

N° 13

feb - mar - apr

40

1982 - 2022

# Javado Magazine

Miracle cure  
**Aloe Vera**

A lesson in growing fruit at  
**Fruithof Nursery**

**Happy  
Valentine's  
Day**

all about  
**AGAPANTHUS**

The colours  
of **2022**

40 years of Javado

Javadoplant was founded on 11 March 1982. We turned 40 this year! The timeline on the next two pages shows how Javado has evolved from a pioneer to a leading exporter.

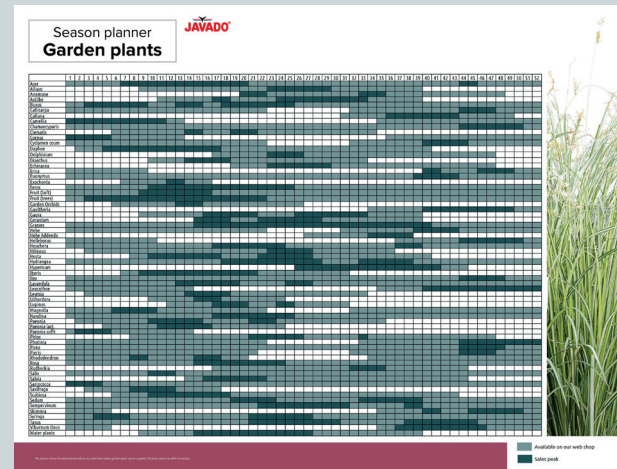


Cactus Concept for Kids

Get to know the "Cactus KIDS green story". The amusing box contains three different mini cacti, each in a small terracotta pot. On www.greenstorykids.eu, the associated website, you can find some nice drawings, colouring pages, and information about the cacti. Article number 407948.

Handy season planners

We've made some season planners to help you with pre-ordering. These planners really simplify the reservation process. The delivery weeks stated are merely indicative, and may sometimes vary in practice.



Are you looking for lovely atmospheric images with plants? Check out our online database.



Colleague Lenny retires

Tuesday 30 November was Lenny Kersies' last working day. After a pleasurable 21 years in the financial administration, Lenny is now enjoying her retirement.

### Mystery orchid: the correct answer

In Javado Magazine 12, we asked if anyone knew the name of this mysterious orchid species. We received several answers, but only one person got it right.

Richard Ribaut realised that it was the cross between a Phaius and a Gastrorchis:

*Gastrorchis x Phaius humboltii*.



### Plan the bedding plant and container plant season ahead

There's a very broad range of bedding and container plants available in our webshop, more than enough to determine the base for the season. Log in to the webshop, choose a shipping date in the spring, and filter on 'seasonal' in the item-groups-filter.



### Javado sponsors students

The final year of their flower & design course includes an assignment on potted plants. Javado sponsors the plants, and teaches the participants how to order them in the webshop.

It's always a joy to see the creations the students come up with.

### Mystery green plant

Another riddle for you: Which species does this beautiful leaf belong to?



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1982 - 2022

# Javado 1982 - 2022

It's 1982. Kim Wilde, Donna Summer and Dexys Midnight Runners are storming the charts, while Steven Spielberg's ET and Jane Fonda's Workout videos are global successes.

And after several years of experience for a company, driving a fixed route and selling a truck full of flowers and plants to Paris and Berlin every week, Jaap van Dool is on the verge of making his dream come true: setting up his own company.

He had a vision. It was common at the time for an exporter to trade both flowers and plants, but he wanted to start a company that specialised in pot plants.

Javadoplant was founded on 11 March 1982

*"In the beginning, I sold really large quantities of begonias, azaleas, and lilies. The Phalaenopsis was a niche product, as not many people found it very attractive back in the 1980s. But the Phalaenopsis did become extremely popular, and years later it was the best-selling item. In the meantime, green plants have gained in popularity enormously."*

Véronique van Wee, at Javado since 1995



Javado started its activities in a box, which is a processing room that can be rented in the auction.

After a number of relocations to increasingly larger boxes, a major step was taken at the end of 1999 when Javado moved to a large new building. With a much bigger area to process orders and spacious offices, this move allowed the company to expand.



1982

1986

1990

1994

1998

2002



Back in those days, it was normal for exporters to supply large batches to wholesalers and C&Cs. In turn, garden centres and flower shops bought their plants from the local wholesaler.

As a specialist supplier of pot plants, Javado wanted to go a step further: supply garden centres and flower shops directly.

The growers were persuaded to send items per box instead of per cart or layer. Over the following years, more and more garden centres and florists started ordering directly from Javadoplant.

Today, Javado is still known for its intricate logistics.



Peter van Dool, at Javado since 1983



*"At the time, everything revolved around the fax machine: sending orders to growers, sending order lists to customers, and receiving orders from customers."*

*All the orders that came in by fax had to be entered into the computer manually. On Sunday evening, we used to drive to the office to spend the whole evening entering all the orders that had come in over the weekend so that we could buy and ship the following Monday. I'm glad we don't have to do this anymore, but it was a special time."*

Gerson Aalbrecht, at Javado since 1998





After Javado started supplying a number of large chains of florists and garden centres, our lovely, large building quickly proved to be too small. A new business park was under development at the auction site, and Javado was the first to have a lovely new building erected there.

We've had the pleasure of working at this location since **2006**.

2006



Evert Thielen (left) takes over from Jaap van Dool (right) in 2011

2010

2014

## WBE GROUP

The WBE group is one of the largest trading companies in cut foliage in the world. In addition to the 5 branches specialised in cut foliage, the group consists of a flower and plant exporter, and a plant exporter (Javado). The group is characterised by the cooperation between the various companies in the group.

2018

2022



In January 2019, the first **Javado Magazine** was sent to our customers



Another expansion in country teams: we're now also focussing our attention on:

- Poland
- Netherlands / Belgium
- Croatia / Slovenia / Hungary



"I can still remember the move like it was yesterday. The empty processing area seemed to stretch for miles, and I thought the offices were really nice. There's something special about the architecture, because it still feels like working in a brand new building."

Huib van de Weijer, at Javado since 2004

**2011** was another key year in Javado's timeline, as it marked the date we became part of the WBE group. This gave Javado the financial clout to expand further.

MEMBER OF **WBE GROUP**

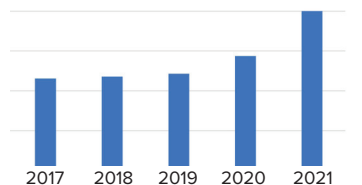
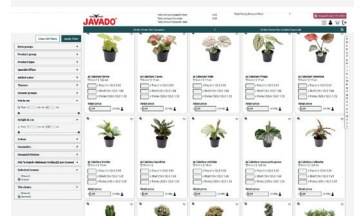
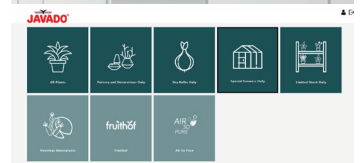
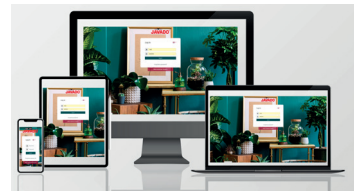
Around the same period, we expanded the country teams considerably. In addition to our German-speaking and French-speaking departments, we added the following teams:

- United Kingdom / Ireland
- Spain / Portugal
- Czech Republic / Slovakia



"As a newcomer to the UK market, we had to work very hard at the time to get a name among new customers. That all changed in 2013, when we won the Chelsea Plant Of The Year with our entry, the Mahonia Soft Caress. The Chelsea Flower Show has an incredible reputation in England, and we were suddenly a well-known name in the market. When we also won the prestigious award in 2014 and 2015, it really got the ball rolling. It helped us enormously."

