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Javado Magazine

*Retail expert Carin Frijters:
The garden centre as a destination*

Visiting an expert
in Astilbe

A special year for
the garden orchid

Who are the "Plant Hunters"?

Up to date



Our colleague Peter retires

Our colleague with the most years of service at Javado has retired.

At his retirement party, we took a moment to digest the impressive figures that Peter has to his name, such as the numbers he has purchased at auction over the course of almost 39 years: 142,857 CCs, or 3,322 trucks, representing more than 50 million euros.

Now it's time to make up for 39 years of waking up much too early!



Peat-free anthuriums

All anthuriums from grower Karma Plants are grown with the Waterwick® system, so every plant comes with a Waterwick® wick cord. With this system, an Anthurium flowers for a very long time.

Another big advantage is that much less peat is needed in the potting soil. All anthuriums in 9-cm pots are even completely peat-free!

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



Sawdust on plants isn't what it seems

One of our growers sent us an information message that we'd like to share with you:

Have you ever come across sawdust on plants? It looks strange, and doesn't seem to belong there. But nothing could be further from the truth, as the sawdust is used to scatter biological crop protection agents (very small insects) on the plants to combat pests such as thrips. The insects are so small and sensitive that they are mixed with the sawdust, so we can distribute them uniformly over the plants.





Terra: inspired by nature

The roots work their way through the pot naturally, creating a piece of jungle in your home.

In their natural habitat, many orchids cling to trees and rocks by their roots. In this new concept, the Phalaenopsis is grown in the same way. This makes it really easy to care for. The saucer works as a reservoir. The terracotta pot is porous, and gives the roots the water they need directly.

The Phalaenopsis 'Terra' will be placed on the market this spring. If you can't find it in the webshop, send us a message.



New Pelargonium image bank

Are you looking for stunning images starring the Pelargonium? Then check out pelargoniumforeurope.com, where you'll find lots of amazing new photos.

We've already taken advantage of them with a new Pelargonium Poster.



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New in our webshop: mixed trolley deals

There's a new tile in our webshop that allows you to easily take advantage of the best mixed trolley offers.

Both trolleys offered by growers and composed by Javado are an attractive addition to our range. You pay the CC-price for each product on the trolley.

Read more on page 10, and find out how easy it is to order and how clear it is to see the prices of the items on the trolley.

HYDRANGEA MACROPHYLLA

Looking for a spectacle
in the garden?



Anda Blue



Anda Pink



Black Diamonds
Dark Angel Purple



Black Diamonds
Dark Angel



Black Diamonds
Light My Fire



Black Diamonds
Red Angel Purple



Black Diamonds
Red Angel



***Black Diamonds** Hydrangea have very dark leaves with light green veins. The large flowers provide a beautiful contrast.*



Black steel Blue



Black steel White



Black steel Zorro

*The black stems of the **Black steel** series attract the attention of consumers.*



*The **Curly Wurlly** is a real eye-catcher partly thanks to the bright colours, but mainly the shape of the flowers.*



Curly Wurlly Blue



Curly Wurlly Pink



Curly Wurlly White



Dali

*The unblemished white edges in combination with the vibrant colour of the flowers is pure art. You have to see **Dali** in the flesh.*



Deep Aqua Blue



Deep Aqua Pink



*This two-tone **Deep Aqua** Hydrangea is a joy to behold in a romantic garden. Available in pastel blue and pastel pink.*

*The star-shaped flowers of **Double Dutch** are unique.*



Double Dutch Blue



Double Dutch Pink





Everbloom Blue Wonder



Everbloom Pink Wonder



Everbloom Red Wonder



Everbloom White Wonder



The **Everbloom series** produces abundant flowers, and is easy to prune. These garden hydrangeas bloom on both old and new wood!



Forever & Ever Blue



Forever & Ever Pink

Forever & Ever blooms from spring until well into autumn, and produces flowers on old and new wood with ease. These plants remain nice and compact.



Forever & Ever Purple



Forever & Ever Purple



Forever & Ever White



Light o Day

White lacecaps with lilac centers pop up between stunning variegated leaves. It doesn't get more special than hydrangea **Light o Day**.



Hovaria Hobergine



Hovaria Love You Kiss



Little Purple



Little White

Hydrangea **Little** is one of the smallest mophead hydrangeas available. The adult plants grow no higher than 60 cm, so pruning is generally unnecessary.



Magical Jewel



Magical Noblesse



Magical Revolution



Magical Ruby Tuesday

Daylight changes the colours of the **Magical** hydrangea flowers. The bright shades gradually take on a romantic, autumnal glow of dark red or grey green. During a flowering season of 150 days, the flowers can display three to four shades of colour.



Miss Saori



Miss Saori is undoubtedly one of the prettiest two-tone hydrangeas on the market. This plant already blooms on year-old wood.



Music collection
Blue Balad



Music collection
Blue Boogiewoogie



Music collection
Deep Purple Dance



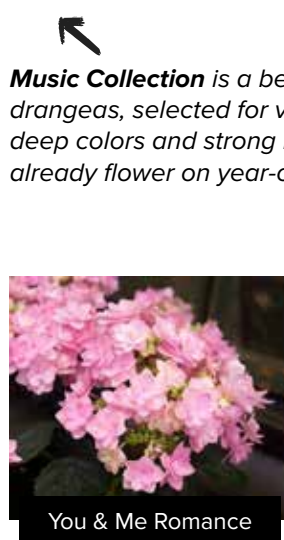
Music collection
Pink Pop



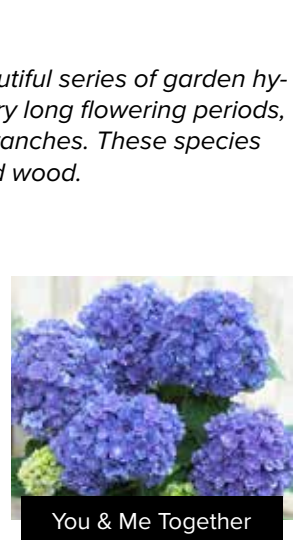
Music collection
Pink Salsa



Music collection
Red Reggae



You & Me Romance



You & Me Together



Papillon

The new, exclusive **Papillon** has double flowers, a truly unique garden hydrangea.



Spike Pink



Spike Blue



Royalty collection
Beauty of Boskoop



Royalty collection
Koria

Spike has beautiful ruffled flowers and is perfect to brighten up the garden. It also makes an excellent cut flower.



Royalty collection
Lady Mata Hari Blue



Royalty collection
Lady Mata Hari Pink

This renowned hydrangea grower only adds the best varieties to the **Royalty Collection**. Not only the colours and flower shapes are special, the plants are also very resistant to sun and rain, are colourfast and easy to care for.



Verdi

The best colorfast green hydrangea is without a doubt the **Verdi**. This popular cut flower is now available as a garden plant.



Wedding Gown

Wedding Gown is a lacecap hydrangea with white, double flowers! Wedding Gown has another surprise: the flowers change colour during the flowering season.



Glass Bottle



We offer a wide and inspiring range of pots and decorations that can easily be ordered along with your plant orders.

New items on the webshop every week



Pot Duke



Pot Patio



Pot Mila

“Long-lasting hassle-free enjoyment outdoors with Kalanchoe Garden”



7 reasons to put Kalanchoe outdoors

As soon as the risk of frost disappears, the Kalanchoe does very well outside. Below, 7 reasons why we think it's a good idea to offer the Kalanchoe Garden as a patio plant.

Do the plant a favour

We think of the Kalanchoe as a richly flowering houseplant, but from May to September it's also perfect in the garden or on the balcony. At temperatures between 10 and 30 °C, the Kalanchoe feels very much at home and will flower even more profusely.

No green fingers required

The Kalanchoe is a succulent, so it will come as no surprise that this plant thrives even with little care. It can cope easily with a hot spell in the summer.

A colour for us all

A whole range of flower colours are available. If you're a fan of vibrancy, you can indulge yourself, but there's also a great choice of pastel hues on offer these days. In short, everyone's favourite colour is catered for.

Lasting pleasure

Kalanchoes are guaranteed to flower for at least 100 days! Old flowers don't have to be removed, they will disappear on their own. So, plenty of long-lasting enjoyment without any hassle.

Very resilient on the shop floor

Some bedding plants require a lot of care on the shop floor, but the Kalanchoe is very resilient and won't give store personnel any work. The spoil rate of Kalanchoe is generally remarkably low.

