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Javado Magazine

Flowertrials

A look into the future

How to sell orchids even better

10 plants that turn your home into a jungle

You can't get enough of **Clematis**

Sustainable Cultivation

Nursery OVATA shows how they do it

Javado Magazine

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Check our online photo database

Javado wins big at HTA National Plant Show

It's widely known that Javado excels at introducing many new plants, but even we were pleasantly surprised to win a total of 21 prizes at the HTA National Plant Show!

Among these awards were two particularly special ones. The Aglaonema Grand Blossom won 'Best in Category' for green houseplants, and the Cotyledon Elephant Trunk won 'Best in Category' for cacti and succulents.



Best Plant Supplier in France: Javado wins third prize

In sunny Paris, the "Trophées JardinPlus" were awarded. We were there with Véronique and Stéphane to accept a beautiful prize.



Buyers and managers from professionals in the sector (garden centres and DIY stores) evaluate suppliers on various criteria. We are very proud that out of many plant suppliers, we are so highly appreciated.



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Underwear for Phalaenopsis

Don't be surprised if you receive a Phalaenopsis with a nylon stocking around the pot. This will become increasingly common.

Of course, there is a reason for this: the mosquito species *Lyprauta*. This insect likes to lay eggs in the potting soil of the Phalaenopsis. The larvae feed on the young roots, causing damage to the plant.



Orchid growers have united and come up with a solution: the Potweb.

By covering the young plants with a nylon stocking after potting, the larvae can no longer reach the potting soil, eliminating the need for pest control.

An additional advantage is that the bark does not fall out of the pot during transport and watering. Convenient, right?



Hugs

New this autumn: a colorful plant combination in a purple 19cm pot. It is made by the grower of Celosia Deep Purple and is available from September 2 to October 18. The name of this striking product is 'Abracci'. This means 'Hugs' in Italian.

Flowerpops® catches the eye

Doesn't this make you happy? The Chrysanthemum Flowerpops® looks like a fireworks display. Pumpkin flowers shooting up in different colours and heights are offered in a colourful pot with a cheerful label and a striking pot cover.

You can enjoy them on your balcony, terrace, or just indoors as a houseplant.



New: Chrysanthemum 'Jelly Fish'

The distinctive round flower shape that resembles small sea creatures gives this new Chrysanthemum its refreshing appearance.

The beautiful pastel colours of this series are stunning both on their own and combined.

Be inspired by the Chrysanthemum 'Jelly Fish' and the underwater world. Create a striking store display with aquatic tones, sea creatures, and shells, and let the 'Jelly Fish' be the centerpiece.



Meet Leucothoe 'Curly Crazy'

This bushy, compact, and evergreen shrub is a new addition to the Leucothoe range. Why the name 'Curly Crazy'?

The leaves are elegantly curled. When it comes to the colour of the leaves, the plant behaves like a magic ball. In spring, the plant is bronze-red, in summer green, and in autumn the plant turns purple-red. That's quite 'crazy'!



Camellia sasanqua conquers autumn

Every year, the *Camellia sasanqua* grows in the number of cultivars and in popularity. There are several reasons why this species, alongside the *Camellia japonica*, deserves its own place on the shop floor.

This evergreen *Camellia* comes from the Japanese mountains where it grows at around 900 meters altitude. The *C. sasanqua* has a dense, bushy growth with small leaves and many flowers and buds. There is a beautiful variety of flower shapes and colours. This species begins to bloom significantly earlier, namely in autumn and early winter. The earliest cultivars start blooming as early as September. *Camellia sasanqua* is an easy garden plant that grows very well in a sheltered spot. Avoid calcareous soil.

In short, start the *Camellia* season with the beautiful cultivars of *Camellia sasanqua*.





Interview with a plant

Asplenium nidus

“Welcome me into your home, and I’ll be your natural air purifier”

- Asplenium nidus

I recognise you, you're a bird's nest fern! Why are you called that?

Absolutely, I am an *Asplenium nidus*, and people know me as the bird's nest fern. My leaves form a rosette, and if you look straight into my heart, it looks like a bird's nest. The curled young leaves resemble eggs.

Where are you from?

I originally come from tropical forests in India, Southeast Asia, Australia, Polynesia, and the eastern part of Africa. So, I quite enjoy warmth and moisture. Did you know that I'm an epiphytic, lithophytic, and terrestrial fern?

You'll have to explain that...

I can simply grow in the ground, which is called terrestrial. I also enjoy growing on rocks, which is called lithophytic. But mostly, you'll see me growing on trees, which is called epiphytic.

What do you have to offer?

Well, quite a lot! Welcome me into your home, and I'll be your natural air purifier. I'm completely non-toxic to humans and animals. Moreover, they say I have such a wonderfully calming presence.

Do you request anything in return?

Yes, I do have a few preferences. I find a temperature between 18 and 24°C ideal, making me the perfect indoor companion. While I enjoy light, direct sunlight isn't my cup of tea. I do struggle in overly dry atmospheres, so a bit of moisture in the air suits me fine. Remember to water me regularly to prevent drying out, but take care not to drown me in excess water, as I'm prone to rot in waterlogged soil. It's always wise to check the soil before watering. And please don't water directly into my heart, instead, aim for the potting soil. Oh, and I must say, I quite enjoy a good soak now and then, just allow me to drain afterward. Despite these details, caring for me is a breeze - I'm hailed as the simplest fern to nurture!

Is there anything else you'd like to tell our readers?

Did you know that ferns are one of the few plants that don't bloom? We reproduce via spores. They appear as brown streaks on the underside of the leaf. So, this is not some strange disease, as some people think, but entirely normal.





A Look into the Future

Over twenty years, FlowerTrials® has become one of the most enjoyable and important plant events in Europe. In two regions in the Netherlands and one in Germany, 59 international breeders showcase their innovations and future trends in the field of potted plants.

The best way to experience the FlowerTrials is to attend in person. For those who couldn't make it, we have highlighted some key moments.



Enjoy those warm summer evenings in the garden with **MiniFamous® Uno Bakari**. This new Calibrachoa promises to radiate energy all summer long. This new introduction blooms continuously from April until the first frost, maintaining its glossy, stable colour throughout the season.



The flower of the new **Petunia x hybrida Painted Love Purple** is a stunning blend of white and purple watercolours that create a sense of depth. This floral artwork has a strong presence and will undoubtedly prompt many impulse purchases. Petunia x hybrida Painted Love Purple thrives in various climates and delivers exceptional garden performance wherever it is planted.



The **Osteospermum Sunny® Kludia** has uniquely large, vibrant flowers in shades of white and pink. This new introduction blooms continuously, revealing a different play of colours each day. Starting with a white bloom, the flower's centre begins to glow in a vibrant pink, eventually giving the entire bloom a soft light pink hue. Retailers will be amazed by this surprising colour palette on the shelf.



The new **Dahlia Dalina® Maxi Starburst Pink** boasts a large number of unique anemone-shaped flowers in a vibrant pink colour with a delicate pattern on the petals. Consumers will love the unique flowers and vivid shades that elevate any green space in the garden from mid-summer to the first frost. Dahlias are hot and happening, and Dalina® Maxi Starburst Pink could well be the new star variety of the coming season.



The double-flowered **Impatiens Glimmer™** series blooms extra long, and once the sun shines on the flowers, you see a beautiful glitter. There are six colours including Burgundy (see photo).

