

## Viola, Primula & Perennials





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#### New introductions and online benefits

We are proud to present to you our Biennial catalogue for the 2020 - 2022 seasons.

As you are used to, we will keep on developing and improving our Viola EVOLUTION assortment. This year Florensis introduce the 180 tray with three young plants of the same colour in one plug. We have the objective to save our customers time to create a high value product to sell. This tray offers the same benefits as the well-appreciated MixMasters<sup>®</sup> you are used to.

Last season we introduced an upgrade in the Primula PrimeTime range. This series increased their uniformity in flowering and plant habit. We rebranded the PrimeTime concept; 4 series - 1 programme to make your life easier.

The launch of Ranunculus VORTEX series has been a success. The first reactions have shown us that these series have an added value in the market. With VORTEX we offer you a compact, plannable Ranunculus with an excellent shelf life in the chain. You can't miss this in your assortment.

Do you already have login credentials for the Florensis webshop? In addition to being able to order all the products from this catalogue online, having an account gives you a lot more benefits. For example; did you know that you can use your order history of last year as a basis for your order this season? Make sure you stay connected. Do you want more information about the Florensis webshop? Please, contact your representative or our customer service.

We wish you a beautiful Biennial season!

Marck Strik



Marck Strik Director Sales & Product Development



# Don't wait any longer. Create your account today!

	Flôren	sis
		Login to webshop     Image:     Description        Description        Description              Description
f @FlorensisInternational		

in @FlorensisInternational

#### Hello!

Did you know you can easily find and order all products we have to offer with your Florensis webshop account? Let us show you all the benefits and possibilities:

- C Real time availability and delivery weeks You can order young plants whenever and wherever you want; 24 hours a day, 7 days a week!
  - **Looking for an order confirmation?** In the service area you can find all your Florensis transport document and invoices are available in PDF.



## Photo database

You even get free access to our photo database which contains more than 10.000 images. Wow!

Personal contact We are always here to help.

## This is what our customers say about the Florensis webshop!



#### **Ripaplant BV** R. Groot Koerkamp (Arrangements)

"I was one of the first customers to make an online order on the Florensis webshop. It went perfect right away! Thanks to the webshop I'm really flexible if it comes to placing orders and checking my order status which is very nice!"



Wetering Sierteelt N. van de Wetering (Day trade)

"When I activated my account I had much more control on my orders. I can even see availability and delivery weeks myself now. The user friendly and flexible Florensis webshop makes placing and changing an order easy and fast whenever I want."



#### Request your account! www.florensis.com

#### No account yet?

Discover the many benefits of an online account: () Change orders until they go to production

🛞 We always keep personal contact with you

View order history and direct available plants

Download beautiful photos in high resolution

Request an account —









Viola cornuta EVO Mini F1 MixMasters® Athens

No. 1

and a state

## Mon Amie MixMasters®

Unique and exclusive to the Florensis MixMasters® program. 3 MixMasters combinations; early, perfect matching and predictable to produce and have available in a shop.

	tis sylvatica nie MixMasters®	<b>П</b>	
36014	Blue Pink	180	
35416	Blue White	180	
35443	Pink White	180	
			Blue Bials
			Blue Pink



Blue White



Pink White



Mon Amie MixMasters® Blue White

## EVO Mini F1 MixMasters®

Our well selected and balanced mixed Viola varieties combined with the unique MixMasters pot give you the optimal possibility to differentiate from mass production.

The chosen varieties are selected for the perfect fit in flowering, plant habit uniformity and meet the requirements of a well-balanced appealing combination.

Our MixMasters fulfil the requirements of the growing trend in the use of mix combinations and we are convinced our blends can contribute to your success in this market.

We are well prepared and we make sure you are too!

- Trendy combinations in attractive colours •
- Free flowering and uniform during the entire season
- Stays balanced, even at higher temperatures

Your sales representative can inform you about the MixMasters pot (12-14 cm) and the special labels.



Amsterdam 34347



Athens 35093



34347	Amsterdam		180			
5093	Athens		180			
62	Lisbon	$\checkmark$	180			
1348	London		180			
2686	Nice		180			
094	Rio		180			
349	Stockholm		180			9 . J.:
010	Sydney		180	MixMasters	MixMasters	MixMaste
37163	Venice	$\checkmark$	180			
				London	Nice	Rio
				34348	32686	35094





#### **EVOLUTION - a sustainable choice**

One of our goals is to make our production process sustainable and our footprint as small as possible. Choosing future proof genetics in our Viola EVOLUTION series results in a 95% decrease of PGR's in the past 20 years. Using biological PGR's will ensure that we really achieve our goals.

To accomplish this evolution we're not done when we deliver our young plants. As specialists we can provide you with cultivation advise to make your production as sustainable as possible. Together we stand strong in our challenge to keep our one and only world clean.

With a lot of effort we created our Viola concept: EVOLUTION by Florensis. Our sensible response to constantly changing market requirements. Look no further for the best varieties for the ideal use. This series is the future.

3 separate series - 1 clear segmentation:
EVO Mini: cornuta viola
EVO: wittrockiana viola
EVO Big: large wittrockiana viola









Viola

### EVO Mini F1

An unmatched colour pallet of uniform cornuta's from Autumn till Spring. From the deepest of blues to the clearest of white. EVO Mini fills pots with excellent branching, compact plants and a narrow flowering window.

#### New unique 180-tray solution

With our 180-tray we are introducing a new solution for even better filled 12-13 cm pots. By having 3 young plants of the same colour in one plug you'll save time and have a high valued product to sell. The concept is based on our highly appreciated Viola MixMasters® plug and has already proven its benefits.

With excellent reliability EVO Mini is a safe bet for predictable and durable plants. It is not without eason why so many Sorbet XP varieties are included in our EVO Mini series. EVO Mini can be very well combined with spring flowering perennials.



Raspberry Joker

180-tray plug





3 plants per plug 180-tray solution 12 cm pot 1 plant per plug 288 tray-solution 9 cm pot

EVO Mini F1		NEW	₩ <sup>A</sup>	EVO N	1ini F1		NEW	₩ <sup>A</sup>
15175 EVO Mini F1	Beacon Yellow	288	, 510	36026	EVO Mini F1	Red Blotch Impr.	2	88, 510
32150 EVO Mini F1/Sorbet XP F	Beaconsfield	288	, 510	32165	EVO Mini F1	Ruby & Gold	5	10
34652 EVO Mini F1/Sorbet XP F	I Blue Blotch	288	, 510	34013	EVO Mini F1/Sorbet XP F1	True Blue	1	80, 288, 510
34012 EVO Mini F1/Sorbet XP F	I Deep Orange	288	, 510	12221	EVO Mini F1/Sorbet XP F1	White	1	80, 288, 510
18924 EVO Mini F1/Sorbet XP F	Delft Blue	288	, 510	17430	EVO Mini F1/Sorbet XP F1	White Blotch	1	80, 288, 510
32525 EVO Mini F1/Sorbet XP F	I Denim Jump Up	288	, 510	18317	EVO Mini F1/Sorbet XP F1	White Purple Jump Up	2	88, 510
34650 EVO Mini F1	Jolly Face	288	, 510	35096	EVO Mini F1/Sorbet XP F1	Yellow	1	80, 288, 510
20862 EVO Mini F1	Lavender Pink	288	, 510	32433	EVO Mini F1/Sorbet XP F1	Yellow Blotch	1	80, 288, 510
18929 EVO Mini F1/Sorbet XP F	I Lemon Ice Blotch	288	, 510	32154	EVO Mini F1/Sorbet XP F1	Yellow Blue Jump Up	2	88, 510
17470 EVO Mini F1/Sorbet XP F	I Lemon Purple Jump Up	288	, 510	32526	EVO Mini F1/Sorbet XP F1	Yellow Burgundy Jump Up	o 2	88, 510
18931 EVO Mini F1/Sorbet XP F	l Marina	288	, 510	31151	EVO Mini F1/Sorbet XP F1	Yellow Pink Jump Up	2	88, 510
18928 EVO Mini F1/Sorbet XP F	l Morpho	288	, 510	17484	EVO Mini F1/Sorbet XP F1	Yellow Purple Jump Up	1	80, 288, 510
32151 EVO Mini F1/Sorbet XP F	Neptune	288	, 510	18939	EVO Mini F1/Sorbet XP F1	YTT	2	88, 510
32502 EVO Mini F1/Sorbet XP F	I Orange Purple Jump Up	288	, 510	16782	EVO Mini F1/Sorbet XP F1	Autumn Select Mix	2	88, 510
17993 EVO Mini F1/Sorbet XP F	Orchid Rose Beacon	288	, 510	20230	EVO Mini F1/Sorbet XP F1	Blueberry Frost Mix	2	88, 510
16269 EVO Mini F1	Peach Duet	510		18316	EVO Mini F1/Sorbet XP F1	Citrus Mix	2	88, 510
19126 EVO Mini F1	Persian Wing	180	, 288, 510	20231	EVO Mini F1/Sorbet XP F1	Duet Mix	2	88
18932 EVO Mini F1/Sorbet XP F	I Pink Halo	288	, 510	20227	EVO Mini F1/Sorbet XP F1	Mix	2	88
35095 EVO Mini F1/Sorbet XP F	I Pink Wing	288	, 510	18320	EVO Mini F1/Sorbet XP F1	Select Royal Mix	2	88, 510
18318 EVO Mini F1/Sorbet XP F	l Purple	288	, 510	14345	EVO Mini F1/Sorbet XP F1	Spring Select Mix	2	88, 510
30337 EVO Mini F1	Purple Face	288	, 510	35552	EVO Mini F1	Romance mix	5	10
20763 EVO Mini F1	Purple Rose White Face	288	, 510					
19273 EVO Mini F1/Sorbet XP F	Raspberry	288	, 510					

√ 180, 288, 510

36022 EVO Mini F1



EVO Mini F1 Yellow



Blue Blotch (XP) 34652



YTT (XP) 18939



Orchid Rose Beacon (XP) 17993



Red Blotch Impr. 36026



Yellow Blotch (XP) 32433



True Blue (XP) 34013



Morpho (XP) 18928



Lavender Pink 20862



Ruby & Gold 32165



Beacon Yellow 15175



Beaconsfield (XP) 32150



Jolly Face 34650



Persian Wing 19126



Yellow Burgundy Jump Up (XP) 32526



Lemon Ice Blotch (XP) 18929



Denim Jump Up (XP) 32525



Neptune (XP) 32151



Deep Orange (XP) 34012



Yellow (XP) 35096







Marina (XP) 18931



Purple (XP) 18318



Pink Halo (XP) 18932



Lemon Purple Jump Up (XP) 17470



White Blotch (XP) 17430



Delft Blue (XP) 18924



Purple Rose White Face 20763



Peach Duet 16269



Yellow Blue Jump Up (XP) 32154



White (XP) 12221



**Raspberry Joker** 36022

Raspberry (XP)

19273

Orange Purple Jump Up (XP)

32502

三二 1115

Yellow Pink Jump Up (XP)

31151



**Purple Face** 30337



Pink Wing (XP) 35095



Yellow Purple Jump Up (XP) 17484



White Purple Jump Up (XP) 18317



17

## EVO F1

The earliest flowers for easy and early Spring sales.

The varieties featured in our EVO series are the most advanced wittrockiana viola in the market today. EVO is reliable for early Spring sales because of its outstanding uniformity in plant habit and timing. This provides maximum predictability and reliability.

Thanks to their evolutionary DNA the plants have compact and strong branching, no stretching, short peduncles and a narrow flowering window. Characteristics for great Pansy sales in late Autumn and early Spring.

Light Blue



Viola w EVO F1	vittrockiana	
13898	Beacon Blue	288, 510
36029	Blue Blotch	288, 510
31627	Cassis	288, 510
32156	Lemon	288, 510
18963	Lemon Blotch	288, 510
36032	Light Blue	288, 510
18964	Marina	288, 510
32157	Moonlight	288, 510
34641	Neon Violet	288, 510
13933	Orange	288, 510
18965	Orange Blotch	288, 510
15862	Orange Duet	288, 510
35764	Pink Shades	288, 510
16339	Purple	288, 510
12067	Red Blotch	288, 510
15940	Rosy Sunset	288, 510
32909	True Blue	288, 510
14744	Violet Face	288, 510
12070	White	288, 510
12071	White Blotch	288, 510
12072	Yellow	288, 510
34483	Yellow Blotch	288, 510
16267	Yellow Duet	288, 510
16784	Autumn Select Mix	510
16814	Spring Select Mix	288, 510
15219	Multi Mix	510
14776	Royal Mix	288, 510
35553	Cool Pink Mix	510
36652	EVO Clear Mix	510



EVO F1 Blue Blotch



Yellow 12072



True Blue 32909



Violet Face 14744



Orange Blotch 18965



Lemon Blotch 18963



Marina 18964



Beacon Blue 13898



Orange 13933



32156





Light Blue 36032



Cassis 31627



Orange Duet 15862



White Blotch 12071



Neon Violet 34641



Pink Shades Impr. 35764



Yellow Duet 16267



White 12070



Moonlight



Rosy Sunset 15940



Yellow Blotch 34483

## EVO Big F1

Extra large flowers with outstanding heat tolerance.

The varieties in EVO Big are great for production in Summer and early Autumn. These attractive big flowers will stand the heat and have a strong appeal to retail and consumers.

We tested the varieties in warm temperatures and strong sun light. In every situation EVO Big varieties prove to overcome and constrain these circumstances. Still able to grow strong plants with huge impressive flowers.

EVO Big is produced in 5-7 weeks in large uniformity across a full colour range. The well-branched and compact plants are strong and produce lots of flowers on short and sturdy terms.



Viola w EVO BI	vittrockiana G F1	NEW	R A
37165	Orange	$\checkmark$	288, 510
34644	Blue Blotch		288, 510
31456	Delft		288, 510
16992	Outback Fire		288, 510
31333	Patricia		288, 510
35763	Pink Shades		288, 510
18984	Purple		288, 510
31492	Red Blotch		288, 510
31493	Violet White		288, 510
31495	White		288, 510
31494	White Blotch		288, 510
31497	Yellow		288, 510
31496	Yellow Blotch		288, 510
18397	Blotch Mix		288, 510
17217	Mix		288, 510



Orange



Viola wittrockiana



EVO Big F1 Pink Shades



Blue Blotch 34644



Orange 37165



Patricia 31333



Delft 31456



Outback Fire 16992



Yellow Blotch 31496









Red Blotch 31492



Violet White 31493



Pink Shades 35763







White Blotch 31494

#### Matrix<sup>™</sup> F1

The development of the Matrix series was and is inspired by the particular needs of growers, trade and consumers. When devising the series, our breeders focused on plant habit and flower size in particular. The result is excellent branching, a better structure and sufficient plant mass leading to a particular strength of the series: all colours continue to flower strongly throughout the season.

This gives you the necessary flexibility at retail to respond to short-term seasonal peaks. Matrix is ideal for early autumn and mid to late spring flowering. All of their positive features guarantee strong sales performance and lasting popularity with the consumer.

#### Benefits for you and your customer:

- Large, thick petalled flowers
- Good flower presentation
- Short flower stems, no stretching
- Uniform habit and flowering
- Strong habit with sufficient plant mass

#### Our recommendation:

Matrix originally has a strong focus on autumn performance. Because of its well-branched strong plant structure most of the colours also fit very well for spring. We will be pleased to advise you in composing a tailor-made assortment.

\* Matrix<sup>™</sup> is not available in the UK.