Michel Heemskerck, at Javado UK since 2004



## New Product

### *Azalea Azajoy*

*This beauty is the answer to the commonest consumer question in Hortinno's letterbox: 'Can I plant my indoor azalea outside after flowering? Well, an indoor azalea can't withstand frost, so the answer was always no... until the Azajoy® appeared.*

*With this plant, you can first enjoy the bloom indoors, and then plant the azalea outside in a patio pot or in the ground.*

Azalea sims. Hortinno Azajoy® dark fuchsia  
ø13cm | 390980

Azalea sims. Hortinno Azajoy® white  
ø13cm | 390781



> 07/03/2022



Pre order yours today!



*A sweet little gift...*

### Hemionitis arifolia 'Red Heart'



408688

- A single leaf with glitter on every plant
- Includes ceramic pot
- Supplied in display box



# CHELSEA GOLD FOR INDOOR PLANTS

The famous RHS Chelsea Flower show returned as a live event after an 18-month absence and indoor plants displays played a dominant role. Javado UK teamed up with British TV gardener, personality and speaker David Domoney on the source and supply of indoor plants for his award-winning exhibit at this year's Chelsea flower show.

Planning began in July, with plant lists and designs flying backwards and forwards on every possible communication channel!- email , WhatsApp ,video calls and many phone calls!

Whilst traveling to hand pick plants

was out of the question at the time, our new colleague in the UK office Liza took the time to source large specimen plants from specialist nurseries on the doorstep of Javado base in the Netherlands. Photographing and hand picking specimens to suit the plans and ensure everything would be supplied in top quality and specification.

As is a daily process- orders of plants were finally collated from nurseries across the Netherlands and shipped to the UK on 9 September ready for the big build.

David and his teams then set to work transforming the plants into an eye-ca-

tching display in the main marquee. Many hours of planning work coming together to create bold displays highlighting the health benefits of indoor plants in a showcase , not seen with such focus before at Chelsea.

September 21 judging day arrives. We see some very happy social media posts from David and his team as they took a Gold medal and also taking home the coveted Best Discovery Exhibit award for good measure!

All of Javado congratulate David and his partners on their success and look forward to working with them in the future.



David Domoney recently wrote and published his latest book about indoor plants called:  
**My Houseplant changed my life**  
 more details can be found:  
[www.daviddomoney.com](http://www.daviddomoney.com)

Valentine's day



409116



409668



408484



407345



391529



404496

ROOTLESS  
by ALOE DEMI



398731



398757



398741



408403



398734



398761

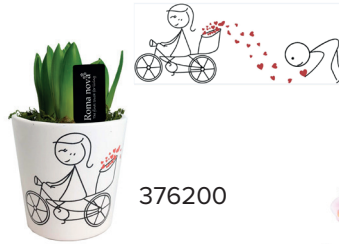


398744





409115



376200



398768



398765



408496



398721



359507



408478



408637



# Valentine's day



409004



408471



409114

Light Included!



408527



408533



408639



408479



403439

405744



408526



408361





404863



392164



404806



404912



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404772



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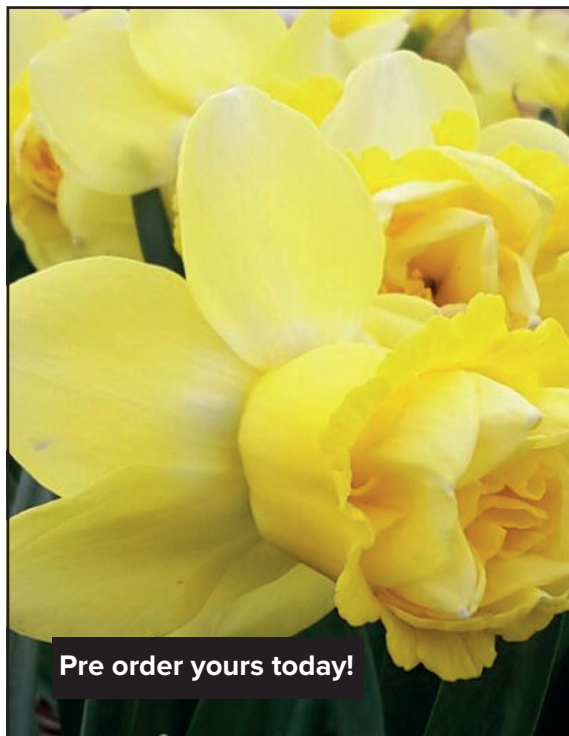
409587



405594



373882




Pre order yours today!

# New Product

## Narcissus Milena

The bright yellow, double flowers are suspended from the tips of strong stems. Milena has an attractive, sweet scent. It's a beautiful daffodil that can be planted in pots or in the ground. Tip: the cut flowers look lovely in a vase.

Narcissus Milena  
ø12cm | 403409

 > 14/02/2022




Pre order yours today!

# New Product

## Narcissus Yellow Ocean

The Narcissus Yellow Ocean is very similar to the well-known Narcissus Tête-à-Tête, but differs in that it blooms even more profusely. Yellow Ocean produces around 36 flowers in a 9-cm pot, so it's easy to create not just a sea, but a whole ocean of colour.

Narcissus Yellow Ocean  
ø9cm | 403408

 > 14/02/2022



New Product




Pre order yours today!

*Nepeta Cat's Pyjama's*

*Nepeta is known for its extended, profuse blooming. Cat's Pyjama's® is also a wonderful addition to the garden as ground cover or a border plant.*

- *This variety remains very compact, as it doesn't grow beyond 30 to 40 cm.*
- *Cat's Pyjama's® flowers everywhere from top to toe, so right from the ground.*
- *The flowers grow on dark, graceful, stems, and butterflies and bees adore them.*

Nepeta Cat's Pyjama's®  
ø15cm | 409355

 > 11/04/2022



New Product



Pre order yours today!