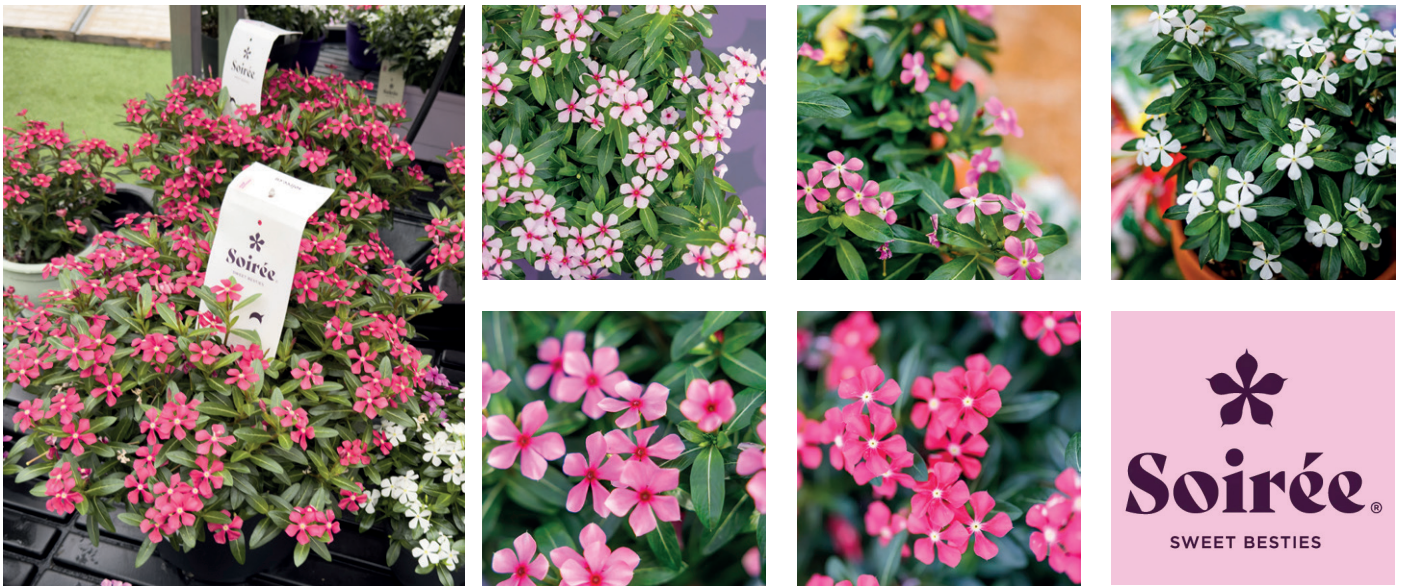


A new Anthurium segment is ready to grow with the next generation. The flowers of the **Anthurium Banderola®** series are like graceful ribbons that playfully blend with the leaves. The Banderola® varieties now being gradually introduced to the market include Cava, Lava and Roja.



No, this is not a tropical orchid but a new type of Canna. Meet **Cannova Gold Leopard**, a Canna with fresh green leaves and a yellow flower with orange spots.





Will **Catharanthus Soirée™** be the next hit in the balcony segment? The breeder behind Sundaville®, Surfina®, Senetti®, and Princettia® has high expectations. Soirée™ looks super cute but is also very strong. Rain, heat, or cool weather? Soirée™ shines all summer and autumn. Propagation is from cuttings, and the beautiful plants remain naturally compact.



Do you love **Sundaville®**? Then there's a lot to look forward to. At the FlowerTrials, we saw **Double Red**, the bright red sibling of Double Blush Pink. How about a very special new colour: **Sundaville® Blue**. The vintage series is definitely something to look forward to. These are extra-large flowering varieties in tropical colours such as **Vintage Big Light Yellow** and **Vintage Big Apricot**.



Celosia Mystic Shades draws attention with its dark yet striking colours. You can enjoy this special cultivar in 2024. We already have Mystic Shades available regularly.



There is a new Calibrachoa series called **Rainbow®**. The series consists of four colours. Not only does the flower have a beautiful colour pattern, but the Rainbow® varieties also have the property of changing colour. Due to differences in temperature and day length, the flowers will change colour over time.



Be enchanted by **Dahlia Hypnotica® Candy Corn!** This new Dahlia showcases nature's art in a unique tricolour of vintage yellow, orange, and red.



Cyclamen Illusia® is a groundbreaking new cultivar that you must see with your own eyes. And the good news is that we will have this novelty available this autumn.





The popular allium is now a staple in ornamental gardens, likely due to its long flowering time, abundant bloom, and the value the plant has for pollinators. The new cultivar **'Bubble Bath'** is a beautiful addition with its slightly twisted leaves and atmospheric pastel purple flowers.



With **Scirpus Stars and Stripes**, you can play with colour and texture in the garden. Clusters of small flowers rise above the green and gold striped leaves.



Set your garden ablaze with **Heuchera Eternal Flame**. It is hard to imagine that the fiery leaf tones transition to bright lime green.



A dark-leaved Astilbe with purple and pink flowers... we can't wait for **Astilbe Dark Side Of The Moon** to hit the market!



The small **Euphorbia 'Ascot Petite'** makes a big impression all year round! Deep green leaves on purple stems contrast with the intense lime green flowers that appear in the spring, and in the autumn, the leaf tips take on a red-pink hue. Ideal for containers and small gardens.



Brunnera lovers are familiar with the strong cultivar 'Jack Frost'. The new **Brunnera Jack of Diamonds** is like Jack Frost has been to the gym. The decorative leaves are gigantic.



The long, wavy leaves of **Hosta Silly String** have a beautiful blue-grey colour. The leaves of **Hosta Party Streamers** are also remarkably long and wavy but in a striking lime green colour.



Cosmos Cherry Chocolate sold itself well. All the plants looked absolutely stunning. Although it's difficult to capture in a photo, this was one of the most beautiful garden plants at the FlowerTrials.



Musa Ever Red is a fantastic ornamental banana for both indoor and outdoor use. This vigorous grower with striped leaves is guaranteed to add a tropical touch. Hardy down to -10°C.



The very ornamental **Hydrangea Hi Pearl** has excellent garden performance, a distinctive flower colour, and black stems.



consumer
research
orchids



How to boost orchid sales even further

Step into the fascinating world of orchids with insights from an in-depth consumer survey. Ever wondered how consumers perceive the care and beauty of orchids? Curious about their knowledge of blooming periods? And most importantly, eager to learn how you can elevate your orchid sales to new heights? Keep reading!

Firstly, you might want to know more about the research? You can read it here:

Since Phalaenopsis is by far the most sold orchid, this specific species also played a significant role in the research.



Consumer Research: Orchids

- Commissioned by Orchid Netherlands
- Autumn 2023
- Netherlands, Germany, France, United Kingdom
- N = 3,300 consumers

Orchid Netherlands is an entrepreneurial initiative of all Dutch orchid growers and breeders.

Awareness

Five years ago, a similar type of research was conducted, also in the Netherlands, Germany, France, and the United Kingdom. What is apparent is that orchid awareness has increased by as much as 30%. The correct name, Phalaenopsis, is also more frequently mentioned.

Associations

What thoughts come to mind spontaneously when seeing a Phalaenopsis? You can see it visually represented here. Generally, we can state that the 'beauty' of the product is an important Unique Selling Proposition (USP).