Viola w Matrix	rittrockiana <sup>™</sup> F1	<b>P</b>
32161	Beaconsfield	288, 510
35106	Blue Blotch	288, 510
18373	Blue True	288, 510
18374	Cassis	288, 510
18980	Delft Blue	288, 510
18966	Lavender Shades	288, 510
18377	Lemon Clear	288, 510
34674	Light Blue	288, 510
18378	Midnight Glow	288, 510
12059	Morpheus	288, 510
17595	Ocean	288, 510
17474	Orange Clear	288, 510
12060	Orange Deep	288, 510
18173	Purple	288, 510
17596	Red Blotch	288, 510
18382	Red Wing	288, 510
17479	Rose	288, 510
31152	Rose Blotch	288, 510
18383	Sangria	288, 510
18981	Solar Flare	288, 510
17471	Sunrise	288, 510
17597	White Blotch	288, 510
18232	White Clear	288, 510
18969	Yellow	288, 510
18975	Yellow Blotch	288, 510
20237	Amber Mix	288
18386	Autumn Blaze Mix	288, 510
18371	Blotch Mix	288, 510
18375	Citrus Mix	288, 510
18376	Clear Mix	288, 510
18387	Coastal Sunrise Mix	288
31257	Epices Mix	288
20238	Harvest Mix	288
18379	Mix	288, 510
18388	Ocean Breeze Mix	288, 510
20240	Ruby Mix	288
33928	Sun & Sky Mix	288
19035	Sunfire Mix	288
20239	Topaz & Garnet Mix	288







Blue Blotch 35106



Morpheus 12059



Cassis 18374



Orange Clear 17474



Ocean 17595



Purple 18173



Sangria 18383



Yellow Blotch 18975



Blue True 18373



Beaconsfield 32161

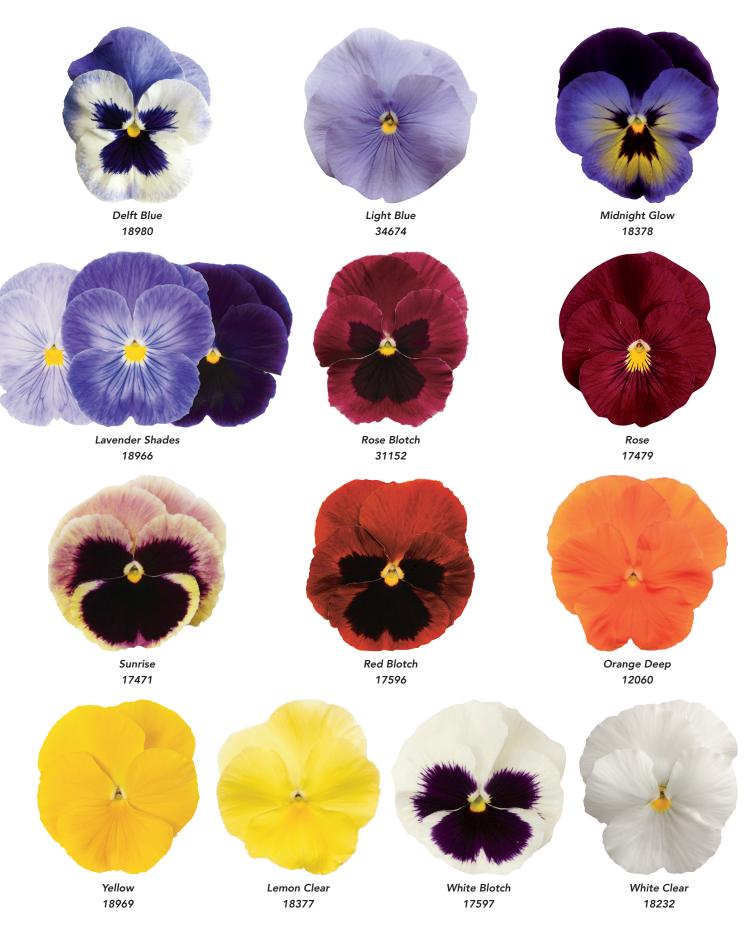


Solar Flare 18981



Red Wing 18382





### Cool Wave® F1

The success story of Cool Wave continues. Consumers and retail are asking for it because of the excellent garden performance of Cool Wave which is well-known in the whole industry. Cool Wave is extremely free flowering and is noted for its good weather tolerance. Cool Wave also cuts a striking figure as a colourful ground-cover plant. Even larger areas are fast transformed into a real sea of flowers. For the coming season Florensis offers you the possibility to differentiate from others with new exclusive colours.

Cool Wave is suitable as a colourful, high quality product, ideal for the prestigious retailer specialist. A stand-out product in a league of its own!

#### Any time

- Most vigour and free flowering in Autumn and Spring
- Earliest flowering in Spring

#### Anywhere

- Nice trailing habit with cascading flowers up to 75 cm long
- Very suitable for hanging baskets, patio pots, bedding and landscaping

#### Colour!

- Long lasting colour
- Excellent garden performance
- Good Winter hardiness





**Blue Skies** 

Blueberry Swirl



Fire



Frost





Golden Yellow

Lemon



Morpho



Purple

Viola w Cool W	R A	
31153	Blue Skies	180, 288
31154	Blueberry Swirl	180, 288
34014	Fire	180, 288
19880	Frost	180, 288
19883	Golden Yellow	180, 288
34669	Lemon	180, 288
32434	Morpho	180, 288
20741	Purple	180, 288
34015	Raspberry	180, 288
34671	Strawberry Swirl	180, 288
19881	Violet Wing	180, 288
19882	White	180, 288
19936	Mix	180, 288



Raspberry



Strawberry Swirl





Violet Wing

White



## Panola XP F1

Panola combines the best of two worlds: the excellent weather and Winter tolerance of a Viola cornuta and the medium-sized flowers from the world of Viola wittrockiana. This makes Panola ideally suitable as over-Wintering guaranteed landscape planting in borders and parks, reducing your plant care costs and guaranteeing customer satisfaction.

Panola is our breeders' response to the high quality demands of our times. Thanks to the XP characteristic, the Panola series is well-balanced, easy to grow and meets the highest quality standards.

As a multiflora series, Panola is extremely free flowering and brings plenty of colour to any arrangement, allowing you to differentiate your offer and introduce individual accents.

Viola wittrockiana Panola XP F1	<b>F</b>	Viola wittrockiana Panola XP F1	<b>F</b>
13641 Beaconsfield	288	17620 White	288
17615 Deep Blue Blotch	288	13648 White Blotch	288
13642 Deep Orange	288	17621 Yellow	288
17616 Fire	288	13649 Yellow Blotch	288
19036 Lilac Shades	288	31258 Agate Mix	288
13643 Marina	288	18988 Baby Boy Mix	288
19037 Primrose	288	13650 Citrus Mix	288
17617 Purple	288	31276 Fruits Rouges Mix	288
17625 Red Blotch	288	18987 Mix	288
13645 Scarlet	288	19039 Silhouette Mix	288
17619 True Blue	288	31275 Touche De Mangue Mix	288

## Ultima F1

A series with medium-sized flowers offering sensational special colours for Autumn and Spring flowering as an extension of the Panola. Keen to set your range apart from the rest? If so, the Radiance varieties should be your first choice!

## Frizzle Sizzle F1

No description is more fitting for our Frizzle Sizzle series than 'Baroque style'. 'Baroque' originated in Portugal, in which oddly shaped pearls were described as 'barocco', i.e. 'irregular' or 'unusual'. The same can be said of the shape of Frizzle Sizzle's flowers: oddly beautiful! By adding new colours to the mix we created a more catchy mix. Frizzle Sizzle is a perfect item to create a beautiful high-end product by using multiple plants on bigger pots.

## Frizzle Sizzle Mini

In addition to the big-flowered Baroque Pearls we present the Frizzle Sizzle Mini. The fringing of the mini under warmer conditions is better than the big-flowered ones. The overwhelming amount of small flowers gives a perfect vintage touch to bigger pots and bowls.



Viola wittrockiana Ultima F1 18405 Radiance Mix 288

Viola wittrockiana

Viola wittrockiana

Frizzle Sizzle Mini

36565 Mix

Frizzle Sizzle F1

16781 Mix

1 Alian

510

288



Radiance Mix



Frizzle Sizzle F1 Mix



Frizzle Sizzle Mini F1 Mix

32

## Everlast F1

Everlast is an easy flowering Viola cornuta with excellent Winter garden performance. This high value cornuta performs very well even under cold and snowy conditions. The basal branching habit gives a good filling plant structure and allows to use less plants per pot than most competitive varieties.

Viola co Everlas	NEW	₩ <sup>A</sup>	
35100	Sky Blue		510
35102	White	$\checkmark$	510
35103	Yellow		510
35104	Yellow Purple Wing		510





Sky Blue





Yellow Purple Wing



#### Quicktime

These multi flowering cornutas are very fast flowering even under low light level conditions. Quicktime flowers earlier compared to standard cornutas. The plants are day length neutral and fast filling. The complete series is perfect programmable and excellent for retail actions on packs and small pots.

Quicktime can be potted late in the season (after Poinsettia) and still flower in time for the main selling season in Spring.

Viola c	NEW	¶∰	
35109	Lemon Jump Up		510
35110	Mickey		510
35112	Purple Blue Jump Up		510
35114	White Blotch		510
35115	Yellow Blotch	$\checkmark$	510
35614	Yellow Blue Jump Up		510
35116	Yellow Violet Jump Up		510





Lemon Jump Up



Mickey



White Blotch



Yellow Blue Jump Up



Mickey



Yellow Blotch



Yellow Violet Jump Up



## The best for every season

This tool gives you the perfect overview of which varieties to select for the different flowering seasons. A big help to compose a colourful assortment with uniform plant habit and uniform flowering. This results in easy planning and quick handling at moment of supplying.

### Summer EVO Mini F1

Potting week 28 - 33 Flowering week 33 - 38



Blue Blotch (XP) 34652



Delft Blue (XP) 18924



Pink Wing (XP) 35095



Yellow (XP) 35096



Violet Beacon (XP) 17429



Yellow Blue Jump Up (XP) 32154



Ruby & Gold 32165



White Purple Jump Up (XP) 18317







Purple Rose White Face 20763



Yellow Burgundy Jump Up (XP) 32526



White Blotch (XP) 17430



YTT (XP) 18939



Raspberry (XP) 19273



Lemon Purple Jump Up (XP) 17470



Everlast White 35102

## Summer EVO Big F1

Potting week 28 - 32 Flowering week 33 - 38

EVO Big F1 Delft

31456

Matrix<sup>™</sup> Cassis

18374

EVO Big F1 Yellow Blotch

31496



EVO Big F1 Violet White 31493



EVO Big F1 Purple 18984



Matrix™ Solar Flare 18981



EVO Big F1 Yellow 31497



EVO Big F1 Blue Blotch 34644



EVO Big F1 Red Blotch 31492



EVO Big Orange 37165



EVO Big F1 White 31495



Matrix<sup>™</sup> Midnight Glow 18378



EVO Big F1 Pink Shades 35763



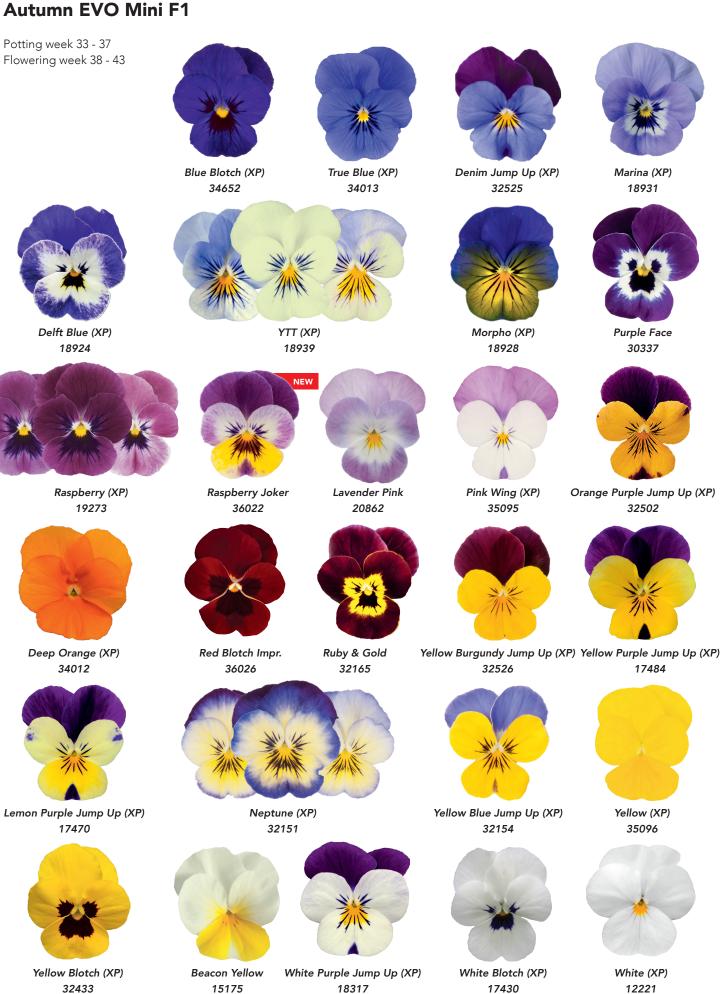
EVO Big F1 Patricia 31333



EVO Big F1 White Blotch 31494

## Autumn EVO Mini F1

Potting week 33 - 37



## Autumn Matrix<sup>™</sup> F1

Potting week 33 - 36 Flowering week 38 - 42



Matrix<sup>™</sup> F1 Lavender Shades 18966



Matrix<sup>™</sup> F1 Ocean 17595



Matrix<sup>™</sup> F1 Rose Blotch 31152



Matrix<sup>™</sup> F1 Solar Flare 18981



Matrix<sup>™</sup> F1 Yellow Blotch 18975

Matrix™ F1 Light Blue 34674



Matrix<sup>™</sup> F1 Casis 18374



Matrix<sup>™</sup> F1 Red Blotch 17596



Matrix<sup>™</sup> F1 Yellow 18969



Matrix<sup>™</sup> F1 Blue Blotch 35106



EVO F1 Violet Face 14744



EVO F1 Pink Shades Impr. 35764



Matrix<sup>™</sup> F1 Orange Deep 12060



Matrix<sup>™</sup> F1 White Clear 18232



Matrix<sup>™</sup> F1 Delft Blue 18980



Matrix™ F1 Beaconsfield 32161



EVO F1 Rosy Sunset 15940



EVO F1 Orange Blotch 18965



Matrix<sup>™</sup> F1 White Blotch 17597

## Early Spring EVO Mini F1

Potting week 40 - 43 Flowering week 7 - 9



Blue Blotch (XP) 34652



Denim Jump Up (XP) 32525



Persian Wing 19126



Yellow Blotch (XP) 32433



Purple Face 30337



Ruby & Gold 32165



Beacon Yellow 15175



Purple Rose White Face 20763



Yellow Purple Jump Up (XP) 17484



White Purple Jump Up (XP) 18317



Lavender Pink 20862



Yellow Blue Jump Up (XP) 32154



White (XP) 12221

## Early Spring EVO F1

Potting week 40 - 43 Flowering week 7 - 9



EVO F1 Blue Blotch Impr. 36029



EVO F1 Violet Face 14744



EVO F1 Orange Blotch 18965



EVO F1 White Blotch 12071



EVO F1 Neon Violet 34641



EVO F1 Beacon Blue 13898



EVO F1 Orange 13933



EVO F1 White 12070



EVO F1 True Blue 32909



EVO F1 Cassis 31627



EVO F1 Yellow Blotch 34483

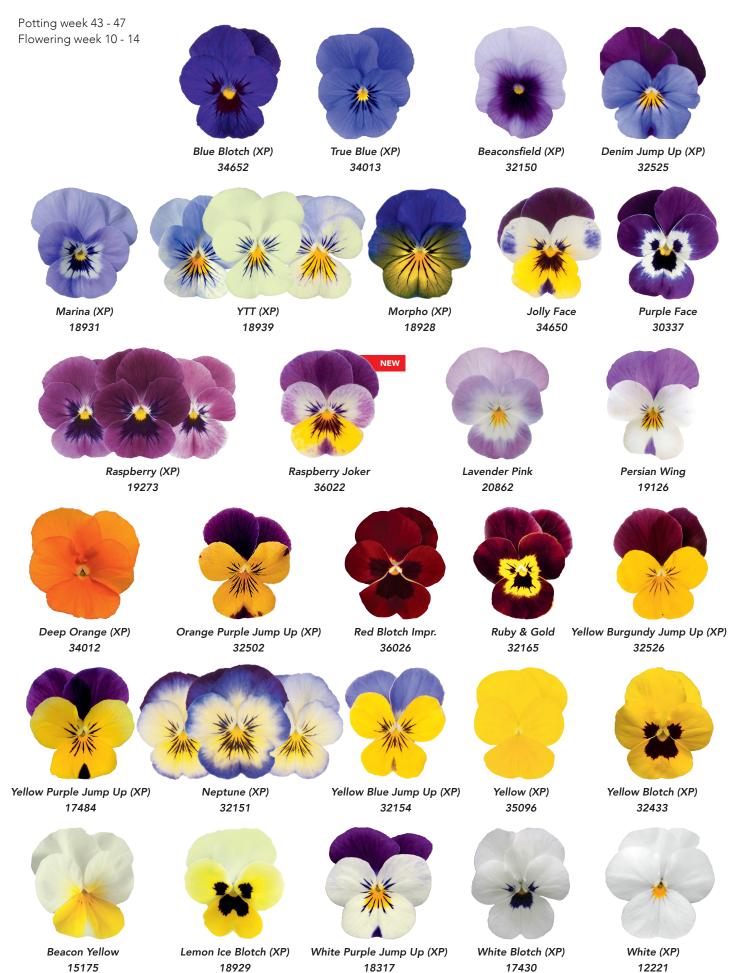


EVO F1 Light Blue

36032

EVO F1 Yellow 12072

## Spring EVO Mini F1



## Spring EVO F1

Potting week 43 - 45 Flowering week 10 - 13



EVO F1 Neon Violet 34641



EVO F1 Violet Face 14744



EVO F1 Rosy Sunset 15940



EVO F1 Yellow Duet 16267



Matrix<sup>™</sup> F1 White Clear 18232



EVO F1 Blue Blotch Impr. 36029



EVO F1 Beacon Blue 13898

EVO F1 Red Blotch

12067

EVO F1 Yellow Blotch

34483



EVO F1 Light Blue 36032



EVO F1 Cassis 31627



EVO F1 Orange Blotch 18965



EVO F1 Lemon Blotch 18963



EVO F1 True Blue 32909



EVO F1 Pink Shades Impr. 35764



Matrix<sup>™</sup> F1 Orange Deep 12060



Matrix<sup>™</sup> F1 White Blotch 17597



## **Hidden Treasures**

This trend is the result of successful breeding. All series have the right combination of modern breeding characteristics and botanical 'Wild' looks. Hidden Treasures consists of our primrose series which survive under any circumstances: bad weather, rain or snow, but also sun and spring heat.