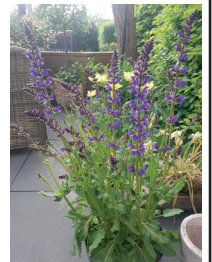
*Salvia Purple Spring*

*What makes Salvia Purple Spring special is that it naturally starts flowering very early.*

- *The earliest blooming Salvia nem. on the market*
- *Deep purple flowers*
- *Grows to a height of 30 to 40 cm, and remains upright during flowering*
- *After cutting off the first flowers, reblooms well until September*

Salvia Purple Spring  
ø17cm | 409677

 > 28/03/2022





Wim Kersten

image: Marcel Otterspeer



# Nursery the Fruithof



**You may have heard of “De Fruithof”, as our webshop menu has a separate tile for this grower. This nursery specialises in fruit trees and plants for garden centres. The owner jokingly calls himself a fruit-freak. At the nursery I was given an afternoon of lessons in fruit trees, in fact I really only had to ask one question: Who is Wim Kersten?**

*‘I’m 51 years old, married, with two sons and a daughter. When I started working for a living, I ended up at a company that grew fruit trees for fruit tree cultivation. A few of the saplings were sold to garden centres, but the quality of these was inferior to the high-quality examples sent to fruit growers. I thought that was a wasted opportunity, as the consumer is also entitled to a decent fruit tree. In 1999, I started ‘De Fruithof’ and I was able to make my vision a reality on the consumer market.’*

**Pioneer in quality and presentation**

*‘Besides the poor quality of the fruit trees, I was also unhappy with the small labels with hardly any information at the time. I’m an amateur photographer, so I took photos of all the blossoms and fruits of my varieties, and worked on designing the perfect label. This label was much larger than normal, and full of information in four languages.*

*When the product and label were ready for the market, I drove to a good local garden centre. I showed them my beautiful trees, and the buyer was very enthusiastic until it turned out that the price was a bit on the high side. He didn’t have the courage to buy my trees and raise the retail price. I said, “I’ll leave 50 trees here with you. See what happens with the higher price, and then I’ll come back and collect what hasn’t been sold in 3 weeks’ time. All the trees were sold and my instincts were confirmed; you can get a long way with good quality and presentation.*

*By 2001, I had the production and presentation where I wanted them, and the concept was working really well.*

*Business was booming! Our range back then was the same as now, so large fruit (apple, pear, peach, etc.) and small fruit (blackberry, raspberry, etc.). The Dutch garden centres were wildly enthusiastic. I realised that good presentation was even more important than I’d first thought, and the next step was to literally take the small fruit to a higher level. If you don’t put it on the floor in a garden centre, but on a table with the attractive label at eye level, sales really take off.’*

**Sap flow wizardry**

*‘People are constantly changing. Years ago, it was an advantage to have large fruit trees with long branches in the store. These days, people are afraid of trees, and will only dare to buy one if you assure them that they’re dwarf trees. Fortunately, you can make fruit trees grow in all kinds of ways, you just need to focus on the sap flows. If the sap flows easily and reaches the crown quickly, then the tree uses its energy to promote vegetative growth. That means the branches grow quickly, and hardly any fruit is produced. The moment the sap flow is restricted, the growth becomes generative; the tree produces fruit instead of growing larger.*



So we started working on the ideal fruit tree that remains compact. The most important factor is the rootstock. A rootstock that is too long and too thick will send much too much sap to the crown. We started using 20-cm rootstocks for our patio trees, of which 15-cm is planted under the ground. The fruit species is grafted to the rootstock by shield budding [see box]. This creates a small S-bend at the base of the tree, the sap flow is restricted, and the result is a compact tree with lots of fruit.'

### Miracle tree

'Fruit is a real passion for me. I go to all kinds of meetings together with other "fruit freaks", where we analyse lots of fruit varieties. As a result, I regularly come across new varieties and ideas with which we can improve our range. Very occasionally, I stumble across something that is really worth developing. This is how our company's masterpiece came into being: the Wonder Tree.

The Wonder Tree has a long, thick rootstock. You'd think that this would promote the flow of sap to the crown, but the exact opposite is true. The Wonder Tree remains compact anyway, and also produces a lot of fruit. I think this is the ideal fruit tree for today's consumer.



The Wonder Tree is supplied with a handy carrying handle

How's it possible? I'll give a small hint, but obviously I'm not going to reveal the entire secret recipe. The rootstock is unusual, because it grows weakly by nature. It sends the sap up slowly. For example, we can use a rootstock of 80 cm and we can use traditional grafting for the fruit species instead of shield budding. The consumer therefore gets

a straight trunk without a twist, and a fantastic tree that grows to 2 metres high, the ideal picking height.

To conclude the Wonder Tree story, we only produce it with the very best fruit species: the 5 best apples, the 3 best pears, the 5 best cherries, and the 3 best plums. A Wonder Tree is a low-maintenance tree, yet produces the most delicious fruits.'

### Future

'We've designed sales modules for garden centres. This hardware is a practical way of presenting the products and giving the consumer clear information, something the consumer clearly needs to make a purchase. The themes are "City Gardening" and "Wonder Tree". In Northwest Europe, a number of garden centres are already using our modules. We also want to supply the rest of Europe with our range in the future. We've even been able to buy some extra land nearby, so we'll be able to scale up our production.

We're giving Javado customers an opportunity right now to get acquainted with the Wonder Tree by registration. Supplies are still limited at the moment, but in the future this tree will become the new standard in our fruit tree cultivation.'

### What is shield budding?

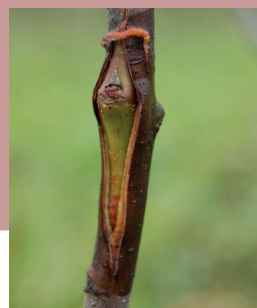
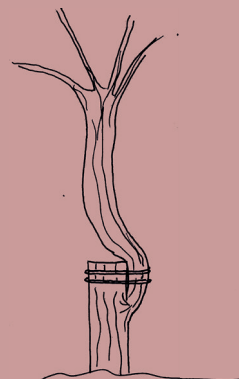
With roses and fruit trees, it's very easy to cut a bud of the cultivar you want to propagate, and place it under the slit cut in the bark of the rootstock.

The bud is carefully cut from the branch, so not too deep or too shallow.

A T-shape is cut into the bark of the rootstock with a knife. The bark is loosened, and folded to the side. The bud is slid into the opening created, and bound into place

The rootstock is sawn off above the shield budding point.

One special condition is that this is only possible with fruit trees in August, because this is the only time the bark can be loosened.





**Fruit tree cultivation involves two stages**

**Stage 1**

The grafted rootstock is planted in the ground. The graft fuses with the trunk, a good root system develops, and the graft acquires thickness and branches. After a year in the open ground, the young fruit trees are harvested. Wim calls these his 'oven-ready rolls'. Time for stage 2, the baking.

**Stage 2**

Around November/December, the harvested fruit trees are placed in pots then distributed over the nursery's container fields. These small, pretty trees continue to grow in their pots. They're ready for delivery from June that year to May the following year.



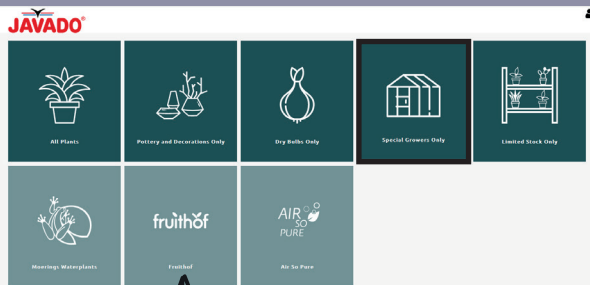
In early winter, the fruit trees are ready to be taken out of the ground and planted in the cultivation pot



The range contains many unusual items, such as the Prunus persica "Ice Peach" and the Vaccinium "Pink Lemonade"

**De Fruithof ordering times in our webshop**

Place your orders before 11:00 AM on Friday for delivery the following week.



