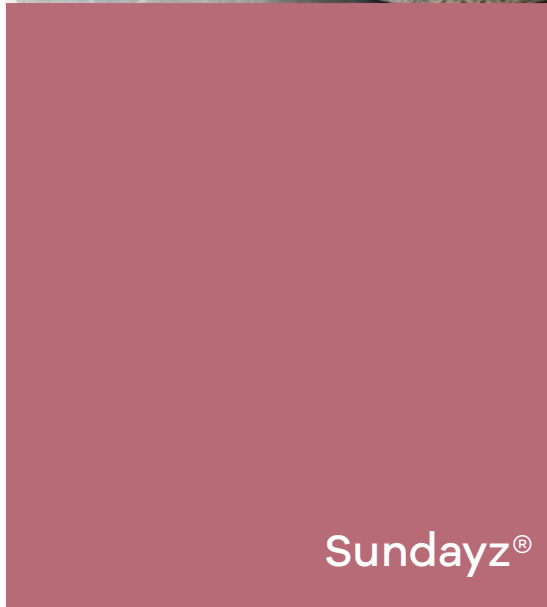




Flori Line®



Sundayz®



florist
breeding &
propagation

Seeds and Seedlings
2019 - 2020



Florist Holland

Florist Holland has been the Gerbera specialist in breeding and propagation in Potted Plants and Cut Flowers for over 40 years. We export seeds and tissue culture young plants to more than 100 countries worldwide. Every year we strive to create new varieties and improve our current varieties. We always continue to surprise with Gerberas.

Florist Holland and HilverdaKooij will flourish

In September 2019 Florist Holland and HilverdaKooij will merge and continue under the name HilverdaFlorist. This creates many opportunities:

- Year-round strong and varied assortment in Potted Plants and Cut Flowers
- A worldwide team player that helps you create more revenue
- More focus on sustainable cultivation and promotion
- Investing power in new breeding technologies





Exceptional is in our DNA

All our Gerbera varieties are made out of exceptional DNA. Created, tested, produced and grown by our exceptional team.

We always strive for more

Exceeding expectations is always our goal. Our desire for improving and excelling in our activities, products and services is what makes us unique.

For developing our seed and Tissue Culture young plants we combine the newest techniques for the perfect results. Partnerships are made to secure optimal quality and more opportunities for innovation.





Seeds and Seedlings

In our Seeds & Seedlings product lines we offer the Flori Line® Pot Gerbera series that is available in several pot sizes from Giant to Micro. The other product line is the double flowered Sundayz® series that is suited for indoor and outdoor use. In this catalogue we present our full assortment, inspiration, cultivation manual and order information for both product lines.

Key features of Flori Line®

-  Strong solid colours and unique two-tones
-  High uniformity in timing and plant size
-  Available in various pot sizes
-  Synchronized flowering for bench run sales

Key features of Sundayz®

-  Up to 5 weeks longer shelf life than average potted plant
-  Long-lasting double flowers
-  Available in mixes and strong solid colours

Flori Line®



Flori Line | Micro, Midi & Maxi

Flori Line®

Flori Line® offers highly-uniform, fast finishing Gerbera Potted Plants from seeds, with the most vivid colours and well-defined two-tones on the market. Flori Line® are well-known for their perfectly balanced proportioned flowers and crop and its year-round availability. This flexible series offers endless possibilities to boost sales with exciting mixes.

Retail merchandising and display suggestions:

The wide colour palette and fun eyecatching two-tones offer numerous options to be creative with Gerberas all year. Blooming Potted Plants are associated with feelings of optimism and happiness. Create joyful seasonal combinations so consumers can cheer up any room!

