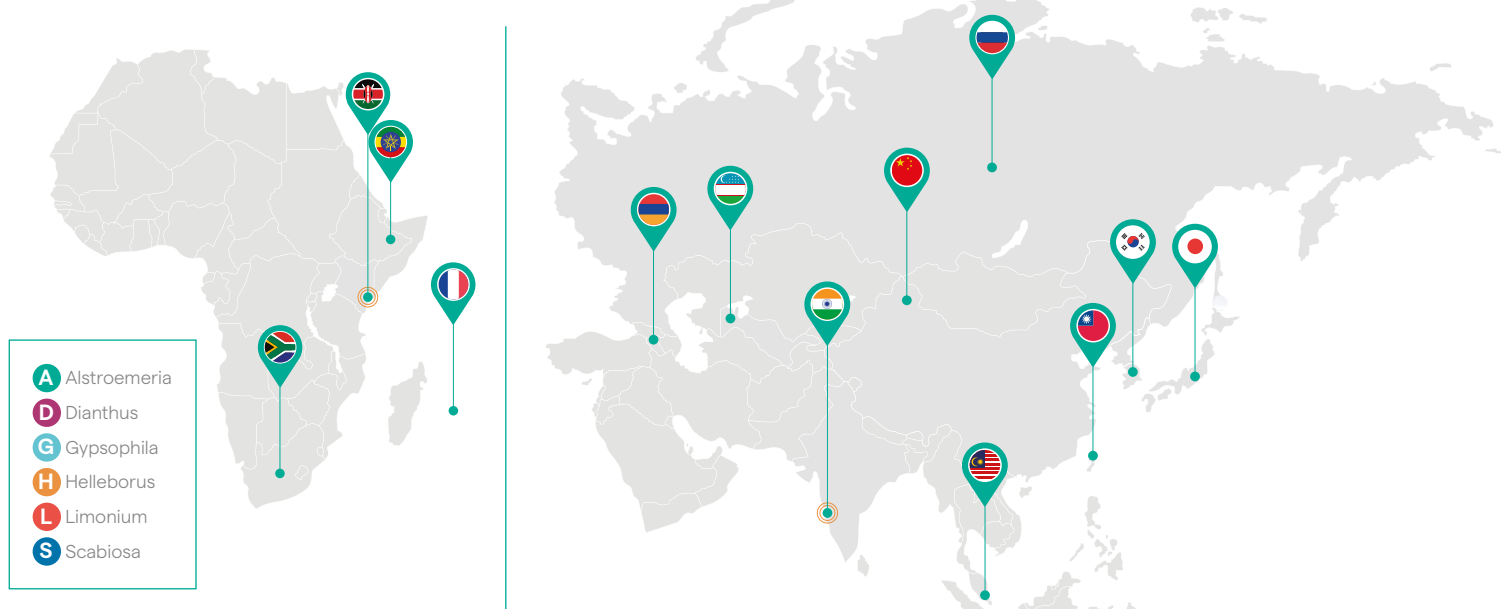
HilverdaFlorist North America

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, patio 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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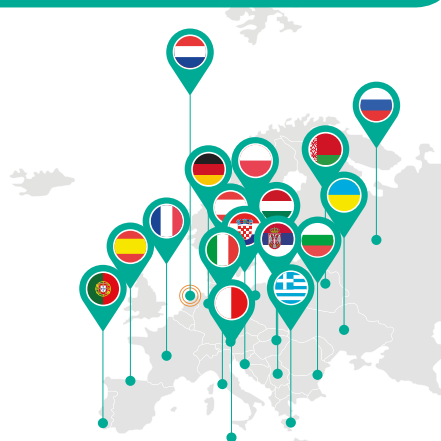
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Personal service with a smile

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,
Fred, Hanna & Santoshi**

Connect online

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

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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.

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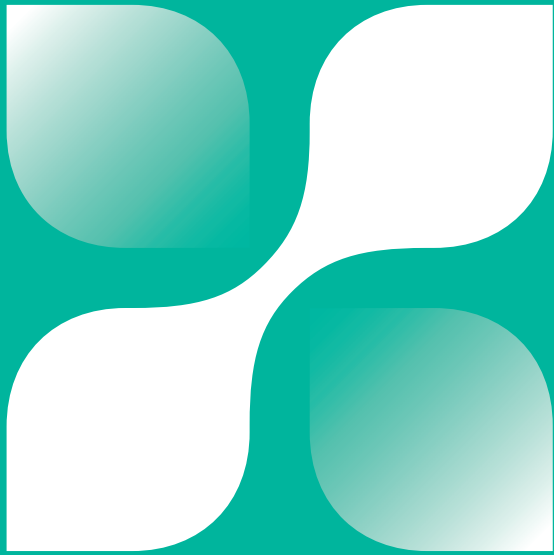
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