In the city or the countryside, in flower pots on a balcony or in cottage gardens. It doesn't matter where; it's always a pleasure to keep these new 'wilds' with their outstanding qualities. The best of both worlds, old botanical characteristics combined with modern breeding. Hidden Treasures is an interesting theme for growers, trade and retail.

Get yourself enchanted and be convinced of both the outstanding quality and the particular nature of these plants, for example the Little Queen primrose in the colour violet. Or by the Stella that last up to minus 3-5°C. It's a trend, that's only just starting.

To sell Hidden Treasures as a higher value concept a special pot is available. Your Florensis sales representative can provide you with more detailed information about this interesting concept.





Packhandle

#### **Primula elatior**

## Gold Nugget F1

Strong healthy plants with dark leaves in nice contrast with the intense colours of the flowers. The dark leaves, plant habit and winter hardiness gives you a true botanical colour spectacle. These prolific flowering treasures are very suitable for big spring flowering combo's.

#### Primula elatior Gold Nugget F1 🦃

32482 Apricot

288



Apricot

# Hidden Treasures

E HE MILLE CARLES

Alex # + 1

## Little Queen

Native "Cowslips" have not always been a staple ingredient of our gardens. But after they started to become part of the assortment of nurseries and garden centres again, they are increasingly used in plantings. This primrose is still very close to the botanic primrose. It is uniform in habit and available in a strong coloured mix and two strong separate colours. Very suitable for outdoor use in patio containers and other combinations. Suitable for January and February sales.

288

Primul	a veris Little Queen	R A
17160	Red	288
32486	Violet	288

17161 Mix



Red



Violet



## Stella F1

This variety has the look of a botanical primrose and the colour range of the most modern primroses. Robust plants build up a lot of flower stems with attractive flowers. Plants are prolific flowering during a long period of time. Available in separate colours and a mix for February-March sales. Excellent for use in bigger pots and patio containers.

Primula	vulgaris Stella F1	R A
31447	Blue	288

51447	Diue	200
31448	Golden Yellow	288
34069	Light Lilac	288
31449	Red	288
31451	White	288
31469	Mix	288



Blue



Red

White

## Sibel

Primula elatior Sibel is a new generation elatior which stands out in outdoor performance. The strong flowers on large flower heads are long lasting. The sturdy stems make sure that the large flowers are perfectly presented. These characteristics make Sibel very suitable for landscaping and the use in bigger patio containers combined with other spring flowering products.

Primula	R A	
35107	Citrus	288
30019	Gold	288
20514	Lime	288
32461	Purple	288
30020	Scarlet Yellow	288



Lime



48

## Primula officinalis & veris

This close to nature variety does have a very strong natural plant habit and intense flower colour. An excellent Spring flowering plant for outdoor use in bedding and big combo's. Early sales.

## Hidden Treasures





Orange with Yellow

Pure Yellow

Primula officinalis Lemon

## PrimeTime

## 4 series - 1 programme

PrimeTime flowers consecutively from December until March. With identical colours, large flowers and genetically compact plants series Salome, Cairo, Luxor and Esna fit your primrose programme perfectly.

PrimeTime also offers various mixes. Please ask your contact person for the different possibilities.

- Flowers in perfect order, therefore easy to plan
- Compact, uniform plants with large flowers
- Identical colours in all series
- Less need of growth regulators
- High density production, more plants per m<sup>2</sup>

#### Potting week 36

You can plant the young plants of all four PrimeTime series within the same week and still spread flowering.

#### Benefits for your customer:

As first spring flowering crops, PrimeTime primroses bring the bright colours of a new season to the consumer. With PrimeTime, you offer your clients an identical colour range during a complete primrose sales season from mid December until the end of March.





**Salome**® December - February



**Cairo** Early February - Early March



**Luxor**® Mid February - March



**Esna**® March

Potting week 36. Pictures taken of flowering stage end of February.



## Salome<sup>®</sup> F1

Salome is ideal for early spring sales between mid December and mid February. The series requires low energy and less growth regulators which still results in good uniformity!

- Big flowers on genetically compact plants •
- Compact habit means more plants per  $m^2\,$
- Less PGR •
- Long shelf life without stretching •





Blue

Bright Red





Deep Rose Eye

Fire Red



Golden Yellow



Mid Blue



Orange Sun

Rose



White-Rose Flame

Primula Salome	vulgaris ® F1	NEW	R A
33953	Blue		288
30432	Bright Red		288
30293	Deep Rose Eye		288
30417	Fire Red		288
30413	Golden Yellow		288
34778	Mid Blue		288
16301	Orange Sun		288
12428	Rose		288
12957	Violet		288
35211	White		288
35212	White-Rose Flame	$\checkmark$	288
32487	Bicolour Early Mix		288
31471	Dresdner Mix		288
12430	Mix		288
31472	Niederrhein Mix		288
19702	PrimeTime Mix		288
20677	South Mix		288
20729	Top Mix		288



## Cairo F1

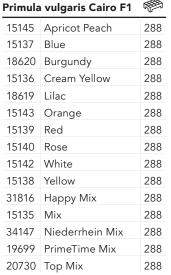
Cairo is ideal for medium early flowering sales between early February and early March. Cairo is the prototype for all PrimeTime series in quality, uniformity and genetically compactness!

- Big flowers on genetically compact plants •
- Compact habit means more plants per  $m^2\,$ •
- Less PGR .
- Long shelf life without stretching





Blue





Burgundy



Cream Yellow



Lilac



Rose



Orange



White



Red

Yellow

R)





Cairo F1 PrimeTime Mix

## Luxor<sup>®</sup> F1

Luxor is ideal for late flowering sales between mid febrary and March. Genetically compact plants with short dark green foliage and brightly coloured flowers on short stems.

- Big flowers on genetically compact plants
- Compact habit means more plants per  $m^2\,$
- Less PGR
- Long shelf life without stretching

Primula	a vulgaris Luxor® F1	₩¢
12439	Blue	288
12440	Burgundy	288
12441	Cream Yellow	288
13302	Dark Violet	288
13442	Orange	288
12442	Red	288
12445	Rose	288
12443	White	288
12444	Yellow	288
31812	Нарру Міх	288
12438	Mix	288
34148	Niederrhein Mix	288
19706	PrimeTime Mix	288





Rose



White





## Esna<sup>®</sup> F1

Esna is the latest series in PrimeTime flowering in March. Genetically compact plants with short dark green foliage and brightly coloured flowers on short stems.

- Big flowers on genetically compact plants
- Compact habit means more plants per m<sup>2</sup>
- Less PGR
- Long shelf life without stretching

Primula	a vulgaris Esna® F1	R A
15185	Blue	288
15192	Burgundy	288
15186	Cream Yellow	288
13434	Orange	288
15188	Red	288
15189	Rose	288
15191	White	288
15193	Yellow	288
32544	Mix	288
15194	PrimeTime Mix	288





ESNA

Esna® F1 PrimeTime Mix

5

Scentsation Red Cream

85.8



The five Primrose varieties Scentsation, Suze, Bellerose, Elle and Delft are exclusive with a nice consumer label. Growing these special Primroses with an attractive label will generate more added value! On the order form you will have two options. The 288 tray is excluding the label and the 288MC tray includes the label.

## **Scentsation**

The fragrant flowers of this special primrose brighten up every garden and balcony. These robust plants with attractive colour combinations add a splash of colour early in the year. Scentsation is very suitable for sales in January and February.

#### Primula vulgaris Scentsation

32923	Red Cream	288	288MC
32924	Yellow Cream	288	288MC



## Elle

This strong primrose with good shelf life for interior use, gives trendy clear white double flowers. Elle is very suitable for trendy combinations for inside and outside use.

Primula	a vulgaris	R A	
34108	Elle	288	288MC



Elle



#### L11

## Bellerose

This strong Primrose with good shelf life for interior use gives double flowers in soft and trendy salmon pink and peach shades.

Primula vulgaris 🦃

30325 Bellerose 288 288MC



Bellerose



Bellerose

## Suze

Beautiful double-flowered Primrose in ton sur ton rose. Showing an extremely long shelf life. Suze is excellent for indoor use. Mid-early flowering.

Primula	vulgaris	R A				
19689	Suze	288	288MC			
SUZE						

Suze



#### Suze

## Delft

Delft has a unique colour pattern. This variety comes with a nice label and is a perfect possibility for you to differentiate from the rest.

Primula	vulgaris	фЭ́	
30296	Delft	288	288MC



Delft



Delft

## Sphinx<sup>®</sup> F1

For anyone who wishes to achieve 'more' when selling primroses, the Sphinx series is the answer. This series consists of a range of very popular and special fancy colours, that all have a deep red ring in the centre of the flower. Short roundshaped leaves and the fact that you can sell the plants from mid December until end of February, makes Sphinx into a leading series as far as special colours are concerned!

#### Primula vulgaris Sphinx® F1

13296         Apricot         288           14838         Orange Red         288           14840         Peach Shades         288           16797         Real Orange         288           12381         Rose Shades         288           16257         Mix         288           35537         Sunshine Mix         288			
14840         Peach Shades         288           16797         Real Orange         288           12381         Rose Shades         288           16257         Mix         288	13296	Apricot	288
16797         Real Orange         288           12381         Rose Shades         288           16257         Mix         288	14838	Orange Red	288
12381         Rose Shades         288           16257         Mix         288	14840	Peach Shades	288
16257 Mix 288	16797	Real Orange	288
10207 11117 200	12381	Rose Shades	288
35537 Sunshine Mix 288	16257	Mix	288
	35537	Sunshine Mix	288



Orange Red



Apricot

Peach Shades



**Rose Shades** 



Real Orange



**Rose Shades** 

Sphinx<sup>®</sup> F1 Real Orange

## Eclipse F1

The primroses of the Eclipse series are an attractive alternative for primroses in standard colours, because of their strongly contrasting stable colours and strong pronounced edge. The range of colours and the large flowers make Eclipse into a top quality product. Suitable for marketing from mid December until mid February.

#### Benefits for you and your customers:

- Stable picotee
- Bright colours

#### Primula vulgaris Eclipse F1 🦃

16299	Blue Rim	288
13032	Burgundy Rim	288
12433	Red Rim	288
12432	Rose Rim	288
15132	Violet Rim	288
14624	Special Mix	288
12435	Total Mix	288



Blue Rim



**Burgundy Rim** 



Red Rim



Rose Rim



Violet Rim

## If you want to be different

Primula vulgaris		
34127	Chameleon	288
14275	Heritage Cream	288
16403	Nature	288
34128	Raspberry Rose	288



Chameleon



Heritage Cream



Nature



Raspberry Rose



## Premium F1

Premium does not need cold to induce flowers. Premium series proves uniformity, compactness and overall quality even under high temperatures. Premium is available in main colours and a full mix including bi-colours and is suitable for sales from October until the beginning of January.

Primula	vulgaris Premium F1	R A
32471	Blue	288

18354	Orange	288
32473	Pink	288
32474	Red	288
32476	White	288
32477	Yellow	288
32195	Mix	288



Mix



## Bonneli F1

With its early flowering, the Bonneli series can be sold from October until January, which means that winter days can be cheered up with bright colours from very early on! Plants do not need cold to flower.

Primula	vulgaris Bonneli F1	₩ <sup>A</sup>

18102 Mix

288

Bonneli Mix

## Fruelo F1

This well-known vigorous and robust series can be cultivated for full bloom sales from Christmas onwards until the end of January.

Primula	vulgaris	Fruelo F1	<b>F</b>

18249	Elcora Mix	288
13615	Mix	288



Elcora Mix

## Wanda F1

Wanda is a compact, semi-evergreen perennial, which forms a rosette of oval, purple-flushed leaves. Suitable for smaller pots and packs.

Primula	a vulgaris Wanda F1	R A
11960	Superior Mix	288

## Perle d'Alsace

Mid early type with extra large flowers and vigorous plants for sales period January-February.

Primula vulgaris Perle d`Alsace 🌾

12421 Mix

288





Perle d'Alsace Mix

## **Unistar F1**

This medium early series stands out because of its large flowers. Thanks to their robust character, Unistar plants can be pre-cultivated outside until the first frost. Unistar fits for sales in January and February.

Primula	a vulgaris Unistar F1	фФ)
18648	Appleblossom	288
13995	Blue	288
36004	Blue Yellow	288
30414	Buttercream	288
18101	Cottage	288
18245	Elcora Blue	288
18246	Elcora Red	288
18247	Elcora Rose	288
14381	Light Blue	288
13992	Orange	288
18340	Purple	288
13993	Red	288
13994	Rose	288
13990	White Green Eye	288
18355	White Orange Eye	288
13991	Yellow	288
18248	Elcora Mix	288
12396	Mix	288





Appleblossom

Blue



Blue Yellow





Cottage

Elcora Blue

Elcora Red



Elcora Rose



Light Blue



Orange



Purple



Red



Rose



White Green Eye



White Orange Eye



Yellow

## Finish/Eblo F1

Finish/Eblo is an excellent choice for the late sales period. This vigorous and robust series can be produced without heating and can also be pre-cultivated outside until the first frost occurs. The variety stands out because of its uniform habit, as well as its uncomplicated cultivation and robust plants. The large flowers come in many bright colours. This is an outstanding choice for marketing from mid February until March!





Appleblossom

Blue

Primula Finish/I	a vulgaris Eblo F1	₩ <b>P</b>
16712	Appleblossom	288
12398	Blue	288
13996	Elcora Blue	288
13999	Elcora Red	288
13998	Elcora Rose	288
12402	Golden-Yellow	288
18617	Orange	288
12403	Purple	288
12404	Red	288
12399	Rose	288
19388	Strawberry	288
12408	White	288
12400	Yellow	288
19109	Elcora Mix	288
13626	Late Mix	288
12409	Mix	288





Elcora Blue

Elcora Red





Elcora Rose

Golden-Yellow



Orange



Purple



Red



Rose



Strawberry



White



Yellow

### Queen F1 NEW

Queen is the generation of double-flowered primroses from seed, showing a real double flower in the most intense colours. Without doubt the prettiest double primrose from seed. The double flowers of Queen are lasting long which makes the series very suitable for both indoor and outdoor use. Available in a trendy mix and strong separate colours.