Stable supplies

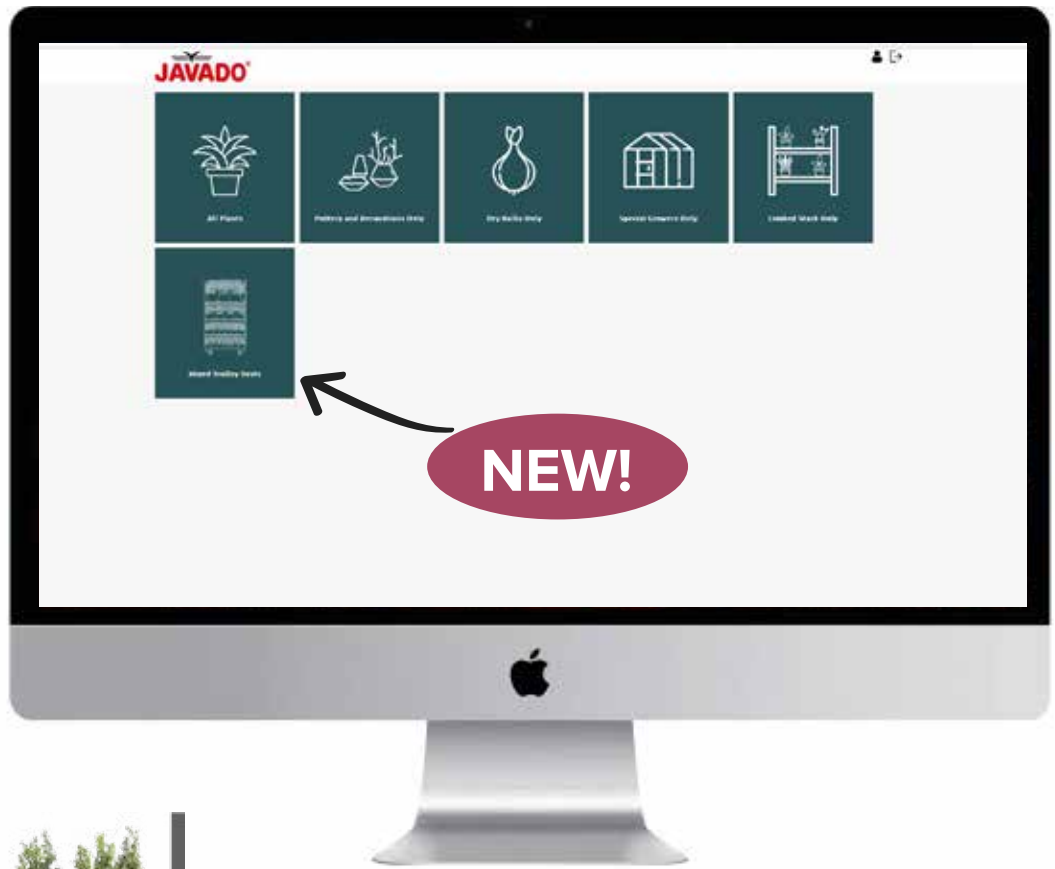
The range of balcony and terrace plants becomes a lot more limited from mid-May onwards. This gap can be filled with the Kalanchoe range.

Sustainably grown

This resistant plant is pretty insensitive to diseases and pests, and is easy to grow organically. The growers also use residual heat from industry or geothermal heat, so the Kalanchoe captures more CO₂ when growing than is emitted generating the energy it needs. Very sustainable!



Some examples of Kalanchoe Garden articles



MIXED TROLLEY DEALS

Introducing a new Tile in your Webshop: Mixed Trolley Deals

- Simple and easy mixed trolley deals with small and mixed quantities to suit your requirements.
- A mixture of growers trolley suggestions and special mixes prepared by Javado.
- Efficient trolley loading direct from growers ensures the best pricing and the right quantities at the right moment.
- Trolley rate prices without over-buying stock.
- Simple to order and clearly see the mixes per trolley and set your own retails.

Check ahead in the season for the upcoming Trolley Deals and check back regularly

Enter the desired number of trolleys here. (1 = 1 trolley)

The screenshot shows the JAVADO website interface. At the top, there are navigation links and a search bar. Below, there are two main sections: "ORDER FROM OUR GROWERS" and "Order From Stock And Specials". The "ORDER FROM OUR GROWERS" section displays five product cards, each representing a different trolley option. The third card, "Ilex Trolley wk 16-50", is highlighted with a red box and a callout that says "Click 1x as shown here". Below this, there are four individual plant options, each with a quantity selector and a price field. A red box with text "Now, for each product, you can: - view the quantity on the trolley - view the price - enter the desired retail price" points to these options.

Go to the shopping cart, and click +

Here, you can adjust additional settings per product line, if desired.

The screenshot shows the JAVADO shopping cart. At the top, there is a "Return to shopping" link and a "Sort by: Description" dropdown. Below, the cart items are listed in a table. The first item is "Ilex Trolley wk 16-50" with a quantity of 1. Below this, there are four individual plant items, each with a quantity selector and a price field. A red box with text "Go to the shopping cart, and click +" points to the plus sign in the quantity column of the first item. Another red box with text "Here, you can adjust additional settings per product line, if desired." points to the plus sign in the quantity column of the second item.

Quantity	Quantity per tray	Total	Description	Pot	Colour	Price	Trolley	Retail price	Amount
+	1	1	Ilex Trolley wk 16-50			€ 759,44	1,00		€ 759,44
+	18	18	wk 16-50 Ilex crenata Pyramid 55cm 1 shelf	021		€ 14,07		0,00	€ 253,26
+	50	50	wk 16-50 Ilex crenata 1 shelf	012		€ 1,93		0,00	€ 96,50
+	24	24	wk 16-50 Ilex crenata 1 shelf	017		€ 4,07		0,00	€ 97,68
+	48	48	wk 16-50 Ilex crenata ball 20 cm 2 shelf	017		€ 6,50		0,00	€ 312,00
Total:							1,00		€ 759,44

DISCOVER THE WORLD OF PLANTHUNTERS

Planthunters is a completely new platform in the world of floriculture. It puts growers with special or new test varieties in contact with garden centres, florists and plant shops interested in selling them. To complete the chain, a number of exporters, including Javado, have affiliated themselves to this platform.

From the growers' point of view

Planthunters is extremely useful for those growers involved in finding and developing new varieties alongside their regular plant cultivation activities.

A fictitious example:

A grower with a test batch of zamioculcas with variegated leaves would really like to find out how much this unusual plant is worth, and the type of buyer who would sell it. The grower can auction a number of plants on the Planthunters auction page, and see how much they are sold for. As soon as the grower knows his target price, he can offer the next batch on Planthunters' online platform. Planthunters shows growers which buyers purchase which plants. This provides more insight into the market, because the grower can see in which regions the buyers are located, and what type of buyers they are.

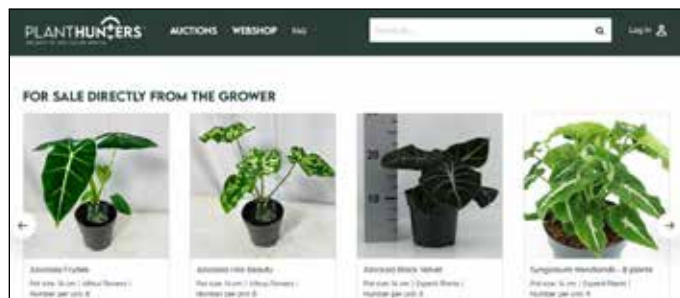
From the perspective of garden centres and plant shops

Only garden centres, florists, and plant shops are allowed to register as buyers with Planthunters. This gives them access to special offers that other sales channels cannot access. Registration is free. Once a buyer is registered, they can bid on plants on the auction page, and buy plants via the online platform. New, special plants, straight from the grower, are offered every day. Buyers increase their insight into the market for novelties and special plants, and can buy very

unusual products. Payment and delivery goes through the buyer's trusted supplier, for example Javado.

From Javado's point of view

We have joined this new online platform for two reasons. Firstly, we want our customers to benefit from the exclusive offers which can be ordered through Planthunters, and easily be delivered with the rest of the Javado order. Secondly, because it gives us an opportunity to get in touch with garden centres and plant shops that are not yet our customers, but would like to be supplied by us through Planthunters. We're also interested in finding out which special plants are bought, and increasing our understanding of the market.



Become a plant hunter too!

Register free at www.planthunters.nl/customer/account/create

- New range of special plants offered every day
- Directly from the growers
- Completely transparent
- Delivery and payment via Javado

“Become a plant hunter too, and be among the first to discover the most unusual plants”





Cees van Soest

The garden plants column

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



Verbena bonariensis

Do you enjoy looking at beautiful show gardens and other gardens in magazines and on TV? If you do, just count the times you see *Verbena bonariensis* (Purpletop vervain) exhibiting its individualism and extending its flowers above the rest of the border. To the delight of butterflies, bees, and us humans, this plant doesn't stick to conventions in the garden. I'm pleased to dedicate this garden plant article to it.

Buenos aires

Fun Fact

Verbena bonariensis is the star of this article. Did you know that the *bonariensis* owes its name to Buenos Aires, the capital of Argentina? That's because this plant hails from South America.

Why is *Verbena bonariensis* a must-have?

Extended blooming period

After the flowers appear in the summer, the blooming just goes on and on. I've seen lilac umbels appearing until well into the autumn.

Long, strong, and airy

The flowers grow on sturdy, square stems that don't break. The thinness of the stems and leaves offer an opportunity to create height in your garden while maintaining airiness.

Nectar factory

This is one of the best butterfly plants around. It's a great source of nectar for butterflies, moths, bumblebees and honeybees.

Beautiful colour

Is it purple? Is it lilac? Is it violet? The *verbena's* colour is in a class of its own, and immediately catches the eye. When a *verbena* blooms somewhere, it's visible from a long way off.