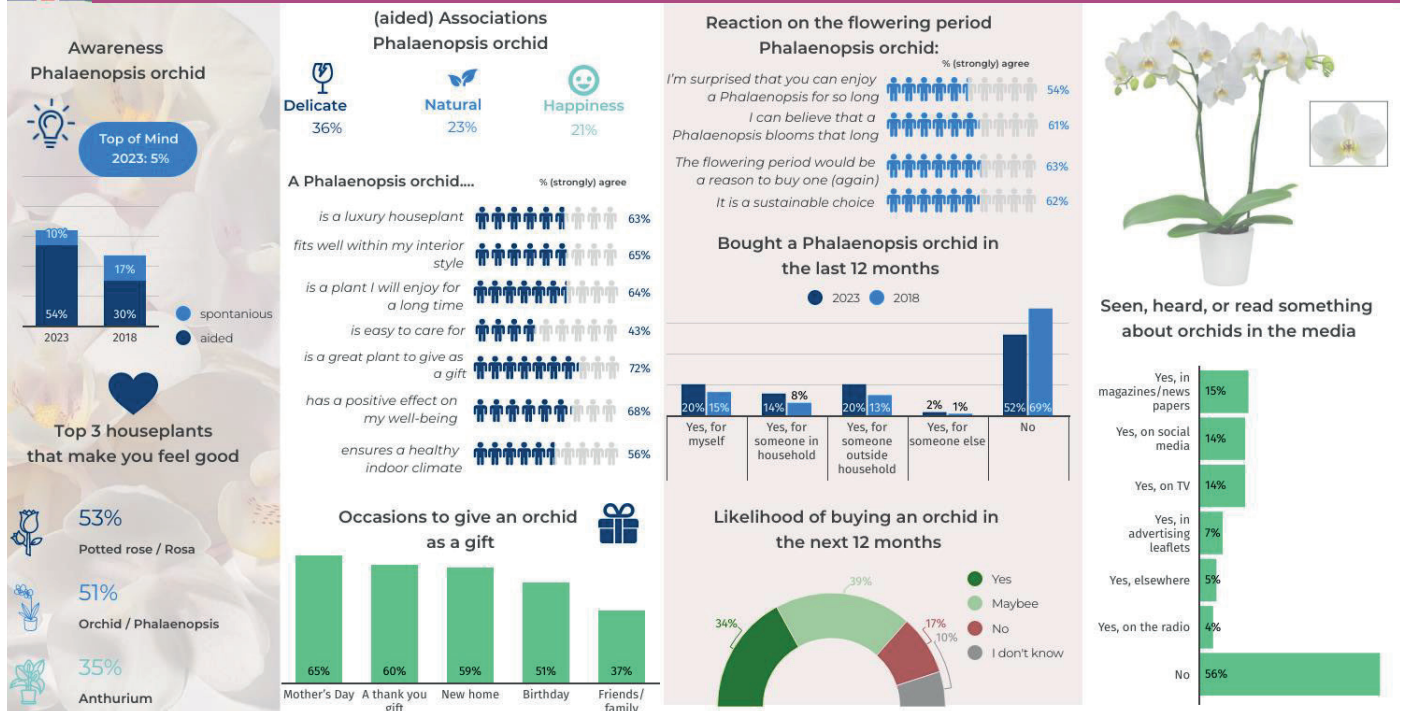
Popularity

The popularity of the orchid is evident from the purchasing behaviour of the respondents. Half of the target audience bought an orchid in the past year, with a majority of this group claiming to do so 2 to 4 times a year.

ted Kingdom, orchids are also often given as gifts. The most popular gift occasions are: Mother's Day, a birthday, and as a token of appreciation.

Gift or treat for yourself?

It emerges that the orchid is seen as a luxury houseplant that fits well into one's own interior. 60% of Dutch and German consumers buy this plant for their own interior. Especially in France and the Uni-



Knowledge about longevity and care

Half of the respondents do not have a clear picture of the longevity of a Phalaenopsis. When they are informed that the blooming period of a Phalaenopsis averages 2 to 4 months, they react positively surprised. Over 60% find this a credible claim, and for them, it would be a reason to buy a Phalaenopsis. A long blooming period and longevity make it a sustainable choice compared to products with a shorter lifespan, according to consumers.

But what about care? About 55% of the respondents disagreed with the statement that the orchid is easy to care for. This could be a barrier to purchasing an orchid.

Conclusions, how can we sell orchids even better?

We can establish that the orchid is seen as a beautiful, positive, and natural product. However, consumers also have points of concern: vulnerability, care, and blooming time are issues that consumers may worry about. It is important to address these concerns so that there are no barriers to buying orchids.

Consumers need to be well-informed about the long blooming period and easy care.

With the campaign "**Beauty that Lasts**" Orchid Netherlands focuses on this. The orchid is presented as a sustainable product that brings long-lasting pleasure. There is a clear and attractive digital care guide that opens on your smartphone in a flash via a QR code.



Poster A4: 488234

Consumers may worry about vulnerability, care, and blooming time. Reducing these concerns can attract more customers. This poster quickly provides care information for the orchid on their smartphone.



September 5: International Day of the Orchid

This is an excellent opportunity to go all out with a fantastic orchid show. We have free visual material that you can use for Social Media.





OPTI•FLOR
CREATING THE DIFFERENCE

Phalaenopsis Theatro

Theatro forms a fan of robust branches with impressive leaves and large flowers. A true spectacle in any interior



The impressive fan shape is now also available in a mini size. The Theatro in a 7cm growing pot is a grand achievement.



Phalaenopsis Spirit

Meet Spirit. This robust series has thick branches, large flowers, and is yet beautifully compact. A true showpiece on the table!



MIMEMIS is a consumer brand all about emotion, sharing, and connecting. The word comes from Greek and literally means 'reflection'.



At home in nature



Poster A4: 488233

When the summer holidays are over, it's time to get back to work refreshed. This is the perfect moment to bring nature indoors and freshen up your home with houseplants!
THESE 10 ITEMS ARE EXTRA SHARPLY PRICED!

VALID FROM 26 AUGUST
 UNTIL 20 SEPTEMBER



Asparagus mix | Ø 12cm
 3391



Calathea mix | Ø 14cm
 394912



Phalaenopsis mix 2t. 18+ | Ø 12cm
 442142

**SUPER
 PROMO**



Philodendron mix | Ø 17cm
 394961



Areca
 Ø 21cm
 3323



Anthurium mix | Ø 14cm
 460439



Spathiphyllum
 Ø 17cm
 268008

Best price
**10 plants that will
 turn your home
 into a jungle**



Strelitzia reginae
 Ø 17cm
 462081



Bromelia mix | Ø 9cm
 484464



Chlorophytum Bonny | Ø 12cm
 480549



The unique world of Gymnocalycium

The garden centre's range has been enriched with a mix of cactus balls so colourful that you can hardly believe your eyes. These colourful Gymnocalycium initially came with a hefty price tag, but now that the grower can produce larger quantities, the price has been adjusted, making these wonders of nature very reasonably priced.

There's something new: the Gymno Spineless series. This includes:

- Gymno Spineless Bridge
- Gymno Spineless Island
- Gymno Spineless Mountain Twin
- Gymno Spineless Worm

These unique cacti also remain beautifully compact and have a distinctive appearance. Discover them all on our webshop!