#### Benefits for you and your customers:

- Unique real double flowers
- Bright colours
- Uniform mix

Primula	a vulgaris Queen F1 <mark>NEW</mark>	R A
19360	Blue	288
19355	Burgundy	288
35926	Lilac Picotee	288
35927	Lime	288
36762	Mandarin	288
35928	Neon Violet	288
35929	Pink	288
35932	White	288
35933	Yellow	288
36379	Mix	288



Blue



Burgundy



Lilac Picotee



Lime



Pink



Mandarin



Neon Violet



White



Yellow

NEW Queen F1 Mix

# Crescendo F1

Most winter hardy polyanthus type. Suitable for sales from November until end of March. Comes autumn/early winter with the first round of flowers and brings flowers in spring again. Suitable for early spring combo's and landscaping.

#### Primula elatior Crescendo F1 🦃

11927	Blue Shades	288
11934	Bright Rose	288
11929	Orange	288
11930	Red	288
11932	White	288
15869	Wine	288
16860	Yellow	288
18103	Citrus Mix	288
11933	Mix	288



**Blue Shades** 



Bright Rose



White



Orange





Yellow



Red



Yellow

# Planning schedule Primula

Compa	act series	Potting wk	Spacing wk	Flowering wk	Pot size cm
	Premium	28 - 34	35 - 40	39 - 01	9 - 10,5
Early to late	Salome®	34 - 40	41 - 45	48 - 07	9 - 10,5
y to	Cairo	34 - 39	40 - 46	05 - 09	9 - 10,5
late	Luxor®	35 - 40	38 - 46	08 - 11	9 - 10,5
• +	Esna®	35 - 40	42 - 48	08 - 12	9 - 10,5

#### **Robust series**

	Premium	27 - 36	33 - 42	39 - 02	9 - 10,5
_	Fruelo	33 - 37	39 - 43	51 - 4	9 - 10,5
Early	Eclipse	33 - 38	39 - 45	48 - 7	9 - 10,5
y to	Scentsation	34 - 37	40 - 44	04 - 08	9 - 10,5
late	Unistar	34 - 38	40 - 44	04 - 08	9 - 10,5
"	Perle d'Alsace	35 - 40	42 - 48	05 - 10	10,5
•	Finish/Eblo	35 - 39	41 - 47	08 - 12	9 - 10,5

#### Elatior/veris series

	Crescendo	27 - 38	34 - 42	42 - 12	10,5
Early	Sibel	31 - 37	38 - 43	48 - 10	9 - 10,5
ly to	officinalis Lemon	33 - 38	40 - 45	50 - 10	9 - 10,5
o late	Little Queen	33 - 38	40 - 46	01 - 10	9 - 10,5
te	Gold Nugget	35 - 37	40 - 43	04 - 12	10,5
•	Stella	35 - 37	40 - 43	04 - 12	10,5

#### Double flowered

to Ea	Queen	33 - 38	39 - 44	02 - 09	9 - 10,5
Early to late					

# Specialties

	Heritage Cream	32 - 37	39 - 44	48 - 09	9 - 10,5
	Delft	33 - 38	40 - 45	50 - 07	10,5
	Wanda	32 - 37	39 - 44	50 - 09	9 - 10,5
m	Sphinx®	33 - 39	40 - 46	52 - 08	9 - 10,5
Early	Bellerose	36 - 38	41 - 46	01 - 07	10,5 / 12
đ	Suze	36 - 38	41 - 46	01 - 07	10,5 / 12
late	Elle	36 - 38	41 - 46	01 - 07	10,5 / 12
	Chameleon	34 - 38	40 - 46	01 - 07	9 - 10,5
	Raspberry Rose	34 - 38	40 - 46	01 - 07	9 - 10,5
	Nature	35 - 39	41 - 46	02 - 08	9 - 10,5

# BellaStar

BellaStar is the most compact and uniform Bellis series on the market. The series stands out in earliness, uniform habit and flowering time among the colours. Nice strong flowers last long on short stems. Combined with healthy leaves this series ensures good spring sales.

#### Bellis perennis BellaStar 🤎

33942	942 Compact Red	288
		510
33943	943 Compact Rose	288
		510
33944	Compact White	288
		510



Compact Red



Compact Rose



**Compact White** 



Bellis perennis BellaStar Compact Red

# Bella

This beauty fits excellent for fast and high-density production in packs and pots (9 - 10,5 cm). Without any cold requirement, Bella shows the most uniform well-branched prolific flowering plants for autumn and spring. All colours are flowering very uniform on strong compact plants.

#### Advantage for you and your customers:

- Early and easy flowering
- Uniform in habit and timing
- Compact, more plants/m<sup>2</sup>
- Less yellow leaves

Bellis p	R A	
31505	Red	288
		510
31506	Rose	288
		510
31507	White	288
		510
32243	Mix	288



Red



Rose



White



Bellis perennis Bella Red

#### Bellissima

Bellissima gets its name from the eye-catching and beautiful flowers of this variety. All colours in the series need no vernalisation and can therefore be cultivated for both spring and autumn sales. Bellissima's stand-out features are its uniformity, very early flowering combined with a strong compact habit. Bellissima is particularly suitable for the production of larger, high quality products. Let yourself be captivated by its brightly coloured 4 cm 'pompom' flowers.

Bellis p	erennis Bellissima	R A
18311	Red	288
		510
18312	Rose	288
		510
18313	Rose Bicolour	288
		510
18314	White	288
		510
18315	Mix	288



#### Tasso

Spring-flowering series with 100% double large pompom flowers up to 4 cm in diameter. Suitable for bigger pots and containers. Beautiful and enchanting! Do not miss the highlight of the series, Bellis Tasso Strawberries & Cream, which is particularly popular with the consumer!

#### Benefits for you and your customer:

- Strong, well-balanced plant habit
- Early flowering
- For bigger and more valuable pots

#### Our recommendation:

Grow under bright conditions if possible: low temperatures and a bright location produce compact plants. Temperatures over  $10-12^{\circ}$ C produce a lot of foliage, thin stems and a decrease in flower induction. Aim for frost-free overwintering at 2-5°C. After overwintering the plants can be brought on in spring at 10-12°C to get them into flower. We recommend 10.5–12 cm pots.

Bellis	perennis	Tasso
--------	----------	-------

11465	Pink	288
11464	Red	288
13462	Strawberries & Cream	288
11466	White	288
14706	Mix	288



Pink



Red



Strawberries & Cream



White

# Roggli

Compact, well-proportioned plants, early flowering and double flowers up to 5 cm in size. Suitable as bedding and pot plants in 10.5 - 12 cm pots.

#### Bellis perennis Roggli 🦃



Rose

White



**Bellis perennis** 

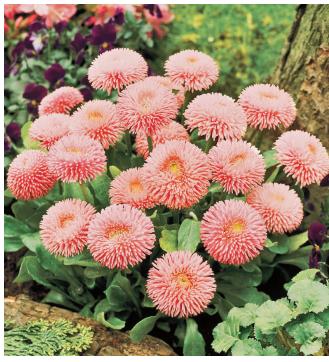
Rose

# Robella

Robella's stand-out feature are its unique, attractive salmonpink flowers! Robella has dense double flowers up to 5 cm in size and can ideally be grown in parallel with the Roggli series.

#### Bellis perennis Robella 🏁

11463 Robella 288



Robella

#### **Mon Amie**

Myosotis Mon Amie is something quite unusual: a forgetme-not that you will not forget! The first Myosotis to flower, Mon Amie is extremely early, even without a cold period. It can therefore be grown as a special product for autumn sales with flowering plants, as well as for early spring sales or for Valentine's Day for example. Mon Amie combines a strong, compact habit with beautiful flowers in nostalgic soft colours.

#### Advise:

Frost-protected cultivation with controlled temperature regime gives the best result. Keep it a little bit dry to avoid leaf spots. Keep pH between 5.5 and 6.0.

#### Benefits for you and your customers:

- Early and easy flowering
- No vernalisation, easy to plan
- Fall and spring production
- Strong and compact habit

Myosotis	sylvatica	Mon	Amie	R)
----------	-----------	-----	------	----

18010	Blue	288
		510
32006	Pink	288
		510
32007	White	288
		510







82

Mon Amie Blue

#### Vortex F1

The Ranunculus flower resembles an ever-growing spinning base of energy. Our new Ranunculus series is a force of nature with strong features spinning around the core. That's why we name our new series Vortex!

Vortex is very well programmable because of its uniformity in colour and compact plant habit. Moreover this series has a natural good branching and can be grown under low temperatures. With the feature of less yellow leaves you have an advantage in the market. This makes growing Ranunculus Vortex easy and sustainable! Besides being the best technical choice, Vortex is a unique product for your early spring sales because of the elegant flowers. Suitable for 10.5-12 cm pots.

#### USP's

- Compact plant habit
- Extremely uniform series
- Low maintenance
- Early
- Good branching
- Strong Flowers

Ranunc	NEW	фФ)	
33959	Golden Yellow		180
35121	Hot Pink		180
33960	Lemonade		180
20566	Orange		180
35123	Orange Pink		180
20701	Orange-Apricot		180
31884	Red		180
18697	Violet		180
20563	White		180
35120	Elite Mix		180
36752	Forza Mix		180
20561	Mix		180





Violet

White

# RANUNCULUS

Vortex F1 Mix

#### **Attraction F1**

Smooth-leaved ornamental cabbage series that fill out well and have a uniform, compact habit, bright colours and good contrast. Ideal for containers and in designing exciting mixed plantings.

Brassica oleracea Attraction F1		<b>P</b>
10605	Pink	288
10606	Red	288
10607	White	288





Red



White

# King F1

Ornamental cabbage with curly foliage that fills out well and has a uniform, compact habit, bright colours and good contrast. Ideal for containers and in designing exciting mixed plantings.

#### Our recommendation:

Pot ornamental cabbages deep as soon as you receive the young plants. Inhibitors are needed at high temperatures. Cool night-time temperatures are required to obtain deep colours. The ornamental cabbage varieties that we offer were developed solely for the ornamental plant sector and are not suitable for consumption.

#### Brassica oleracea King F1 🤎

12857	Red	288
13187	Rose	288
10610	White	288



Rose Red

**Myosotis sylvatica** 

#### Miro

Very early variety with uniform flat habit; medium blue and non-fading colour. Also available as single-seed sown plug.

RE C

#### Myosotis sylvatica Miro

13698 Myosotis sylvatica Miro 288 510

# Sylva

Uniform, strong habit for larger pots and packs.

Myosotis sylvatica			R)
13692	Bluesylva		510
11847	Rosylva		510
15201 Snowsylva			510











Bluesylva

Rosylva

Snowsylva

86

# Maché F1

A particular feature of Maché F1 is its excellent uniformity across the series. Maché F1's growth characteristics are similar to those of the well-known Bloomingdale series, but with earlier flowering, allowing you to plan your sales period even more precisely.

#### Our recommendation:

Maché F1 Red has a very fine habit.

# Tigermix

Ranunculus asiaticus Tigermix		₩ <sup>A</sup>
35127	Tigermix	180

#### Ranunculus asiaticus ) Maché F1 16971 Cream 180 15555 Orange 180 16970 Purple 180 180 16942 Red 16969 Rose 180 14370 White 180 14369 Yellow 180 14469 Mix 180



Mix



Tigermix

#### Senecio cruentus

# Royalty

This traditional Cineraria is often used in the market together with garden mums and in principle sold around Easter. The robust habit ensures a good garden performance. Suitable for 13-17 cm pots for flowering March - April.

Star	Wars

Our attractive well-balanced Star Wars mixture is particularly noted for its high uniformity of both habit and flowering time. All colours in the mixture tend to form small leaves, making packaging easier. Thanks to its compact plant structure, Star Wars is ideal for production in 10-12 cm pots. This lively mixture contains single-colour and bicolour types.

#### Senecio cruentus Star Wars 🦃

12284 Star Wa	irs
---------------	-----

# Bedder

One of the best series for containers, with a sturdy plant structure and compact habit. The plants reach a height of approximately 30 cm and are excellent outdoor performers including in beds and borders.

288

Cheiranthus	cheiri	Bedder	R R R R R R R R R R R R R R R R R R R
-------------	--------	--------	---------------------------------------

11529	Golden	288
11530	Orange	288
11532	Scarlet	288
12840	Mix	288





Royalty Mix



#### Cheiranthus cheiri





Orange



Scarlet

# Perennials

We present you a selection out of our wide Perennial range. This selection includes spring and summer flowering perennials. The spring flowering perennials are known as pansy pal and can be nicely produced together with pansies, viola and primroses. Other perennials can be additional with late pansy and viola sales. Depending on potting period, climate and cultivation conditions you can sell them from spring till summer. Our sales representatives are happy to support you with the detailed information for your individual situation and assortment.

ARGANG 22 . NUMMER



# Alyssum montanum 🖉 😂

Mountain Alison

Alysum montanum provides bright yellow flowers in early spring on compact plants with silver green leaves. Berggold: Bright yellow. Very good as a carpet forming structural plant in the autumn assortment. Luna: Luna is compact and uniform in habit and flowering. For programmable production.

Alyssum montanum		фФ)	Ĵ	ලි
11349	Berggold	288	15	V-VII
13761	Luna	288	15	V-VII







Berggold

#### Aquilegia caerulea

# Spring Magic® F1 🔊 🛱 Colorado Blue Columbine

A very compact, uniform and large-flowered columbine series in bright colours. Can be grown in the field as well as in the greenhouse. The flower buds appear, depending on the temperature management, in the early season from the start of April on approx 20-30 cm high stems.

Aquileg	jia caerulea Spring Magic® F1	R A	Ĵ	ලි
14065	Blue & White	288	35	III-IV
19440	Navy & White	288	35	111-IV
14066	Rose & White	288	35	111-IV
14067	White	288	35	111-IV
17218	Yellow	288	35	111-IV
14438	Mix	288	35	111-IV



Blue & White



90

# Winky Double 🖉 😂

Columbine

Columbines or Aquilegia vulgaris have been planted in gardens since the Middle Ages. From this very robust species, many striking series were developed. Series with double blooms that flower upright or nodding.

Aquileg	gia vulgaris Winky Double	R A	Ĵ	ලි
15567	Blue White	288	30	III-VI
12981	Red & White	288	30	III-VI
17358	Rose & White	288	30	-V



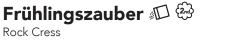
Blue & White

Rose & White

Red & White

#### Arabis blepharophylla

Arenaria montana



A usually short-lived species, originating from California. In early March, many flowering spikes with bright individual flowers in deep shades of pink develop from a rosetteshaped plant.

Suitable for production in traditional 9 cm pots. Protection in winter is recommended. This Arabis can be grown perfectly together with pansies or primroses to realize spring flowering plants in mid February.

#### Arabis blepharophylla 🌾 🕽 🔞

11402 Frühlingszauber 288 15 III-IV

- m

Arenaria montana 🕮 😂

A very easy to care for and fast growing cushion perennial. In May, the slender, dark green foliage is covered with many snow-white individual flowers. This very drought tolerant perennial is also suitable for production in a 9 cm pot for planting material for growing on roofs.

Ronda is an improved selection better in uniformity with a more compact plant habit.

Arenar	ia montana	R A	Ĵ	ලි
30070	Ronda	288		V-VI



Frühlingszauber

Ronda

# Aubris 🖉 😂

Wall Rock Cress, Snow on the Mountain

The Aubris series is a new development based on uniformity, compact habit and prolific early spring flowering. This most compact and uniform Arabis from seed makes evergreen, cushion forming plants for rock gardens, flowering borders or spring flowering combinations on patio containers. From March onwards, the plant cushions are covered in flowers.





Deep Rose

Armeria pseudarmeria

#### Ballerina 🕮 🔀

Estoril Thrift, Large Thrift, False Sea Thrift

The Ballerina series is a special development for production in pots. Uniform mound shaped deep green cushions are topped with ball-like flowers on very short flower stems. Suitable for growing along with spring flowering crops like pansy. In summertime suitable for 3 litre as well in late spring in 1 litre pots.