Easy going

The fact is, I never really worry about my *verbenas*. A dry period, for example, isn't a problem. In addition, new *verbenas* regularly appear in my garden that I can easily transplant.



Happy accidents

Sometimes, a *verbena* appears in the most unexpected places, because its seeds can be dispersed by both the wind and birds. Last summer, I was delighted to see a *verbena* that grew right next to my black garage door, alongside a poppy.

Fun Fact

Not everyone is charmed by *Verbena bonariensis*; snails don't like it, and stay away.



Verbena bonariensis Lollipop

If you're also a big fan of verbenas, but looking for more compact plants, the 'Lollipop' variety is a good option. These strongly branching plants remain a lot smaller, only reaching around 70 cm.

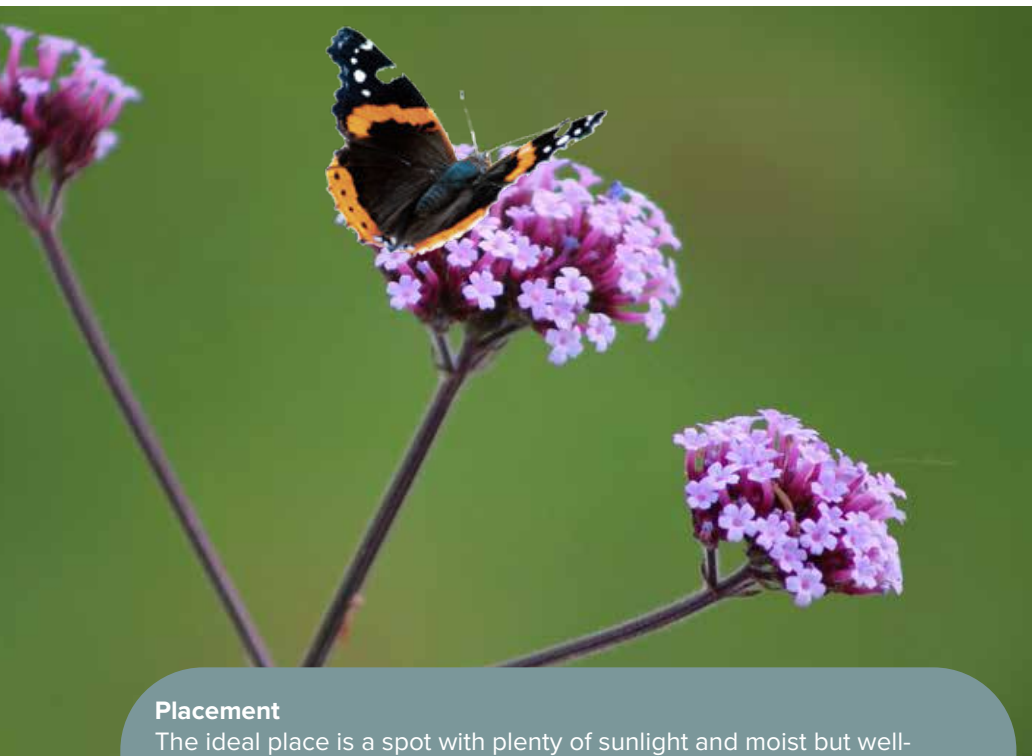


Landscaping with Verbena bonariensis

Although the plants can reach a height of 1.80 metres, you can see through them thanks to the large gaps between the slender stems. This plant is therefore ideal in combination with other attractive border plants, as these can be seen well between verbenas' stems.

One classic combination is with ornamental grasses. The characteristic way in which both verbenas and grasses wave in a breeze gives a natural, playful effect.

In wild gardens, it's an excellent idea to plant *Verbena bonariensis* next to a winding path.



You can create endless attractive colour combinations with *Verbena bonariensis*. I'll highlight one, a romantic border with:

- Pennisetum Little Bunny
- Gaura Geyser Pink
- Verbena bonariensis
- Anemone Elfin Swan

Placement

The ideal place is a spot with plenty of sunlight and moist but well-drained soil.

Pruning

You can either just let your verbenas go their own way, or prune them if you'd rather have slightly bushier plants. Cutting the stems that shoot up at the beginning of the growing season will keep the plants more compact, and encourage them to develop more branches.

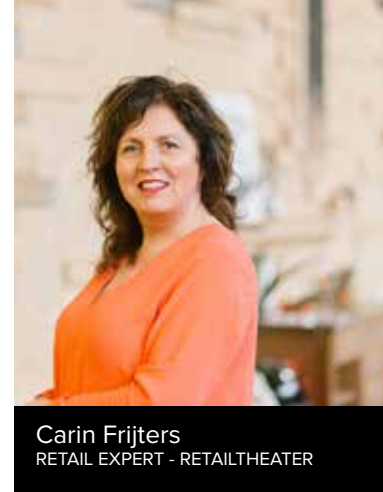
In the winter

Don't prune verbenas in winter, and leave the flower buds in place. This protects the crown of the plant from the cold, and provides food for birds. If there's a period of severe frost, protect the plants with a thick layer of compost.

Fun Fact

Also good to know is that verbenas make excellent cut flowers. Wait for all three flowers to bloom on a stem before cutting it.

THE GARDEN CENTRE AS A DESTINATION



Carin Frijters
RETAIL EXPERT - RETAILTHEATER

Are you aware of what your store means to your customers? What is it that you're trying to get across? If you limit yourself to offering 'value for money', you'll find you're increasingly missing an opportunity to focus customers' attention on the right things. So, what's a better way to go about this? Javado Magazine asked retail expert Carin Frijters. In this article, she shares three tips and a wealth of information.

"Realise that there are multiple routes to achieve growth in turnover and clientele. In any case, 'immerse yourself in greenery' is a strong statement for any garden centre!"

"More and more people don't have enough free time, so think about this deeply as an opportunity to open up new avenues for your company to explore"



Share your unique story

"If COVID-19 has taught us anything, it's our deep-seated need for contact. Shops being forced to close was the hardest aspect of the lockdown for many people, so it wasn't surprising that massive numbers of consumers in various countries crossed the border to go shopping. I think this has answered the question about whether there is still a need for bricks-and-mortar stores and personal contact with a resounding yes! That applies in particular to contact with the 'right target groups', which is why you, as a retailer, need to attract this group to be successful. But how do you make sure that your garden centre has the right commercial impact that gets customers to return?"

Tip 1. Our love for 'living greenery'

"One contemporary consumer trend is living greenery. Virtually every designed living environment takes into account the presence of living greenery. There's a good reason behind this; our collective mental health has been put under considerable pressure by the crisis. The World Health Organisation expects burnout to become the world's number one disease by 2030. Living greenery can help reverse this trend. If you as a retailer can get this narrative across in all your channels, it will have a powerful effect and attract the attention of both current and future consumers. You also show that you know what you're talking about, which reinforces your thorough professionalism. The message is: "greenery boosts your health". It has been scientifically proven that living greenery reduces stress, improves concentration and productivity, and reinforces personal well-being. Make sure you use these insights in all your communications, both online and on the shop floor. There's more information on how to go about this later in this article."

Tip 2. Learn about fusion retailing

"Has your garden centre already got a place to eat? The possibility to eat on site keeps your customers in the garden centre for longer, and the longer they stay, the better the conversion rate. It really can be as simple as that. If customers feel relaxed in your garden centre because they can get a

snack and a drink, they will immediately enjoy the visit more.

If you don't have a restaurant in your garden centre yet, think about joining forces with a local business. This might enable you to offer a decent cup of coffee with pastries in the mornings and salads for lunch, but the possibilities don't end there. Team up with a food delivery business, and examine how you can enhance their contact at people's homes with your retail space; how positive it can be for your customers to know that all kinds of practical services can be used during their visit to your garden centre. If you have customers interested in sustainability, they may want to have shoes or clothes repairing. In the UK, Sojo is still a repair app for the time being, but who knows, tomorrow your garden centre might be a Sojo service and collection point. More and more people don't have enough free time, so think about this deeply as an opportunity to open up new avenues for your company to explore."

Tip 3. What are you currently doing about sustainability?

"Sustainability is an important point for more and more consumers, and various retailers are already responding well to this. Is your garden centre a sustainable structure? Do you use energy from solar panels to heat it, and do you collect water? Is biodiversity given enough consideration in how you present and combine garden plants in the outdoor department? These are all great points to share with consumers, and triggers that they will certainly listen to and get excited about.

The same applies to how you use packaging. How consciously do you deal with it at the moment? A good example is the Dutch national supermarket chain Albert Heijn. It stopped giving away free plastic bags for fruit and vegetables, which saved 7 million kilos of packaging in 3 years. The chain's alternative is to encourage its customers to use reusable materials. Be aware that returnable packaging is always better than disposable packaging." >



Biodiversity



What are the advantages of a green roof?



Water Retention in the garden



Navigation: in many garden centres, the signs are too high and too far out of the line of sight of visitors



Activation: price discount shown digitally, and can be changed at any time. Did you know! Customers perceive 1 + 1 free as a bigger advantage than a 50% discount

How to get visitors to buy more?

“After reading this article, you can see that it’s all about sharing a clear message. Are you already sufficiently aware of this?”

