



# Pot & Bedding 20<sup>14</sup>/<sub>15</sub> ding

plants



# About

**HilverdaKooij** is wereldmarktleider op het gebied van selectie, veredeling en vermeerdering van nieuwe anjer-, limonium- en alstroemeriavariëteiten. Door onze schaalgrootte en netwerk aan vestigingen in binnen- en buitenland zijn wij in staat onze klanten overal ter wereld een volledig assortiment te leveren.

Het hoofdkantoor is gevestigd in het internationale centrum voor de bloemenindustrie, Aalsmeer. Vanuit hier voeren wij een uniek assortiment potplanten. Onze potplantenlijn bestaat onder ander uit de merknamen Sunflor® (potanjers), Inticancha® (potalstroemeria), potlimonium, potbegonia en de bijzondere dianthus serie Beauties®.

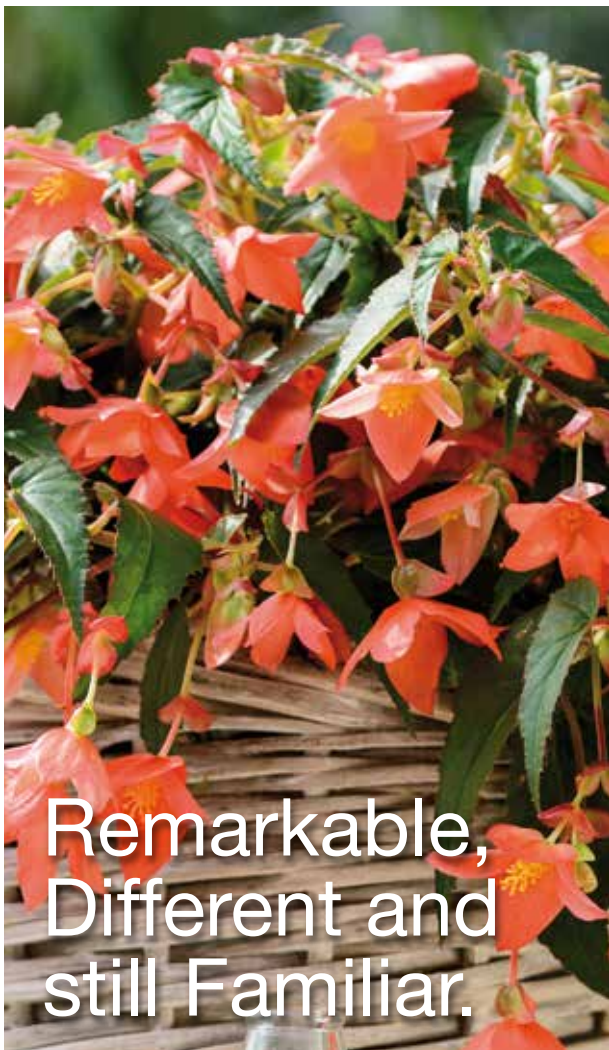
**HilverdaKooij** is world market leader in selecting, breeding and propagating new carnations, limonium, and alstroemeria varieties. The size of our activities and the network of sites in the Netherlands and abroad enable us to supply a complete assortment worldwide.

Situated in the center of the world flower industry in Aalsmeer, we can offer a unique assortment of potplants. Our pot plant consist of Sunflor® (pot carnation), Inticancha® (pot alstroemeria), pot limonium, pot begonia and special dianthus varieties Beauties®.

# Contents

Limonium	page 04
Be*Adore	page 06
Beauties	page 08
Sunflor	page 10
Odessa	page 16
Adorable	page 18
Inticancha	page 20
Garden Alstroemeria	page 24
Helleborus	page 26







**Blue Velvet (pot limonium)** is a full plant with abundant large round flowers in a deep purple color. These flowers form a beautiful contrast with the large green leaves. Limonium Blue Velvet can be used both indoors and outdoors and is easy to handle. The plant is flowering from spring to late autumn.