Armeri	a pseudarmeria Ballerina	R A	Ĵ	ලි
17162	Purple Rose	288	20	V-IX
16550	Red	288	20	V-IX
16551	White	288	20	V-IX





Purple Rose



Red

This robust perennial, which flowers during the early bedding plant season, is especially suitable for dry and sunny positions. Armeria flowers from April with pink and white spherical, striking and shiny flowers that appear on approx. 10 cm long stems.

# Abbey 🖾 🚱 Sea Thrift

Abbey series flowers in early spring. Plant habit and flowering are very uniform. Both colours are free flowering with strong, nice dark green foliage.

Armeria	a maritima Abbey	R A	Ĵ	ලි
30268	Deep Rose	288	15	VI-VII
30271	White	288	15	VI-VII





This species is one of the major spring flowering plants. Aubrieta gracilis are known as being very compact varieties. From March onwards the flowers appear on the round cushion plants. These often continue to flower well into June.

Kitte<sup>®</sup> ⊮ URC ↔ Dwarf Rock Cress

Round, solid cushion plant covered in large flowers. The violet blue appears from early March. Kitte is the ideal series for cultivation in 11-13 cm pots. Kitte is known for being very compact, non stretching and large flowered variety. Round, solid cushion plant covered in large flowers from early March. Kitte Blue is the leading variety for cultivation in 11-13 cm pots.

Aubrieta gracilis Kitte®		фЭ́р	Ĵ	ලි
13852	Blue	180	5	III-VI



Kitte® Blue



# Florado ۶ URC 🗠 😂

Dwarf Rock Cress

Florado is an early flowering variety, which in flower size and earliness is very close to Kitte Blue, but has more vigour in growth. Florado will complement the Kitte Blue, with an additional colour range, but should be taken 1 or 2 weeks later in culture. New colours are expected to extend the series.

**Blue Blush Bicolour:** Florado convinces by a bi-colour shaded light blue flower. A quite unique look in Aubrieta. Plants are covered with big flowers and flower mid-early. Florado is a great fit with Kitte. It can be less winter hardy and more suitable for foil tunnels and greenhouses.

**Blue Eye:** Big number of nice looking blue flowers, combined with a compact plant habit.

**Rose Red:** Large red-purple flowers on a round green plant; flowers early.



**Blue Blush Bicolour** 



Blue Eye





Rose Red



Blue Blush Bicolour



Blue Eye



White



Rose Red



Aubrieta hybrid are hybrids including very compact plants with often larger flowers. These varieties are geared to the requirements of growers and traders and enable reliable production and marketing in spring.

# Regado ♥ URC ≌ ऄ Dwarf Rock Cress

Blue White Bicolour Impr.: Most intense magenta flower with an improved plant habit

Red: Most intense magenta flower with an improved plant habit.

White: Vigorous with medium big flowers.

Aubriet	ta gracilis Regado	R A	Ĵ	ලි
32521	Blue White Bicolour Impr.	180	5	III-IV
20656	Red	180	5	III-IV
30320	White	180	5	III-IV





Blue White Bicolour

# Audrey<sup>™</sup> F1 ⊮D 🖗 Dwarf Rock Cress

Aubrieta hybrida are hybrids including very compact plants with often larger flowers. These varieties are geared to the requirements of growers and traders and enable reliable production and marketing in spring.

Blue Shades: Most vigorous growing variety. Mid Blue: Most compact and uniform growing variety.

Red Purple Mix: Uniform habit and quick filling.

Aubrie	ta gracilis Audrey™ F1	₩¢	Ĵ	ලි
31014	Blue Shades	288	5	III-IV
31016	Mid Blue	288	5	III-IV
31015	Red Purple Mix	288	5	111-IV



**Red Purple Mix** 

# Dr. Mules Variegated 🎾 URC 😂

Variegated foliage. Also a perfect addition with bicoloured foliage within the decorative autumn assortment.

# Hamburger Stadtpark 🌾 URC 😂

Compact proven variety with masses of single flowers.

Aubrie	ta gracilis	R A	Ĵ	ලි
14163	Dr. Mules Variegated	180	5	111-IV
12723	Hamburger Stadtpark	180	5	- V



Dr. Mules Variegated

Hamburger Stadtpark

Aurinia saxatilis

Also known as Alyssum saxatile. Aurinia is an often seen popular mat-forming, very hardy perennial in the spring assortment. Its uniform, compact, spherical plant habit with bright yellow flowers make Aurinia saxatile one of the main 'Heralds of spring'.

# 

Basket of Gold

The most recent development of high plant uniformity and improved flower earliness in combination with more colour. Gold Cushion really shows the difference.

Aurinia saxatilis	R A	Ĵ	ලි
40725 6 1 6 1 :	200	40	

19735 Gold Cushion 288 10 III-IV

This very versatile perennial can be used in many ways. This species is very drought tolerant, suitable for rock gardens, in pots or containers, on dry walls and roofs. The intensely violet-blue funnel-shaped flowers appears in July. Campanula portenschlagiana can be controlled with long day treatment. More recent varieties are excellent for cultivation in batches.

Catharina 🎾 URC 🔀

Wall Harebell

Catharina is especially suitable as a pot plant and for controlled biennial and annual summer cultivation.

Campa	nula portenschlagiana	r (militaria) A constantial de la constantial de La constantial de la constantia La constantial de la c	Ĵ	ලි
14941	Catharina	35	5	VI-VII
		128	5	VI-VII
		180	5	VI-VII



#### Campanula portenschlagiana



Catharina

### 

The silvery white foliage forms very dense ground covering cushions. This quality means that it is possible to cover large surfaces quickly and permanently. With its evergreen foliage, it is also a welcome decorative component in autumnal plantings. Ground covering plant and for autumnal displays. Cerastium Flowers in May.

Main colour in the series.

(	Cerast	ium tomentosum	фЭ́	Ĵ	ලි
	11526	Cerastium tomentosum	288	15	VI-X

#### **Dianthus caryophyllus**

Dinetta 🎾 URC 🔀

Allwood pink

Dinetta is a very hardy perennial series. Many flowers showing up above silvery bluish foliage. Dinetta can be potted in June/July and after vernalization starts flowering from March/April. Grown indoors the flowering will start by end of February. We offer a range of 3 colours which fit perfect to each other and makes it also possible to produce trio pots.

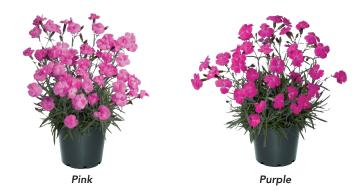
Pink: Main colour in the series.

**Purple:** Great fit to the pink but with a much darker purple colour.

Dianthu	us caryophyllus Dinetta	R Constantino (Constantino (Con	Ĵ	ලි
16091	Pink	180	10	III-IX
31521	Purple	180	10	III-IX



Cerastium tomentosum





Dianthus caryophyllus Dinetta

#### Campanula poscharskyana

Campanula poscharskyana develops spherical cushions with long flower tendrils. This species also withstands dry conditions very well and is a good ground covering plant, also for roofs. The blue, wide-open, star shaped flowers appear from the end of June.

#### Campanula poscharskyana 🌮 URC 😳 Serbian Bellflower

For pot plants and for hanging baskets.

Campanula poscharskyana	фЭ	Ĵ	ලි
14367 Hirsch Blue	128	15	VI-VII



Hirsch Blue

# Dash F1 🕮

Delphinium Hybrids

The Dash series is the quick, stylish and elegant choice for first season flowering 3 litre premium container programs. Uniform, more basally branched but taller compared with the Barbarini series. Long, strong, straight stems hold bright, fragrant blooms that are long lasting at retail and perform well in planters and in the landscape. This new generation Sweet William can be grown without vernalization.

Dianth	us x barbatus Dash F1	R Contraction of the second se	Ĵ	ලි
31193	Crimson	18	30	- X
		288	30	- X
31128	Magician	18	30	- X
		288	30	- X
20734	Pink	18	30	- X
		288	30	- X
20735	White	18	30	- X
		288	30	- X



Magician



# Barbarini® F1 🔎

The Barbarini F1 series was especially developed for the production of pot perennials from tried and tested cut flower variety Barbarella F1. It flowers without vernalization and can be grown in batches for flowering deadlines from May until September.





Formular Mix

99

# 

Doronicum with its bright yellow, daisy like flowers and a height of 25 cm really stands out amongst other spring flowering cushion forming perennials. No wonder, this species is well known and very popular in European gardens.

Leonardo<sup>™</sup> Compact: Leonardo is a newly developed variety that flowers significantly earlier than the well-known varieties. Even under natural conditions. This means that it fits in with the optimum sales window in early spring. A dense habit and numerous short stemmed blooms also ensure good sales. Little Leo: Profusely flowering with uniform, round flowers make 'Little Leo' very attractive for extensive production. Can be sold as visual attractive plant from Spring onwards.

Doron	icum orientale	<b>F</b>	Ĵ	ලි
18284	Leonardo <sup>™</sup> Compact	288	25	-V
11663	Little Leo	84	30	-V
		288	30	-V



Leonardo<sup>™</sup> Compact

Little Leo

#### **Erodium variabile**

This Erodium species is a dwarf perennial that develops into spreading cushions that flower for long periods. Constantly growing plants and renewed flowering mean that the plants can be grown in batches outdoors as well as under glass and marketed from early summer onwards, in small and mediumsized pots.

# Bishop`s Form 🌮 URC 😂

Heron's bill, Stork's bill

Perpetual flowering plant for 9-13 cm pots.

Erodiu	ım variabile	REAL OF	Ĵ	ලි
14466	Bishop`s Form	180	5	VI-IX



**Bishop's Form** 

#### Gypsophila cerastioides

### Gypsophila cerastioides 🖉 😂

Baby's Breath, Soap Wort

Very atypical Gypsophila species with striking large individual flowers with violet veins. Beautiful in the rock garden, on dry stone walls or in hanging baskets. This cushion perennial is an ideal addition to the existing assortment of summer flowering pot perennials in approx. 13 cm pot.

Gypsop	ohila cerastioides	<b>F</b>	1	ලි
17329	Gypsophila cerastioides	288	5	V-VII



Gypsophila cerastioides

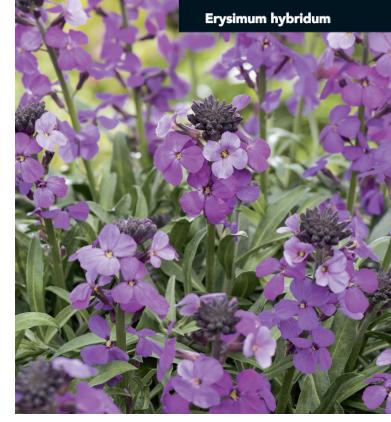
# Erysimum hybridum 🎾 😂

Erysimum was one of the first perennials discovered for growing along with pansies or primroses. Due to the easy to grow features it has established its position within the annual production planning.

**Bowles Mauve:** Most grown Erysimum variety in Europe. Plants are very strong and flower in a lavender-blue colour. Can be produced as spring or summer crop.

**Fragrant Sunshine:** The Fragrant Sunshine has a very compact variety with dense bushy growth. Wonderful bright yellow large and scented flowers are carried over a long season. The Fragrant Sunshine makes a splendid container plant for patio use and makes an excellent plant for impulse sales in 1.5 to 2 litre containers.

**Red Jep:** Compact variety with green leaves and red-purple flowers, suitable for indoor production.



**Bowles Mauve** 

Erysim	um hybridum	URC	фЭ	Ĵ	ලි	€
12735	Bowles Mauve	$\checkmark$	128	100	VI-IX	$\checkmark$
18808	Fragrant Sunshine		128	120	VI-IX	
18867	Red Jep		128	80	VI-IX	$\checkmark$



**Bowles Mauve** 



Red Jep



Fragrant Sunshine

#### Erysimum suffruticosum

# Goldstaub ⁄ 🖾

Erysimum was one of the first perennials to be discovered for cultivation next to Primula and Pansies. Because they are quick and easy to produce, wallflowers have become part of the staple assortment of many nurseries. These nostalgic plants spread a lovely fragrance, which is also a good and additional sales argument.

Yellow-gold, for bedding and borders.





Goldstaub

11696 Goldstaub

288 25 III-IV

# Advent Star 💷 😁

Highly rated, evergreen, long lasting perennial for positions in semi shade. In professional cultivation Helleborus niger are grown as pot plants and cut flowers that cheer up the dark days leading up to Christmas with their pure white flowers. The seed propagated variety of Advent Star enables the production of flowering pot plants in 10-10.5 cm pots in the first year from a young plant. Start of cultivation in February indoor. Advent Star is the best branching seed propagated Christmas rose. Very reliable and uniform in flowering and plant habit.

New generation Advent Star stands out by flowering with more flowers and higher percentage of usable, well-branched flowering plants. Advent Star is 100% first year flowering.

Hellebo	orus niger	цер При	Ĵ	ලි
19713	Advent Star	288	25	XI-III





# Iberis sempervirens ${}^{\ensuremath{\mathcal{F}}}$ URC $\ensuremath{\widehat{\oplus}}$

Evergreen Candytuft, Perennial Candytuft

Candytuft is easily one of the best mat forming garden perennials. By the end of April, its evergreen, very hardy foliage is entirely covered in snow-white flowers. In well draining dry positions, Iberis will last for a long time in the garden.

**Appen-Etz:** By far the earliest variety in flower compact habit.

**Fischbeck:** Most grown Iberis in Europe, known for a compact plant habit and a dense pure white flower head. Premium quality variety.

**Nevina:** This vegetative variety builds a nice round shaped plant, with bright-green foliage and clear white and early flowers.

**Snowflake:** Late and large flowering variety well known for many years.

**Whiteout:** This seed-raised variety stands out for its plant uniformity in spring flowering productions. The bright green plant is fully covered by white flowers in early spring.

Iberis s	Ļ	(၅)		
14787	Appen-Etz	180	10	III-VI
14786	Fischbeck	180	20	III-VI
30371	Nevina	180	10	III-VI
12749	Snowflake	180	30	III-VI
30309	Whiteout	180	10	III-VI



Iberis sempervirens Whiteout

**Iberis sempervirens** 

Lavandula Lovers

With the range of our Lavandula varieties we are able to offer you a wide presence on the market with various flowering Lavandula from April to September. Within this timeline you can cover the season with 4 best-sellers: Essence, Ardèche, Spear Blue, and Valence. Pot sizes 10.5-19 cm, suitable for flowering in first and in second year of cultivation. With a wide product form portfolio Lavandula Lovers will always suit you and your clients will love it.

#### **Flowering period**

					11.20						1990-199										
Lavandula Variety		ર્શક્સે	Article number	Potting Week	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34
Essence Purple	G		15727	28-34																	
SuperBlue	G		32787	28-34																	
Munstead	B		13074	28-35	192								-								
White Fragrance	B		32174	26-32		R							24								
Hidcote	P		30328	26-32	1	1							2								
Dwarf Blue	P	1	12928	26-34																	
Edelweiss	S	6	12750	28-34																	
Rosea	P	-	12752	28-34			1												1	53	
Silver Mist	P		14626	28-34														11			
Hidcote Compact			18276	30-36							1						1	Per-			
Ardèche		$\checkmark$	31145	10-24																	
Spear Blue		$\checkmark$	33100	12-24																	
SuperBlue	E	J	32787	12-24																	
Ellagance Purple		$\checkmark$	15258	12-24		18			3.												
Ellagance Ice		$\checkmark$	15863	12-24							12										
Valence Dark Violet		$\checkmark$	32215	16-25					1			1 and									
Essence Purple	E	V	15727	20-25				A.	1			1									



Essence Purple Flowering April – September (2nd year cultivation)



Ardèche Blue Flowering May - September



Spear Blue Flowering June – September



Valence Dark Violet Flowering July – September



# Essence Purple 🌮 URC 🔀

Common Lavender, True Lavender, English Lavender

#### Flowering April - September (2nd year cultivation)

You will love Essence because it is the most winter hardy, easy growing variety on the market. Suitable for 13–19 cm pots. Next to its great branching, Essence gives a lot of dark purple flowers. For biennial cultivation it is the earliest flowering Lavandula on the market! We deliver you yearround a pinched 180 plug for the optimal start of the season. When you want to make a quick start for the first flowering weeks, you switch to a big plug. These plants can be potted in week 6-8 and will flower 10-12 weeks later. This product form saves you time and risks.