Communication really is everywhere. It exists in the obvious form of images, text and graphics, but you can also communicate with colour, scent, sound, and technological tools. A combination of these aspects is obviously the best approach.

As soon as a consumer enters a garden centre, they enter a completely new phase of their shopping trip. The surface area of a garden centre is often considerable, especially compared to shops in a city centre or village. Remember that you may know your way around your garden centre like the back of your hand, but the consumer may not. To guide the visitor through your store relatively independently, it’s a good idea to think carefully about the in-store communication. After all, you can’t have an employee at every passage to the next space, or where

shopping aisles cross.

Take into account 4 in-store layers of communication, each of which has a different impact.”

1. Navigation

“This in-store layer of communication, basically general signage, literally gives directions. The larger your garden centre, the more important this layer is. This communication can contain images as well as short texts.”

Navigation fact: One retailer famous for its massive stores is IKEA. It’s well known that 80% of purchasing decisions in IKEA are made by women. Could this also be a strong starting point for garden centres? Women navigate differently than men. These kinds of insights allow IKEA to regularly experiment with in-store communication. In IKEA Delft in the Netherlands, for example, the navigation is completely inspired by the London Underground, as it leads visitors from station to station or from department to department. A refreshing approach.”

2. Inspiration

“In-store communication can also inspire, invite and provide customers with ideas. Images are especially suitable, as a picture says more than a thousand words. Depicting people on visual material is also often inspiring. When we see people, we quickly imagine their backstory.”

3. Information

“Using in-store communication for informative purposes is mainly used to share more information about what is on offer; the products, the services, and their prices. This might be an information board with an overview of the apple trees available, for example. It could include info about the different species, functionalities such as self-pollination, and unique selling points such as the flavour or colour of the fruit. Here, guiding buyers with the catchphrases ‘good’, ‘better’ or ‘best’ is very effective.”

4. Activation

“If a customer walks around the garden centre and ends up in the right depart-

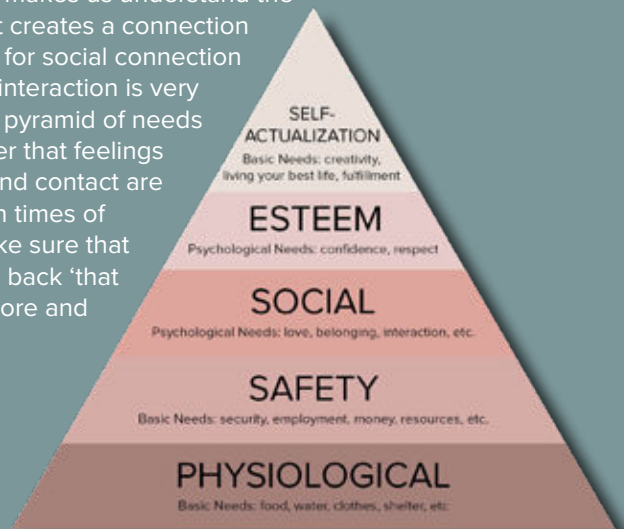
ment thanks to appropriate navigation and seductive inspiration and clear information, it's time to use activating in-store communication to persuade the customer to buy. With this type of communication, it's important that the visitor sees and understands the message, and is convinced to buy the product. For example, with price reductions, a '2 + 1 free' offer is a good idea (if you sell 3 items pieces, you give a discount of around 30%) or 'stocks limited'. You can also quickly activate a certain group of customers by stating that the product is organically grown. In this case, you emphasise the added value of your products."

Finally

"As I already mentioned before in this article; what's the message you want to share, and how consistent are you in this? How do you get customers to leave their homes and visit you? Everything revolves around the uniqueness of your message and the way you share it with your customers, so that they are easily converted from visitors into buyers, and are triggered to visit your garden centre. In other words, make sure your garden centre becomes a travel destination."

Maslow's famous hierarchy of needs

Consumers are creatures of habit; familiar patterns make us feel safe. I don't mean just visual patterns, but sound, smell and rituals too. It makes us understand the world around us, and it creates a connection with others. That need for social connection is fundamental. Social interaction is very prominent in Maslow's pyramid of needs for a reason. Remember that feelings of safety, connection and contact are even more important in times of crisis. As a retailer, make sure that you're the first to bring back 'that feeling', both in your store and online.



The right atmosphere stimulates sales

Consumers are looking for experiences, especially if they can share them together (more and more often online). Did you know, for example, that 70% to 80% of purchase decisions are made on the shop floor? The right atmosphere or the right mix and match presentation of products helps. Also, try to ensure that the atmosphere in your garden centre is reflected by your website and all your social media channels.

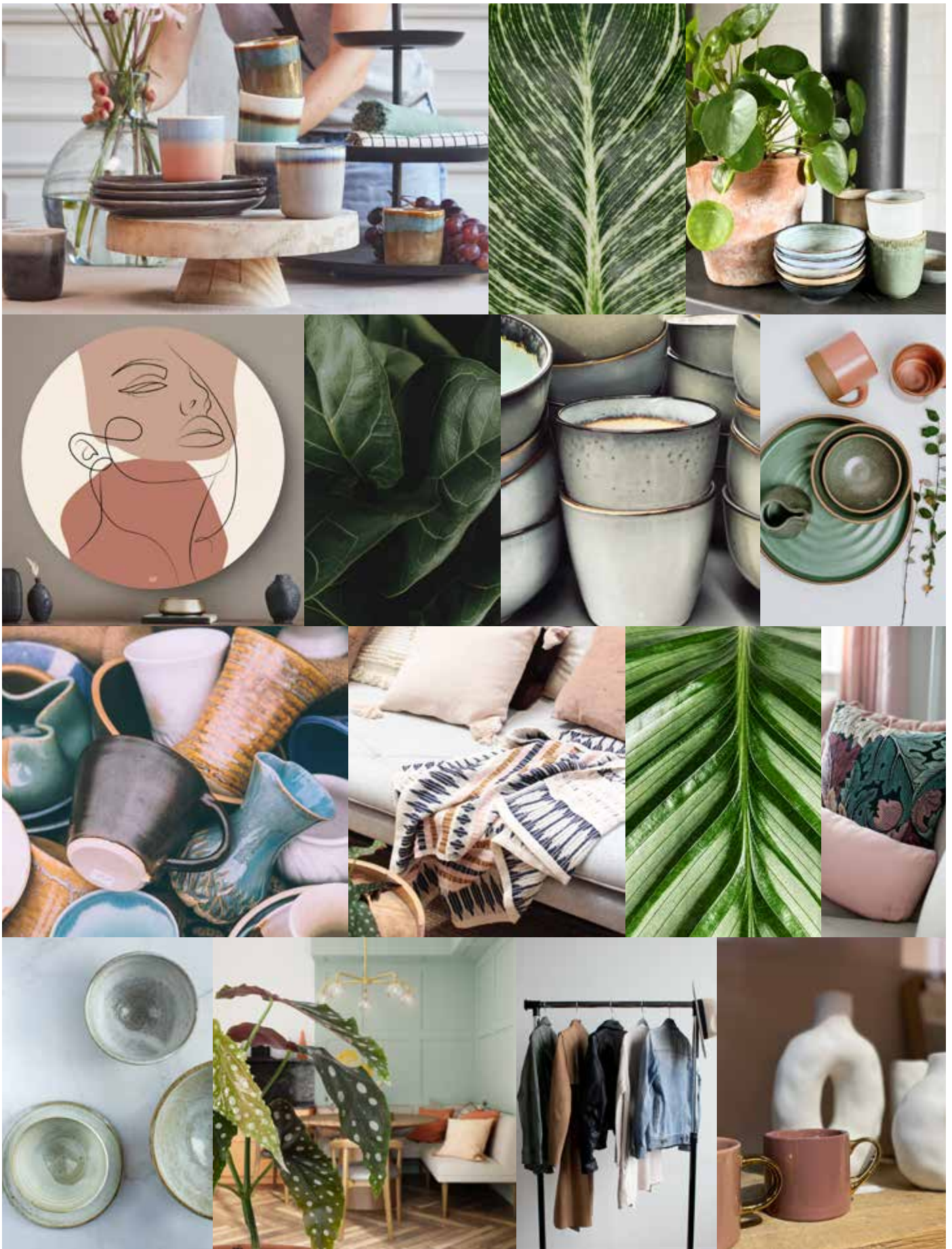


Activation: added value of the product

About retail expert Carin Frijters

Retail expert Carin Frijters wrote the retail bible 'Prikkel de Koopknop' (Trigger the Buying Button), the practical sequel to 'RetailTheater'. She wasn't quite born on the shop floor, but it was close. Her international retail inspiration tours motivate people. Carin will gladly provide tailor-made advice on the development of a retail concept, whether it concerns a single pop-up store, a retail chain, or a large-scale garden centre. As the founder of RetailTheater, she works with her network of retail stylists on taking care of every aspect for retailers. She is also highly in demand as a speaker and promoter of commercial projects. Her most recent book is the Retail Survival Guide, published in 2021 during the COVID-19 pandemic. It contains smart insights from various retailers in times of crisis, and explains how to deal with an economy where social distancing is the norm, the important online profiling of your store, and the application of retail theatre!

