

N° **25**

feb - mar - apr

Javado Magazine

**Valentine's Day, Easter &
Mother's Day**

Top 10 Colours for Early Spring

The MEDITERRANEAN GARDEN in February

TREND Vitamin Colour

Bulb Flowers What You Shouldn't Miss

Grower in the spotlight

Colourful Bedding Plants from Sonneveld Plants

Javado Magazine

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Check our
online
photo data-
base



Fantastic, Javado Magazine Issue No. 25!

In January 2019, our very first magazine landed on customers' doorsteps. "We have so much to share and showcase," I wrote in the foreword. Now, six years and 1,200 pages later, every issue is still packed with information and inspiration.

The world of plants is a flourishing and growing industry, filled with passionate people. Each edition of Javado Magazine offers an opportunity to share that passion.

We've received many positive reactions from our customers. I want to thank you for this and, of course, wish you lots of enjoyment with this magazine.

Gerson Aalbrecht

Boost your sales with 'Sesame Street'

Exciting news: it is now possible to order the official garden centre series from the world-famous brand 'Sesame Street' via Javado! Sales in the United States have been a huge success, and the initial tests in Dutch garden centres have also been very promising.

Javado has been approached to distribute this unique range to garden centres across Europe. Check pages 5 and 6 for more information.



New Series of Designer Pots

"Dutch Beauty" is a new range of metal pots with an enamel finish, designed by artist Rick Triest. These will be available in our webshop under the Ter Steege collection starting early March.

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TAG6, New CC Label

To ensure the CC Pool System remains fair and protected against unauthorized influx, Container Centralen has introduced a new label as of January 6. Javado has relabeled all its CC containers and now dispatches them with the correct TAG6 label. From now on, only TAG6 CCs will be sent out.

You can still return your CCs with the TAG5 label. These will be converted to TAG6 at the depots, ensuring that only the new labels are in circulation as soon as possible.



Allium XXL in Pots

Imagine loving Alliums in your garden but forgetting to plant them in autumn. We've got the solution: Allium XXL in pots!

Plant these Alliums in your garden, and you'll enjoy their stunning, large blooms this summer. The assortment is absolutely mouthwatering, with exclusive varieties like White Giant, Universe, and Globe Master.



These bulbs are grown peat-free and come in an attractive pot cover made from recycled paper.

Search for Allium XXL in our webshop.

Colour of the Year 2025

With the vibrant yellow shade "True Joy," paint specialist Dulux has introduced an energetic colour that forms the perfect base for a living room filled with optimism, pride, creativity, and energy.

We wholeheartedly embrace this colour of the year. Browse through this magazine—it might just be our most colourful edition yet!

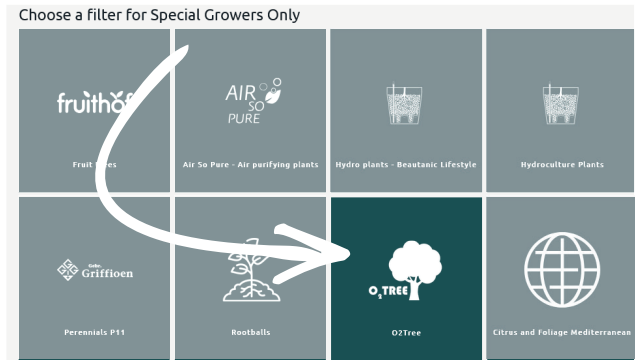


O2 TREE, tree assortment for every garden centre

New in our range: elegant trees that are perfect for any garden centre. These are many beautiful varieties, all grown in pots and delivered with an O2 TREE label.

The goal of this grower is to encourage more people to plant trees. Trees are good for a healthy living environment. They store CO2 in their trunks, produce oxygen, trap fine dust, provide cooling in hot periods, and are beneficial for biodiversity.

The grower aims to achieve this goal by offering attractive trees in a size that is logistics-friendly. You can easily order the elegant standard and half-standard trees through our webshop.