180 30 V-IX

Lavandula angustifolia Essence	R C	Ĵ	ලි
15727 Purple	35	30	V-IX
	84	30	V-IX



Essence Purple



Lavandula angustifolia

# Ardèche 💷 🚱

Common Lavender, True Lavender, English Lavender

#### Flowering May - September

You will love Ardèche because in first year cultivation Ardèche is the earliest Lavandula angustifolia on the market. With its short stems on very silvery foliage, Ardèche is a very special variety. Suitable for 10.5-13 cm pots with one plug or 15-19 cm potted with more plugs. Ardèche stands out in retail because of the early sales possibility, uniformity and good shelf life. We offer you Ardèche on a multiple-sown 288 for small pots or 180 for bigger pots. The 84-plug can be used for a quick start.

Lavanc	lula angustifolia Ardèche	<b>F</b>	Ĵ	ලි
31145	Blue	84	40	V-IX
		180	40	V-IX
		288	40	V-IX



Ardèche Blue



# Spear Blue 🗊 😁

Common Lavender, True Lavender, English Lavender

#### Flowering June – September

You will love Spear Blue because it is one of the most characteristic Lavandula angustifolia from seed. The appearance of Spear Blue is very strong and the plants are extremely long lasting. Spear Blue is known for its very sturdy, strong flower stems and big flower spikes with an intense colour. Suitable for 10.5-13 cm pots and bigger pots with more plugs per pot for first year flowering. Multiplesown plugs 288 and 180 are available to fit the different requirements.

#### Lavandula angustifolia 🏟 🇯 🚱

33100	Spear Blue	180
		288

288 40 VI-IX

40 VI-IX



Spear Blue





Lavandula angustifolia

# Valence 🖉 🚱

Common Lavender, True Lavender, English Lavender

### Flowering July – September

You will love Valence because of its compact growing. Valence is very suitable for smaller pots. This new generation of very uniform and compact growing Lavandula suits very well for first year inside productions. Outside, Valence can also be potted later in the season for over winter production. Suitable for 10.5-13cm pots and potted with more plugs per pot on bigger pots. Available on 288-, 180- and 84-plug.

Lavandula angustifolia Valence	<b>F</b>	Ĵ	ලි
32215 Dark Violet	84	30	VI-IX
	180	30	VI-IX
	288	30	VI-IX



Valence Dark Violet



SuperBlue & URC 😳 Common Lavender, True Lavender, English Lavender

SuperBlue is the newest and fastest first year flowering Lavandula available on the market, even 10 days earlier than our Essence Purple! Very suitable for bigger pots and containers. Shorter crop time and more uniform as seed-raised Lavandula. Plants have big flower heads with a dark blue colour. SuperBlue is less winter hardy and flowers continuously in the garden till the first frost. A great opportunity for retail and grower.

Lavandula angustifolia		фЭ	Ĵ	ලා
32787	SuperBlue	180	30	VI-IX



SuperBlue



# Lavandula angustifolia

Lavano	dula angustifolia	G		URC	<b>F</b>	ලි
13074	Munstead	$\checkmark$		$\checkmark$	180	V-IX
32174	White Fragrance	$\checkmark$		$\checkmark$	128	V-IX
30328	Hidcote	$\checkmark$		$\checkmark$	180	V-IX
12928	Dwarf Blue	$\checkmark$		$\checkmark$	180	V-IX
12750	Edelweiss	$\checkmark$		$\checkmark$	180	V-IX
12752	Rosea	$\checkmark$		$\checkmark$	180	V-IX
14626	Silver Mist	$\checkmark$		$\checkmark$	180	V-IX
18276	Hidcote Compact				288	VI-IX
15258	Ellagance Ice				180	VI-IX
20509	Ellagance Pink				180	VI-IX
15863	Ellagance Purple		$\checkmark$		180	VI-IX

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Topped Lavandula really catches the eye being different from "normal" Lavandula because of its spectacularly shaped flowers, bearing large flags like bracts at the top. Mainly used as patio and balcony plants Lavandula stoechas provides Mediterranean flair.

## Bandera 2.0 🕮 🕾

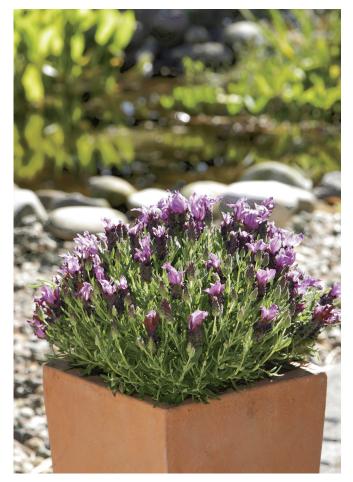
31158 Purple Violet

French Lavender, Topped Lavender

The seed-raised variety Bandera 2.0 sets a new standard in Lavandula stoechas. Bandera 2.0 is highly uniform with a well branched compact plant habit, topped with many well shaped flowers, covering the silver coloured leaves. All these positive features of Bandera 2.0 in combination with easy growing and a short harvest window are honoured with a Fleuroselect Gold Medal in 2015.

288 20 VI-IX

Lavandula stoechas Bandera 2.0			R)	Ĵ	ලි
34539	Deep Purple	$\checkmark$	288	20	VI-IX
34521	Deep Rose	$\checkmark$	288	20	VI-IX





### Lavandula x intermedia

# Grosso ۶ URC 😂

Hybrid of cold-hardy English (L. angustifolia) and heattolerant Portuguese lavenders (L. latifolia). Grosso is the primary commercial variety for production of lavender oil. Grosso has a deep aroma, large flower heads, and a heavyflowering nature.

Cold hardy hybrid, often used for early spring sales from Lavandula bushes. Grosso flowers profusely with large flower heads.

Lavand x interi		R A	Ĵ	ලි
34713	Grosso Ornamental	180	40	VI-IX



Grosso Ornamental

# Leontopodium alpinum 🖉 😂

The famous Edelweiss! This mountain plant with star-shaped flowers and grey-green foliage thrives in sunny positions in rockeries or for planting up troughs and larger pots.

Only to a limited extent suitable as summer pot perennial.



Leontopodium alpinumImage: Constraint of the second se

Leontopodium alpinum

Leontopodium souliei



Chinese Edelweiss

Spreading, carpet-forming species from the highlands of the Himalayas. After vernalization when grown over the winter period, a multitude of small, white, short-stemmed, Edelweiss flowers appear from late May onwards above fresh green leaves. Ideal for vernalized pot cultivation in pots of up to 13 cm.

Evergreen selection with many short-stemmed flowers.

L	Leontopodium souliei		R A	ලි
1	7098	Alpina White	180	V-VII

# Lewisia cotyledon 🖾

An evergreen, rosette-forming perennial that adorns itself with countless, striking flowers in bright colours from April onwards. Lewisia has turned from a typical plant for garden enthusiasts into an important pot perennial for perennial sales before the bedding plant season. A true alternative for biennial, unheated production.

# Elise 🗊 🔀

A sensational development in Lewisia. The new quality allows uniform pot production in a first season as well as in a biennial season. Elise flowers continuously and is a highlight in each garden.

# Mountain Dreams 🗊 😂

Mountain Dreams is a second year flowering Lewisia. It stands out by its unique and uniform plant habit and flowering window. Plants with a strong uniform leafroset shows lots of flowers over a longer flowering period. Mountain Dreams is a well balanced mix. Very suitable for 12-15 cm pots.



Alpina White

Lewisia cotyledon

Lewisia cotyledon		R A	Ĵ	ලි
20512	Elise	288	10	V-X
32707	Mountain Dreams	288	10	V-X





Mountain Dreams

Elise

# Lithodora diffusa 🌾 URC 😂

Lithodora

Incomparably lovely gentian blue blooms on dark green foliage makes Lithodora a unique plant. The plants flower after successful vernalization from late May onwards and often have a second flourish in July/August. Lithodora have proved to be successful as flowering pot perennial in sheltered biennial cultivation on acid soil reaction. Just in time for the bedding plant season. In sunny well-drained positions, Lithodora is fully hardy and consumers will be able to enjoy it for many years.

**Compact Blue:** With shorter branches suitable for 11 to 13 cm pots.

**Heavenly Blue:** Standard in the market usable for 13 cm to 3 litre container.

Lithodora diffusa		R A	Ĵ	ලි	
	18726	Compact Blue	128	5	V-IX
	12756	Heavenly Blue	128	10	V-IX

### **Papaver nudicaule**

## Pop-up 🕮 🔀

The "Pop-Up" is a new generation of Poppy for early Spring flowering. The intense colours of these early flowering plants does give the possibility to have the most colourfull combinations or single coloured containers. The early flowering time and the intense coloured flowers on short stems makes this an perfect impulse article for Spring sales.

Papave	r nudicaule Pop-up	R Contraction of the second se	Ĵ	ලි
18287	Orange	288	20	V-IX
18288	Red	288	20	V-IX
18289	White	288	20	V-IX
18290	Yellow	288	20	V-IX

### Phlox douglasii

# Admiral 🕮 😂

Douglas Moss Phlox

Phlox douglasii develops very firm, compact cushions and is an excellent choice for cultivation in pots up to 13 cm. Masses of small, round flowers in an intense colour entirely cover the plants.

The Admiral flowers a little later than Phlox subulata, which stretches the sales season in spring.





Phlox douglas Admira		¢¢	Ĵ	ලා
14425	White	180	5	V-VI



Over recent years, Moss Phlox has become one of the bestselling spring perennials. During the flowering period, the perennial, fresh green, dense plant mats are entirely covered in blooms. The blaze of colour produced has also made Moss pinks into very successful perennials, in the very early bedding plant season.

# Fabulous & URC & Moss Phlox, Mountain Phlox, Moss Pink

The Fabulous series is earlier than other Phlox types and is specially made for pot production in early spring. Very uniform and well branching, it will cover the 11 to 13 cm pots. The hardy cushion will bloom with massed flowers when the bedding season starts.

Rose: This variety is vigorous.

Phlox s	ubulata Fabulous	₩ <sup>A</sup>	Ĵ	ලි
32531	Blue Dark Center	180	15	-V
20857	Blue Violet	180	15	-V
19662	Rose	180	15	-V
20861	White	180	15	III-V
	-@			

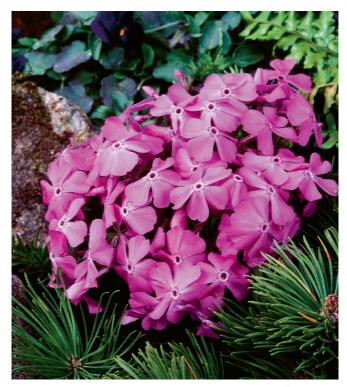




# Phlox subulata ۶ URC

Moss Phlox, Mountain Phlox, Moss Pink

Phlox subulata		фЭ	Ĵ	ලි
14426	Amazing Grace	180	10	IV-VI
12769	Atropurpurea	180	10	IV-VI
14427	Bavaria	180	10	IV-VI
12773	Emerald Cushion Blue	180	10	III-V
16503	Kimono Pink-White	180	10	III-V
14785	McDaniel`s Cushion	180	10	III-V
12897	Purple Beauty	180	10	IV-VI
14428	Samson	180	10	IV-VI
14371	White Delight	180	10	IV-VI
14632	Zwergenteppich	180	10	IV-VI



McDaniel's Cushion



**Emerald Cushion Blue** 



Kimono Pink-White



Purple Beauty



Amazing Grace



Atropurpurea











Samson



White Delight



Zwergenteppich

# Rhodanthemum hosmariense 🌾 😂

This species is native to the mountains of North Africa. Also in Northwest Europe this species is a hardy perennial. The appearance is comparable to garden mums but this plant is already flowering in early spring and continues during the summer. Selected fully hardy varieties are suitable for early spring production and for first season summer productions too.

**Casablanca:** Casablanca has a compact branching plant habit with nice silvery leaves. this variety is very free flowering with small pure white flowers with a black centre. Can be grown over the winter in a greenhouse for early spring sales or fresh potted in early spring as summercrop.

Marrakech: A little more vigorous as Casablanca with light pink flower and a red eye. can be grown the same way as Casablanca

Sunshine Peach: A different type of this species to be used in biennial only cultivation. Very suitable for small to medium sized pots.

Tangiers: A little more vigorous as Casablanca, flowers with smaller white flowers, more suitable for bigger pots and overwinter production.

Rhodanthemum hosmariense		URC 🏟		Ĵ	ලි	£ ₽ ₽
30248	Casablanca		128	20	- X	$\checkmark$

30249	Marrakech		128	20	- X	$\checkmark$
30970	Sunshine Peach	$\checkmark$	128	20	- X	
30250	Tangiers		128	20	- X	$\checkmark$



Rhodanthemum hosmariense



Marrakech



Sunshine Peach



# Prom 🕮 😂

The characteristic spherical flower heads are composed of many individual flowers. The plants are excellent for inclusion in wild herbaceous borders but also for flower beds. Next to Primula acaulis, Primula denticulata have long since been a staple in the spring assortment. When grown in the field in spring, the plants can be forced into flowering in January or left to flower the natural way and marketed.

Prom is an improvement in plant uniformity of Primula denticulata. With this feature this series is recommended for a production next to indoor productions of late Primula acaulis.

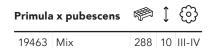




### Primula x pubescens

# Primula x pubescens 🕮 😂

It forms dense fleshy rosettes and it develops its typical tubular flowers in March to April. It develops a broad range of single and bicoloured flowers.





# Crystal Carpet 🕮

Small mat-forming evergreen rock perennial. In early spring, the evergreen filigree foliage is covered in small snow-white flowers.

Crystal Carpet is very suitable as Spring flowering perennial produced on 10-13 cm pots.

Pritzelago alpina		R A	1 🕄	
	13762	Crystal Carpet	288	10 III-VI



**Crystal Carpet** 

### Pulsatilla vulgaris

## Pulsar 🗊 😂

Pasque Flower, Common Pasque

This harbinger of spring originates from Central Europe and bears very elegant, bell-shaped flowers with luminous yellow stamens. It appears as soon as the temperatures rise. The flowers are the first to appear, the fine foliage follows later. However, Pulsatilla do not show their full splendour until they have reached their final destination in the garden where they last for many years and also show their enchanting, hairy, feathery seed-heads that remain on the plant for a while. Precultivation in the field and the addition of calcium will ensure that the plants flower.

Uniform growing plants flower up to two weeks earlier with up facing large flowers. This feature makes this series very suitable for in and outdoor production in 9-13 cm pots. A must for the spring flowering portfolio.

Pulsati	lla vulgaris Pulsar	R A	Ĵ	ලි
11965	Red Shades	180	30	III-VI
11966	Violet Shades	180	30	-V
11967	White	180	30	-V





**Red Shades** 



Violet Shades



White

# Saxifraga

### You can have it all!

With the range of our Saxifraga varieties we are able to offer you a full program for this crop. With Ice Colours you can be the first on the market and bound your buyers with your complete spring assortment. Marto will come as second with bright colours and a matching plant habit in the main season. You can extend your sales period with excellent Pixi Pan varieties and offer those rocky plants till mid April. Whether you're looking for; hardy varieties for outside cultivation or visually attractive impulse products for early retail actions. Florensis has it, you can have it all!

Saxifraga x arendsii		Potting week	9	10	11	12	13	14
Ice Colours	G	34-36						
Marto	G	34-36						
Limerock	G	34-36						
Saxony	G	34-36						
Rockies F1		36-38						
Pixie	G	34-36						
Pixi Pan	G	32-34						
Peter Pan	G	34-38						
White Star	G	36-38						

# Ice Colours 🌾 URC 🗠 😂

Mossy Saxifrage

Very early flowering series! It stays compact and keeps on flowering. Suitable for early sales, as well as for sales later on in the season. Ice Colours is more cold resistant compared to the market standard.

A unique Saxifraga which stands out with it's very early flowering. Outside cultivation will result in a nice looking pink-white flower. Produced inside, the flower will be pure white.



Pearl White Grown outdoor



Grown indoor





This series has been developed for the early sales segment not losing any of the hardiness of the existing Saxony series. Marto is less sensitive because of the smaller and finer leaves. All varieties showing, as soon as temperature rises, with masses of long lasting flower sprays from March until June.