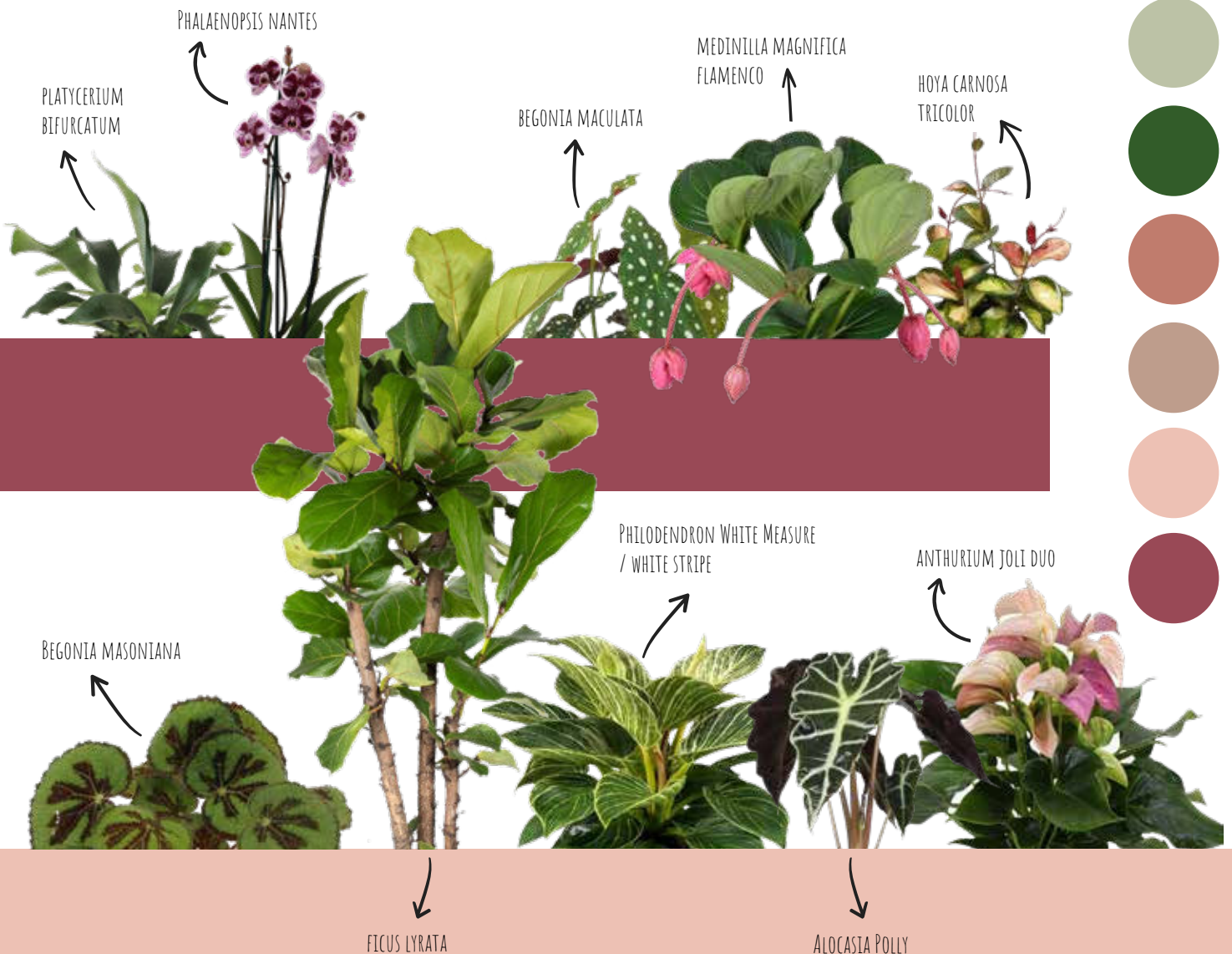




Trend: Attention & Dedication

All those days we've had to spend in our homes have made us rethink how we can add meaning to the things we bring into them. We've become increasingly interested in beautiful colours and unique shapes, and, above all, we're paying more attention to everyday objects. Whether these are plates to serve a dessert on, a new pillow on the couch, or a pot to put our favourite plant in, we really appreciate attractive objects that we can cherish in the home. It's all in the details; curved shapes, a beautiful speckled pattern, and hand-glazed finishes, to name but a few.

Plants that reflect this theme:





416402



335441



390246



410371



335892



413821



412339



414154



401747



414326



358745



414322



385034



385038



404092



414322



413798



410357



413906



335891



414398



392437



335425



414076



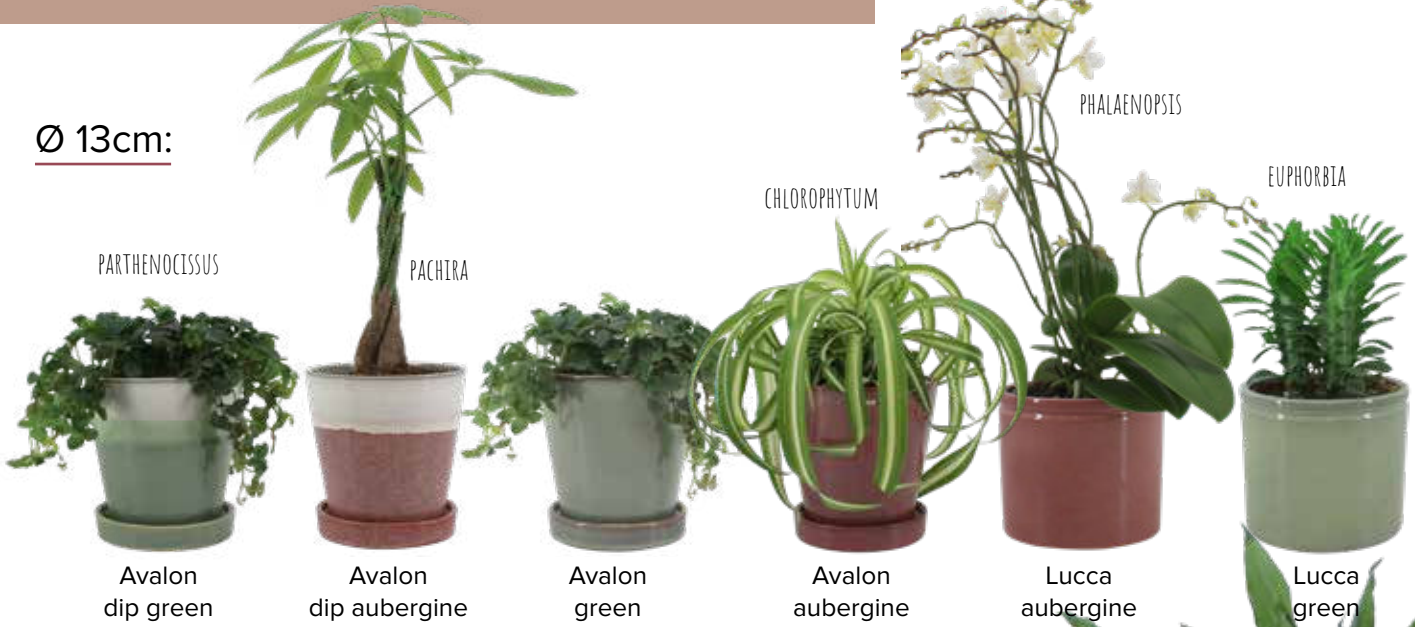
410465



411375

Collection by Javado

Ø 13cm:



Ø 10cm:



Ø 20cm:



Ø 15cm:














Bag jute knitted





Collection by Javado

More than 50 new items!

JAVADO				
 All Plants	 Potted and Decorative Only	 Dry Bulbs Only	 Special Occasion Only	 Limited Stock Only
 Largest Range of Items	 New Arrivals	 Full Substrate & Pots	 Homebuds	TOP 100 Top Sellers
 24 Hour Service	 Javado Collection	<p>Collection by Javado is easy to find on our webshop</p> <p>FROM 2 MAY ONWARDS</p>		



New
Product

Acer Jack Frost Collection

The latest addition to the Acer range is the Jack Frost collection, composed of the Ice Dragon®, Arctic Jade® and North Wind®, which grow into small to medium-sized trees. They can handle fluctuations in temperature and extremely severe cold down to -35 oC, which is very unusual. Combined with the beautifully shaped leaves and autumn colours, this makes these acers ideal for areas subject to extreme weather.

- Excellent winter hardiness down to -35 °C
- Beautifully shaped leaves and colours
- Stunning hues in the autumn
- Small to medium trees

Acer Ice Dragon ^{PBR}

ø 23cm | 418737

Acer Arctic Jade ^{PBR}

ø 23cm | 418736

Acer North Wind ^{PBR}

ø 23cm | 418738



Arctic Jade



Ice Dragon



North Wind

Available from 4 april
Order yours today!



Acer Ice Dragon ^{PBR}



Acer Arctic Jade ^{PBR}



Acer North Wind ^{PBR}

New
Product

ECO₂GRASS®

ECO₂GRASS® is an elegant miscanthus that grows well in any substrate. This garden plant is very hardy, easy to maintain and has a trump up its sleeve; it's a natural soil improver and absorbs CO₂!