Sales modules are available in different sizes

# Wonder Tree

**The very best fruit tree varieties**

- Self-pollinating
- Plenty of delicious fruit guaranteed
- Remains compact, almost no pruning necessary
- Very resistant to disease

**fruithof** our superior fruit tree collection

**REGISTER FOR THE WONDER TREE:**

If you're also interested in the amazing Wonder Tree collection, be quick.

How does it work?

1. Webshop: Special Growers Only /De Fruithof
2. Choose a shipping day in week 10 (7/3 - 11/3) and/or week 12 (21/3 - 25/3)
3. Go to the magnifying glass and type 'wonder'
4. Order per Mixed trolley (25 pieces)

**Order before February 21**

Delivery week 10 and 12

You will receive the A3 poster free

*Don't delay, available while supplies last*





Stealing the show  
with the best varieties  
**AGAPANTHUS**

If there's one thing we can all agree on, it's that a lot of people really appreciate the beauty of Agapanthus. And they're right; the Agapanthus proudly displays its beautiful flowers towering above a strong group of leaves like a firework display above a city.

After years of breeding, some beautiful varieties with a previously unattainable capacity to produce flowers are now coming onto the market. Good news, as it greatly extends the flowering season of Agapanthus. Many a garden enthusiast will therefore be able to indulge themselves in the garden centre this year.

In the run-up to the season, we've decided to provide some clear info.



## What does Agapanthus need?

If you want to enjoy an Agapanthus flowering for months by itself, make sure the following two conditions are met:

- Place agapanthus in a spot with plenty of sunlight.
- Plant it in well-drained potting soil.

Agapanthus doesn't do well if its roots are waterlogged. Make sure the soil in either a border or patio pot drains easily. It's important that pots have a drainage hole in the base so excess water can escape.



### Agapanthus Amourette Superb (evergreen)

The thick stems, large buds and large flowers make the Amourette® Superb special. An added bonus is that this variety produces abundant flowers.

### Agapanthus Blue Thunder (evergreen)

New variety. Blue Thunder' flowers are a beautiful, deep blue. The plant remains fairly compact, reaching approximately 50 cm.



## Hibernation | Evergreen and Deciduous

Some varieties lose their leaves in the winter, while others keep their leaves all year round. If you're looking for an agapanthus to plant in the garden or border, deciduous varieties are better. Evergreen varieties are more suited to a pot on the balcony or terrace.

Please remember the following for both varieties: in regions with cold winters (temperatures below  $-5^{\circ}\text{C}$ ) both evergreen and deciduous agapanthus need help to survive the winter. Place an evergreen agapanthus in a conservatory or greenhouse with sufficient light. The deciduous agapanthus is dormant in the winter, so it doesn't need any light and can also be placed in a shed during the winter.

The ideal temperature during winter is  $2^{\circ}\text{C}$  to  $8^{\circ}\text{C}$ . Only bring the agapanthus indoors after it has spent a night outside in the frost. This stimulates the production of new buds for the next season.

You can protect deciduous agapanthus in the border with a mulch of straw or leaves.



**Agapanthus Brilliant Blue**  
(evergreen)

New variety. What sets Brilliant Blue apart is the large number of flowers it produces. Enough to keep the butterflies and the bees happy, and to pick a few to enjoy in a vase yourself.

**Agapanthus Bluety + Agapanthus Whitney**  
(evergreen)

Agapanthus Bluety's flowers are light blue with a dark blue stripe. Agapanthus Whitney's flowers are fresh and white. Both these hybrids have sturdy stems and good flowering properties.



**Agapanthus Charlotte**  
(evergreen)

The flowers of this compact agapanthus are violet-blue with a dark blue stripe. Charlotte is a perennial that can be enjoyed from April to November.





**Agapanthus Ever Sapphire**  
(evergreen)

New variety. The large, deep blue flowers are a feast for the eyes. Ever Sapphire starts flowering early in the season, and continues until autumn.



**Agapanthus Ever White**  
(evergreen)

New variety. Agapanthus Ever White's flowers are bright white. Ever White starts flowering early in the season, and continues until autumn. This Agapanthus received an RHS Award of Garden Merit during the trials at RHS Garden Wisley.



**Agapanthus Fireworks**  
(evergreen)

Fireworks is the world's first re-flowering evergreen bicolour Agapanthus! The flower heads are very large.

Fireworks was awarded the RHS Award of Garden Merit and third place at the 2019 Chelsea Flower Show.

**Agapanthus Happy Blue**  
(evergreen)

Agapanthus Happy Blue features narrow leaves and light blue flowers with a dark blue stripe that bloom on stems 60 to 70 cm long.



**Agapanthus Northern Star**  
(deciduous)

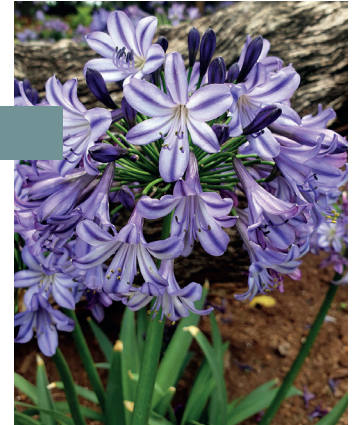
New variety. Northern Star immediately attracts the eye with its deep blue colour. If you're looking for an Agapanthus to plant in the border, this is a good choice.

This Agapanthus received an RHS Award of Garden Merit during the trials at RHS Garden Wisley.



**Agapanthus Poppin Purple**  
(evergreen)

New variety. Poppin Purple produces lots of beautiful purple flowers during the flowering season. This variety, which is very vigorous, is highly recommended for large patio pots.



**Agapanthus Poppin Star**  
(evergreen)

New variety. Poppin Star is being released onto the market in very limited numbers. The bicolour flowers are a joy to behold. Poppin Star is a strong variety that resists diseases and drought.



**Agapanthus Poppin Midnight**  
(evergreen)

New variety. This deep blue agapanthus is only available in very limited numbers.



**Agapanthus Summer Love**  
(evergreen)

Summer Love, a low-growing floriferous plant with lush leaves, can bloom as early as April and continue until the first frosts. New flower stems develop all summer long. Available with blue flowers or white flowers.



**Agapanthus Twister**  
(deciduous)

This deciduous varieties thrives in a pot on the patio or in the ground. The plant blooms abundantly, with particularly beautiful flowers that start dark blue at the base and turn bright white at the tips.

This Agapanthus received an RHS Award of Garden Merit during the trials at RHS Garden Wisley.



Pre order yours today!

## New Product

### Agapanthus Fireworks

*This special Agapanthus really adds something to the garden and terrace. The large flower clusters with blue and white flowers are simply sensational.*

*Make sure you reserve these beauties before it's too late!*

Agapanthus Fireworks  
ø23cm | 409678

 > 04/04/2022



Pre order yours today!

## New Product

### Agapanthus Poppin Purple

*Agapanthus Poppin Purple exhibits an abundance of flowers in a beautiful shade of purple.*

*Make sure you reserve these beauties before it's too late!*

Agapanthus Poppin Purple  
ø19cm | 409679

 > 04/04/2022





Photo: Royal FloraHolland

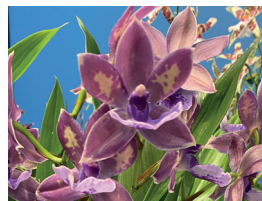
# TRADE FAIR AALSMEER

## Care to join us?

In early November, Aalsmeer (NL) was the centre of the international world of floriculture for three days. Lots of growers, breeders, and companies specialised in floriculture pottery and decorations exhibited their wares at this popular trade fair.