Saxifra	R A	Ĵ	ලි	
31462	Hot Rose	180	10	III-VI
34034	Picotee Red	180	10	III-VI
20663	Rose	180	10	III-VI
20666	White	180	10	III-VI



Hot Rose



Rose



Picotee Red



White



# Limerock 🌮 URC 😂

Mossy Saxifrage

With very large white flowers this variety stands out from the other Saxifraga. For a long lasting period masses of flowers cover the whole plant. A welcome plant in every consumer's garden.

Saxifraga x arendsii		R A	Ĵ	ලි
31466	Limerock	180	10	III-VI

# Saxony 🎾 URC 😂

Mossy Saxifrage

This variety was especially made for winter hardiness and early sales. The buds become visible from February and open from March onwards. The series is approx. ten days later than above.

Saxifraga x arendsii Saxony		URC	R A	Ĵ	ලි
17093	Red		180	10	-V
20667	White	$\checkmark$	180	10	-V





Limerock

Limerock





Red

White

# Rockies F1 🕮 😂

Mossy Saxifrage

The Rockies series shows high plant uniformity and allows pack productions as well as flowering plants in 9-13 cm pots. The flower buds become visible early and allow an early start for sale. A huge improvement compared to existing seed raised varieties.

**Red:** Non fading flowers on short stem **White:** Compact but more vigour plant

Saxifraga x arendsii Rockies F1		фЭ	Ĵ	ලි
30161	Red	288	25	III-VI
30163	White	288	10	-V

Pixie 🌮 URC 😂

Mossy Saxifrage

A very fine leafed and compact cushion growing series. Masses of short stemmed sprays forming huge numbers of single flowers in late March.

Saxifraga x arendsii Pixie		R C	Ĵ	ලි
16547	Rose	180	10	-V
14467	White	180	10	-V





Red





Rose

### Saxifraga x arendsii

# Pixi Pan ۶ 🗠 😂

Mossy Saxifrage

Pixi Pan combines all proven features from the variety Peter Pan and the Pixi series. A very dense and fine leafed cushion with masses of flowers on a non stretching stem. Naturally this variety starts blooming a little later, which will extend the sales season of Saxifraga. Also this variety is very suitable for forcing when grown within sheltered circumstances. This opens all flexibility to be ready for sales when needed.

**Appleblossom:** Opens in rose fading to white. **Red:** Red non fading in colour.

Saxifraga x arendsii Pixi Pan			Ĵ	ලි
20669	Appleblossom	180	10	-V
20668	Red	180	10	-V







Appleblossom

Red

Peter F	Pan	G	URC	දිං

Mossy Saxifrage

Well-known and proven winter hardy.

Saxifraga x arendsii	R A	Ĵ	ලි

31020 Peter Pan 180 10 III-VI



Peter Pan

# White Star ۶ URC

Mossy Saxifrage

Late variety, fine leaved compact habit very short flower stems. Very long lasting.

Saxifraga x arendsii		R A	ලි
15720	White Star	180	-V



White Star

This Japanese and East Asian native species is a rewarding choice for consumer gardens. The plants are very effective and flower for very long periods. When regularly deadheaded, new flowers will be formed until the onset of winter.

# Scabiosa columbaria ۶ URC 🏵

Pigeon Scabious

**Butterfly Blue:** Medium high blue Scabiosa can be grown over the winter or as first year flowering perennial. Suitable for bigger pots or containers.

**Pink Mist:** A great fit to Butterfly Blue, plants are medium high with pink flowers. Can be grown over the winter or as first year flowering perennial.

 Scabiosa columbaria
 Image: market integration of the state integrate integ



Butterfly Blue



Scabiosa columbaria Butterfly Blue

Pink Mist

# Mariposa & URC 🗠 🔀 Pigeon Scabious

Mariposa is an excellent choice for annual first season flowering pot and container productions. However, even better for a biennial production in protected culture. Uniform plants producing many large round shaped discs on short stems. Ideal in use for 3 litre pot productions.

First year flowering Scabiosa with a rosette plant habit and large deep blue flowers. Mariposa is a great summer impulse article for bigger pots and small containers.

Scabios	sa columbaria Mariposa	<b>F</b>	Ĵ	ලි
19391	Blue	35	30	V-IX
		128	30	V-IX



Blue

Scabiosa columbaria Mariposa Blue

## Scabiosa japonica 🕮 🖼

Alpine Scabious

Native in Japan and East Asia this small species is an excellent choice for annual summer production in pots of between 11-13 cm. Long and profusely flowering plant for rockeries with decorative, finely chiselled leaves.

**Blue Note:** Uniform, compact and profuse flower formation, in biennial protected culture. Suitable for 10.5-13 cm pots. **Pink Diamonds:** Somewhat more variable variety.

Scabiosa japonica		фЭ	Ĵ	ලි
16552	Blue Note	288	20	V-IX
15440	Pink Diamonds	288	20	V-IX





Blue Note

Pink Diamonds

### Viola cornuta

# Viola cornuta 🌮 URC 🔀

A few outstanding pansies have found their way into the pot perennial segment. With their compact habit as summer flowering pot plants they flower all through the warm summer months and show off their unique colours.

Very strong variety with medium sized flowers. Colours varies, main colour is yellow but with a blue blush. The intensity of blue is depending on light and temperature.



Etain

Viola co	ornuta	фЭ	Ĵ	ලි
15045	Etain	128	10	III-XII

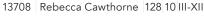
### Viola pubescens

# Viola pubescens 🌮 URC 🔀

A few outstanding pansies have found their way into the pot perennial segment. With their compact habit as summer flowering pot plants they flower all through the warm summer months and show off their unique colours.

A unique flower pattern, flowers are white with a Delft blue splash, free flowering all season.

Viola pubescens		@\$ (0}		
		-		





Rebecca Cawthorne

Dropp	ed	Replaced	
12402	Primula vulgaris Finish/Eblo F1 Golden-Yellow	12400	Primula vulgaris Finish/Eblo F1 Yellow
34473	Primula vulgaris Finish/Eblo F1 Blue Red Eye	12398	Primula vulgaris Finish/Eblo F1 Blue
32484	Primula elatior Gold Nugget F1 Rose	34069	Primula elatior Stella Light lilac
32483	Primula elatior Gold Nugget F1 Light Purple	-	-
32485	Primula elatior Gold Nugget F1 Yellow	31448	Primula elatior Stella Golden Yellow
32687	Primula elatior Gold Nugget F1 White	31451	Primula elatior Stella White
	Primula vulgaris Princess F1 series	Queen series	Primula vulgaris Queen F1 series
14729	Primula vulgaris Salome® F1 Supreme Mix	35536	Primula vulgaris Salome® F1 Sunshine Mix
35534	Primula vulgaris Salome® F1 Happy Mix	35537	Primula vulgaris Salome® F1 Sunshine Mix
18295	Primula vulgaris Unistar F1 Yellow-Lemon	13991	Primula vulgaris Unistar F1 Yellow
14761	Primula vulgaris Alpine White	13990	Primula vulgaris Unistar F1 White Green Eye
13080	Primula vulgaris Jeans Blue	14381	Primula vulgaris Unistar F1 Light Blue
12447	Primula vulgaris Late Cottage	18101	Primula vulgaris Unistar F1 Cottage
15921	Primula vulgaris Light Salmon Eye	34127	Primula vulgaris Cameleon
13412	Primula vulgaris Lime Green	13990	Primula vulgaris Unistar F1 White Green Eye
34672	Viola wittrockiana Cool Wave® F1 Raspberry Swirl	34671	Viola wittrockiana Cool Wave® F1 Strawberry Swirl
31491	Viola wittrockiana EVO Big F1 Red Blotch old	31492	Viola wittrockiana EVO Big F1 Red Blotch
19688	Viola cornuta EVO Mini F1 Yellow Blotch Red Wing	35526	Viola cornuta EVO Mini F1/Sorbet XP F1
			Yellow Burgundy Jump Up
16626	Viola cornuta EVO Mini F1 Mickey	32525	Viola cornuta EVO Mini F1/Sorbet XP F1 Denim
35092	Viola cornuta EVO Mini F1 White Clear	35102	Viola cornuta Everlast F1 White
34011	Viola cornuta EVO Mini F1 MixMasters® Vegas	34010	Viola cornuta EVO Mini F1 MixMasters® Sydney
15173	Viola cornuta EVO Mini F1/Sorbet XP F1 Red Blotch	36026	Viola cornuta EVO Mini F1 Red Blotch
20200	Viola cornuta EVO Mini F1/Sorbet XP F1 Blackberry	18318	Viola cornuta EVO Mini F1/Sorbet XP F1 Purple
13050	Viola cornuta EVO Mini F1/Sorbet XP F1 Blue Blotch 1	34652	Viola cornuta EVO Mini F1/Sorbet XP F1 Blue Blotch
18989	Viola wittrockiana Panola XP F1 Clear Mix	18987	Viola wittrockiana Panola XP F1 Mix
18990	Viola wittrockiana Panola XP F1 Jewels N Jazz Mix	18987	Viola wittrockiana Panola XP F1 Mix
19036	Viola wittrockiana Panola XP F1 Lilac Shades	17617	Viola wittrockiana Panola XP F1 Purple
17616	Viola wittrockiana Panola XP F1 Fire	13645	Viola wittrockiana Panola XP F1 Scarlet
13644	Viola wittrockiana Panola XP F1 Purple Face	17617	Viola wittrockiana Panola XP F1 Purple
13646	Viola wittrockiana Panola XP F1 Sunburst	13645	Viola wittrockiana Panola XP F1 Scarlet
13897	Viola wittrockiana Ultima F1 Supreme Morpho	-	-
20197	Viola wittrockiana Ultima F1 Radiance Deep Blue	-	-
20199	Viola wittrockiana Ultima F1 Morph	-	-
11531	Cheiranthus cheiri Bedder Primrose	11529	Cheiranthus cheiri Bedder Golden
12283	Senecio cruentus Cinderella Mix	12284	Senecio cruentus Star Wars
20562	Ranunculus asiaticus Vortex F1 Yellow	33959	Ranunculus asiaticus Vortex F1 Golden Yellow

General conditions of October 2012 for the sale and delivery of products by the ueneral conditions of October 2012 for the sale and delivery of products by the limited companies according to Dutch law Florensis B.V., Florensis Breeding B.V., Toscana Breeding B.V., the general partnership Floha vof, with its seat in Zwijndrecht and Florensis Cut Flowers B.V., with its seat in Rijsenhout, all companies hereinafter individually to be called: "Florensis".

### Article 1: Applicability

1.1 These conditions apply to all offers from and all orders to Florensis for the sale and delivery of products by Florensis, and to all agreements with Florensis with respect thereto. The General sales and delivery terms of Plantum for ornamental and horticulture ollivation material and plants as well as horticulture materials., as filed with the Chamber of Commerce Rotterdam, Gouda office, on 21 May 2012 (also called General terms for ornamental plant and nutritional horticulture production of Plantum: the Plantum conditions) are likewise applicable, but only to the extent that the Florensis conditions do not deviate from them. A copy of the Plantum conditions will be sent immediately on request. They can also be consulted at www.plantum.nl.

1.2 The applicability of conditions of the other party or customer of Florensis (hereinafter: buyer) is hereby expressly excluded.

1.3 Provisions that deviate from these conditions or from the Plantum conditions can To rook a by the buyer only if and to the extent that these provisions are accepted by Florensis in writing. Verbal agreements with and usual practices from the buyer are therefore binding on Florensis only after and to the extent that they have been agreed by Florensis in writing

### Article 2: Definitions

- Products: plants, genetic material from ornamental plant varieties, including (processed) seeds, cuttings and plant material, as well as cultivation material and/or ornamental and (nutritional) horticultural plants as well as horticulture materials. Buyer: both the direct and the indirect other party or customer from Florensis,
- including even if solely a licensee from Florensis. Force majeure: each circumstance outside the control of Florensis, foreseen or
- unforeseen at the time of conclusion of the agreement, which wholly or partly impedes or seriously hinders the implementation of the agreement by Florensis, and also, in so far not yet included, crop failure, production of seeds of insufficient quality, diseases in the enterprise of Florensis or its suppliers, transport problems, labour strikes, government measures, fire, water, frost or storm damage, disturbance in the supply of basic materials, water and energy, and lack of or late delivery by suppliers for whatever reasons.
- Special production: products which do not appear in Florensis' catalogues or ordering lists, or products which are to be delivered outside normally applicable delivery weeks for Florensis, and which products after an order from the buyer Florensis either orders from a third party or produces itself outside the normally applicable period for Florensis for growing such products, in both cases in a slightly larger amount than in the order by the buyer, with a view to the usual risk and rate of failure.
- Crop and processing reservation: a reservation by Florensis with respect to any delivery in accordance with the buyer's order to account for factors and uncertainties within the natural process of production after planting of seeds, after the raising of mother plants for the production of cuttings and after taking cuttings, which factors and uncertainties cannot always be controlled or influenced, even if they are known. Delivery EXW: delivery EXW as meant in the Incoterms 2000.
- Usual trading quality: a product quality which is deemed to be at least average within the (Dutch) supply side sector of seeds, cuttings or plants.

### Article 3: Offers, orders and agreements

3.1 All offers by Florensis in product catalogues, ordering lists or specific quotes, including all offers on internet, are non-binding. For that reason, Florensis can refuse any order with respect to any offer within 7 days from the order date without need for explanation Florensis does not sell to private persons.

### 3.2 Orders by the buyer are irrevocable

3.3 Verbal orders, also through intermediaries, result in an agreement as confirmed in writing by Florensis, or in the absence of such confirmation, in an agreement in conformity with the actual implementation by Florensis.

3.4 The buyer should exclusively refer in his acceptances and in his orders to product names and numbers as mentioned in Florensis' catalogues and ordering lists. In the case of special production, the applicable names and numbers are as used by Florensis in the contacts with buyer.

3.5 Agreements oblige Florensis to the sale and delivery of usual trading quality under the Florensis crop and processing reservation and barring force majeure. If at any time before, during or after the agreement Florensis has rendered advices, of whatever nature, these advices only form part of the agreement with Florensis, or form a separate agreement with Florensis, and only have significance and legal effect within the relationship between parties, if these advices were given in writing and buyer has agreed to owe to Florensis for these advices a separate compensation.

3.6 Florensis is under no obligation of any guarantee or warranty for achieving the purpose or result which the buyer seeks to realise with the products as purchased, also not if any advices given by Florensis related to the use of such products with a view to such purpose or result.

### Article 4: Prices, amounts and weights

4.1 Unless mentioned differently, all prices quoted are vexclusive of taxes and/or duties/ levies which will be applied by any government with respect to the products (to be) sold either before or at the time of delivery or export, and they are exclusive of all cost of third party licensee rights and of cost of transport or sending paid for by Florensis.

4.2 If after the conclusion of the agreement but before delivery, one of the factors determining the cost price of the products increases (including an increase in the relevant currency exchange rate), Florensis is entitled to increase the agreed price in conformity therewith. If the agreed price increases by more than 15%, the buyer can rescind the agreement by a written notice to Florensis within 7 days after Florensis notified the buyer of the increase

4.3 The applicable prices are calculated according to the pricing tables mentioned in Florensis' most recent catalogue or ordering list(s). These prices apply to amounts as mentioned in the tables in case of same time taking of the same variety

4.4 If in an order the desired amount deviates from the Florensis standard amounts or multiples thereof, Florensis is entitled to deliver the next higher standard amount.

4.5 The smallest product amount mentioned in Florensis' catalogues/ordering lists is the minimum amount which can be ordered. The minimal order value is EUR 250

4.6 In case of special production, Florensis is entitled to deliver more than the agreed amount if the number of well developed products ordered or grown by Florensis enables Florensis thereto, and the buyer pays a pro rata higher price than the agreed price in proportion to the higher amount delivered, with a maximum of 10% of the original purchase price

4.7 Each quoted weight of an amount to be delivered by Florensis is a weight on a net basis unless mention to the contrary.

Article 5: Delivery period and delivery 5.1 Delivery periods stated by or agreed with Florensis are approximate delivery periods only. Delivery will take place within a reasonable period if no specific period has been stated or agreed.