This new species will be used professionally to reduce CO₂ and nitrogen, and improve soil. As an added bonus, the leaves can be harvested and used as material for bio-based products.

ECO₂GRASS® is a new product on the consumer market. It's grown in pots, and supplied in a printed cultivation pot.

- Absorbs 6 times more CO₂ per m² than an average forest
- Purifies water and improves soil
- Easy garden plant for every type of soil
- Stylish plants

Miscanthus ECO₂GRASS®
ø 17cm | 416613



Available from 7 august
Pre order yours today!



New
Product

Farfugium Wavy Gravy

This particularly graceful, evergreen garden plant is hardy to -15 °C. Already attractive with its curled leaves with soft pink edges, this plant is further enhanced by yellow flowers that appear in the autumn.

After extensive testing, Wavy Gravy has also proven itself to be a fantastic houseplant. Direct sunlight, or less light; this plant can cope with everything.

Farfugium Wavy Gravy
ø19cm | 416130



Available from 6 june
Pre order yours today!

New
Product

Lilium Roselily Esra

These compact plants are sold with 15 or more flowers. The beautiful, double flowers are bright pink with dark pink speckles. Esra forms a striking bouquet of flowers that enhance your interior.

Roselily varieties are characterised by the amazing flowers, a more restrained scent than other lilies, and no stamens, so no risk of marks.

Lilium Roselily Esra
ø19cm | 418342



Limited availability
Max. 2x5 per order



Available from 16 may
Pre order yours today!

New
Product

pixie™
GRAPES

**MINI
WINE GRAPES
FOR TERRACE
& BALCONY**



Vitis Pixie™

Vitis Pixie™ treats you to perfect miniature grapes in multiple compact bunches right from the first year. These miniature varieties remain compact, so they're ideal as patio plants needing little care yet yielding high quantities of fruit.

- Natural dwarf species
- Ideal for urban gardens
- Easy to care for
- Continues to produce fruit all summer long
- Available in 3 varieties

Vitis Pixie™ Pinot Noir

ø14cm | 416362

Vitis Pixie™ Cabernet Franc

ø14cm | 416364

Vitis Pixie™ Riesling

ø14cm | 416369

Vitis Pixie™ Pinot Noir

ø19cm | 416367

Vitis Pixie™ Cabernet Franc

ø19cm | 416365

Vitis Pixie™ Riesling

ø19cm | 416370

Vitis Pixie™ Pinot Noir

ø21cm | 416368

Vitis Pixie™ Cabernet Franc

ø21cm | 416366

Vitis Pixie™ Riesling

ø21cm | 416371

Vitis Pixie™ mix balcony

ø55cm | 416363

Available from 30 may
Pre order yours today!



Ø19cm



Ø55cm balcony



Ø14cm



Ø21cm



“The quality is particularly good this year!”



THE GARDEN ORCHID ESTABLISHES A PERMANENT PLACE FOR ITSELF IN GARDEN CENTRES

Spring has arrived, and with it a new season for garden orchids. A beautiful series of garden orchids has been marketed under the “Garden Orchid” concept for a number of years. This concept has managed to conquer a permanent place for itself in the garden plant departments at lots of garden centres. Read all about these special plants, and find out why this year will be even better than normal for garden orchids.

The exotic beauty of hardy orchids.

When we think of the orchid, the tropical rainforest springs to mind. However, a number of species also occur naturally in colder climes. In winter, this plant becomes dormant, and all its energy is sent to the roots. In the spring, an enormous amount of activity occurs both below and above the ground. New roots make the plant bigger and stronger every year. New shoots sprout from the soil, and then the flowers appear.

A severe winter with temperatures of -20 °C presents no problems, and these plants don't even need to be covered. In fact, winter stimulates the Garden Orchid to sprout new shoots the following spring.

Pleione (Rockery Orchids)

Pleione is the first on the scene, in April and May. These earth orchids really do create a beautiful spectacle in the garden. The flowers appear first, and only later the leaves. This colourful orchid prefers a spot in the garden with plenty of water.



Pleione

Cypripedium (Lady Slippers Orchids)

The Cypripediums bloom from mid-May to June. The co-

lourful flowers of this queen of the hardy orchids are unusually large for a hardy garden orchid. The kaleidoscope of colours, varying from white, cream, yellow, pink and purple, creates a real palette of colours in the garden. To grow and flower at their best, these plants should be placed in a partially shaded spot in the garden.

Calanthe (Christmas Orchids)

Countless fragrant blossoms full of countless flowers tower above the fresh green leaves in May and June. No other orchid exhibits such a variety of colours and shades. The leaves also remain beautifully green in winter. The extended flowering period and the scent of the flowers makes this plant ideal for placing in a pot in a partially shaded spot.



Calanthe

Epipactis (Broad-Leaved Helleborine)

The Epipactis grows delicate flowers, but the plants are very robust. This garden plant is both easy to grow and very hardy.



Epipactis

Bletilla (Urn Orchid)

This garden orchid has every right to be called spectacular, with its long stems supporting a sea of flowers. The extended flowering period from May to July ensures a constant splendour of colour in the garden. This plant, which can be planted in the garden or in a pot, also does well in the sun.



How Anthura's team is helping to reintroduce Cypripedium into Swiss wildlife

Balancing on steep slopes, lugging crates full of plants up the mountainside; a team of enthusiastic employees of Anthura, the company behind Garden Orchid, planted a total of 3,000 Cypripedium calceolus in 40 locations in the Swiss countryside in collaboration with The Swiss Orchid Foundation.

This magnificent orchid is native to Switzerland. Because this orchid is so special and also very difficult to propagate artificially, its very existence in its natural environment was under threat because of the enormous numbers stolen from nature for illegal trade.

Some years ago, this motivated breeder Anthura to spring into action to save Cypripedium; by propagating Cypripediums from seed, making them accessible to the consumer, and putting an end to illegal trade. After the breeding project proved successful, the task of actually returning the orchid to its natural environment was the crowning glory.

Director Mark van der Knaap describes it as a tribute to nature. 'If you can use the power of your company, in our case propagating natural material, to give something back to nature, it's incredibly satisfying.'

The orchids have been planted in places where natural populations were weakened, and in a number of new locations that create corridors between all the growing locations. The idea is that the Cypripediums will exchange their genetic material with each other, and regain their role as an important part of the beautiful Swiss biodiversity.

If you're still in doubt about the winter hardiness of this orchid, remember how cold the winters are in the Alps!





Better quality in new and more sustainable packaging

Higher quality

A conversation with the enthusiastic breeder and grower behind the Garden Orchid concept reveals how satisfied the brand is with the advances it has made. Breeding and cultivation have been successfully perfected in recent years, and the result is impressive; the plants are stronger, produce more flowers, and bloom for longer.

Sustainable packaging

The new pot cover has many advantages; in line with sustainability objectives, it has been made smaller and less complicated in shape, so 50% less material is now needed. A taupe-coloured cultivation pot replaces the black plastic. This is easier to recycle if it is thrown away with plastic waste.

The pot size is slightly smaller, which means that 10 extra plants per layer and two extra layers fit on a Danish container (CC). The total load is now 350 items per CC (+43%). This significantly reduces shipping costs.



In the retail environment

The beautiful striking packaging really does justice to the Garden Orchid in the retail environment. Garden Orchid has made these beautiful A4 posters especially for Javado's customers. Let your account manager know that you have placed a Garden Orchid order, and you'll receive this poster for free (while stocks last).



Order Garden Orchids now

Type 'Garden Orchid' in the search field to order our current range.

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.



Epiphyllum
chrysocardium



Philodendron
selloum
elefantiana



Aglaonema
Cherry Baby



Vriesea Nova

Aglaonema
White Kiwi



Aglaonema
Jungle Red



Begonia burkillii
Silver Edge

Raphidophora
hayi

Raphidophora
tenuis



Syngonium Batik

Epipremnum
Global Green

Monstera
dubia



MUST HAVES FOR THE URBAN JUNGLE DEPARTMENT

Make your home a more attractive place with plants, and enjoy your very own piece of nature... people love their Urban Jungles. We've made a list to help you quickly create an irresistible presentation in the houseplant department.

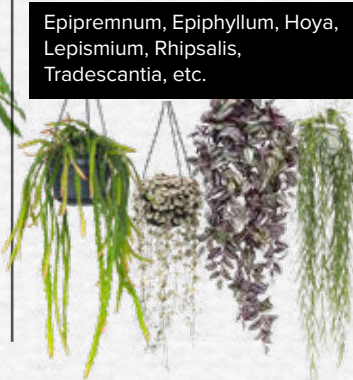
plants

GREEN BASE



Strelitzia, Areca, Pachira, Alocasia, Dracaena, Philodendron, etc.

HANGING PLANTS



Epipremnum, Epiphyllum, Hoya, Lepismium, Rhipsalis, Tradescantia, etc.

URBAN JUNGLE LEGENDS



Begonia maculata, Pilea peperomioides, Monstera Monkey Leaf, Calathea orbifolia, etc.

