

Catalogue Cut Flowers 2023

Alstroemeria
Dianthus
Gypsophila

Helleborus
Limonium
Scabiosa

 HilverdaFlorist



 HilverdaFlorist

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.

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

Product range

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



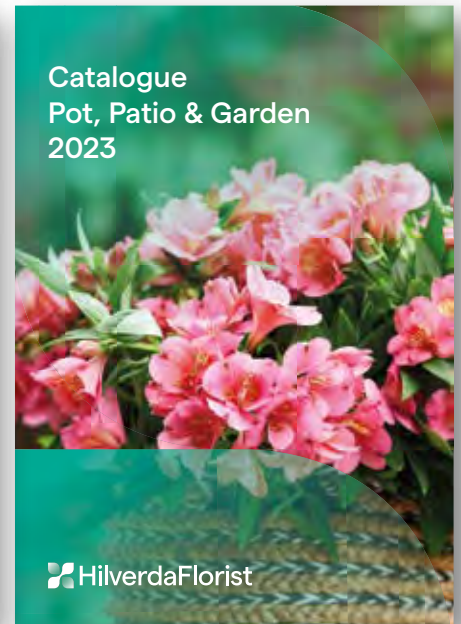
Gerbera

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.



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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



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

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

アルーラ

**Aurora**

オーロラ

**Avanti**

アバンティ

**Avianna**

アビアナ

**Bali**

バリ



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

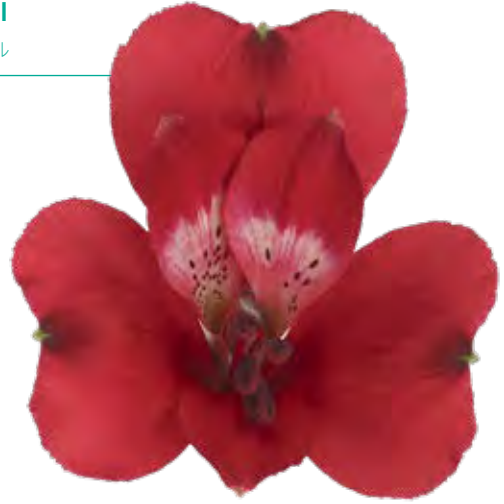
Beluga

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

カーリフ



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

NEW

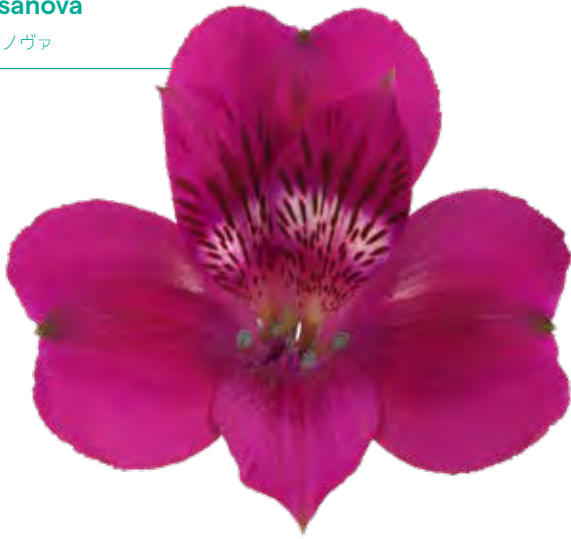


Standard Astroemeria

Standard Astroemeria Cardinal

Casanova

カサノヴァ



Cleo

クレオ



Cocktail

カクテル



Dirty Dancing

ダーティー ダンシング



Elegance

エレガンス



Casanova	3	2	2	O
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

Energy

エナジー



Estee

エステイ



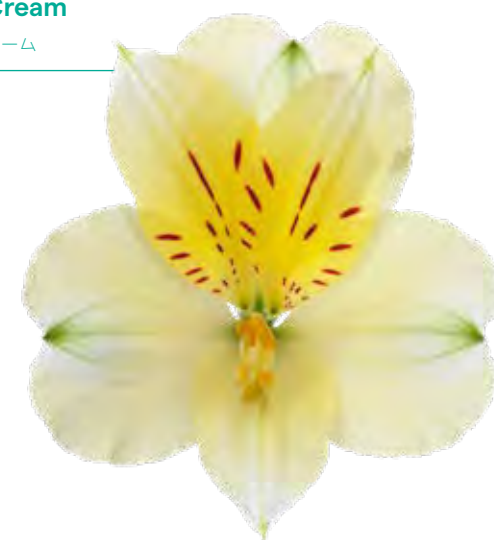
Famke

ファミケ



Gigi Cream

ジジクリーム



Gold

ゴールド





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!