5.2 The delivery period is based upon the circumstances applicable at the time of the conclusion of the agreement and upon the assumption of timely delivery by third parties of all materials/products necessary for the implementation by Florensis of the agreement. If a delay occurs as a result of new circumstances after the conclusion of the agreement or as a result of late delivery by third parties, the delivery period is extended as is reasonable taking into account all circumstances.

5.3 All products are deemed to be delivered once they stand ready for transport.

5.4 Exceeding any delivery period with a maximum of two weeks does not entitle the buyer to suspension or rescission of the agreement, and also not to any damages.

5.5 Exceeding the delivery period with more than 2 weeks entitles the buyer to rescission in whole or in part of the agreement, but only if this is done in writing within 7 days after the two weeks period. In the case of such late performance, Florensis is also entitled to rescind the agreement in part or in whole. In the circumstances foreseen in this article, Florensis does not owe the buyer any damages.

5.6 Delivery is ex works (EXW), unless otherwise agreed. On delivery, the risk connected to the products in question, with all that is connected there to, is transferred to the buyer

5.7 The buyer located in a different EU Member State than the Netherlands will inform Florensis in writing of his correct VAT identification number. Furthermore, the buyer shall provide all necessary information and documents that Florensis requires as proof that the products have been delivered in a different EU Member State than the Netherlands. The buyer will indemnify Florensis for all claims resulting from and all negative consequences of the buyer not or not entirely complying with the provisions in this article. Florensis reserves the right to increase the price payable by the buyer with the VAT rate that would apply to the delivery in question in the event of delivery within the Netherlands.

Article 6: Crop and processing reservation All offers from, all agreements with and all deliveries/advices by Florensis are subject to the crop and processing reservation as such is usual with respect to products to be delivered in the (Dutch) business sector in which Florensis is active. If Florensis invokes this reservation with justification and in writing, the consequence is that any offer from or agreement with Florensis is withdrawn or rescinded, but only for the part that is effected by invoking the reservation, without Florensis owing any substitute obligations or any damages.

### Article 7: Reservation of title

7.1 All products delivered by Florensis remain the property of Florensis until the time of full payment of all claims of Florensis on the buyer with respect to the underlying agreement or any comparable agreements, including claims for damages, costs and interest. The buyer has no right of retention with respect to any such products for whatever reason. Once the buyer is in breach with his payment obligations, Florensis is entitled to remove all that has remained its property from the buyer's premises and buildings. The buyer will facilitate this removal as much as possible.

7.2 The buyer is obliged to store the products that have been delivered subject to retention of title with the necessary care and in such a manner that the products can be identified as property of Florensis.

### Article 8: Travs

8.1 Trays and packaging, except single-use packaging, delivered by Florensis together with the products remain at all times the property of Florensis. These trays must be stored by the buyer free of soil or plant material until the time of returning them to Florensis, in a proper manner and in a suitable storage place, all for the account and risk of the buyer

8.2 The buyer or third parties through the buyer's doing are not allowed to use the trays and packaging of Florensis. If such use takes place anyway, the buyer owes Florensis for each tray used an amount of EUR 10 per week or part of a week that this use continued.

8.3 The trays and/or their in mould labels and other durable packaging must not be written on, blurred, covered or otherwise damaged or made unusable. Any costs due to cleaning, repairing, replacing and/or destroying trays so affected are for the account of the buyer.

8.4 Trays are to be returned through Florensis taking them back at the time of the next delivery to the buyer from the place of delivery, unless a different agreement applies. If at the time of a delivery a next delivery is not yet planned, Florensis will (have a third party) pick up the trays at a time to be agreed with the buyer at the place of the earlier delivery, in which case the costs of taking back the trays are for the account of the buyer and will be charged to the buyer separately.

8.5 If at the agreed time for returning the trays they are not free of soil or plant material and if they are not ready for return at the place agreed therefore, all extra costs for Florensis with respect to such shortcomings are for the account of the buyer and will be charged to the buyer separately.

Article 9: Breeder's rights or contractual protection of notified and registeredvarieties 9.1 Source material of varieties belonging to the ornamental horticulture, which are protected by a requested or granted breeder's right and/or which are protected by a contractual chain or continuous stipulation in the European Union and/or any country outside, and also source material of varieties which are marked with a R (for Royalty), cannot be used for multiplication or trade.

9.2 The source material as delivered can only be used by the buyer for the cultivation of This bound and the source of the buyer's premises. The buyer is obliged to pass on this restrictive clause by way of chain or continuous obligation to his customers. 9.3 The buyer is only allowed to sell the finished product resulting from the source material delivered to him under the applicable variety name and any applicable trade name

9.4 The buyer owes to Florensis an immediately due penalty of EUR 0,55 per multiplied plant if any of the afore mentioned stipulations are breached and such breach is attributable to the buyer. Florensis is entitled to additionally claim compensation for the actual damages incurred from the party at fault.

9.5 Florensis is entitled to enter the buyer's enterprises and/or any premises under buyer's control, where Florensis delivered source material is present, during normal working hours and without the need of any advance warning, in order to review and assess that material.

9.6 At the first request of Florensis, the buyer shall allow Florensis inspection of his administration for the purpose of verification of buyer fulfilling his obligations meant in this article

9.7 Should the buyer discover a mutant in a protected variety, the buyer must immediately inform both Florensis and the holder of the breeder's rights of this by registered lette

9.8 The buyer shall release to the holder of the breeder's right at his written request trial material of such mutant within a period of 2 months from receipt of the request.

9.9 The buyer is aware that the finder of a mutant in a protected variety requires permission from the growers of the maternal strain to exploit the mutant.

9.10 The buyer is specifically aware that the finder of a mutant requires permission from the holder of the breeder's right with respect to the maternal strain to carry out the following activities regarding all material of the variety, including material harvested (including therefore flowers, plants and parts of plants), namely:

a. produce or duplicate/multiply (propagate)

b. conditioning for the purpose of propagation c. offering for sale

d. sell or trade in any other way

e. export and/or import f. holding in stock for any of the above under a through e mentioned purposes.

9.11 Florensis can nominate a representative – including an independent third party – who will have the right to implement and realize its rights mentioned in this article, including the right to inspect the buyer's administration for the purpose of verification of buyer fulfilling his obligations meant in this article

9.12 The buyer grants permission to wholesalers, auctions, importers and/or exporters to provide information to the holder of the breeders' rights and/or his representative regarding the quantity of harvested product that the buyer trades of the variety of the holder of breeders' rights. In addition, the buyer grants specific permission to the auctions to provide information to the holder of the breeders' rights and/or his representative regarding the quantity of his product that is traded at the auction under the code 'other'.

Article 10: Complaints 10.1 Florensis sells at least usual trading quality. The buyer is obliged to immediately inspect the products after delivery.

 $10.2\ Complaints$  with respect to quality delivered or immediately visible damages must be done to Florensis in writing within 12 hours from delivery.

10.3 Complaints with respect to the number, the weight or the appearance of products (other than in relation to the quality delivered or immediately visible damages) must be done to Florensis in writing within 7 working days from delivery.

10.4 Complaints with respect to the capacity of germination or machine based purity must be done to Florensis in writing immediately after discovery, and cannot successfully be made any more after sixty days after delivery.

10.5 Complaints with respect to the genuineness or purity of a variety must be done to Florensis in writing immediately after discovery, and at any rate in the next growing season after purchase as soon as the crop is developed sufficiently for a correct examination thereof

10.6 The buyer shall hold all products that he has complained about at Florensis' disposal for his own account

10.7 All buyer's claims in connection with complaints with respect to the products delivered are legally barred from pursuing if the buyer has not observed the above mentioned obligations and the time periods which are part thereof.

10.8 All buyer's claims are equally barred and without legal effect if the buyer has traded the products delivered or if they are changed, processed or damaged or if the buyer is in breach with the fulfilment of any obligations that he has towards Florensis under any agreement.

10.9 If a claim is correct and (to be) recognized, Florensis will deliver satisfactorily as yet, without any right existing for the buyer to claim substitute or additional damages. If replacement or additional delivery is reasonably impossible for Florensis, or senseless for the buyer according to objective criteria having regard to the passing of time, Florensis shall instead credit the buyer for the price paid to the extent that this price relates to the unsatisfactory part of the products delivered.

### Article 11: Liability

11.1 Florensis' liability in connection with possible inadequacies in products as delivered is limited to the additional or replacement delivery or to the credit relief mentioned in Article 10.9

11.2 Florensis is never obliged to pay substitute or additional damages except and in so far as the damage suffered was inflicted intentionally or by the gross negligence of Florensis or its own employees. Florensis' liability for loss of profits or reputation damages however, is always excluded, except in the case of intention or conscious recklessness by the management of Florensis.

11.3 In all cases in which Florensis is obliged to pay damages, these will never be higher than, at its option, either the invoice value of the products delivered or of the advices rendered in connection with which the damages were incurred, or, if the damages are covered by an insurance policy of Florensis, the amount that is actually paid out by the insurer with respect thereto.

11.4 Any claim toward Florensis, except those recognized by Florensis, lapses after a period of 12 months from the time the claim arose

11.5 Florensis' employees and representatives, or independent contractors brought in by Florensis for the implementation of the agreement, can, toward the buyer, invoke all means of defence afforded by the agreement as if they themselves were party to that agreement.

11.6 The buyer will hold harmless and indemnify Florensis, its employees, its independent contractors and its representatives for each claim by third parties in connection with the products delivered, the advices rendered and/or any other part of the agreement implemented by Florensis.

### Article 12: Buyer's default

12.1 If the buyer does not fulfil one or more of his contractual obligations toward Florensis or does not fulfil them on time or adequately, all claims of Florensis on the buyer are immediately due without Florensis being obliged to give to the buyer any prior notice of default.

12.2 In the case of buyer's default under any agreement with Florensis, all obligations from Florensis toward the buyer lapse, both under the agreement in question and under all other agreements between the parties.

### Article 13: Payment

13.1 The buyer shall pay within 30 days from the date of invoice, unless advance payment has been stipulated or a longer payment period has been agreed in writing. In case delivery has taken place but an invoice has not yet been sent, the buyer shall pay the agreed upon price within 30 days from delivery.

13.2 If the buyer shall not have paid within the period mentioned in the precious section, he is automatically in default and without any need for further notice to that effect he will owe an interest of 1 % per month or part of a month from the due date over the amount unpaid including VAT, and without diminishing any other rights that Florensis is entitled to.

13.3 All payments by buyer will take place without a right of suspension, discount or set of, into a bank account as directed by Florensis.

13.4 At the request of Florensis, the buyer shall offer security for his present or future obligations flowing from the agreement as concluded. As long as the security is not put up. Florensis is entitled to suspend its own obligations from the agreement. If the security is not put up within a reasonable time stated by Florensis, Florensis is entitled to rescind the agreement in writing in whole or in part without any obligation to pay damages and without diminishing any of its other rights.

13.5 All costs of collection incurred by Florensis, both of a court procedural or nor procedural nature, are for the account of the buyer. The costs are at least 15% of the sum , unpaid.

Article 14: Rescission and suspension 14.1 If the buyer does not fulfil one or more of his obligations, or does not fulfil them on time or adequately, is declared bankrupt, requests (temporary) moratorium, or proceeds with the liquidation of his business, or if his assets are attached in whole or in part, Florensis is entitled to suspend the implementation of the agreement or to rescind the agreement in whole or in part, at its option, by a written statement without the need for a prior notification of default, and with full reservation of any claim to which it is entitled for cost, damages and interest.

14.2 The buyer is not entitled to cancel any order as soon as Florensis has received it, regardless of any performance under the order. If the buyer cancels any order anyway, for whatever reason, he is still obliged to pay the price that the order relates to.

Article 15 Disputes and applicable law

15.1 All disputes between Florensis and buyer shall be heard exclusively by the competent court in the Court District of Rotterdam

15.2 In addition, Florensis is at all times entitled to summon the buyer to appear before the court which is competent by law or by virtue of the applicable international convention.

15.3 All agreements with Florensis are subject to Dutch law. 15.4 In the case of a conflict between the Dutch version of these general conditions and the English version thereof, the Dutch version shall prevail.

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# Florensis

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# Florensis

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M T F S S	27 1 2 3 4	6 7 8 9 10 11 12	13 14 15 16 17 18	20 21 22 23 24 25	27 28 29 30	<b>31</b> 1 2	<b>32</b> 3 4 5 6 7 8	<ul> <li>33</li> <li>10</li> <li>11</li> <li>12</li> <li>13</li> <li>14</li> <li>15</li> <li>16</li> </ul>	17 18 19 20 21 22	24 25 26 27 28 29		36 1 2 3 4 5 6	<b>37</b> 7 8 9 10 11	<ul> <li>38</li> <li>14</li> <li>15</li> <li>16</li> <li>17</li> <li>18</li> <li>19</li> <li>20</li> </ul>	21 22 23 24 25 26	28 29	
M T F S S	27 1 2 3 4 5	6 7 8 9 10 11 12	13 14 15 16 17 18	20 21 22 23 24 25	27 28 29 30	<b>31</b> 1 2	<b>32</b> 3 4 5 6 7 8 9	<ul> <li>33</li> <li>10</li> <li>11</li> <li>12</li> <li>13</li> <li>14</li> <li>15</li> <li>16</li> </ul>	17 18 19 20 21 22	24 25 26 27 28 29		36 1 2 3 4 5 6	<ol> <li>37</li> <li>7</li> <li>8</li> <li>9</li> <li>10</li> <li>11</li> <li>12</li> <li>13</li> </ol>	<ul> <li>38</li> <li>14</li> <li>15</li> <li>16</li> <li>17</li> <li>18</li> <li>19</li> <li>20</li> </ul>	21 22 23 24 25 26	28 29	
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M T F S S	27 1 2 3 4 5 tober	6 7 8 9 10 11 12 <b>41</b>	13 14 15 16 17 18 19 <b>42</b>	20 21 22 23 24 25 26 <b>43</b>	27 28 29 30 31	31 1 2 Nov	32 3 4 5 6 7 8 9 vemb 45	<ul> <li>33</li> <li>10</li> <li>11</li> <li>12</li> <li>13</li> <li>14</li> <li>15</li> <li>16</li> <li>er</li> <li>46</li> </ul>	17 18 19 20 21 22 23 <b>47</b>	24 25 26 27 28 29 30 <b>48</b>	31 <b>49</b>	36 1 2 3 4 5 6 <b>Dec</b>	<b>37</b> 7 8 9 10 11 12 13 <b>cemb</b> <b>50</b>	<ul> <li>38</li> <li>14</li> <li>15</li> <li>16</li> <li>17</li> <li>18</li> <li>19</li> <li>20</li> <li>er</li> <li>51</li> </ul>	21 22 23 24 25 26 27 <b>52</b>	28 29 30 <b>53</b>	
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M T F S S Oct M T W	27 1 2 3 4 5 tober 40	6 7 8 9 10 11 12 5 6 7	13 14 15 16 17 18 19 <b>42</b> 12 13 14	20 21 22 23 24 25 26 <b>43</b> 19 20 21	27 28 29 30 31 <b>44</b> 26 27 28	31 1 2 Nov	32 3 4 5 6 7 8 9 <b>vemb</b> 45 2 3 4	<ul> <li>33</li> <li>10</li> <li>11</li> <li>12</li> <li>13</li> <li>14</li> <li>15</li> <li>16</li> <li>er</li> <li>46</li> <li>9</li> <li>10</li> <li>11</li> </ul>	17 18 19 20 21 22 23 <b>47</b> 16 17 18	24 25 26 27 28 29 30 30 <b>48</b> 23 24 25	31 <b>49</b>	36 1 2 3 4 5 6 <b>Dec</b> 49 1 2	<b>37</b> 7 8 9 10 11 12 13 <b>50</b> 7 8 9	38 14 15 16 17 18 19 20 er 51 14 15 16	21 22 23 24 25 26 27 <b>52</b> 21 22 23	28 29 30 <b>53</b> 28 29 30	
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🌾 Cutting

D Seed

,,S<sup>A</sup> Tissue Culture

URC Unrooted cutting

Royalty

👘 Tray type

(1st)	1st year flowering
(2nd)	2nd year flowering
Ĵ	Height
ලා	Flowering Period
NEW	New item
EXCLUSIVE	Exclusively at Florensis