RARITIES



Alocasia frydek, Philodendron Pink Princess, Syngonium alba, Alocasia nobilis, etc.

pottery



SHAPES



FACES



GLAZED



BASKETWORK

HANGING POTTERY



accessories



Terrarium



- | | | | |
|-----|--------|-----|--------|
| 1. | 413906 | 21. | 404318 |
| 2. | 413964 | 22. | 413867 |
| 3. | 410349 | 23. | 401984 |
| 4. | 413916 | 24. | 416714 |
| 5. | 373882 | 25. | 375207 |
| 6. | 410611 | 26. | 349743 |
| 7. | 413834 | 27. | 406918 |
| 8. | 384577 | 28. | 394890 |
| 9. | 413992 | 29. | 412599 |
| 10. | 410663 | 30. | 387804 |
| 11. | 346380 | 31. | 340210 |
| 12. | 384568 | 32. | 386182 |
| 13. | 404738 | 33. | 389384 |
| 14. | 361419 | 34. | 409809 |
| 15. | 392691 | 35. | 185465 |
| 16. | 414763 | 36. | 289231 |
| 17. | 414234 | 37. | 416084 |
| 18. | 414315 | 38. | 304516 |
| 19. | 414512 | | |
| 20. | 414516 | | |

NEW POSTER
A4: 416390
A3: 416391



Florizon Plants



Bram Fransen

Have you always wondered how a successful perennials nursery can be set up? I found out after spending a morning with Bram Fransen at the Florizon Plants nursery. Maybe it was just the lovely spring weather, but I did feel a bit envious of the fantastic company he runs with his father and brother. We walk over the wide central path in the Dutch polder, and Bram tells us about how it all started in 2014.

“My father used to grow Astilbe. He really was an old school breeder; he’d auction a number of trolleys every week, and try to avoid using the computer wherever possible. After my studies, I joined the army and was sent to Afghanistan. On my return to the Netherlands, I started

“The longer I sat in that dark office, the more I yearned for a profession that involved some exercise and fresh air. “

working for an exporter as a seller of flowers and plants. The longer I sat in that dark office, the more I yearned for a profession that involved some exercise and fresh air. I realised that being a garden plant grower wasn’t that bad at all. An old nursery came up for sale in 2014, and then things started getting really exciting. My father, my brother and I... go for it, or not? I thought; I’m still young, what have I got to lose, let’s do it!”

So you suddenly became a grower?

“Well, we’d bought an old, rundown nursery. The main task involved an enormous amount of refurbishment and renovation, all of which we did ourselves. At the same time, we started growing our first plants, mainly Astilbe. Funnily

enough, Javado was the first to come and have a look around back then. There we stood, with our shoes in the mud, the windows of the greenhouse still covered with green growth, but some big, full astilbes that Javado could sell well.

The renovation of the greenhouse has since been completed, and we’ve built a new water reservoir and a container field outside. We own 6 hectares of land, 4 hectares of which are now being used for production. Our aim is to sort out the other 2 hectares from summer next year, but first we want to enjoy this great company in its current form for a while.

Astilbe is still an important product. We develop our own strains, and the large, full plants we grow are in high demand. Besides Astilbe, we also supply a constantly developing range of attractive perennials. The best place to explain that is on our test field.”

On the way to the test field, Bram explains how the tasks in the company are divided. His father must be proud. His son Tim is the grower. He finds out the ideal potting soil mixes, nutrients and potting weeks for all the crops, and is also responsible for potting the plants. Bram takes care of the commercial side and order picking. Their roles both match their talents perfectly, as Bram enjoys human contact, and Tim has an incredible set of green fingers.

“Here, you can see all kinds of products that we’re testing. For example, you can see this Erysimum with orange flowers, which looks perfect, while the Erysimum next to it, another variety, is too narrow for our pot size. We grow in 17-cm, 19-cm and 23-cm pots. The extensive testing we carry out is making us better at what we do, and helping us decide which varieties we want to grow in larger numbers.”



Can you name some examples of plants you're currently growing that you're very happy with?

"We've got a Heucherella that I really like, and how about these Lewisias? They really bring a smile to my face. We'll certainly maintain them in our range, but I don't intend to scale up production. There are still so many amazing products that we want to include in our range. What's important is to plan the space we have for cultivation in a smart way, so that we always have plenty of products that are attractive for the trade on our land. As you can see, we currently have lots of sections with different plants. After this batch of Lewisias has been whisked away, their place will be taken by Echinaceas. We continuously rotate crops in this way in our company.

Plenty of great things will appear in the future, but always on a human scale. We're not interested in dizzying numbers of each product, that's not where our passion lies. We're a small team, and what's important above all else is that we enjoy going to work. After all, that's why we started our own nursery. For this reason, we can't supply everyone. Javado has been a customer from the very beginning, and we still have a number of other regular customers with whom we also enjoy working together. We haven't got the capacity at the moment to supply more customers."

What does sustainability mean to you?

"Our company doesn't consume any gas at all, and we're completely self-sufficient in electricity thanks to our 232 solar panels. We recycle our water in a closed-loop system and protect our crops using biologically agents, so predatory mites and ladybugs have the job of nipping diseases and pests in the bud. We can intervene with permitted

chemicals as a last resort, but that hardly ever happens. Our growing pots are made of recycled plastic, and can be 100% recycled again. We have an electric forklift truck. Basically, we sell a beautiful, responsible product, and we're proud of our MPS-A, MPS-GAP and FSI-complete certification."

What else do you want to achieve in the future?

"I'd like to expand our team with a number of good staff members. At the moment, we work with a group of between four and seven colleagues. Our aim is to be a great employer where fun comes first, but it's very difficult to find people in this region at the moment.

I also look forward to the next major rebuild next year. First, however, we're going to enjoy this spring season and the new sound system that has just been installed at the company."

Quality

When I asked what the secret is of the amazing quality of their products, the answer was very simple; set the bar high. What does that mean in practice? Try out all kinds of things, until you find out what works best. If something isn't good enough, stop and try out an alternative approach. Never sell sub-standard plants. Cut them back if necessary, or even throw them out as a last resort.

Product range

The wide range of products is very dynamic. The season kicks off with Helleborus and violets in 17-cm pots. These are followed by Bergenia, Erysimum and Scabiosa, flowering products that can be delivered early in the season. The further the season proceeds, the wider the range becomes. Astilbe, Gaillardia and Echinacea are some of the products that do very well. The season ends with something new: black pansies in an orange growing pot, which will be available especially for Halloween in October.

Label

Florizon Plants products are identified by a clear product photo with the product name in a wide, black outline. Both information about the plant and the plant passport are printed on the back of the label.



Astilbe

The product with which Florizon Plants made a name for itself, and which remains a success to this day, is Astilbe. So, what does the unusual cultivation process involve?

Florizon Plants grows its Astilbes in open fields in a sparsely populated part of the Netherlands. In the autumn, the plants are harvested and taken to the nursery, where they're torn into two parts. One half returns to the field to continue growing, and be harvested again in the future. The other half remains at the nursery, where it is potted.



Potting takes place in phases, because this method means plants will be ready for the market in phases instead of all at the same time. The plants awaiting potting are stored in large boxes at -3° C in a cold store.



After an Astilbe has been potted in a ton-sur-ton cultivation pot, it is placed in the nursery. The pots are initially placed close together, but as the plants start to grow, the pots are spaced further apart to give the Astilbes space to develop into large, full plants.