Joolz	4	3	2	N	NEW
Lancaster	2	2	2	N	

Lancaster

ランカスター





Standard Astroemeria

Standard Astroemeria Jooolz

Lovely

ラブリー



Lucia

ルシア



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.



Marian

マリアン

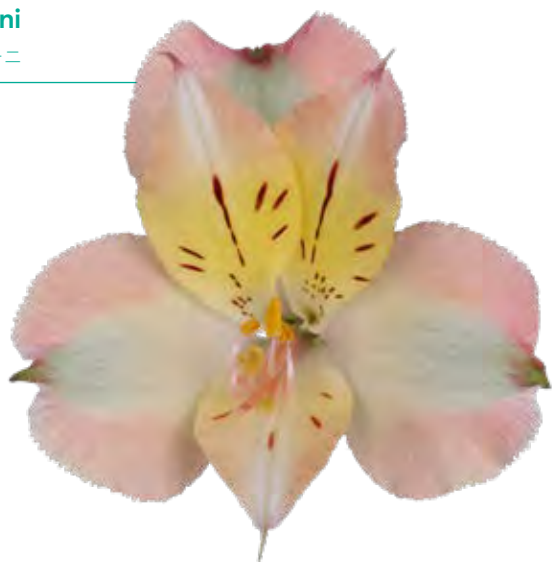


Lovely	3	2	2	N
Lucia	4	2	2	N
Maracana	3	2	2	N
Marian	3	2	2	N
Martini	3	1	2	N
Morado	2	1	3	O
Noize	4	1	2	Y
Panorama	2	1	2	O
Party	3	2	2	N
Pink Floyd	3	2	2	O