New
plant



Very limited availability

Aglaonema Grand Blossom

What a wonderful addition to the houseplant segment is the Aglaonema Grand Blossom. We are not the only ones who think so: after taking this novelty to the HTA National Plant Show, this breathtaking Aglaonema not only won gold, but also the prestigious "Best in Category" award.

This summer is the introduction. Ask your account manager about availability.



ø 19cm
486832

New
plant



Available from now on

Gymno Spineless mix

Attention cactus lovers! We are introducing a new series of Gymnocactus. The Gymno Spineless series has beautiful crested shapes. As the name suggests, these cacti have no sharp spines.



10øcm
487097

New
plant



Very limited availability

Cyclamen Illusia®

Breeders have managed to turn the world of cyclamen upside down with Illusia®. The widely open flowers make this an incredible eye-catcher. If you look closely, you will see an extra fringed layer on the petals that, together with the dark pink heart, increases the ornamental value even more.

This fall is the introduction. Ask your account manager about availability.

ø 10,5cm
485561



New
plant



Very limited availability

Heuchera Eternal Flame

Admit it, you would love to have the new Heuchera Eternal Flame in your own garden. The spectacular foliage is on fire, and moreover, the show continues as the leaves turn bright lime green in the fall.

12øcm
482336



New
plant



Very limited availability

Anthurium Melodia®

Melodia® is a whole new sound in the world of Anthuriums. The large flowers are cup-shaped and have graceful, pointed ends. The warm red color radiates luxury and beauty. Moreover, the flowers are beautifully displayed above the foliage.

Does this revolutionary Anthurium deserve a spot on your shop floor? Ask your account manager about availability.

ø 17cm
485561



New
plant



Very limited availability

Phalaenopsis Manta® Palau

You can't get enough of the ocher-yellow flowers with a beautiful pink glow. The Manta® More series has flowers with a characteristic large lip. Palau is a unique colour in this series.

With an impressive flowering period of over 9 weeks, Manta® Palau is not only a visual spectacle but also a plant that performs excellently.

12øcm





Autumnal Opulence

Nature, luxurious, Autumn, Design, Botanical, Floral, Living, Homely





484557



484717



Monstera
Thai Constellation



484718



Nephrolepis
Macho



Anthurium Essencia



484710



Alocasia Nubia



479551



484719



484709



475554



475633



475582



475599



475563



475559

Silk flowers
Silk flowers are immensely popular. They are very long-lasting, indistinguishable from real flowers, and very decorative. Many consumers buy their silk flowers in garden centres! Go to the webshop, choose the full range, and then filter by "Silk flowers and plants".



Tradescantia Zebrina



Ceramics Monta (various sizes)



Ceramics Mundy



485152



Ceramics Apiro (various sizes)



Tillandsia capitata



Aglaonema Dreamcatcher



Plants mix 'Urban'



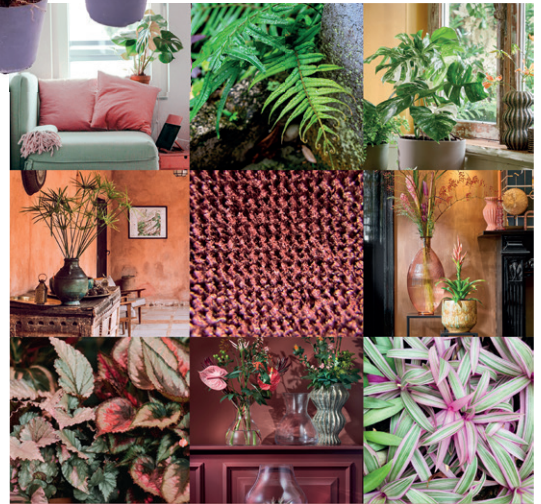
484720



Ceramics Harris (various sizes)



484711



483662



Ceramics Benson (various sizes)



484729



Vase Felipe



Poster A3: 488235

Autumnal Opulence



Discover the Timeless Beauty of Silk Flowers

Be enchanted by the eternal beauty of silk flowers - the perfect way to transform any space with a touch of natural elegance. With us, you will find a wealth of silk creations, with carefully crafted petals and lifelike details that brighten up any space.

Silk flowers are very popular. Bring this range to your store as well. Search for 'Artificial' in the search field and discover all types.

A large advertisement for MICA Pottery and Deco. The background is a photograph of a decorative interior. On the left, there is a dark wooden door with a window. In the center, a large, ribbed, reddish-brown glass vase holds a bouquet of pink and red flowers. To its right, a potted plant with green leaves and a tall, pink, spiky flower sits in a textured, light-colored pot. On the right side, a dark wooden cabinet holds a pink vase and a red vase. The overall lighting is warm and ambient.





Pottery and Deco

MICA

MICA pots and deco

MICA[®]
DECORATIONS



OUR NEW COLLECTION

We have found two beautiful pot series that perfectly match the autumn trend. MILA has a matte base and a glossy top. LIAM has cute little feet and a mix of textures. Combined with these plants, they make a unique collection available exclusively at Javado!

View the entire collection on our webshop.

COLLECTION
BY JAVADO



PHILODENDRON WHITE STRIPE + MiLa



Sansevieria MOONSHINE + MiLa



Order the new collection via the webshop. Choose a shipping date from **1 August**.



ANTHURIUM MIX + MiLa



AGLAONEMA WHITE JOY + MiLa



Rosa KORDANA GRANDE SUNSTAR + Liam



PHALAENOPSIS SURF SONG + Liam



ANTHURIUM MIX + Liam



CRASSULA HORN TREE + Liam

Urban Jungle Update

Filter on RARE PLANTS, and you'll be shown our extensive range of special jungle plants available for ordering. It's the easy way to stock up your "Indoor Jungle" department.

Of course, you can also monitor our stocks. Novelties sold freely are regularly included here.

Filter on RARE PLANTS



Anthurium vittarifolium

Complete your Anthurium



Anthurium luxurians



Anthurium forgetti



Anthurium villenaorum



Anthurium luxurians x radicans



Anthurium watermalienae



Anthurium Silver Bush Mint

Complete your *Alocasia* collection



Alocasia 'Bisma Silver'



Alocasia 'Black Jack'

The petioles are beautifully marbled and have small spines. The leaves feature a stunning pink-red vein. In short, the 'Black Jack' is truly something special. Naturally, it is found on the Solomon Islands. It is a swamp plant that likes to be kept moist.



Alocasia 'Corazon'



Alocasia 'Venusta'



Alocasia 'Lukiwan'



Alocasia scabriuscula



Alocasia 'Ninja Variegata'



Alocasia 'Golden Bone'



Alocasia 'Polly Variegata'



Alocasia 'Antoro Velvet'



Alocasia 'Platinum'



Hans Ammerlaan

"We have shifted from growing "obese" plants to cultivating top athletes"

I step into the succulent nursery OVATA. Long ago, the business was called "Hans Ammerlaan Plant Nursery," but when Hans noticed that this made everyone want to speak only with him and not his employees, he quickly changed the name to OVATA. Hans prefers to focus on growing and organizing. However, he makes an exception for Javado Magazine. Fortunately, because what followed that afternoon was something I wouldn't have wanted to miss. Sit back and enjoy this masterclass on modern plant cultivation.

I am impressed by this stunning nursery. How did it all begin?