UK and Ireland Team



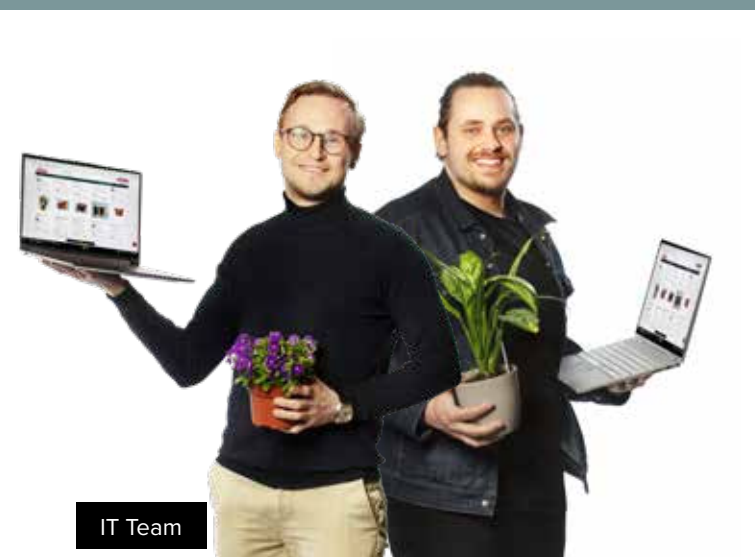
Marketing Team



Buying Team

40

1982 - 2022



IT Team



France Team



Logistics Team



Sales Germany / Austria / Spain / Portugal / Poland / The Netherlands / Croatia

Very proud to celebrate our 40th anniversary



Finance & administration Team

Director

Human Resources Team

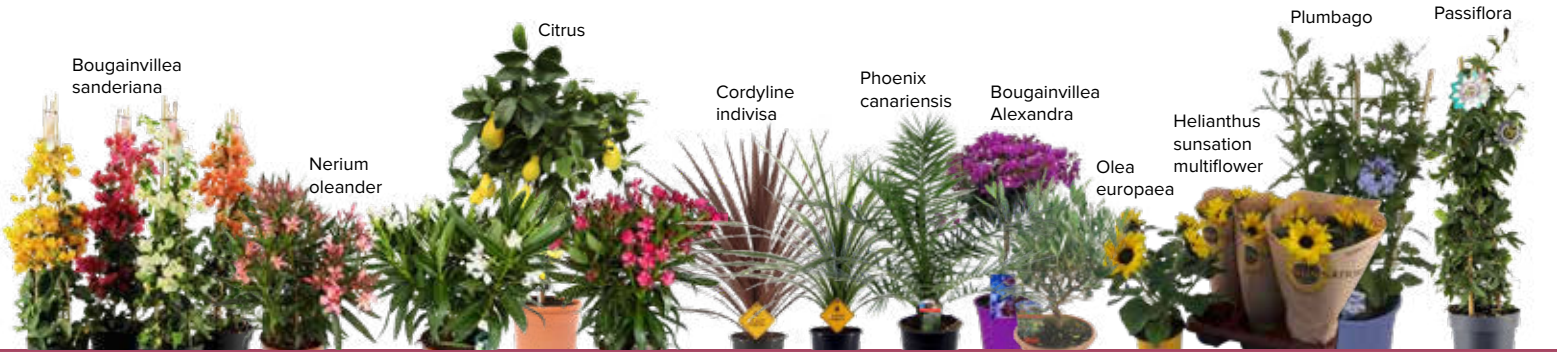
2022 | May June July

MUST-HAVES OF THE SEASON



Pelargonium

Dianthus



Mediterranean



Mandevilla Sundaville

Sanvitalia procumbens

Hanging plants



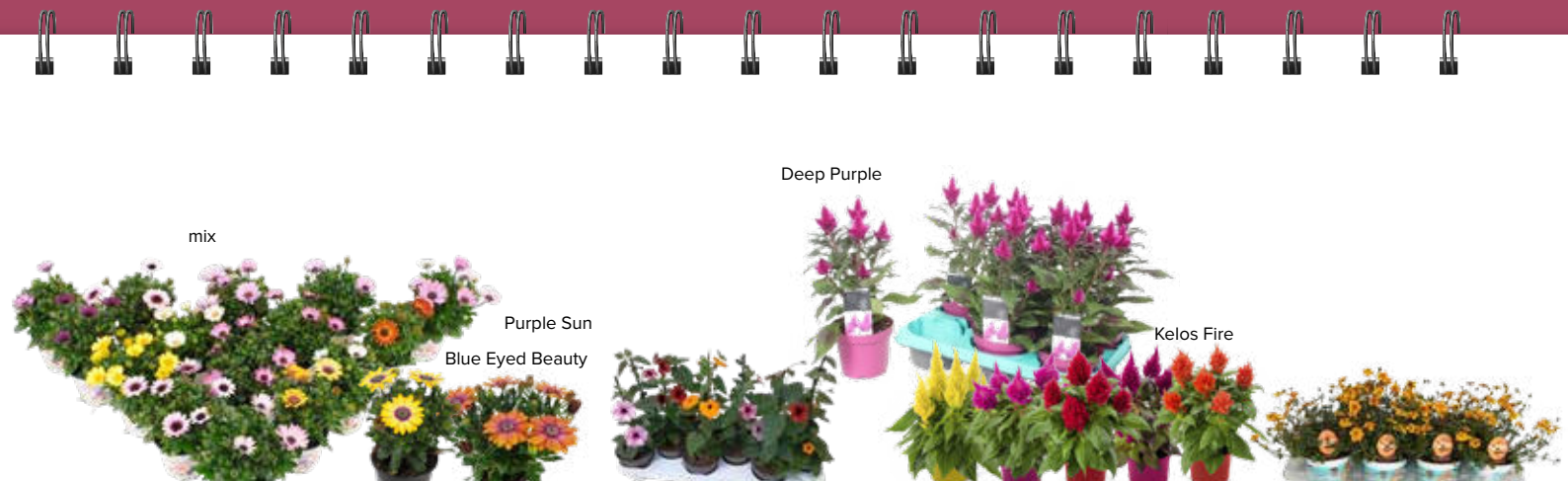
Dahlia Temptation

Gerbera Garvinea Cheeky

Dahlia Dahlietta

Canna Cannova

Bracteantha Granvia



mix

Purple Sun
Blue Eyed Beauty

Deep Purple

Kelos Fire

Osteospermum

**Thunbergia
alata**

Celosia

**Bidens
Beedance**



Bella Fuchsia

Fuchsia

**Felicia
felicitar**

**Torenia
four. Kauai**

**Platycodon
grandiflorus**

Cosmos

**Streptocarpus
saxorum**



Begonia
semperflorens
green

Begonia
semperflorens dark

Begonia
Belove

Begonia
Waterfall

Begonia
tub. Fortune

Begonia
Florencio

Begonia

Coleus

**Gazania
Deep Orange**

**Portulaca
Carnaval**



Abutilon
Big Bells

Solanum rant.
Blue Fountain

Calibrachoa
Minifamous

Lantana
camara

Tibouchina
Rich Blue

Callibrachoa
Trixi Flamingo

Petunia
mix specials

Confetti
Garden

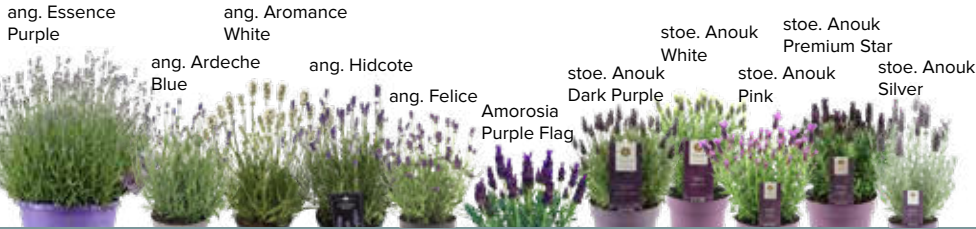
Patio plants

Petunia / Callibrachoa

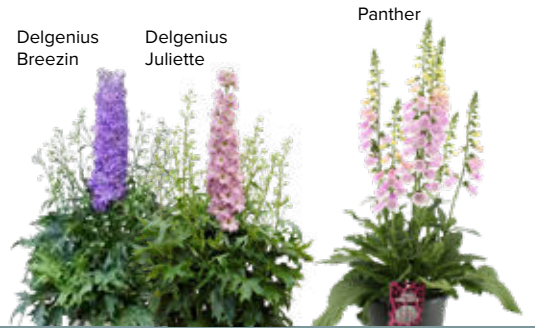
**Impatiens
ng Tamarinda**

2022 | May June July

MUST-HAVES OF THE SEASON



Lavandula



Delphinium

Digitalis



Lupinus

Alstroemeria

Delosperma

Kniphofia

Hemerocallis

Achillea



Hibiscus

Ferns winter hardy

Astilbe



Hebe

Echinaceae

Leucanthemum

Gaillardia

Heuchera



Salvia

Hosta

Hemerocallis

Rosa

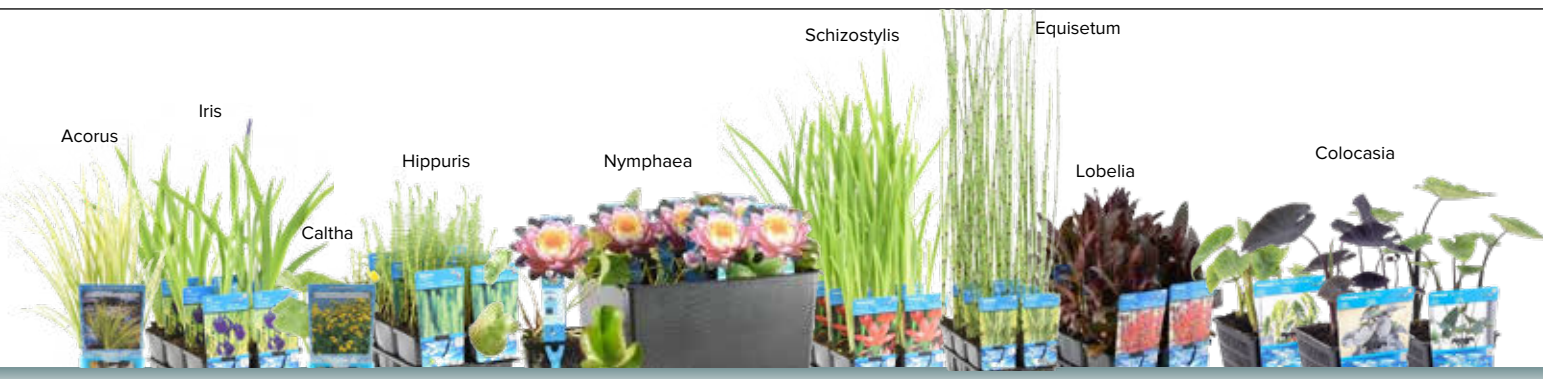
Rhodanthemum



Grasses



Hydrangea



Waterplants