Each visitor had their own series of impressions and experiences. Would you care to join us on one such visit?

The fair opens at 9 in the morning, but I arrive 15 minutes early. Luckily, I'm able to go straight to the exhibition floor. I start off in the hall with the breeders. Anthura tells me about their new Phalaenopsis varieties for 7-cm pots. Despite the small pot size, these are proper, compact plants with large flowers in a range of colours. A really interesting product. A number of these varieties are already being marketed under the name 'Optifriends'. Another new product is this



magnificent **Zygopetalum 'Impasto Blue'**, that will soon be commercialised.

Breeder

Floricultura is exhibiting a plant I find very interesting, namely **Phalaenopsis 'Grand Dessert'**. This variety features large white flowers, and remains extremely compact by nature. It's already being commercialised by the grower under the label 'Your Natural Orchid'.

And how about this **'Venetian Carnival'**, with its unusual lip shape and beautiful pastel hues?



I enjoy a chat with one of our Danish suppliers, known for the label 'Botanic Lab', where I find out that the compa-



ny designs all their beautiful pot-plant combinations in-house. They're at the forefront of the latest trends. The supplier tells me that ceramics are suffering delays in deliveries and prices are increasing sharply, something we hear all too frequently during the day.

What a **fun, new concept!**

Three mini cacti in a terracotta pot in an attractive box. The children are asked to make a nice drawing and share it on the accompanying website.



**Lavandula 'BeeZee'**™ is a new variety of angustifolia. Following a chat with one of our perennial growers, I find out that they're really enthusiastic about this variety. This lavender is available in several pot sizes, and even with four flower colours. This very pure lavender grows slowly, and isn't sensitive to fungi and bacteria. Deliveries are possible from week 14, so that's something to keep an eye on.

While looking for a cup of coffee, I'm approached by a grower in the Air So Pure group. He wants to express his appreciation for the time and energy that we've invested in their brand.

Ever since a separate section was started in our webshop and the article appeared in the magazine, the number of orders from Javado has skyrocketed. That's very satisfying to hear.

The 'Eden Collection' stand is busy. Their range of attractive green houseplants is constantly evolving. The grower shows us round all the new plants, of which there are too many to list here. The plant that makes the biggest impression on me is **Calathea 'Silver Plated'**, which is even more attractive in reality than in the photos.



It's quite busy at the fair by this time, which is good news for all the exhibitors. I hear snippets of conversations in a whole range of languages. Whereas it used to be the case that the most beautiful orchids were the most popular subjects for photos, nowadays it's mainly the unusual Urban

Jungle plants that get all the attention, such as this special Alocasia.





It's already 2 pm, and I'm feeling hungry. Coincidentally, I come across my colleagues from Javado UK, with their English customers. We decide to have a bite to eat together. It's really nice to be able to speak to customers face-to-face again after so long.

After lunch, I need another hour and a half to see the remaining exhibition stands. I have time to chat with our patio plant grower from 'Plantanious'. The brand will be growing the entire range again. Together with our buyer, they're currently working on getting all the products in our webshop. One useful innovation: all their varieties will have a QR code on the label for the consumer. This code opens a video in which these young, enthusiastic growers personally explain how to care for the plant in question.

By the end of the afternoon, my legs are feeling the strain and my voice is hoarse from all the talking. I head towards the exit with a bag full of brochures and a phone full of photos. And the best thing is, I can simply go again on Friday if I have some free time.



Alocasia Green Shield



Tephrocactus geometricus



Magnolia Megarolia



Mandavilla Sundaville Flamingo Pink

**Trade Fair Aalsmeer**  
 3 to 5 November 2021  
 643 exhibitors  
 Royal Flora Holland, Aalsmeer  
 The Netherlands



Freek Wesstein

# Nursery Van der **Burg**



**The Van der Burg Nursery only grows one type of plant; the Aloe vera. Make no mistake however, there's more to this unusual plant and very special company than meets the eye! For example, it may well be the youngest company in the Netherlands. Find out more in this inspiring interview with Freek Weststein.**

#### **Why do you specialise in Aloe vera?**

*'We changed direction at the nursery a few years back. We used to grow a range of plants, including Aloe vera. It was a pretty hectic time, and we really wanted to specialise. The Aloe vera really stood out for me among the other plants. I'd already realised that the market for green houseplants was growing, and there was something special about this plant. We regularly received e-mails and phone calls from consumers who had found out who we were through the label, and wanted to know if the gel was edible or suitable for the skin. Consumers never asked us anything about other plants.*

*I travelled the world to find out the real potential of the Aloe vera, and we decided to dedicate all our activities to this plant. At the same time, we also reinvented our company.'*

#### **How do you mean, exactly?**

*'You won't believe it, but the average age of the people working here is 16. Even I first came to work here when I was still at school. By the time I was 18, I'd already been given a lot of responsibilities and freedom. I also like to give other young people such a unique experience. Now we run the entire nursery with students and young people, who work in every corner of the company; from inserting cuttings to preparing orders, personnel planning, marketing and invoicing. How's it possible? We've written all the processes down. With the right preparation and following clear protocols, everyone knows exactly what to do. Imagine a school pupil comes to work here for a few hours. They're told what's expected of them, and they can get started right away. Our reward system allows people to*

*grow in the company. We want the atmosphere here to be positive, so we pay attention to everyone. That's a healthy challenge with about 50 pupils and students to look after. They also say that they really enjoy working among others of the same age. We've built up quite a name for ourselves locally, and we've never had to advertise for staff.'*

#### **What's so special about Aloe vera?**

*'There's almost too much to list. This ancient plant is almost impossible to kill for a start, and it contains beneficial substances that haven't been found in any other plant. The cosmetics industry produces countless products with Aloe vera gel. The pure gel itself is hard to come by, even though there's actually nothing better. For your skin and hair in particular, the pure gel is a real miracle cure. I'm going to show you how to harvest the gel shortly, so you can see it for yourself.'*

*We grow our plants without chemicals, so when you have an Aloe vera in our signature green cultivation pot, you know you can confidently start working with it straight away.'*





### **I'm looking forward to the demo!**

*'Aloe vera grows from the centre, so I remove an outer leaf. I can do two things with this leaf; cut off a slice every day and use the gel in it, or cut open the whole leaf and take out all the gel with a spoon and keep it in a jar. If you take out all the gel, you'll notice how thick it is. The best thing to do is put it in a blender or use a hand blender for a few seconds, which will make it nice and runny. Try rubbing it in your hands. How does it feel?'*

### **It looks like a sticky gel at first, but it's absorbed immediately. I wasn't expecting that. The skin absorbs it within seconds. Yes, it feels great. So, you can also use it for your hair?**

*Definitely! It leaves your hair beautifully soft and shiny. You put a big dollop of gel in your hair, wait 15 minutes, then rinse it with hot water.'*