The adventure began when I was seven years old and received a *Crassula ovata* from a neighbor who taught me how to take cuttings from it. I was hooked and started growing my own plants. I sold the surplus plants in the village. By the time I was eleven, I had so many plants that I began auctioning them off under my father's name. By the time I was sixteen, I had a greenhouse full of *Crassulas* and an employee, Rob, who still works here today.

Can you describe what it has ultimately led to?

We now have a modern succulent nursery covering an area of 8 hectares. We have developed our own robust varieties and grow in harmony with nature, which means we need very little energy and can efficiently produce exceptionally strong plants. We have shifted from growing "obese" plants to cultivating top athletes.

What do you mean by that?

Every plant grower wants their plants to grow optimally to achieve the highest possible yield per square meter per year. Simply put, this often means stimulating growth by adding energy, water, and nutrients. The plants are pampered and indeed grow, but you have to help them fight diseases and pests. In a forest, you never see anyone spreading artificial fertilizers or spraying pesticides. Nature has everything it needs. I wanted that in my greenhouse, and I approached it with the same passion I had as a boy for the fascinating plant world. What followed changed everything, and I can already reveal: the outcome is astonishing.



Revitalizing the water

The water flows into a silo, containing volcanic rocks full of ancient elements and minerals, via a waterfall.

Ultimately, it all comes down to photosynthesis. The more complete the photosynthesis, the better the plant's growth and health. The soil and its life are crucial. The soil is full of bacteria, fungi, and all kinds of nutrients. But I don't have ancient forest soil at my disposal. Moreover, I don't want to use peat in my mix as harvesting peat is harmful to nature. Let me show you how we work.

We walk to a room with a water silo and a waterfall above it.

We have a completely closed water system. The water is always in motion. We revitalize the water, and this waterfall is part of it. This technique comes from the world of Koi carp. We don't use UV filters that kill bacteria; instead, we have a reservoir with bacteria that break down unwanted substances, just like in wastewater treatment. Additionally, the water in this silo absorbs hundreds of elements and nutrients, partly from old rocks, algae, seaweed, and fungi. And this water—he hands me a cup—you can drink it.

The water tastes pleasant. We move on to a large machine where growing pots are filled with potting soil.

This installation is also completely unique. The potting soil used here is a story in itself, which I'll explain shortly



{box}, but there's more happening here. Each pot gets a dose of revitalized water rich in natural biostimulants, fungi, elements, and minerals. For some substances, like a particular willow extract, it took a while to find them. The potting soil is now moist and contains the microbiology the plant needs to become a top athlete.

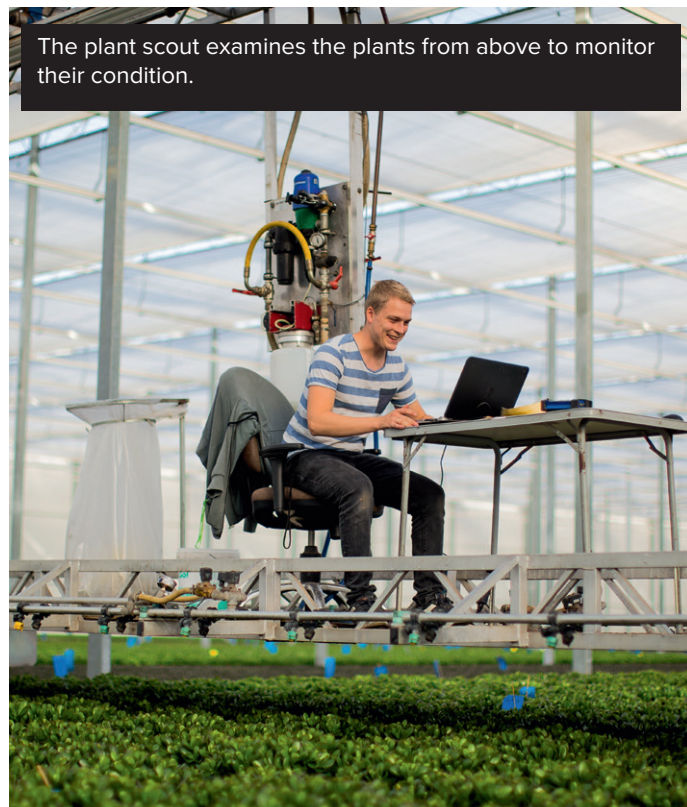
Now back to the astonishing outcome of this way of growing... The plants develop strong roots and create complex nitrogen compounds. They grow better and need less energy for it. The plants can withstand lower temperatures and are much less susceptible to diseases and pests. Not only is the plant itself very resilient, but there's also something else. A plant grown the old way contains a lot of nitrate (fertilizer). This is a feast for pests like mealybugs or spider mites. My plants don't have that, making them much less attractive to pests.

The unwanted bugs that do appear on our plants are scouted by plant scouts who carefully examine everything from above. Where necessary, they release tiny predatory mites that biologically control the pests.

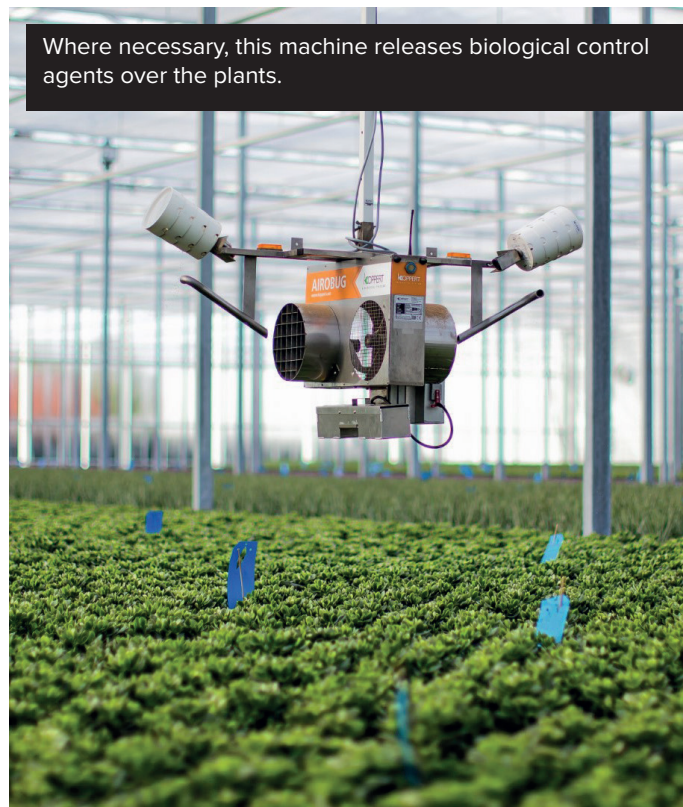
And now, have you found the balance?

People often say that sustainably produced products are more expensive. But keep in mind: unsustainable growing is actually more expensive. You always spend more money on energy, artificial fertilizers, and pesticides. The journey to sustainable growing is costly, however. But it's well worth it: for me, for nature, and for the consumer who gets a strong, resilient plant. So yes, the balance is now found, but it requires discipline. To maintain this balance,

we analyze everything that comes in. We outsource some of our cuttings to others, so we thoroughly inspect them upon arrival. There must be no substances that disrupt the natural balance. The same applies to the potting soil, biostimulants, and so on. Everything is analyzed. So, you should see it like this: I am a sustainable grower in an ultra-modern, automated nursery. ■



The plant scout examines the plants from above to monitor their condition.