Retail Ready

Timetable after transplanting, depending on environmental conditions and pot size:

Giant	Summer 10 to 11 weeks	Winter 10 to 12 weeks
Maxi Midi	Summer 8 to 9 weeks	Winter 9 to 11 weeks
Mini Micro	Summer 7 to 8 weeks	Winter 8 to 10 weeks





Flori Line | Mini



Flori Line | White

Giant

	15 - 17 cm 6 - 7 inch
	12 - 14 cm 5 - 5,5 inch

Giants will definitely be a favourite at retail, because of its enormous attention-grabbing appearance and its versatility. The plants are strong, voluminous and vigorous and they carry big and bombastic flowers in stunning colours. Combine a few Giants together in a pot and create a stunning flower arrangement.





Giant White



Giant Pink



Giant Coral



Giant Coral BC



Giant Orange



Giant Red



Giant Orange BC



Giant Yellow



Maxi



12 - 15 cm
4,5 - 6 inch



8 - 11 cm
3 - 4,5 inch

If you're looking for a wide selection of eye-catching and bright colours, take a look at our Flori Line® Maxi assortment. Spectacular colours, generous flowers, combined with a strong crop.





Maxi White



Maxi White BC



Maxi Pink



Maxi Pink BC



Maxi Light Pink BC



Maxi Hot Pink



Maxi Purple



Maxi Eyecatcher Purple BC



Maxi Lilac BC



Maxi Dark Purple



Maxi Coral



Maxi Red BC



Maxi Red



Maxi Eyecatcher Red BC



Maxi Dark Fireball BC



Maxi Fireball BC



Maxi Orange



Maxi Orange BC



Maxi Yellow



Maxi Yellow BC

Midi



10 - 13 cm
4 - 5 inch



7 - 9 cm
3 - 3,5 inch

The colourful look of the Flori Line® Midi will get you hooked. Slightly smaller flowers and pot sizes compared to the Flori Line® Maxi, but just as uniform and well balanced.





Midi White



Midi White BC



Midi Pink



Midi Pink BC



Midi Light Pink BC



Midi Lilac



Midi Lavender BC



Midi Dark Purple



Midi Lilac BC



Midi Eyecatcher Purple BC



Midi Bicolour BC



Midi Monet BC



Midi Red



Midi Red BC



Midi Eyecatcher Dark Purple BC



Midi Eyecatcher Red BC



Midi Dark Fireball BC



Midi Fireball BC



Midi Eyecatcher Twilight BC



Midi Yellow



Midi Yellow BC



Midi Orange



Midi Orange BC



Mini



9 - 12 cm
3,5 - 4,5 inch



5 - 7 cm
2 - 3 inch

The smaller flowers of the Flori Line® Mini make it the perfect match for floral arrangements or cute mixed planters combined with other plants. Similar as the other Flori Lines®, the Mini is highly uniform in timing and plant size.





Mini White



Mini White BC



Mini Pink



Mini Pink BC



Mini Lilac



Mini Hot Pink



Mini Lilac BC



Mini Dark Purple BC



Mini Eyecatcher Hot Pink BC



Mini Red



Mini Red BC



Mini Eyecatcher Red BC



Mini Yellow



Mini Yellow BC





Mini Orange



Mini Orange BC



Micro

	5 - 12 cm 2 - 5 inch
	3 - 5 cm 1 - 2 inch

The tiny Micro Gerbera is a true powerhouse, with its long shelf life, versatile retail possibilities and cultivation. Choose the pot size that suits your needs between 5 - 12 cm. The Gerbera will adjust accordingly, but will always maintain its cute appearance.





Micro White



Micro Pink BC



Micro Margarita



Micro Purple



Micro Lilac BC



Micro Red



Micro Red BC



Micro Sunrise



Micro Yellow



Micro Yellow BC



Micro Orange



Micro Orange BC

Endless trendy possibilities for
retail and floral arrangements
with the Micro Gerbera





Mixes

NEW **Seasonal Mixes**

With our best genetics and colours we've compiled mixes that are perfect for the seasons and holidays. This makes it easy to inspire retail and consumers.



Flori Line® is available in various bold mixes in Maxi and Midi.