### **How are the sales of your plants?**

*'Demand increased enormously in 2020. We are, of course, riding the wave of the increased desire for a green living and working environment. Besides this, however, more and more people are discovering the nourishing effect of the gel. We've been washing our hands a lot more, so our skin can use some extra care and pure Aloe vera gel is the ideal remedy.'*

*What's more, the gel does more than help dry skin, it's also a great product for skin conditions such as eczema and rosacea. The smallest blood vessels in our body are called capillaries. They carry oxygen and nutrients to our cells, but can become clogged and lose their function. Aloe vera gel can dilate these capillaries by 35%, which is fantastic. Blood circulates more easily in the blood vessels, so these vessels recover faster and detoxify better.'*

### **Do you have any tips on how to increase Aloe vera sales in the retail environment?**

*'We supply a large chain of garden centres in the Netherlands. They share the sales figures of our product with us, and we've noticed that sales in towns and cities are much higher than in the rest of the country. In urban garden centres, Aloe veras are often bought by people who originate from a different culture. People from outside Europe are*

*much more aware that this plant has more to offer than its beautiful ornamental value. How great is it to harvest a leaf from time to time? Garden centres might do well by sharing the story behind the plant, for example by giving demos to customers.*

*One thing that garden centres should be careful with is to prevent leaves breaking. The plant is at its best when it has soaked its leaves with moisture, as this makes it beautifully full and gives it a fresh green glow. This is how we prefer to supply our plants. The problem is, the leaves are very vulnerable to breakage at this point. It's not a problem for the plant, but consumers obviously prefer plants that are intact. The solution is to store them carefully and not too close to each other.*

*Our plants have an excellent shelf life. Even without care, they retain their attractiveness for weeks.'*

### **It's quite cold in the greenhouse. Don't these plants need heat to grow?**

*'Did you know that these Aloes can withstand temperatures from 5 °C to 40 °C? You're right though, we could grow them much faster with higher temperatures, and plenty of water and light. The downside would be a lower quality product. We grow them exceptionally slowly. This results in very resilient plants with higher concentrations of active substances in the gel.'*

*In addition, in terms of sustainability it's better to move with the seasons than against them. That's why it's cool in here in the winter.'*

### **Aloe barbadensis miller**

The Aloe vera grown in the Van der Burg nursery is called Aloe barbadensis miller. This strain contains the most bioactive and medical active ingredients, and is the most 'medicinal' of the variety.

### The camel among the plants

An Aloe vera can be placed in a pot with plenty of light, including direct sunlight.

The leaves indicate when the plant needs water. When the colour changes from green to red, it's time for a good soaking. Wait until the plant really needs water, which can be several weeks in winter.

Overwatering an Aloe vera can cause the leaves to go limp, and even kill it.

So be patient, and let the plant take water on board like a camel, after which it can survive a long time with none.

Van der Burg's Aloe veras are identified by their green cultivation pots and square labels. They are also available with a stone overpot.



Photography: Van der Burg - Jo-ann Groenewegen



## This Aloe Vera is so much more than an attractive ornamental plant

### Aloe vera for skin care and hair care

- Cut off an outer leaf
- Remove the gel from the leaf
- Enjoy the soothing, moisturising and nurturing effect



The plants in green pots were grown completely without chemicals, and can be used safely.



### Aloe vera A4 poster

Following this grower's report, we've created a poster that tells the story behind Van der Burg's Aloe vera.

Article number: 409593



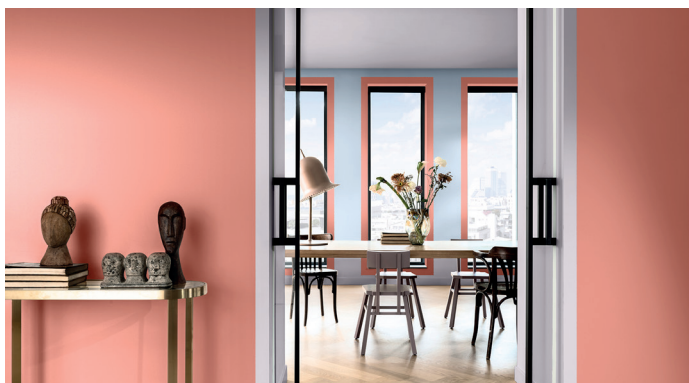
# The colours of 2022 & fresh positive



## Soothing, joyful colours

Make your home bright and inspiring with the fresh colours of 2022. They're based on an airy shade of blue, reminiscent of a breath of fresh air. In combination with optimistic hues such as pink, peach and yellow, create a lively space where you can live, relax, or work.

The shade of green colours, which is the botanical equivalent of the sky-blue basic colour, is also very soothing.





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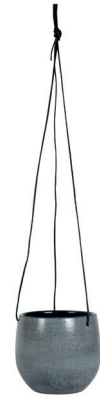
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Elegant plants with an open structure that cast fine shadows on the wall go well with the airy colours of 2022.



406787



340557



375527



310258



359689



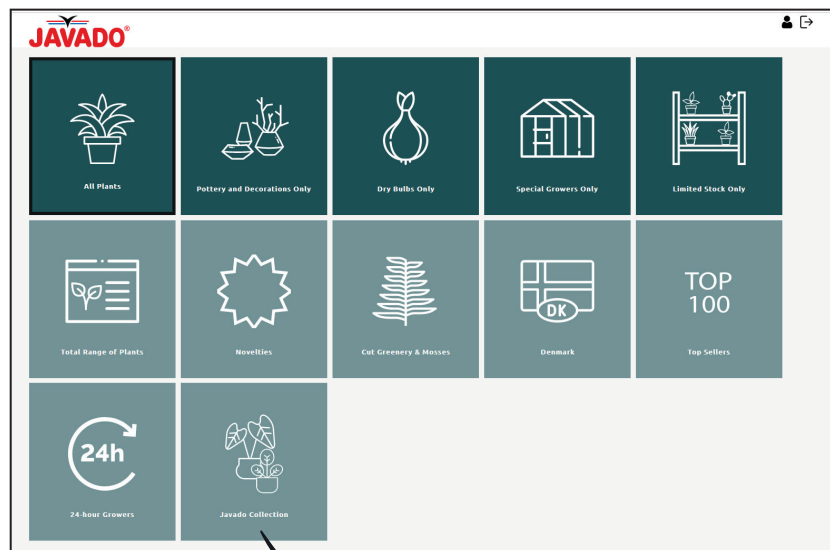


## Collection by Javado

Reap the benefits of a beautiful series of plants in stylish ceramics. This collection is exclusively marketed by Javado.

The selected ceramics are remarkably heavy. The speckles in combination with the pastel colours are completely in line with the latest trend. The playful legs of the 'Crus' pot and the stylish foot of the 'Suas' pot make a great combination.

This series gives your home a cheerful touch, but doesn't dominate the atmosphere too much. This collection is therefore ideal for various living styles.



Collection by Javado is easy to find on our webshop





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# Collection by Javado



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## Addition to the range

These amusing vases go with this Javado Collection really well, and are easy to order.



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# Urban Botanic Update

Keep up to date with the latest and greatest plants for collectors. This Urban Botanic Update contains information about special plants that we can regularly provide from stock.