Where necessary, this machine releases biological control agents over the plants.

SuPure®

The plants from OVATA Nursery are branded SuPure®. With a SuPure® succulent, you have a strong plant, grown in harmony with nature. You can quickly view and order OVATA's range by searching for SuPure.



A succulent is easy to care for (at home)

A succulent is an easy-to-maintain houseplant. You might think it's also an easy plant to grow, but that's not the case, according to Hans Ammerlaan. Succulents are so-called CAM plants. They assimilate only at night and grow slowly. CAM (Crassulacean Acid Metabolism) plants naturally grow in conditions where it is regularly dry and hot. To prevent dehydration, they open their stomata only at night to let in CO2 for assimilation. This requires special treatment in cultivation.



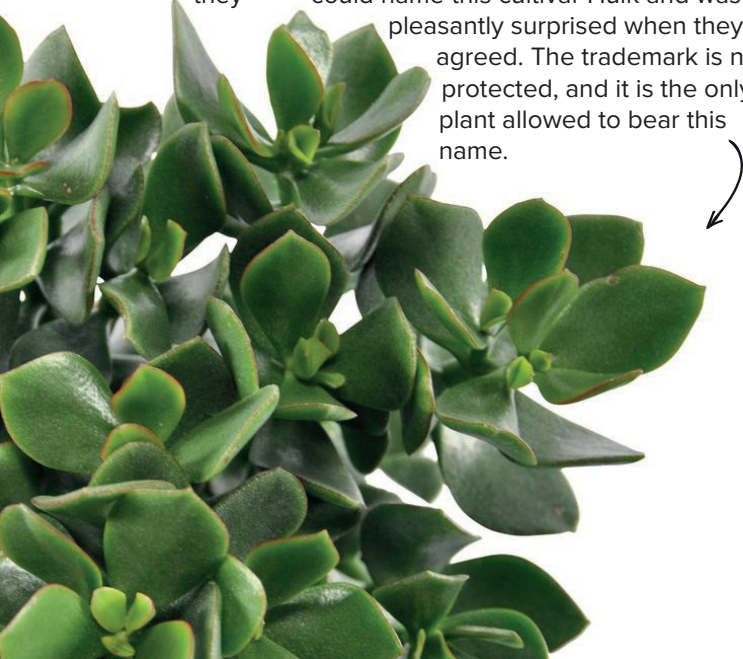
The journey to peat-free

Over six years ago, we started the journey towards peat-free potting soil. By replacing only 5% of the peat each time and doing this only twice a year, it took six years to replace the 60% peat that was in the mix. During this journey, we conducted over 500 analyses of potting soil and plants, leading not only to an excellent potting soil but also to a general improvement in knowledge about plants and potting soil.



OVATA Nursery offers a wide range of ceramic pots, perfectly matching the succulents.

This is *Crassula ovata* 'Hulk'. This super-strong cultivar is bred in-house. Hulk is not only strong but also beautifully green. Hans contacted Marvel Studios in America to ask if they could name this cultivar Hulk and was pleasantly surprised when they agreed. The trademark is now protected, and it is the only plant allowed to bear this name.



All plants pass through the enormous sorting machine. They are automatically sorted. From that moment, it is known how long it will take before each plant can be delivered.



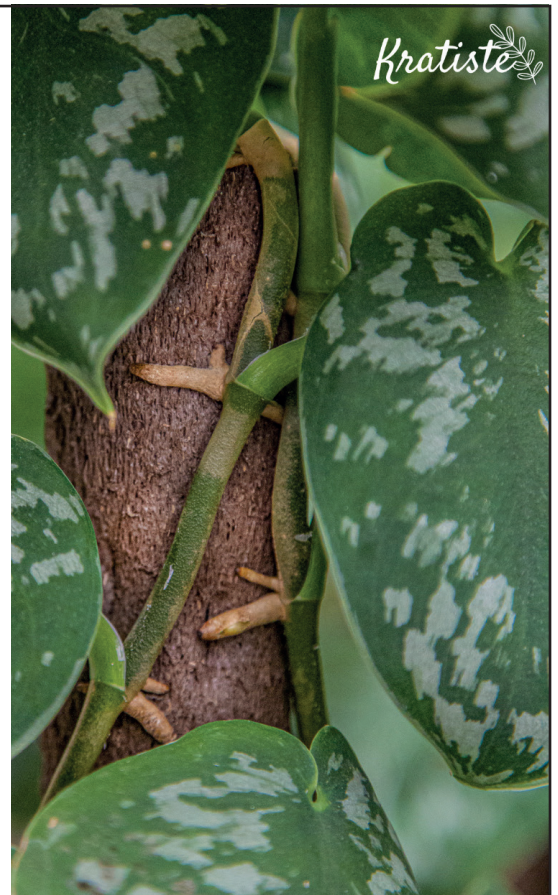
NEW

Small sales unit



Check out the complete Kratiste range, and offer your customers 100% natural supports for plants.

- Plants on Kratiste climbing poles
- Individual climbing poles in all sizes
- Clips
- Orchid poles
- Large sales unit
- Small sales unit (new)





Halloween



464711



464698



486788



486796



464725



486789



486795



486792



486790



486791



486518



486793



488231



488230



485267



Halloween

486797

Clematis

J. van Zoest
nursery

Travel with us back to the Netherlands in the Middle Ages, specifically to the year 1210. That's when Buckeskop was founded. Doesn't ring a bell? It's now called Boskoop and is globally renowned as a tree nursery area. This article is about Clematis from J. van Zoest nursery, and this nursery is closely connected to the history of this village.

History of the Netherlands

Many people know that large parts of the Netherlands are below sea level. Boskoop lies approximately 2 meters below sea level. Originally, this was a wet, uninhabitable peatland. In the Middle Ages, many of these areas were reclaimed, and the peat was excavated and used as fuel. But the Abbey that ruled over this area had different plans. By digging many ditches and using the excavated peat to raise the plots, a landscape of elongated plots was created. The abbey prohibited the excavation of peat and had fruit trees planted instead. Peat is a rich soil for plants, and to this day, the people of Boskoop benefit from this prohibition.

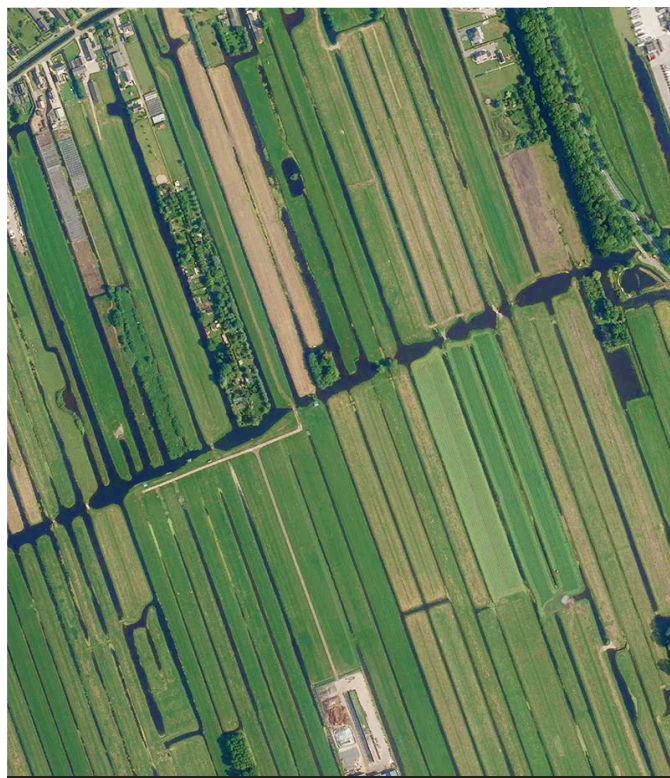
Clematis Specialist

Back to the here and now. J. van Zoest Nursery is located on one of these typical Boskoop plots: narrow, incredibly long, and surrounded by ditches. The nursery specialized in growing Clematis in the late nineties. Jan van Zoest already had a lot of experience and was able to take over the assortment from another clematis grower. They also hired a well-known Clematis breeder. This is why the assortment today consists of more than 500 cultivars, with many varieties from their own breeding.