All the mixes, have the same strong key features:

- High uniformity in timing and plant size
- Fully programmable
- Well-balanced key colours
- Strong, non-stretching flower stems



Spring Mix

Don't you just love that Spring feeling? In the Spring Mix we have combined the best colours for the holidays during this season and to intensify that Spring feeling with consumers.

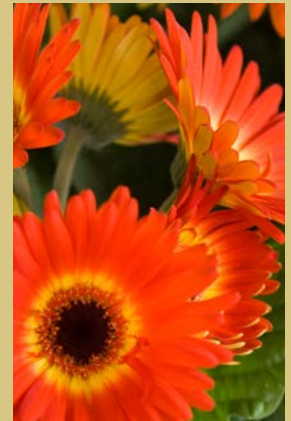
Flori Line SPRING MIX



Summer Mix

When the sun shines we all smile. That smile is what creates extra buyers impuls during the Summer months. This Summer Mix will get everyone smiling and buying.

Flori Line SUMMER MIX



Autumn Mix

Let's get cosy and festive during the Autumn holidays with this perfectly balanced mix. Warm colours that will get consumers through every Autumn storm.

Flori Line AUTUMN MIX



Winter Mix

Gerberas and Winter are not the most obvious combination, but it's a perfect one. Create some light in the darker months with these festive holiday Winter colours.

Flori Line WINTER MIX





Maxi Hot Summer Mix®



Halloween Mix®



Select Mix® available in:
Maxi, Midi, Mini, Micro



Select Mix BC® available in:
Maxi, Midi, Mini, Micro



Midi Specialty Mix®



Midi Pink Splash Mix®

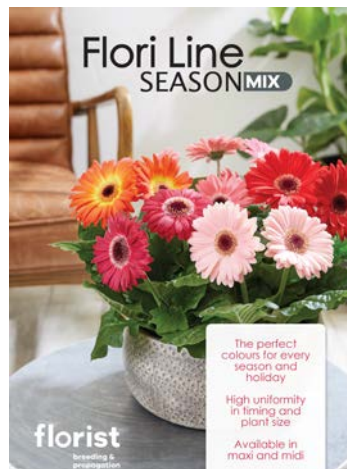


Maxi Spider Mix

Promotional materials

Together we want to make your business successful. We've created promotional materials and retail inspiration to help you promote Flori Line®. Our *point of sale (POS)* materials include, among other items: flyers, product tags, banners for CC trolleys and pull up banners. In need of a more tailor-made solution, no problem! If you are a grower, exporter or retailer please feel free to contact us to discuss the promotional possibilities.

Flyers




Product tags



Banners

Flori Line®

- Strong solid colours and unique two-tones
- High uniformity in timing and plant size
- Easy to mix and available in various sizes



Flori Line®

Complete assortment

Giant

Giant White
Giant Yellow
Giant Coral
Giant Pink
Giant Orange
Giant Red **IMPR**
Giant Orange BC **IMPR**
Giant Coral BC

Maxi

Maxi White
Maxi Yellow
Maxi Orange
Maxi Red **IMPR**
Maxi Purple
Maxi Hot Pink **IMPR**
Maxi Dark Purple
Maxi Pink
Maxi Coral
Maxi White BC
Maxi Yellow BC
Maxi Orange BC
Maxi Red BC
Maxi Lilac BC
Maxi Pink BC
Maxi Light Pink BC

Maxi Eyecatcher Purple BC
Maxi Eyecatcher Red BC
Maxi Fireball BC
Maxi Dark Fireball BC

Midi

Midi White
Midi Yellow
Midi Orange
Midi Red
Midi Dark Purple
Midi Lilac
Midi Pink
Midi White BC
Midi Yellow BC
Midi Orange BC
Midi Red BC
Midi Lilac BC
Midi Lavender BC
Midi Pink BC
Midi Light Pink BC
Midi Bicolour BC
Midi Eyecatcher Purple BC
Midi Eyecatcher Dark
Purple BC
Midi Eyecatcher Red BC
Midi Eyecatcher Twilight BC