NEW

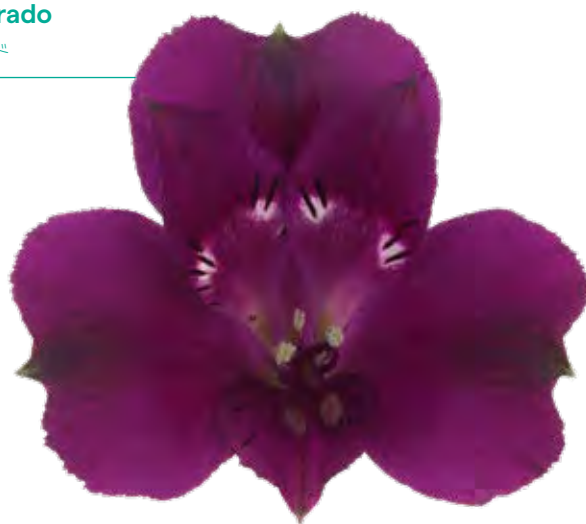
Martini

マティーニ



Morado

モラド



Noize

ノイズ



Panorama

パノラマ



Party

パーティー



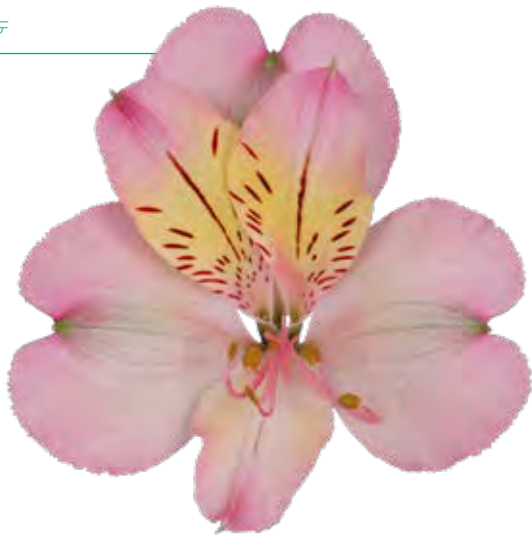
Pink Floyd

ピンクフロイド



Pink Latte

ピンクラテ



Pink Surprise

ピンクサプライズ



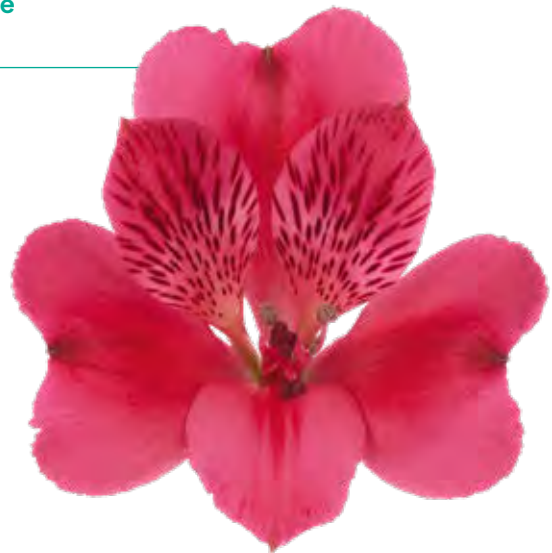
Primadonna

プリマドンナ



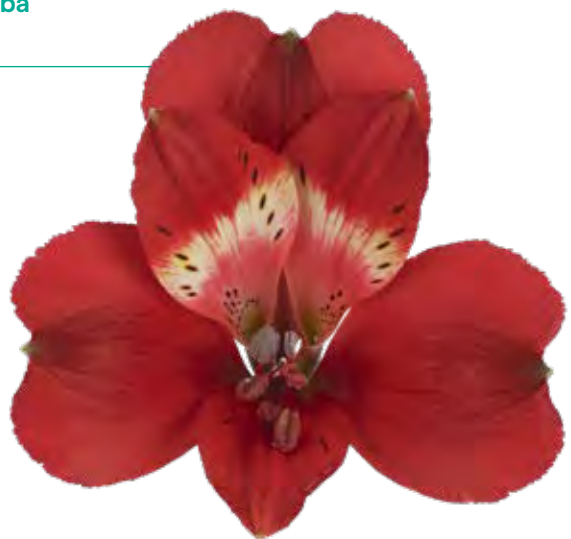
Rome

ローマ



Rumba

ルフバ



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

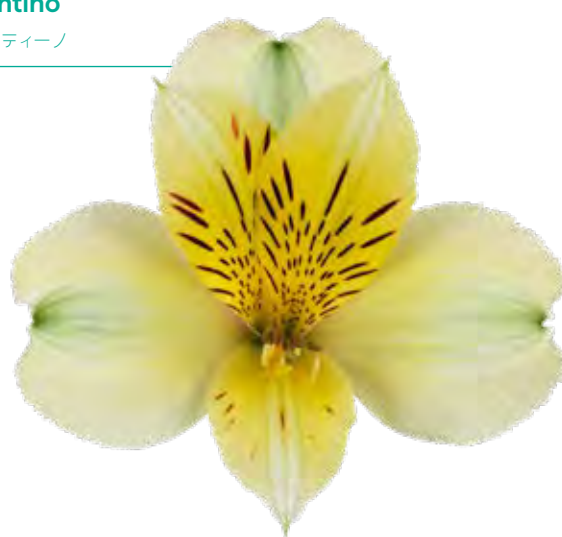
Silvester

シュガー



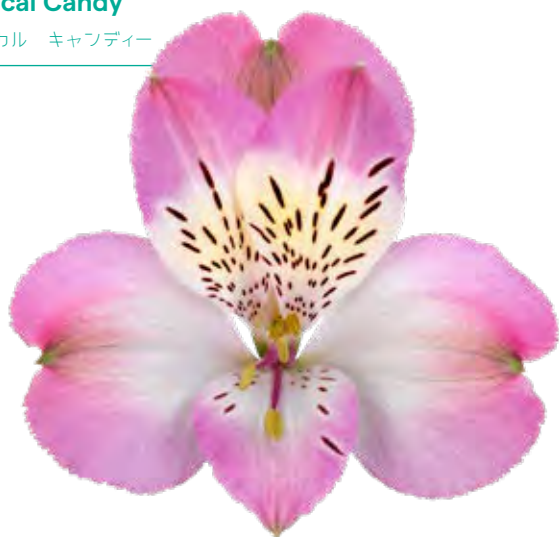
Tarantino

タランティーノ



Tropical Candy

トロピカル キャンディー



Villamassa

マッサ



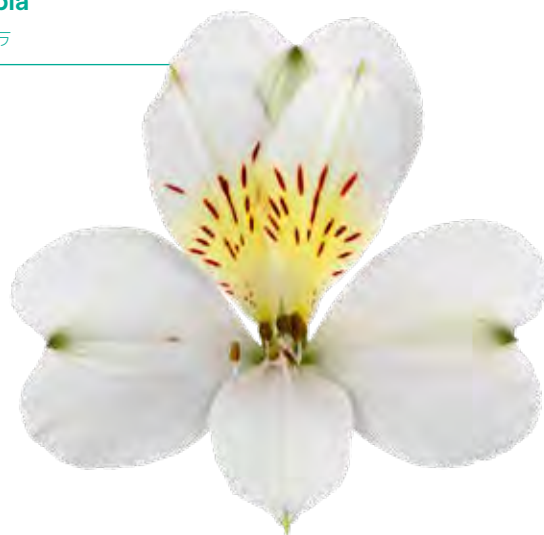
Wonder Sweet

ワンダースイート



Zembla

ゼンブラ



Alstroemeria Specialty

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.



'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.

Denise van Kampen - Marketing Manager

Fashionista® Pink

ファッションニスタピンク



Fashionista® Pink

2

2

2

0

Alstroemeria Florinca

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

ジョバンナ



Noa

ノア



NEW

Joy Ride

ジョイ ライド

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



	4	2	2	N
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



Grand Slam

グランドスラム



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

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.