# L im oni um

limonium





35 cm



Blue Velvet®





# Be\*Adore

BE \* ADORE

Be Adore



**Be\*Adore** is the new series of Begonia introduced by HilverdaKooij which consists of five beautiful colors, from red to bicolored. The beautiful green foliage contrasts nicely with the bright colors and the plant continues to grow and flower throughout the summer. Be\*ADORE is not hardy. When winter makes its appearance, you must put the plants inside.



# NEW be\*Adore



Cinta\*



Dolce\*



Aroha\*



Liebe\*



Dragoste\*



# Beauties

Beauties

BEAUTIES

**Beauties** is a series consisting of special dianthus potplants varieties. These dianthus varieties are distinctive by color, shape and great growing habits. The colors are fresh and bright, and the flower shape is very refined. The plants grow perfectly and are easy to handle.





**NEW**

Doutzen®



BEAUTIES



**NEW**

Kate®



Kahori®



**NEW**

Naomi®



Olivia®



SUNFLOR

# Sunflor

Sunflor®

**Sunflor® pot carnations** are available in a wide range of colours and growing types. All Sunflor pot carnations can be used indoors and/or outdoors and flower abundantly until late fall. Sunflor is hardy.





**NEW**

Beetle®



**NEW**

Jaguar®



**NEW**

Masarati®



**NEW**

Red Esta®



**NEW**

Mimi®





Allura®



Bianca®



Bling Bling®



Charmy®



Citrien®



Classica®



Cosmos®



Desire®



Dynamite®



Esta®



Faganza®



Feline®





Finesse®



Fygi®



Jolina®



Luigi®



Margarita®



Napoli®



Orange Bling Bling®



Orinoco®



Paseo®



Pink Surprise®



Pretty Surprise®



Princess®





Red Bull®



Red Allura®



Sofia®



Surprise®



Vivre®



Vulcano®



White Surprise®





# Perfect match of varieties!

Apart from the Sunflor® Surprise series there is a wide choice of varieties available within the existing Sunflor assortment with the same characteristics that can be perfectly combined. The example given on this page is just one of the many possibilities. However, the final selection and combination of varieties depend on local growing conditions.

Are you also looking for new possibilities to extend your market then this is the ultimate solution. Based on their many years' of experience our sales representatives are able to provide you the most beneficial solution.



Paseo, Cosmos, Vivre  
Faganza, Dynamite, Esta, Red Allura  
Allura



ODESSA



Odessa<sup>®</sup>

# Odessa<sup>®</sup>





**NEW**

Odessa Aston®



Odessa Easy Pink®



Odessa Pierrot®



Odessa Pure®

ODESSA



Odessa Red®



**Adorable™**

The Adorable™ pot carnations are noted for their big, filled and scented flowers. Perfect to grow under sunny circumstances with higher temperatures. Adorable flowers abundantly until late fall and are perfect for balcony, terrace or garden.

ADORABLE

# Adorable





NEW

Cerise Mel™



NEW

Yellow Mel™



Mana™



Mel™



Moonstone™



Tess™



Tiara™





INTICANCHA

# Inti can cha

**Inticancha® pot alstroemeria** is a strong garden plant which is easy to handle and flowers from spring till late fall. The plant is compact and has a fresh and bright colour. Qualities our Inticancha varieties are noted for. Inticancha is perfect for balcony, patio or garden!





INTICANCHA®



**NEW**

Cabana®



**NEW**

Indigo®



**NEW**

Valentino®

INTICANCHA





Antarctica®



Bryce®



Dark Purple®



Doba®



Imala®



Kanika®



Machu®



Maya®



Navayo®



Passion®





Red®



Sunday®



Sunlight®



Sunshine®



Sunshine®



White Pink Blush®



White Pink Heart®





Garden  
Alstroemeria

# Garden alstroemeria

GARDEN  
ALSTROEMERIA

## **Garden Alstroemeria**

The garden alstroemeria series is unique because of its beautiful colour combination, growing habits and long lasting flowering time. Rich flowering outdoor plants which are strong and easy to grow. The plants are filling garden/border extremely well and re-emerging after winter.