Midi Fireball BC
Midi Dark Fireball BC
Midi Monet BC

Mini

Mini White
Mini Yellow
Mini Orange
Mini Red
Mini Lilac
Mini Hot Pink
Mini Pink
Mini White BC
Mini Yellow BC
Mini Orange BC
Mini Red BC
Mini Lilac BC
Mini Dark Purple BC
Mini Pink BC
Mini Eyecatcher Hot Pink BC
Mini Eyecatcher Red BC
Mini Contour BC

Micro

Micro White
Micro Yellow
Micro Orange

Micro Red
Micro Purple
Micro Margarita
Micro Yellow BC
Micro Orange BC
Micro Red BC
Micro Lilac BC
Micro Pink BC
Micro Sunrise

Mixes

Maxi Select Mix
Maxi Select Mix BC
Maxi Hot Summer Mix
Maxi Spider Mix
Midi Select Mix
Midi Select Mix BC
Mini Mix
Mini Mix BC
Mini Spider Mix
Micro Mix
Micro Mix BC
Pink Splash Mix
Spring Mix **NEW**
Summer Mix **NEW**
Autumn Mix **NEW**
Winter Mix **NEW**

What to order

Ordering information

- Seeds
1000 seeds per unit
(coated or uncoated)
- Seedlings
144 paper plugs per tray

Choose the type of starting material that suits your business.



Seeds



Paper plug



Flori Line | Midi



Cultivation Manual

Flori Line®



Substrate for seedlings

Use a well draining, moist, substrate when sowing Gerbera seeds in the plugs, pH between 5,5 - 5,8, EC around 0,7 - 1,0. Adding 15% Perlite is recommended.

Substrate for transplanting

Use a well draining substrate pH between 5,5 - 5,8, EC around 1,0 - 1,2. Adding 20% Perlite is recommended.

Irrigation

Start with overhead irrigation for strong root development. When the flower buds appear, ebb/flow or drip tubes are preferred.

Irrigation timing:

In the morning. The crops should be dry when the light falls, to avoid fungal/root problems.

Watering:

During the germination phase (4 to 6 days) keep the soil moist. After germination Gerberas prefer a moderate to dry soil condition.



Pots

Sow Flori Line® in paper plugs (tray size: 144 to 128 cells) with a coarse substrate for successful germination and rooting. Transplant the seedlings 6 weeks after sowing in 6 - 15 cm / 2,5 - 6" pots. Transplant the plant in the center of the pot, with the top of the plug leveling the surface of substrate. Use pots with at least 4 drainage holes and a lip. After transplanting place the pots pot-tight for an optimal micro climate.

General remarks

- Irrigation management is key. Overwatering is a common cause of low germination and high crop losses.
- There is no need for Plant Growth Regulators.
- Common challenges: leaf miner, broad mites/cyclamen mites, aphids and pythium.
- For custom growing recommendations based on your specific environment please contact Florist Holland.

Recommended fertilizer

EC	pH	NH ₄ ppm	K ppm	Ca ppm	Mg ppm	NO ₃ ppm	Cl ppm	SO ₄ ppm	P ppm	Fe ppm	Mn ppm	Zn ppm	B ppm	Cu ppm	Mo ppm
1,8 ↓ 2,5	5,7	9 ↑	196	188	44	682	60	192	56	2,24	0,27	0,33	0,38	0,06	0,10
		depending on pH and water quality													

Or use a basic NPK fertilizer, such as: 18 - 9 - 18 or 17 - 5 - 17 with added micro elements.

Optimal climate

plug 1 - 6	24 > 19°C 75 > 66°F	99 > 75%	200 > 450 Watt/m² 20.000 > 45.000 lux / 1.800 > 4.100 f.c.
start 1 - 4	19 - 20°C 66 - 68°F	< 80%	350 Watt/m² 35.000 lux / 3.200 f.c.
vegetative 5 - 9	18 - 19°C 64 - 66°F	< 75%	450 Watt/m² 45.000 lux / 4.100 f.c.
flowering 10 - 12	15 - 17°C 59 - 63°F	< 70%	450 - 550 Watt/m² 45.000 54.000 lux / 4.100 - 5.000 f.c.