Alocasia nobilis

Alocasia Hilo Beauty

Alocasia Green Shield



Begonia Silver Jewel

Begonia cleopatrae

Begonia amphioxus



Calathea Fusion Yellow



Epipremnum pinnatum Cebu Blue



*Ficus schrijveriana*



*Peperomia sarcophylla*



*Schismatoglottis wallichii*

Philodendron Pink Princess  
Marble



*Monstera dubia*



*Agave White Rhino*



*Streptocarpus Pretty Turtle*



Philodendron  
Paraiso Verde

# WHAT IS FLORIADE EXPO 2022?

**Once every ten years, the gates of the world horticultural exhibition “Floriade” open, giving the world an opportunity to taste, smell, feel and enjoy all things green. What can we expect when the expo site opens to the public in mid-April?**

## **What is Floriade Expo 2022?**

The world horticultural exhibition will open on 14 April 2022 for a period of six months in the Netherlands’ youngest city: Almere (NL). Floriade is intended to be a celebration of living greenery and sustainable technology. At this initiative by the Dutch horticultural sector, exhibitors from all over the world will show how our cities can be made more attractive and sustainable, and offer better quality of life.

## **What will be on offer?**

During a visit to the Floriade Park, you will be able to admire beautiful examples from horticulture and floriculture designed to improve the quality of life and appearance of our cities. Unexpected innovations will share the space with inspiring gardens, fun attractions, playgrounds, great food, and a dazzling programme of art and culture. The site will house inspiring buildings and a cable car as an example of modern urban transport.

## **What will be the legacy of the site after the Expo?**

After the Expo closes, the site will be further developed into a green, new city neighbourhood of Almere. The inspiring buildings and arboretum will be retained.





Image: René van Zuuk Architecten



Image: DP6 Architectuur studio



# EXPO 2022

# FLORIADÉ

## AMSTERDAM - ALMERE NL

**Floriade Expo 2022**

14 April 2022 to 09 October 2022

Every day from 10:00 - 19:00.

Almere, the Netherlands

More info: [floriade.com](http://floriade.com)



Cees van Soest

# The garden plants column

In his garden plants column, Cees provides interesting information and fun facts about special plants.



## The Beautiful Magnolia

I've got a friend who understands absolutely nothing about trees or plants, but even he can point to a beautiful tree full of pink flowers in early spring and proudly say: *Look at the Magnolia!*

If you were wondering if there's anything about the famous Magnolia that you don't know yet, read on!

↳ prehistoric tree

### Fun Fact

The magnolia is a very old genus that pre-dates bees on Earth. The flowers evolved specially to facilitate pollination by beetles. The flower does not produce nectar, but pollen that is very rich in proteins. Beetles still appreciate this greatly, and it's a source of food for them.

### Evergreen and Deciduous

Nearly all varieties are deciduous. These flower from the end of winter, either before or at the same time as the new leaves are formed. Most deciduous species are native to East Asia.

**Magnolia grandiflora** is an evergreen variety native to the south-eastern US. These trees can reach a height of 30 metres. Their large, white flowers can be enjoyed all summer long, and as an added bonus they spread a pleasant fragrance.

**Magnolia grandiflora 'Little Gem'** is a well-known evergreen variety that remains compact.



↳ The pure white flowers of *M. grandiflora* can grow up to 30 cm, and are edible.



### Bush or tree?

You can find Magnolias as both bushes and trees. This genus grows relatively slowly. Many varieties of Magnolia are bushy, with multiple trunks from the base of the plant. **Magnolia stellata**, which has white, star-shaped flowers, is one well-known species with this bushy shape.

If you're looking for a Magnolia that can grow into a single-stem tree, then **Magnolia Kobus** and **Magnolia Galaxy**, besides Magnolia grandiflora, are good examples.

Young Magnolia Kobus are pyramid in shape. As the tree matures, the branches spread out and a wide crown is formed



### Fun Fact

Few people know that the branches of the tree also have a delightful scent. Magnolia drops its dead twigs. If you place a few dead twigs in a vase at home, you can amaze everybody with this wonderful room perfume.





**Magnolia Emperor**

Magnolia Emperor has a particularly beautiful colour, and also has exceptionally large flowers. This Magnolia can grow up to 5 metres high. It exhibits exuberant growth in the spring, and reblooms in the summer.



**Magnolia sieboldii**

The Magnolia sieboldii is a bush with dense branches that eventually grows into a small tree of up to 4 metres high after many years. What's unusual about sieboldii is that it only starts to flower in late June / early July. The pure white petals contrast beautifully with the dark red stamens.



**Magnolia Yellow Lantern**

Yellow Lantern is proof Magnolia specimens with yellow flowers also exist, besides the examples with white, pink and purple flowers. The lemon-yellow flowers of this variety only open in May. This plant grows vigorously, and can be pruned either to create a shrub or a single-stem tree. The tree can reach 8 to 10 metres in height.



**Magnolia Black Tulip**

The large flower buds have a striking round shape, and develop into beautiful, red-purple flowers. Young plants produce flowers quickly. This variety flowers is April-May. Black Tulip can reach a height of about 4 metres.

**Planting and caring for Magnolias**

This strong tree/shrub is not sensitive to diseases or pests, and needs little care. It can be fertilised in the spring with rhododendron fertiliser.

The best time to plant a Magnolia is in March or April. Find a good location straight away, with enough sun and some shelter. It's not a good idea to transplant a Magnolia.

Magnolia does best in well-drained, humus-rich soil. If the soil is clayey and too wet, or sandy with few nutrients, the soil should be improved.

Varieties such as grandiflora and soulangeana must be planted well apart. A Magnolia's roots are relatively small, so it's a good idea to use a tree pole.

