

Dino Snack

MEDIFLORA LEHRHUBER GMBH

Dino Snack' is a creative plant line for children that teaches them about plants and dinosaurs in a fun way. The main character is Flora, a curious dinosaur girl and plant researcher who meets her five new friends.

Each dinosaur presents its favourite plant in a colourful, child-friendly cover. The plants are in practical 14 cm pots so children can integrate the plants into their play and care for them themselves. The concept has a dedicated Dino Snack website where they can dive even deeper into the world of Flora and her dinosaur friends. Displays are available for on the sales floor showing the dinosaurs and the plants and a QR code to the website for more information. To attract children's attention, a Medisaurus figure is available that can serve very well as a photo wall. A child's head fits perfectly through Flora's eye, allowing customers to take funny dinosaur photos and making shopping an experience.

Dino Snack® combines education and fun in a playful way, stimulating interest in plants and nature and fostering children's creativity.





Fragaria x ananassa Duch

ABZ SEEDS

Fragaria x ananassa Duch Queeny is very suitable for placing as a snack fruit alongside other herbs in the kitchen. Queeny is early-flowering, upright growing and shy runner. The plant has pretty pink flowers and is everbearing and the delicious fruits are bright red in colour.

If Queeny is placed in a sunny window spot and watered regularly, you can enjoy the delicious strawberries for a long time. If the plant grows larger and is placed outside on the balcony or in the garden, the harvest continues throughout the summer and into autumn.

Queeny is an attractive plant at the point of sale because strawberries are already visible in addition to the beautiful pink flowers. With this unique strawberry plant, the consumer who wants to enjoy homegrown strawberries as a snack is within reach.



Helleborus 'Winter Sparkle® White'

COLOUR YOUR SEASON

Helleborus Winter Sparkle White has large, star-shaped flowers (larger than 8 cm) in a pure white colour with a subtle pink edge, making it the eye-catcher in the dark months. From December to April, the plant brings sparkle to the garden or terrace thanks to its rich blooms.

The large star-shaped flowers in abundance contrast beautifully with the dark green leaves, making the flowers stand out even more. Moreover, this Helleborus is known for its hardiness, making it able to withstand the coldest winter conditions.

Colour Your Season offers professional photography, table concepts and POS materials to support the full range, including the Helleborus Sparkle collection, for promotion in garden centres.



Hydrangea arborescens 'BAIful' EUPBRAf FlowerWOW®

FIRST EDITIONS® (BAILEY NURSERIES INTERNATIONAL)

Hydrangea arborescens 'FlowerWOW'® lives up to its name. With two to three times as many flowers compared to other H. arborescens, the plant is a standout. The leaves are deep green and healthy throughout the season. In addition, the plant has sturdy, straight upright branches that do not fall over in wind and rain.

FlowerWOW® is disease-resistant, low-maintenance and grows compactly with a height of 0.90 to 1.20 m to 1.5 m wide. This makes it very suitable for both small gardens and large plantings. This snowball hydrangea is a real flowering machine with a long flowering period. The flowers slowly turn green and retain this colour until autumn.



Hydrangea paniculata ‘Groundbreaker® Blush’

DIDERK HEINJE PFLANZENHANDELSGESELLSCHAFT MBH & CO. KG

‘Hydrangea paniculata ‘Groundbreaker®’ is the world’s first groundcover hydrangea. With a maximum height of only 30 cm, it grows compactly and is ideal for both landscaping, as a border or as a container plant. ‘Groundbreaker®’ has a long flowering period, lasting up to 100 days and running from July to September. During this period the flowers show a fascinating colour change, from white to delicate pale pink to bright pink.

‘Groundbreaker®’ is very robust and resistant to extreme conditions. It tolerates dry periods well as long as it receives sufficient water and can also withstand heavy rain. Its cold resistance is particularly remarkable: it can tolerate temperatures down to -30°C. At the point of sale, Hydrangea paniculata ‘Groundbreaker®’ is presented in an eye-catching printed pot with a matching label.

To support the presentation, matching banners are used to highlight the plant’s special characteristics. For size P14, there are trays of 4, reminding customers that you need to plant 4 plants per metre for an ideal surface planting. This presentation highlights the plant’s versatility and helps customers choose the right planting density for a compact vegetation.