Spacing

To prevent stretching of the leaves, we advise spacing of the pots approx. 3 weeks after transplanting or when the leaves touch.

pot	10 cm / 4 inch		12 cm / 4,5 inch		15 cm / 6 inch	
	m²	ft²	m²	ft²	m²	ft²
pot - tight	100	10	69	6,9	43	4,3
spaced	33	3,3	23	2,3	15	1,5

Finishing

Timetable after transplanting, depending on environmental conditions and pot size:

Giant

	15 - 17 cm / 6 - 7"
in summer	10 - 11 weeks
in winter	10 - 12 weeks

Maxi

	12 - 17 cm / 4,5 - 6"
in summer	8 - 9 weeks
in winter	9 - 11 weeks

Midi

	10 - 13 cm / 4 - 5"
in summer	8 - 9 weeks
in winter	9 - 11 weeks

Mini

	9 - 12 cm / 3,5 - 4,5"
in summer	7 - 8 weeks
in winter	8 - 10 weeks

Micro

	5 - 12 cm / 2 - 5"
in summer	7 - 8 weeks
in winter	8 - 10 weeks

The guidelines in this manual are based on North European climate conditions and can be used as a starting point. Crop times may vary depending on the climate, location, time of the year and greenhouse environmental conditions.

Sundayz[®]



Sundayz®

This premium quality Gerbera Potted Plant series offers long-lasting double flowers, for brightly coloured displays. The double flowers have less pollen, which causes the individual flowers to look fresh much longer than the average Potted Plant. The Sundayz® Gerbera series from seed is available in Micro, Mini, Midi and Maxi sized mixes and several solid varieties.

Retail merchandising and display suggestions:

Long-lasting flowers mean more longevity at retail and a longer shelf life. Sundayz® has a great indoor-outdoor versatility: a fun splash of colour in the living room, on a windowsill or on a balcony or terrace table.

Retail Ready

Timetable after transplanting, depending on environmental conditions and pot size:

Maxi Midi	Summer	8 to 9 weeks	Winter	9 to 11 weeks
	Summer	7 to 8 weeks	Winter	8 to 10 weeks
Mini Micro				



Sundayz | Pink



Sundayz | Mini Lilac

Maxi / Midi

	Maxi	Midi
	12 - 15 cm 4,5 - 6 inch	10 - 13 cm 4 - 5 inch
	8 - 11 cm 3 - 4,5 inch	7 - 9 cm 3 - 3,5 inch

The Sundayz® Maxi and Midi are available in a strong solid red and purple. The large double flowers are a real eyecatcher. The cute bicolour mix Berries & Cream is ideal for all the loveable holidays.



Sundayz | Berries & Cream



Sundayz | Berries & Cream



Sundayz | Berries & Cream



Maxi Sundayz® Red BC



Midi Sundayz® Berries & Cream BC



Midi Sundayz® Red BC



Midi Sundayz® Purple

Mini



9 - 12 cm
3,5 - 4,5 inch



5 - 7 cm
2 - 3 inch

Mini Sundayz® are strong solid colours in smaller pot sizes. Their double flowers are impressive. The cute bicolour mix makes it easy to create a sweet mixed arrangement for retail.



Sundayz | Mini Lilc



Sundayz | Mini Red



Sundayz | Mini Pink



Mini Sundayz® White



Mini Sundayz® Pink



Mini Sundayz® Purple



Mini Sundayz® Lilac



Mini Sundayz® Bicolour BC



Mini Sundayz® Red



Mini Sundayz® Yellow



Mini Sundayz® Orange



Mixes

It's all in the mix!