On a warm, sunny day, I visited the nursery. Cycling down the central path, endless rows of clematis passed by on both sides. Every now and then, Dorien van Zoest and I stopped to take beautiful photos and enjoy the buzzing bees and fluttering butterflies. I learned that they grow clematis both for trade, reaching garden centres all over Europe through distributors like Javado, and for young plant production for other clematis growers.



The abbey of Rijnsburg had many possessions including Boskoop and Aalsmeer and consisted exclusively of noblewomen.



The typical landscape of elongated plots and countless ditches in the Boskoop region.





Dorien van Zoest

I have a clematis, what now?

It is important to plant a newly purchased clematis with care.

- Submerge the pot in a bucket of water and let the root ball soak up water
- Choose a moist location in the sun
- Remove the nursery pot
- Dig a large planting hole, about 5cm to 10cm deeper than the top of the root ball, keep the root ball intact
- Just before the clematis starts flowering, water it with a watering can with fertilizer and then some water without fertilizer



You order the assortment from J. van Zoest nursery in units of 5 pieces. Convenient, right? This way, you can order a diverse assortment without the quantities becoming too large.

At the nursery, they process your order. They bundle the different varieties and package them in a way that saves on shipping costs.

View the assortment on our webshop:

- Type 'clematis' in the search field
- Choose an item with a photo of a flowering clematis
- Click on the icon of 'a person' to see the current assortment





Did you know that the flowers of the clematis are especially beloved by bees, bumblebees, and hoverflies?



This beauty is called Clematis 'Dancing Dorien', named after Dorien van Zoest.



Clematis 'Stella Bella' is a new cultivar from J. van Zoest nursery. With this half-climbing clematis, you can go in any direction. It does very well in a pot on the balcony. Or plant it as a shrub in the mixed border. It's also wonderful to let it grow on low fences.

Also, try cutting some twigs with flower buds and let them bloom in a vase.



Clematis 'Betty Corning' not only has lilac, bell-shaped flowers, it is also one of the clematis varieties that smell delightful.



On the back of the label, you will find the following information:

- Position
- Flowering period
- Flower size
- Plant height
- Pruning height and month
- Planting instructions
- Symbol if attractive to insects
- Symbol if seed heads appear after flowering
- Symbol if fragrant



Clematis GLORIOUS RED® is a beautiful new cultivar with deep red flowers and a contrasting lemon yellow heart. This is a robust cultivar that blooms from June to September.



Cees van Soest

The garden plants column

Heuchera

Every time I look at our sales figures for garden plants, I see Heuchera ranked high among them. The coral bells have become a much-loved garden plant. Walking through a nursery amidst colourful fields of Heuchera, I can't help but be enthusiastic about so much natural beauty. It's been the dedication of breeders, making numerous crosses, that have created strong and versatile must-have garden plants within this genus. Keep reading.

The Power of Crossing

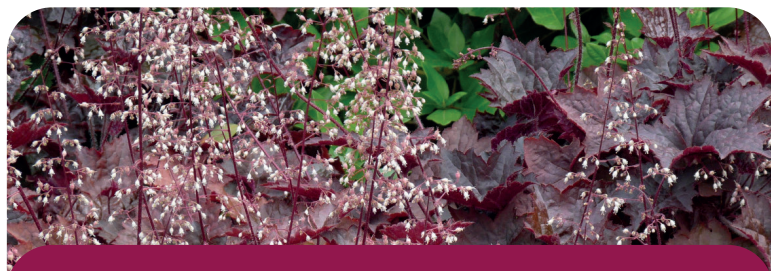
Heuchera is a genus of perennial plants that naturally occur in North America, where different species grow in highly diverse conditions. It wasn't until breeders started crossing species that the varieties we now know as easy-to-care-for garden plants emerged. Many of these plants are hybrids of *H. americana*, *H. micrantha*, *H. sanguinea*, and *H. villosa*. Not only does this breeding result in increased ornamental value, but it also produces stronger plants that thrive in various soil types.



But it doesn't stop there! Heuchera has also been successfully crossed with the plant genus *Tiarella*. The genus that emerges from this is called **Heucherella**. Heucherella inherits the distinctive leaf colours of Heuchera and the dark leaf markings of *Tiarella*.



Heucherella White Revolution



Purple Palace

One of the first successful hybrids is Heuchera Purple Palace. This variety is celebrated for its fantastic colours. The leaves change colour: from olive green, bronze-green to dark purple with a wine-red underside. Did you know that this variety is named after Queen's Palace in Kew Gardens? This is where the very first plants were cultivated. This variety is still available in the market.



Dividing is Multiplying

There's a simple way to get more Heucheras in your garden. You can dig up a mature Heuchera in spring, split the plant and root ball in two, and then plant them separately. Not only do you get more Heucheras, but it also stimulates growth.

The use of perennial plants in terrace and balcony arrangements has become increasingly popular in recent years. Just look at how beautiful Heucheras provide form and contrast.



The Attraction of Heuchera

- Provides contrast colours in the garden
- Can thrive in shade
- The leaves change colour
- Drought resistant
- Most species bloom profusely with graceful flower stems

Care Tips

- Heucheras can be planted in many spots in the garden: shade, partial shade to full sun... everything is possible. (Full sun in dry, warm areas is not recommended)
- Heuchera thrives in well-draining soil.
- A mature adult Heuchera is somewhat drought tolerant, but it's better to water during dry periods.