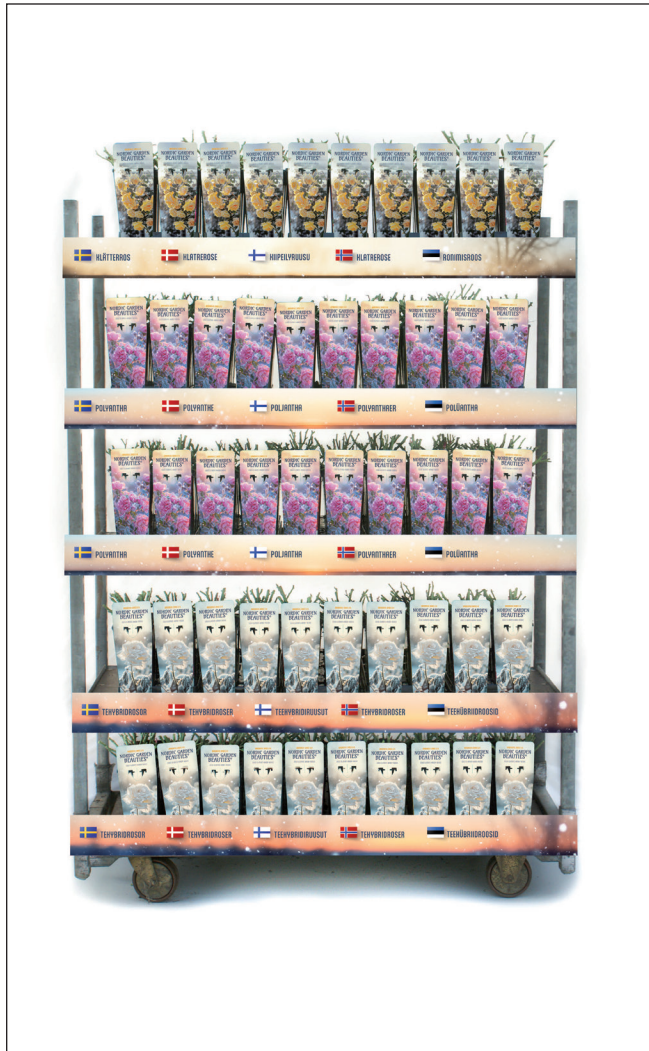
Hydrangea serrata 'Magic Pillow'

PLANT SELECT

Hydrangea serrata 'Magic Pillow' is a unique hydrangea that covers the ground. Magic Pillow grows 70-90 cm tall and blooms profusely on annuals, depending on the acidity of the soil, with flat soft pink to purplish blue flower heads.

Flowering is early in spring, starting with flowers in late May-early June until late summer. In autumn, the leaves turn dark red.

Magic Pillow comes in two colours, pink and blue. The colour is clearly shown on the photo label. The photo label clearly indicates the groundcovering property ('Groundcovering Hydrangea'). In addition, a one pager/poster is available for this species.'



Nordic Garden Beauties ®

GEBR SEUREN KWEKERIJEN B.V.

‘Nordic Garden Beauties ®’ concept includes 24 different roses that are well suited to the cold Nordic climate. These ‘Nordic Garden Beauties ®’ consist of a series of Th-Hybrid, Polyantha, Shrub and Climbing Roses. They are strong roses that bloom well until winter arrives.

These plants excel between zones 2 and 9 and they naturally like to be sunny or half-day in the sun.

The beautiful photo labels with the winter image, show that these roses bloom until frost. Together with the name Nordic Roses and the zones on the front, it is clear that these roses are well suited to the cold Nordic climate.



Rhododendron Hybrid 'Maximus' en Rhododendron Hybrid 'Hercules' PWR plant Maximus en PWR plant Hercules

LEYBAERT BV

Under the PWR plant brand, Leybaert introduces two exceptional Rhododendrons: Maximus and Hercules. Maximus has large, firm red flowers and blooms early from April. Hercules flowers from late April/early May, with enchanting lilac flowers and glossy, leathery foliage. Both varieties can withstand extreme temperatures and thrive in a variety of climates. They flower for 4-5 weeks and retain their attractive foliage throughout the season.

The plants show stronger and greener growth than current varieties, resulting in sustainable development. Their natural resilience reduces the need for pesticides and growth regulators, making them an ideal choice for sustainable gardens and terraces. In addition, the plants contribute to the ecological value of gardens and landscapes through their nectar, which attracts plenty of bees. Thus, they make a valuable contribution to biodiversity.

In communication with customers, professional photos, brochures and posters highlight the large red flowers of Maximus, the lilac flowers and glossy leaves of Hercules as well as their versatility for gardens and terraces.



Rosa Hybrid Sweet Home Roses®

ROSES FOREVER APS

Rosa Hybrid Sweet Home Roses® is a series of compact roses that are great for making an early summer appearance on the terrace, balcony or in the small garden. The series consists of 10 varieties with strong colours and the same growth characteristics. The idea behind this concept is to have flowering garden roses in the shop before the garden roses bloom outside. The plants are grown in the open ground for 2 years and then finished in pots. The grower can store the rooted roses in cold storage and thus precisely plan the sales weeks (about 6-10 weeks after potted). Sweet Home roses can be grown in both warm and cold greenhouses.

All roses in the Sweet Home Roses series are repeat-flowering which means that if planted in the garden, they will flower again throughout the season. Sweet Home roses have large flowers and some are fragrant, they are hardy and uniform in growth.

Large labels with plant information are available at the point of sale. A flowering compact rose with a beautiful label and/or paper sleeve with information on it is the perfect gift for friend, mother or a loved one.



Sarcococca hookeriana 'Winter Gem'®

KWEKERIJ ROOS

Sarcococca hookeriana 'Winter Gem'® is a winter jewel in the garden, known for its fantastic fragrance. From February to April, the entire shrub is covered with dark red buds and pure white flowers that spread a wonderful scent. The plant is evergreen and its leaves are a glossy dark green. Both these characteristics, the glossy leaves and the strong sweet scent, make Sarcococca 'Winter Gem'® an indispensable element in the winter and early spring garden.

The sweet boxwood is not susceptible to diseases and requires hardly any care. Pruning is not necessary. 'Winter Gem'® branches well and forms a bushy shrub. It grows in both sun and shade and in any type of soil.