To help you get ready for retail we've created these winning mixes in several sizes. All the popular and strong solid colours combined in one uniform mix. Ideal for floral arrangements and mixed planters for indoor and outdoor use.



Sundayz | Mini Mix



Sundayz | Mini Mix



Sundayz | Mini Mix



Maxi Sundayz® Mix



Midi Sundayz® Mix



Mini Sundayz® Mix

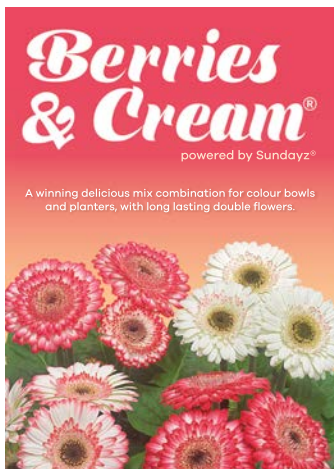


Micro Sundayz® Mix

Sundayz®

Together we want to make your business successful. We've created promotional materials and retail inspiration to help you promote Sundayz®. Our *point of sale (POS)* materials include, among other items: flyers, product tags, banners for CC trolleys and pull up banners. In need of a more tailor-made solution, no problem! If you are a grower, exporter or retailer please feel free to contact us to discuss the promotional possibilities.

Flyers



Product tags





Sundayz®

Complete assortment

Maxi

Maxi Red BC

Midi

Midi Red BC

Midi Purple BC

Midi Berries & Cream BC

Mini

Mini White

Mini Yellow

Mini Orange

Mini Red

Mini Pink

Mini Lilac

Mini Purple **NEW**

Mini Bicolour BC

Mixes

Maxi Mix

Midi Mix

Mini Mix

Micro Mix



What to order

Ordering information

- Seeds
1000 seeds per unit
(coated or uncoated)
- Seedlings
144 paper plugs per tray

Choose the type of starting material that suits your business.



Seeds



Paper plug



Sundayz | Mini Yellow



Cultivation Manual

Sundayz®



Substrate for seedlings

Use an airy, well-draining, moist, substrate when sowing gerbera seeds in the plugs, pH between 5,5 - 5,8, EC around 0,7 - 1,0. Adding 15% Perlite is recommended.

Substrate for transplanting

Use a well draining substrate pH between 5,5 - 5,8, EC around 1,0 - 1,2. Adding 20% Perlite is recommended.

Irrigation

Start with overhead irrigation for strong root development. When the flower buds appear, ebb/flower or drip tubes are preferred.

Irrigation timing: in the morning. The crops should be dry when the light falls, to avoid fungal/root problems.

Watering: during the germination phase (4 to 6 days) keep the soil moist. After germination Gerberas prefer a moderate to dry soil condition.



Pots

Sow Sundayz® in paper plugs (tray size: 144 to 128 cells) with a coarse substrate for successful germination and rooting. Transplant seedlings 6 weeks after sowing in 6 - 15cm / 2,5 - 6 inch pots. Transplant the plant in the center of the pot, with the top of the plug leveling the surface of substrate. Use pots with at least 4 drainage holes and a lip. After transplanting place the pots pot-tight for an optimal micro climate.

General remarks

- Irrigation management is key. Overwatering is a common cause of low germination and high crop losses.
- There is no need for Plant Growth Regulators.
- Common challenges: leaf miner, broad mites/cyclamen mites, aphids and pythium.
- For custom growing recommendations based on your specific environment please contact Florist Holland.

Recommended fertilizer

EC	pH	NH ₄ ppm	K ppm	Ca ppm	Mg ppm	NO ₃ ppm	Cl ppm	SO ₄ ppm	P ppm	Fe ppm	Mn ppm	Zn ppm	B ppm	Cu ppm	Mo ppm
1,8 ↓ 2,5	5,7	9 ↑	196	188	44	682	60	192	56	2,24	0,27	0,33	0,38	0,06	0,10
depending on pH and water quality															

Or use a basic NPK fertilizer, such as: 18 - 9 - 18 or 17 - 5 - 17 with added micro elements.