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

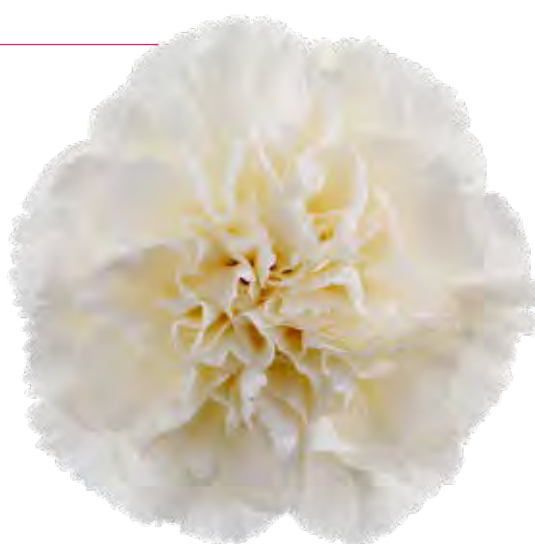
Noblesse

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





Standard Carnation Retro

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

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

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.



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.



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	



Natila

ナティラ



Piaff

ピアフ



Royal Tessino

ロイヤルテッシノ



Rufina

ルフィナ



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

スカーレットクィーン



Soria

ソリア



Spectro

スペクトロ



Trendy Tessino

トレンドイテッシノ



Vega

ベガ



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



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

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





Be distinctive with Dianthus

Sparkz® 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® are hybrids of Dianthus with a totally different look. When versatility is key, Sparkz® is the answer in offering you the widest and most creative range of Dianthus out there.

Marcel van Stekelenburg – Assortment Manager
Dianthus Sparkz®

Sparkz[®] surprisez

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.

