



“The **garden Gerbera** with cheeky little flowers and a high flower count”

Garvinea. CHEEKY SERIES



Garden Gerbera **Garvinea® Cheeky**



Discover our new Garvinea® brand!

Adding value through design and storytelling is essential to stand out. To serve the industry in the best way possible, HilverdaFlorist is focussing on brand development. We are at your service for concept development and marketing support. In this catalogue you will discover several new concepts, including the signature black and white brand for Garvinea®!

Cheryl Zethof – Marketing Coordinator



Hot Pink
hilgahotpi



Magenta
chemag20AA



Red
chered20AA



Yellow
cheyel20AA



Garden Garvinea® with cute small flowers

Highest flower count in the Garvinea® Series

Suitable for cultivation in smaller pot sizes

Keeps on flowering from spring until frost



Scan and discover more!

Magenta



Pot size
12 - 17 cm
4.5 - 6.5 inch



Height
25 - 40 cm
10 - 16 inch



Flower size
5 cm
2 inch



Type
TC



Growing time
S 7 - 11 weeks
W 11 - 13 weeks



“Double the fun!
One of a kind **garden Gerbera**
with elegant, large double flowers”

Strong garden plant

Great weather tolerance

Large long-lasting double flowers

Attracts bees and other pollinators

Garvinea. MAJESTIC SERIES



Burgundy
majbur20aa



Light Pink
majlip20aa

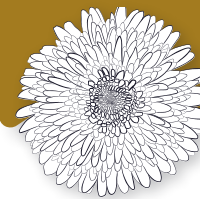


Purple
majpur21aa



Yellow
majyel20aa

The **1** and only
**GARDEN
GERBERA**



Garden Gerbera **Garvinea® Majestic**



“Strong garden Gerbera producing an endless flush of flowers in the sweetest colours”

Garvinea. SWEET SERIES



The **1** and only
GARDEN GERBERA

NEW

Chili

garswechi

Sweet Chili is here to spice up the Garvinea® Sweet assortment! This variety is the first true red with a black center, making it a valuable addition to the series.



Blaze
hilswebla



Femmy
classic femmy



Fiesta
sweet fiesta



Frosting
sweet frosting



Glow
garglow



Heart
garheart

High colour impact in the garden

Great weather tolerance

Highly resistant to pests & diseases

Flowers continuously from spring until frost



Pot size
14 - 21 cm
5.5 - 8 inch



Height
30 - 40 cm
12 - 16 inch



Flower size
6 - 9 cm
2.5 - 3.5 inch



Type
TC



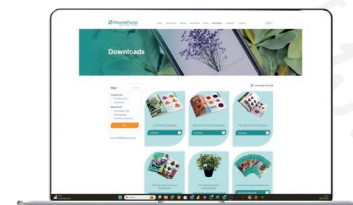
Growing time
S 8 - 12 weeks
W 12 - 14 weeks



Scan and
download
our POS &
technical
materials

Visit our website to download images,
cultivation manuals and other great
point of sale materials of Garvinea®

hilverdaflorist.com



Garvinea. SWEET SERIES

Step into the colourful world of Garvinea®

We are happy to introduce you to the new
branding concept for Garvinea®!
The Garvinea® branding concept gives you
everything you need to share the story of
these powerful garden Gerberas.

Tell the story of Garvinea® and offer the added
value the plants deserve like no other! Make it
work to your advantage. Print your promotional
materials with our ready-to-use designs and
make your range stand out. Contact us for all
possibilities: marketing@hilverdaflorist.com.

Don't forget to follow [@garvinea](https://www.instagram.com/garvinea) on Instagram
& Facebook and visit garvinea.com, created to
inspire colour-loving gardeners worldwide!



Honey
garho



Joy
garswjoy



Love
garswlove



Surprise
garsurprise



Maggie
hilswemag



Memories
garsweetmemo



Smile
garsmile



Vibe
garswvibe



Sparkle
garswsparkle



Spice
garspice



Sunset
sweet sunset



Pot size
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5.5 - 8 inch



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