50 cm



**NEW**

Summer breeze®



35 cm



Summertime®



50 cm



Indian summer®

GARDEN  
ALSTROEMERIA



**Helleborus "Winterbells"**® – is unique in its kind as for its looks, cultivation and plant structure and is a hardy evergreen perennial. Flowers continuously for a long period of time (7 months!). The most striking part of the flower is formed by the petals with their lime green colour and ornamental look.

# Helleborus

Helleborus

HELLEBORUS





Winterbells®



Phoebe®



Painted Bunting®



Picotee®



Snow White®



Stained Glass®



# General Conditions



## CONDITIONS DE VENTE, DE LIVRAISON ET DE PAIEMENT

Les Conditions Générales de Plantum NL relatives à l'horticulture ornementale et la culture maraîchère, déposées auprès de la Chambre de Commerce de Rotterdam, bureau régional de Gouda, le 21 mai 2012, sont applicables à nos offres, transactions et livraisons.

Les variétés munies d'un « ® » sont protégées par le droit d'obtention végétale ou par une stipulation en chaîne contractuelle et leur usage à des fins de multiplication ou de revente n'est pas autorisé. Ces variétés peuvent être seulement utilisées pour la production de plantes en pots entièrement sous le contrôle de l'acheteur.

## VERKOOP-, LEVERINGS- EN BETALINGSVOORWAARDEN

Op onze offertes, transacties en leveranties zijn de Algemene voorwaarden sierteelt en voedingstuinbouw opkweek van Plantum NL van toepassing, die zijn vastgelegd bij de Kamer van Koophandel Rotterdam, regiokantoor Gouda, op 21 mei 2012.

Rassen voorzien van een "®" zijn beschermd onder het kwekersrecht of middels een contractueel kettingbeding en mogen niet worden gebruikt voor vermeerderingsdoeleinden of wederverkoop. Deze rassen mogen uitsluitend dienen voor de productie van potplanten en enkel op het eigen bedrijf van de koper geteeld worden.

## VERKAUFS- LIEFERUNGS- UND HLUNGSBEDINGUNGEN

Auf unsere Angebote, Transaktionen und Lieferungen finden die Allgemeinen Geschäftsbedingungen für Anzuchtprodukte im Zier- und Nutzpflanzenbau von Plantum NL Anwendung, die bei der Industrie- und Handelskammer Rotterdam, Regionalbüro Gouda, Niederlande, am 21. Mai 2012 hinterlegt wurden.

Mit einem „®“ gekennzeichnete Sorten sind gemäß dem Züchterrecht oder vertraglich festgelegter Kettenbedingungen geschützt und dürfen nicht zum Zweck der Vermehrung oder des Wiederverkaufs verwendet werden. Diese Rassen dürfen nur für die Produktion von Topfpflanzen benutzt und nur im eigenen Betrieb des Käufers kultiviert werden.

## CONDITIONS OF SALE, DELIVERY AND PAYMENT

Our quotations, transactions and deliveries are subject to the General terms for ornamental plant and nutritional horticulture production of Plantum NL, registered at the Chamber of Commerce Rotterdam, Gouda branch-office, Holland on May 21th, 2012.

Varieties marked with "®" are protected by Plant Breeders' Rights or contractual assignment and may not be used for purposes of propagation or resale. These varieties may only be used for the production of pot plants on the premises wholly owned or controlled by purchaser.