Discover our Dianthus Sparkz[®] collection:



Green



Breanthus[®]



Raffine



Raffine Petit



Solomio[®]



Star

Sparkz® Green

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

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 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® Lindo

ブレアンサス リンド



Breanthus® Lord

ブレアンサス ロード



Breanthus® Melian

ブレアンサス メリアン



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

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® 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® 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.



A close-up photograph of a field of Sparkz Raffine carnations. The flowers are small, spray-type, with white petals and delicate pink variegation. A person's hand is visible in the foreground, gently holding one of the flowers. The background is a vast field of similar flowers, slightly out of focus, creating a sense of depth and abundance. The overall lighting is bright and natural, highlighting the intricate details of the petals.

Sparkz[®] Raffine

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 vase life.

Raffine Bonaire

ラフィーネ ボヌール

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



	3	4	3	NEW
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	



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®

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

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



	3	4	3
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® Solomio

Assorted Sparkz® Solomio

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

スターチェリーテッシノ



Star Fruity Tessino

スターフルーティテッシノ



Star Ruby Tessino

スタールビーテッシノ



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 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

ジンジーアボア



9 - 10 mm

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

Helleborus



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

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.



2



4



2

Magnificent Bells

Limonium Diamond series

Limonium sinensis

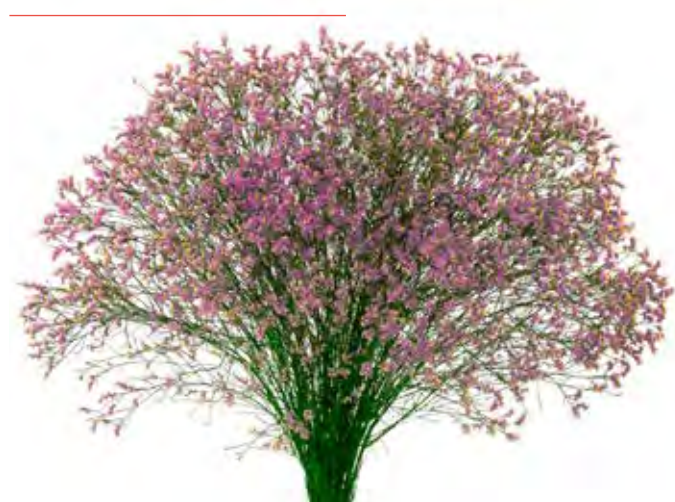


Limonium Diamond series

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



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



Pineapple Diamond

パイナップルダイヤモンド

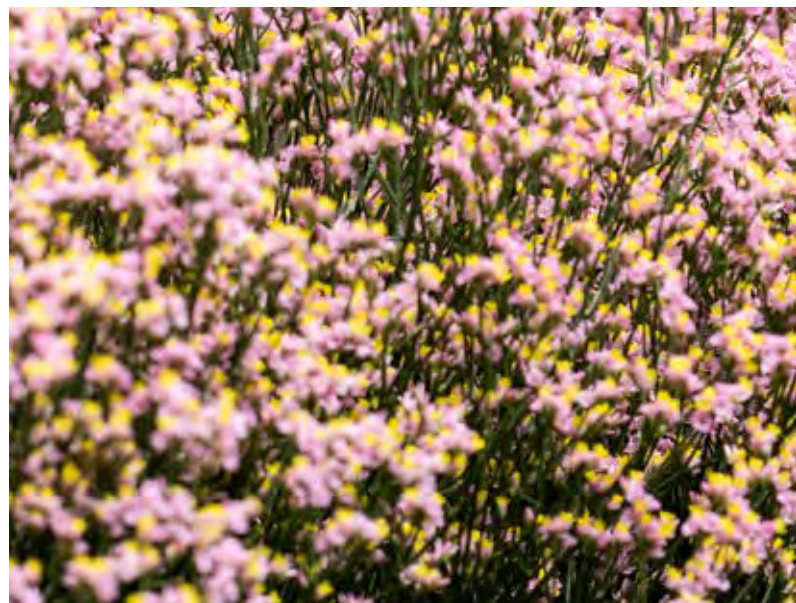


Princess Diamond

プリンセスダイヤモンド



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



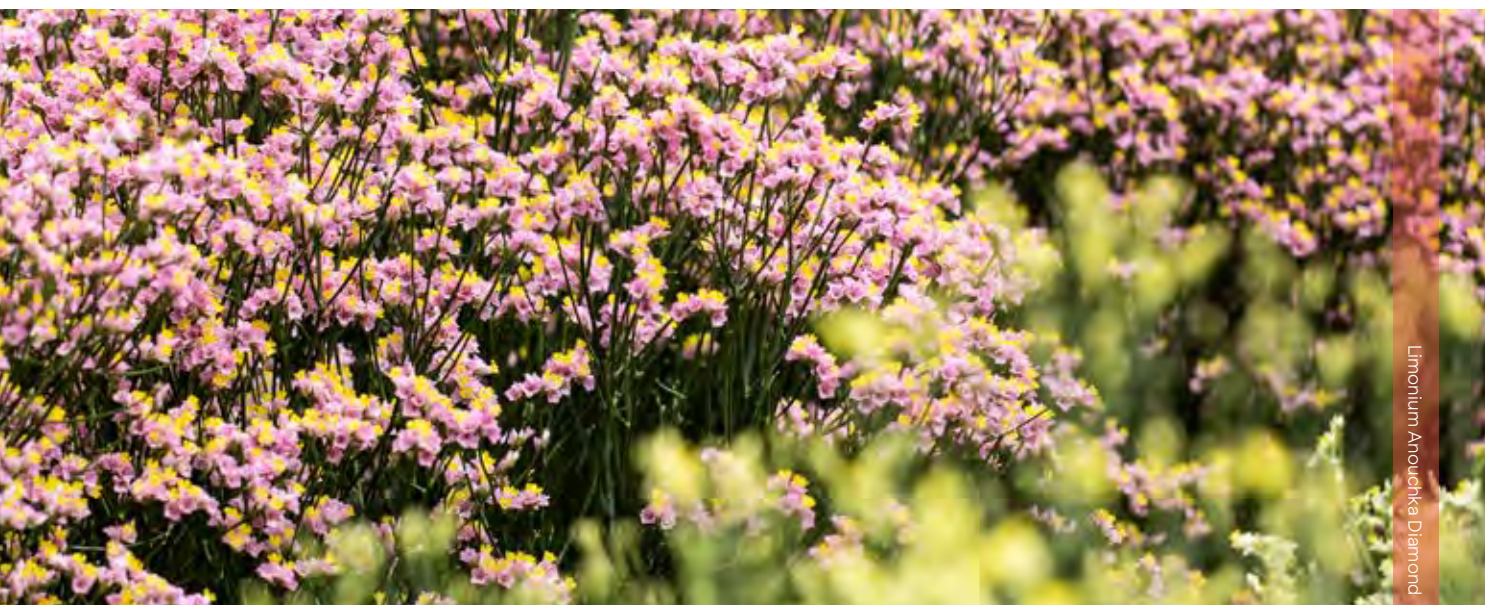
Soul Diamond

ソウルダイヤモンド



Tiffany Diamond

ティファニーダイヤモンド



Limonium Anouetka Diamond

Limonium Wings & Glacier series

Limonium sinuatum

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

アスペンウイングス



Coral Wings

コーラル ウイングス



Falcon Wings

ファルコンウイングス



Fantasia Wings

ファンタジアウイングス



Frost Wings

フロストウイングス



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

NEW

Glossy Wings

グロッシーウィングス

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

NEW



Limonium Wings & Glacier series

Limonium Falcon Wings

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



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

Raspberry Wings

ラズベリーウィングス



River Wings

リバーウイングス



Sky Wings

スカイ ウイングス



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

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

≡ □

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	
Astroemeria	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 NEW	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 NEW	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 NEW	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		









Joy Ride

		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	teslucia	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
Florinca	Giovanna	tesgiovan	4	2	2	N	Pink	21	
	Joy Ride NEW	tesjoy	4	1	2	O	Pink	21	
	Noa	tesnoa	4	3	2	Y	Cerise	21	
	Toledo	testol	4	2	1	N	Red	21	