# 2022 | February March April

## MUST-HAVES OF THE SEASON



**Alpines**



**Armeria Armada**



**Garden Herbs**



**Garden Orchids**



**Saxifraga**



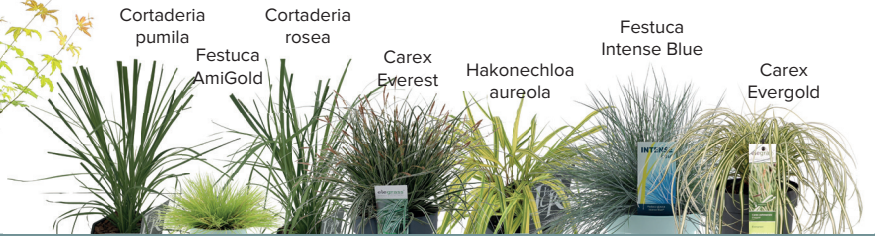
**Vinca minor**



**Houttuynia Chameleon**



**Acer**



**Grasses**



**Convolvulus White Sensation**



**Daphne Pink Fragrance**



**Potentilla fruticosa**



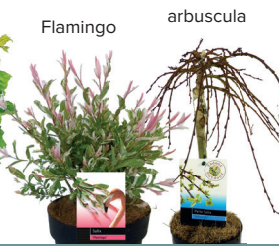
**Deutzia Pink Fragrance**



**Lithodora Heavenly Blue**



**Corylus Scooter**



**Salix**



**Ilex Glory Gem**



**Euonymus**



**Eucalyptus Azura**



Longlife

Lactiflora

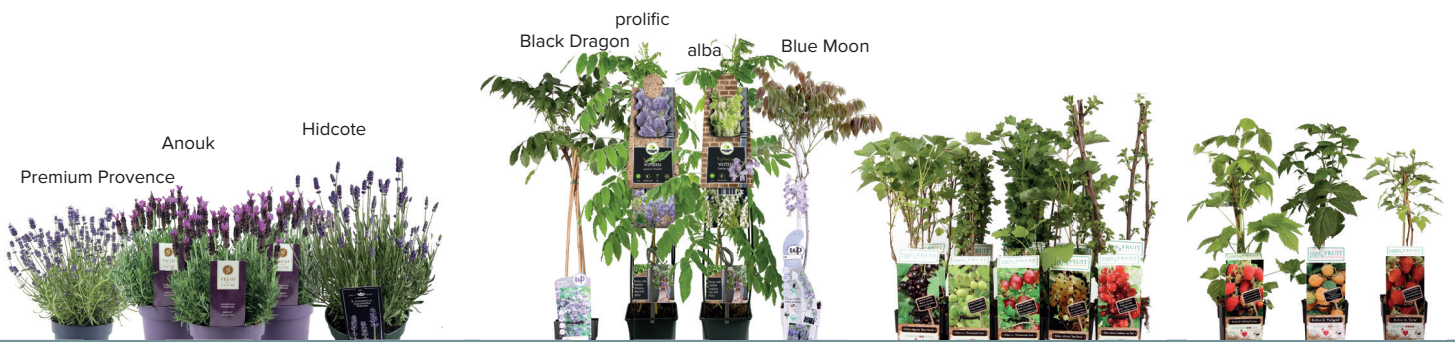
**Dicentra spectabilis**

**Paeonia**

**Scaebiosa**

**Geranium Rozanne**

**Erysimum Bowles Mauve**



Anouk

Hidcote

Premium Provence

prolific

Black Dragon

alba

Blue Moon

**Lavandula**

**Wisteria**

**Ribes**

**Rubus**



Mix Big Flowers

Multi Pink

Apple Blossom

Dr. Ruppel

Early Sensation  
Rouge Cardinal

**Clematis**

**Campsis Madame Galen**

**Ceanothus repens**

**Hedera Sulphur Heart**

**Humulus Nordbrau**

**Hydrangea petiolaris**



**Hydrangea**

**Rhododendron**

**Michelia Fairy**

**Magnolia**

# JAVADO LOGISTICS 2022

The logistics at Javado and the UK team have been working hard to maintain smooth and efficient deliveries into the UK.

Working together with our customers and suppliers on order lead times resulted in successful sourcing, order picking, shipping and delivering of ordered plants in time at your garden centre.

As a supplier for us it is clear that we have the responsibility for the new plant health inspections and import and export documents. All our prices are still including those costs and therefore no surcharges will be added to the invoice.

We continue to grow as a company and are proud to be working with so many fine garden centres and shops across the UK and Ireland and mainland Europe.

The latest ordering times will remain unchanged\*

**Preparation day:** →

Monday  
Tuesday to Friday

**Latest ordering time:**

Friday 2 p.m.  
11 a.m. the previous day\*

\*For some trade, like all trade from Denmark, an earlier deadline applies

## Transport

As soon as our maximum capacity of trolleys or customers has been reached in one day, this day will be closed in the webshop. We always recommend placing orders for your key products well in advance and placing subsequent orders to complete final trolleys closer to the deadlines. By controlling these maximum numbers per day and increasing the numbers of shipping days to all our customers we can make sure we continue to deliver excellent service throughout the whole year.

We have been working to increase capacity of shipping to all our customers by increasing despatch days of the week across the UK and Ireland. It is important to stick to order deadlines and aim to choose one order preparation day only per week to ensure we can maintain this flexibility for all.

## Plant Health and customs paperwork

Since January 1, 2021 additional plant health paperwork and customs declarations add extra work load to the logistics planning and process. Despite the many challenges this has been a successful transition and going forward, only continues to work with the correct and timely ordering by our customers.

## Labelling

It is crucial your orders are built in time for the daily visits of plant health inspectors to raise export paperwork every day. We have also taken a number of measures to make sure that our labelling department can continue to cope with daily demands, whilst ensuring orders are built in time to be inspected.

**Therefore retail labels will not be applied to the following:**

- **Plants in pots smaller than 8.5 cm** (stickers supplied in an envelope only)
- **Arrangements and plants supplied with decorative pots** (stickers supplied in an envelope only)
- **Volume lines which already have a barcode pre-printed on the pot, e.g. Dianthus Pink Kisses, Osteospermum, Pelargonium, etc.** (no stickers supplied)
- **Decorative items** (stickers supplied in an envelope only, no stickers supplied for picks and cut foliage)

Our daily logistics include:

- Goods In
- Distribution
- Plants Labelled
- Trolleys Built
- Plants checked by plant inspectors
- Export- and import documents
- Plant health documents
- Orders final check
- Trolleys scanned and wrapped
- Trucks loaded from 5.00-8.30 pm



***“I saw the strength of Javado when  
the world changed overnight in  
March 2020”***



# Evert Thielen

**This section has already introduced you to lots of Javado employees, but not yet with our director Evert Thielen. Only logical, because he'd rather give his employees space than take all the limelight. In this, the first magazine of 2022, it's high time to get better acquainted with Evert.**

I'm 54 years old, and I have a 26-year-old son and a 28-year-old daughter. In my spare time, I enjoy Rotterdam, the beautiful city where I live. You'd be right to say that I appreciate the good life, as I'm a fan of good food and nice drinks with family and friends.

I've already been the director of Javado for more than a decade. The years have flown by, partly because it's such a fantastic company. I know from experience that the atmosphere in the workplace isn't always this good. I like to give people lots of freedom and responsibility, and I encourage them to be confident about the decisions they make.

We've managed to grow strongly, because our team is both reliable and agile at the same time. That's pretty special. I saw the strength of Javado when the world changed overnight in March 2020. We all had to act quickly, and we managed to transform the organisation rapidly.

When I first started at Javado, my greatest challenge was to set up an organisation in which we could continue to expand in our current magnificent building. We had added new country teams in the UK/Ireland, Spain/Portugal, and the Czech Republic/Slovakia. These sales teams have done an amazing job, and really conquered their markets. Each country has its own specific logistics needs, so it was very important to organise all incoming and outgoing flows really well. Bringing forward the latest ordering time helped enormously in this respect. The organisation is now easier to plan, which allows us to generate a large turnover with a relatively small team. We've now got even more country teams: we serve Northeastern Europe, Southeastern Europe, and our own home market, the Netherlands.

It doesn't take a visionary to realise that some challenges will come our way. In my opinion, the shortage of labour and increasing pressure on staff are important issues. We've taken measures to deal with this as well as possible (ed.: see Page 44). Everyone is having to face these issues, so at busy times it may become difficult for growers to deliver all orders, and for haulage companies to keep all their trucks on the road. I think it's important that our customers can be confident that we're doing all we can to make sure that everything is properly arranged behind the scenes. With the exceptional growth of 2021 as our base, we're ready to make 2022 a great success.