## CONDIZIONI DI VENDITA, SPEDIZIONE E PAGAMENTO

Le nostre offerte, transazioni e spedizioni sono soggette alle Condizioni generali di coltura per la floricoltura e l'orticoltura della Plantum NL, depositate presso la camera di Commercio di Rotterdam, Gouda, Olanda, ufficio competente, in data 21 Maggio 2012.

le varietà contrassegnate con "®" sono protette da Diritti di Ibridazione e Coltura o da vincoli contrattuali e non sono destinati a scopi riproduttivi o alla rivendita. Queste varietà possono essere usate solo per piante in vaso nei locali interamente possedute o controllate da parte dell'acquirente

## CONDICIONES DE VENTA, ENTREGA Y PAGO

Nuestros presupuestos, operaciones y entregas están sujetos a las Condiciones Generales de cultivo para el cultivo ornamental y la horticultura alimenticia de Plantum NL, registradas en la Cámara de Comercio de Róterdam, delegación de Gouda, Holanda, el 21 de Mayo de 2012.

Las variedades marcadas con "®" están protegidas por los Derechos de Obtentor o transmisión de propiedad, y no se pueden usar con propósitos de reproducción o reventa. Estas variedades son exclusivamente para el cultivo de plantas en maceta en las instalaciones del comprador.

## CONDICIONES DE VENDA, ENTREGA E PAGAMENTO










































As nossas cotações, transações e entregas estão sujeitas aos Termos gerais relativos a plantas ornamentais e à produção de horticultura nutritiva de Plantum NL, registada na Câmara do Comércio de Roterdão, na filial de Gouda, Holanda, a 21 de Maio de 2012.

As variedades assinaladas com "®" estão protegidas pelos Direitos de Cultivadores de Plantas ou pelas obrigações contractuais, e não podem ser usadas para fins de reprodução ou de reventa. Estas variedades só devem ser utilizadas para a produção de plantas em vaso mediante premissas totalmente reconhecidas ou controladas pelo comprador







COLOUR	POT CARNATIONS	PLANT BREEDER'S NAME	SPEED	GROWTH	SCENT
NEW	<b>RED</b>				
	 Maserati®	Hilmaser	•••	Medium	••
	 Napoli®		••	Medium	••
	 Red Allura®	Hilreal	••	Medium	••
	 Red Bull®	Hilredbu	•	Medium	••
 Vulcano®	Hilvulca	•••	Medium	••	
	<b>DARK RED</b>				
	 Desire®	Hildes	••	Medium	••
	 Dynamite®	Hildyna	•••	Medium	••
 Pretty Surprise®		••	Compact	••	
	<b>PINK</b>				
	 Jolina®	Hiljoli	•••	Medium	•••
	 Orinoco®	Hilorin	••	Medium	••
	 Pink Surprise®		••	Compact	••
 Vivre®	Hilvivre	••	Medium	••	
NEW	<b>ORANGE</b>				
	 Mimi®	hilmimi	•	Medium	••
	 Orange Bling Bling®	Hilorbli	•	Tall	••
 Princess®	Koprins	•	Compact	••	
	<b>WHITE</b>				
	 Cosmos®	Kocosmo	••	Medium	••
 White Surprise®		••	Compact	••	
	<b>CERISE</b>				
	 Allura®		••	Medium	••
	 Classica®		••	Medium	••
 Feline®	Hilfe	••	Medium	•	
	<b>YELLOW</b>				
	 Bling Bling®		•	Tall	••
	 Citrien®		•	Tall	••
 Luigi®	Hilluigi	•	Medium	••	
NEW	<b>PURPLE</b>				
	 Beetle®	Hilbeetl	•••	Medium	••
 Fygi®	Hilfygi	••	Medium	••	
	<b>LILAC</b>				
	 Faganza®		••	Medium	•••
	 Paseo®	Hilpas	•••	Medium	•
 Surprise®		••	Compact	••	
NEW	<b>FANCY VARIETIES</b>				
	 Bianca®		•	Compact	•••
	 Charmy®	Hilcharm	••	Compact	•
	 Esta®		••	Medium	•••
	 Finesse®		••	Medium	••
	 Jaguar®	Hiljagua	••	Tall	••
NEW	 Margarita®		••	Medium	••
	 Red Esta®	Hilrees	••	Medium	•••
 Sofia®	Hilsofia	••	Compact	••	
NEW	<b>GARDEN CARNATIONS</b>				
	 Odessa Aston®	Hilaston	••	20 - 25 cm	••
	 Odessa Easy Pink®		•	20 - 25 cm	•••
	 Odessa Pierrot®	Hilprot	••	20 - 25 cm	••
	 Odessa Pure®	Hilpure	••	20 - 25 cm	•••
 Odessa Red®		•	20 - 25 cm	••	