Faro

		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 NEW	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	lipane	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	
	Kamily	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





		Commercial name	Variety denomination							Colour	Page
Dianthus	Spray	Monica NEW	hilmoni	2	3	?	2	2	2	Light pink	32
		Natila	hilntal	2	3	3	2	2	3	Pink	33
		Pamplona NEW	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	hilbregremag	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	hilbreamra	3	3		2			Red	41
		Breanthus® Baron	hilbrebar	2	4		2			Red	41
		Breanthus® Duke	hilbreduk	2	4		2			White	41
		Breanthus® Earl	hilbreearl	1	3		2			Pink	41
		Breanthus® Hera	hilbrehera	3	4		3			White	41
		Breanthus® Jolly	hilbrejoll	2	4		3			Bicolour	42
		Breanthus® King	hilbreking	2	3		2			Bicolour	42
		Breanthus® Lindo	hilbrelind	3	4		3			Pink	42
		Breanthus® Lord	hilbrelord	2	3		2			Hot pink	42
		Breanthus® Melian	hilbremeli	3	4		3			Lavender	42
		Breanthus® Noble	noble	3	4		2			Pink	43
		Breanthus® Prince	hilflopri	3	4		3			Red	43
		Breanthus® Queen	hilbrequeen	3	3		2			Dark red	43
				Breanthus® Roi NEW	hilbreroi	3	4		3		
		Breanthus® Tsar NEW	hilbretsa	3	4		3			Pink	43



Raffine Bonaire

	Commercial name	Variety denomination							Colour	Page
Dianthus barbatus	Sparkz®	Raffine Bonaire NEW	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
Dianthus barbatus	Sparkz®	Raffine Petit Aimee	raffine petit aimee	3	4		3		Pink	47
		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
Dianthus barbatus	Sparkz®	Solomio® Ard	hilsoard	3	4		3		White	49
		Solomio® Bern	hilsobern	2	4		3		Green	49
		Solomio® Cas	hilsocas	3	4		3		Pink	49
		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
		Solomio® Sem	solomio sem	3	4		3		Bicolour	50
Dianthus barbatus	Sparkz®	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



	Commercial name	Variety denomination					Style	Page
Gypsophila	Zinzi®	Zinzi® Aboa	4	4	2	2	Double	55
		Zinzi® Discovery	3	3	3	1	Single	55
		Zinzi® Titan	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



Glossy Wings

		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
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 NEW	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		

		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



Limonium Perennial Arizona Blue






Da Vinci



Dali



Miro

	Commercial name	Variety denomination				Colour	Page
Scabiosa	Corneille	scabcorneille	1	2	1	Pink/light pink	73
	Da Vinci NEW	hildavinci	3	3	2	Dark red	73
	Dali NEW	miyodali	2	2	2	Green	73
	Gauguin	scabgaugui	1	2	1	Blue/purple	73
	Goya	scabgoya	2	3	2	Red/red purple	73
	Miro NEW	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



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 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 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


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

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


HilverdaFlorist
North America

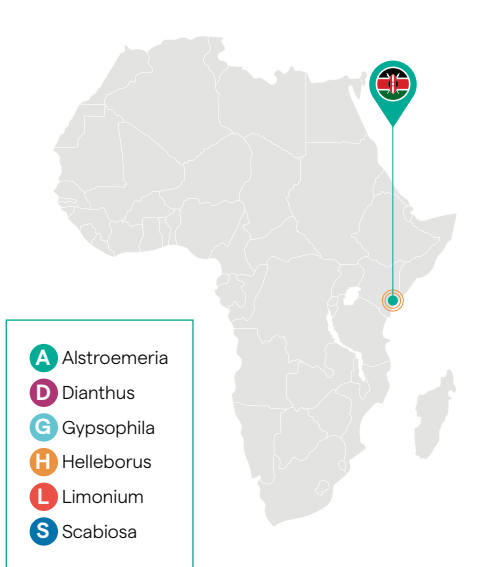
HilverdaFlorist North America

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 and subscribe to our newsletters for regular updates.

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