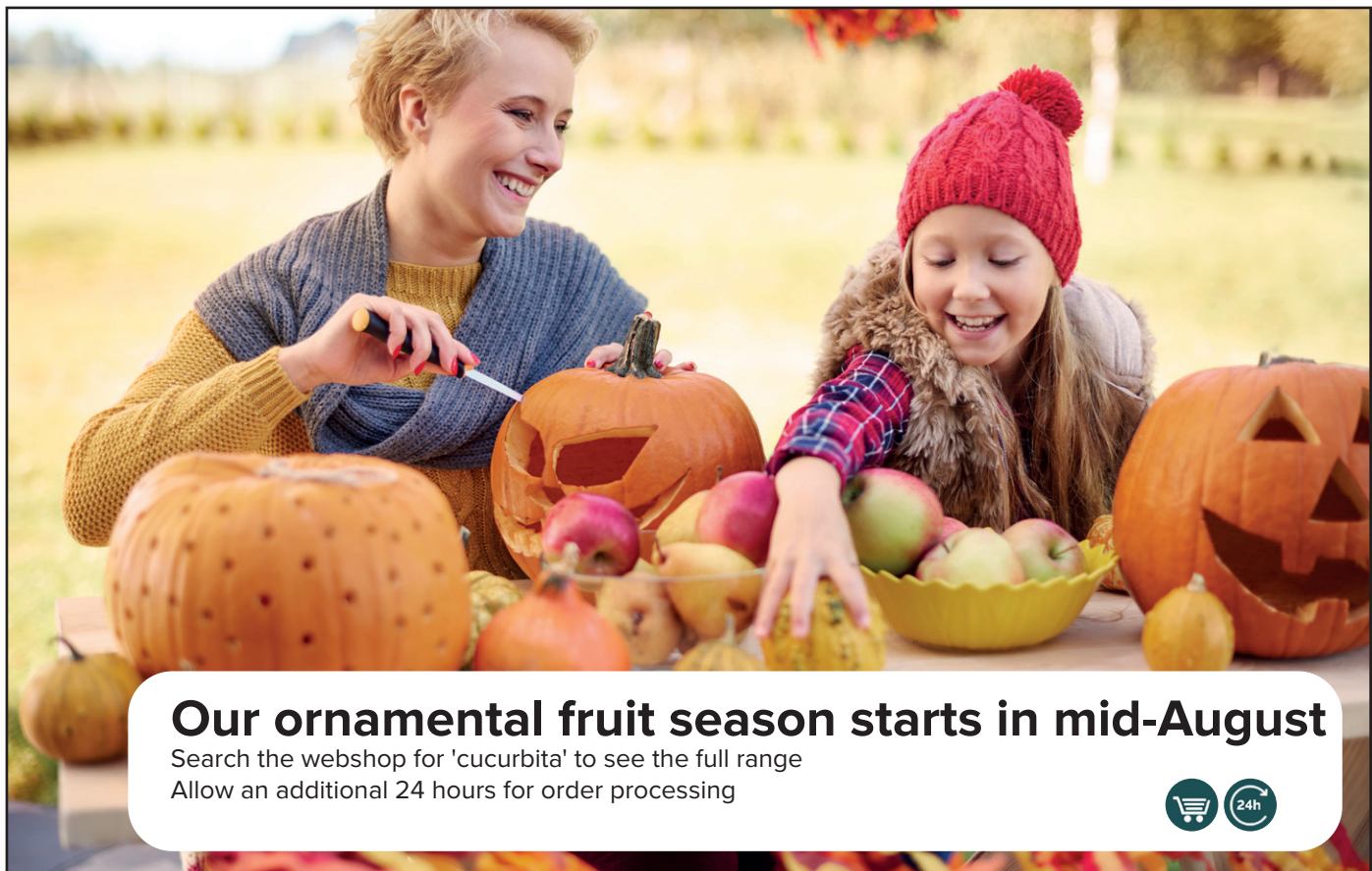


The World of GARDENGIRLS®

Hardy callunas that retain their colours extra long



Garden Girls®

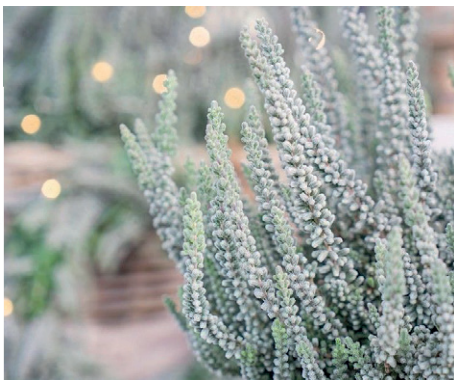


Our ornamental fruit season starts in mid-August

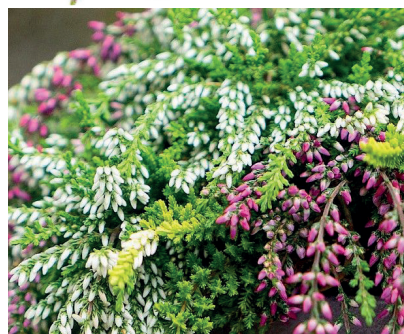
Search the webshop for 'cucurbita' to see the full range
Allow an additional 24 hours for order processing



CALUNA Special varieties



Fluffy®
The fluffiest and most velvety leaves you will ever see, Calluna Fluffy® is unique!



Rasta Girls®
The Calluna with hanging branches full of flower buds for a cheerful and creative effect.



Sunset Fire®
A trio that sparks. Sunset Fire® is autumn in its finest form.



Herbstlavendel
Dream of a lavender field. The Calluna Autumn Lavender is a robust variety with a special lavender color.

Must Haves of the season A/Z

August - September - October

Evergreen shrubs



Camellia Black Lace



Camellia Winter Perfume



Eucalyptus gunnii



Euonymus



Skimmia Festival



Skimmia Merlot



Skimmia Mamma Mia



Skimmia rubella



Skimmia White Dwarf



Skimmia Finchy



Nandina Twilight



Nandina Lemon Lime



Nandina Obsessed



Hebe Addenda



Photinia Carré Rouge



Photinia Pink Crispy



Photinia Little Red Robin



Leucothoe Color Diamond

Leucothoe Curly Red

Leucothoe Little Flames

Leucothoe Zeblid



Pieris Little Heath



Pieris Flaming Silver



Calluna Beauty Ladies



Calluna Beauty Ladies High Five



Calluna Garden Girls Trio



Erica Kramer's Rote



Erica gracilis



Gaultheria Big Berry

Gaultheria (Pernettya)



Abelia grandiflora
Land Ladies



Callicarpa bod. Profusion



Hypericum Miracle



Perovskia
Blue Spire



Hydrangea
Euphoria Pink



Pyracantha

Deciduous shrubs



Ajuga
Burgundy Glow



Anemone
Emmy Deep Rose



Anemone
Fantasy Belle



Cyclamen hed
Autumn mix



Heuchera
Indian Summer



Gentiana
Rocky Diamond



Saxifraga
Dancing Pixies



Liriope
Royal Purple



Sedum seduction
La Vie en Rose



Sedum Spot On
Deep Rose

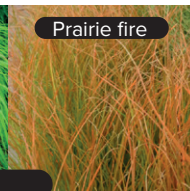
Perennials



Everest



Everillo



Prairie fire

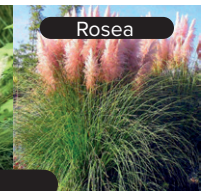
Carex



Pumila

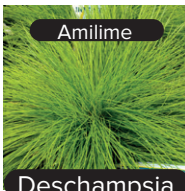


Tiny Pampa

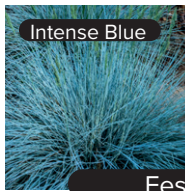


Rosea

Cortaderia



Amilime



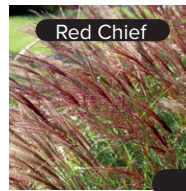
Intense Blue



Amigold

Deschampsia

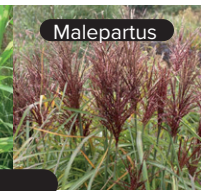
Festuca



Red Chief



Strictus



Malepartus

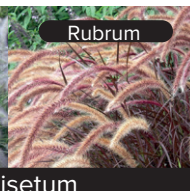
Miscanthus



Fireworks



Hameln

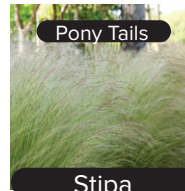


Rubrum



Little Bunny

Pennisetum



Pony Tails

Stipa

Grasses