• alle gegevens zijn gebaseerd op proefopplantingen uitgevoerd in Nederland. Hoewel deze gegevens met de meeste zorg zijn samengesteld, kan er geen enkele garantie aan worden ontleend: zij dienen slechts ter algemene oriëntatie.

• all data are based on trials carried out under Dutch growing conditions. These data only serve to obtain a general impression of the variety in question; they provide no guarantee whatsoever. Meant only for comparison of varieties grown in the same period and under similar conditions.

• Todos los datos están basados en ensayos hechos bajo condiciones holandesas. Estos datos pretenden dar una impresión general de la variedad, pero bajo ninguna razón representan garantía de desempeño.








# ADORABLE™

COLOUR	POT CARNATIONS	PLANT BREEDER'S NAME	SPEED	GROWTH	SCENT
NEW	 Adorable™				
	 Cerise Mel	CFPCcermel	•	Tall	••
	 Mana	CFPCmana	•	Tall	•
	 Mel	CFPCmel	•	Tall	••
	 Moonstone	CFPCmoonstone	•	Tall	•••
	 Tess	CFPCtess	•	Tall	•••
	 Tiara	CFPCtiara	•	Tall	••
NEW	 Yellow Mel	CFPCyelmel	•	Tall	••

## be\*Adore

### BEGONIA

	Cinta*	Horbecinta	••	Medium	
	Dolce*	Horbedolce	••	Medium	
	Aroha*	Horbearoha	•	Medium	
	Liebe*	Horbeliebe	••	Medium	
	Dragoste*	Horbedrago	••	Medium	

## INTICANCHA™

### POT ALSTROEMERIA






	 Antarctica®	Tesantarc	•••	Medium	
	 Bryce®	Tesbryce	••	Medium	
NEW	 Cabana®	Tescaban			
	 Dark Purple®	Tesdarklin	•••	Medium	
	 Doba®	Tesdoba	•••	Medium	
NEW	 Imala®	Tesima	•••	Medium	
	 Indigo®	Tesindig			
	 Kanika®	Teskani	•••	Medium	
	 Machu®	Tesmach	•••	Medium	
	 Maya®	Tesmaya	•••	Medium	
	 Navayo®	Tesnavo	•••	Medium	
	 Passion®	Tespassion	•••	Medium	
	 Red®	Tesrobin	••	Medium	
	 Sunday®	Tessunday	•••	Medium	
	 Sunlight®	Tessunlight	•••	Medium	
NEW	 Sunshine®	Tesshine	•••	Medium	
	 Valentino®	Tesvalen			
	 White Pink Blush®	Tesblushin	••	Tall	
	 White Pink Heart®	Tesheartin	••	Medium	

### GARDEN ALSTROEMERIA

NEW	 Indian Summer	Tesronto	••	50 cm	
	 Summer Breeze	Tessumbre	••	50 cm	
	 Summertime		•••	50 cm	




### BEAUTIES

NEW	 Doutzen®	Hilbeadouz	•	Medium	••
	 Kahori®	Holkahori	••	Medium	•••
NEW	 Kate®	Hilbeakate	••	Compact	••
NEW	 Naomi®	Hilbeanaom	••	Medium	••
	 Olivia®		••	Compact	•

## LIMONIUM

### LIMONIUM®

	Blue Velvet®	Hilbluvel			
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