Optimal climate

plug 1 - 6	24 > 19°C 75 > 66°F	99 > 75%	200 > 450 Watt/m² 20.000 > 45.000 lux / 1.800 > 4.100 f.c.
start 1 - 4	19 - 20°C 66 - 68°F	80%	350 Watt/m² 35.000 lux / 3.200 f.c.
vegetative 5 - 9	17 - 19°C 63 - 66°F	75%	450 Watt/m² 45.000 lux / 4.100 f.c.
flowering 10 - 12	12 - 17°C 54 - 63°F	70%	450 - 550 Watt/m² 45.000 54.000 lux / 4.100 - 5.000 f.c.



Spacing

To prevent stretching of the leaves, we advise spacing of the pots approx. 3 weeks after transplanting or when the leaves touch.

pot	10 cm / 4 inch		12 cm / 4,5 inch		15 cm / 6 inch	
	m²	ft²	m²	ft²	m²	ft²
pot - tight	100	10	69	6,9	43	4,3
spaced	33	3,3	23	2,3	15	1,5

Finishing

Timetable after transplanting, depending on environmental conditions and pot size:

Maxi	12 - 15 cm / 4,5 - 6" in summer 8 - 9 weeks in winter 9 - 11 weeks
Midi	10 - 13 cm / 4 - 5" in summer 8 - 9 weeks in winter 9 - 11 weeks
Mini	9 - 12 cm / 3,5 - 4,5" in summer 7 - 8 weeks in winter 8 - 10 weeks
Micro	6 - 10 cm / 2,5 - 4" in summer 7 - 8 weeks in winter 8 - 10 weeks

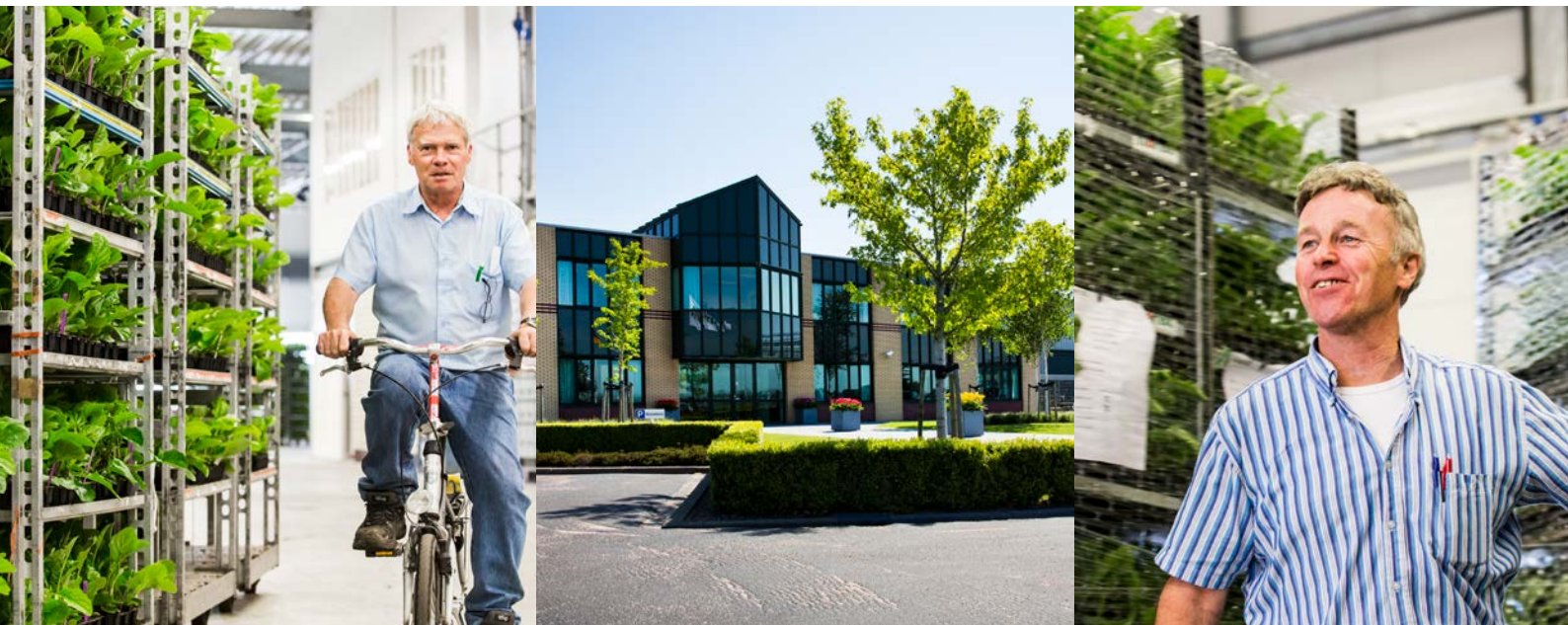
The guidelines in this manual are based on North European climate conditions and can be used as a starting point. Crop times may vary depending on the climate, location, time of the year and greenhouse environmental conditions.



Together we can achieve more

We believe that when you are successful, we are too. That's why we invest in strong partnerships. Not a focus on short term and quick wins, but we strategize with you for long term sustainable success. As a breeder we create relevant varieties for your market, but also use our worldwide network and expertise to help you conquer yours.

All our solutions are tailor-made for your demands and market. That's why we have a wide range in young plant material, varieties suited for every climate and partners worldwide.



Contact information

Florist Holland B.V.

Mailing address

P.O. Box 3
1430 AA Aalsmeer
The Netherlands

Contact

T +31 (0) 297 328 229
F +31 (0) 297 343 061
info@floristholland.com
www.floristholland.com

MANAGING DIRECTOR

Mr. Melchior Moen

+31 (0) 653 285 934
m.moen@floristholland.com

AREA EXPORT MANAGERS

Mr. Jan Jorrit Eveleens

*Argentina, Brazil, Chili, Cyprus, Greece,
Malta, Portugal, Spain*
+31 (0) 653 990 782
jj.eveleens@floristholland.com

Mr. Arthur Kramer

*Central & South America, Mexico,
France, Italy (del Sud), La Reunion*
+31 (0) 620 245 633
a.kramer@floristholland.com

Mr. Robin van der Meer

The Netherlands, Belgium
+31 (0) 622 237 593
r.vandermeer@floristholland.com

Mr. Sjaak Sijm

Canada Ontario, U.S.A, Africa, Asia
+31 (0) 620 546 160
s.sijm@floristholland.com

Sales Support

*Austria, Bulgaria, Croatia, Germany Czech
Republic, Hungary, Poland,
Romania, Scandinavia, Slovakia,
Slovenia, Switzerland, Turkey, Ukraine*
+31 (0) 297 328 229
support@floristholland.com

Mr. Marcel van Vemde

*Armenia, Australia, Belarus, Ireland,
Israel, New Zealand, Russia, Italy (del
Nord), India, former republics
of the USSR, United Kingdom*

+31 (0) 653 850 680

m.vanvemde@floristholland.com

MARKETING MANAGER

Mrs. Saskia Bakker

+31 (0) 651 759 479

s.bakker@floristholland.com

SALES SUPPORT

Mrs. Sabine van der Veen

+31 (0) 297 328 229

s.vanderveen@floristholland.com

Mr. Peter Vrolijk

+31 (0) 297 328 229

support@floristholland.com





www.floristholland.com

[@florist.gerberabreeders](https://www.instagram.com/florist.gerberabreeders)



Office

Dwarsweg 15
1424 PL De Kwakel
The Netherlands

Contact

T +31 (0) 297 328 229
F +31 (0) 297 343 061
info@floristholland.com