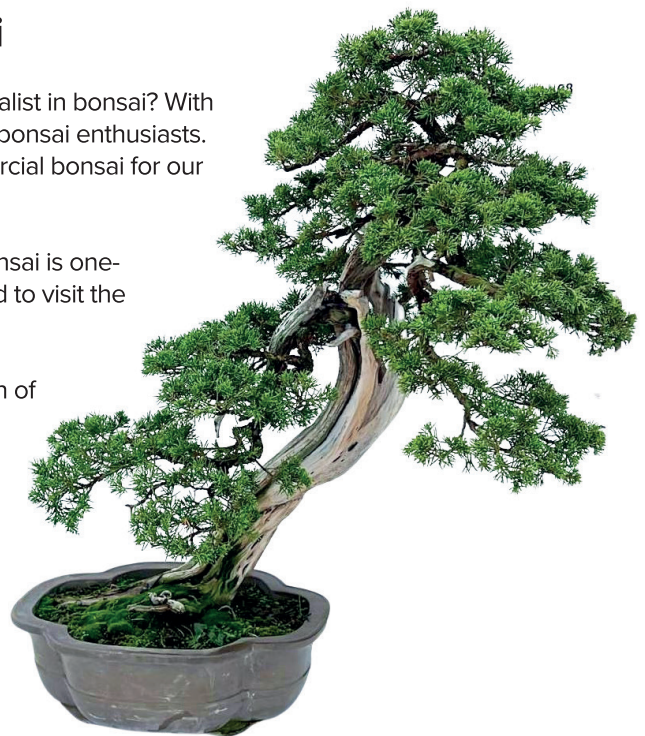
New at Javado: Unique, Exclusive Bonsai

Did you know that we work closely with the leading European specialist in bonsai? With over sixty years of experience, they are a well-known name among bonsai enthusiasts. For years, we've been ordering a wide range of high-quality commercial bonsai for our customers.

They also offer unique bonsai in the very highest segment. Each bonsai is one-of-a-kind and is sold to enthusiasts who travel from all over the world to visit the company.

You can now order these unique bonsai from us. Only one specimen of each item is available. You will see the most beautiful examples.

Search for Bonsai UNIQ on our webshop and view the current selection.



Javado brings miffy to your garden centre

Miffy? The real miffy?! Absolutely! Miffy herb pots and miffy summer bulbs, for example. We're introducing an entire series of educational gifts specifically tailored for sale in garden centres.

In addition to being educational, our children's collection is also commercially oriented. It attracts a new target audience: people looking for a gift - and children, of course. In short, anyone who wants to turn shopping into an experience.



Miffy Diorama Summer



Miffy Terracotta Pot Sunflower



Miffy Herbs Cultivating Kit Lettuce



Miffy Heritage Summer Bulbs



Miffy Herbs Mini greenhouse



Miffy Herbs Zinc bucket



Miffy Mini Greenhouse Strawberry



Our miffy products come with English as the standard language on the packaging. However, if you are interested in the miffy range in another language and the order quantities are sufficient, this can be arranged

Javado brings Sesame Street to your garden centre

Big Bird, Elmo, Cookie Monster and their famous friends will help children get excited about plants and gardening. We're introducing an entire series of educational gifts specifically tailored for sale in garden centres.

In addition to being educational, our children's collection is also commercially oriented. It attracts a new target audience: people looking for a gift - and children, of course. In short, anyone who wants to turn shopping into an experience.



Oscar's Herbs Jute Bag Chives



Seeds bomb Ernie



Big Bird's Herbs Cultivating Kit Lettuce



Elmo's Herbs Zinc bucket Basil



Sunflower game Big Bird



Strawberry Wooden Box Abby Cadabby



Cookie Monster's Kitchen Herbs Bar

Order before every Wednesday 11 AM for next week delivery!



Our Sesame Street products come with English as the standard language on the packaging. However, if you are interested in the Sesame Street range in another language and the order quantities are sufficient, this can be arranged



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Valentine's day



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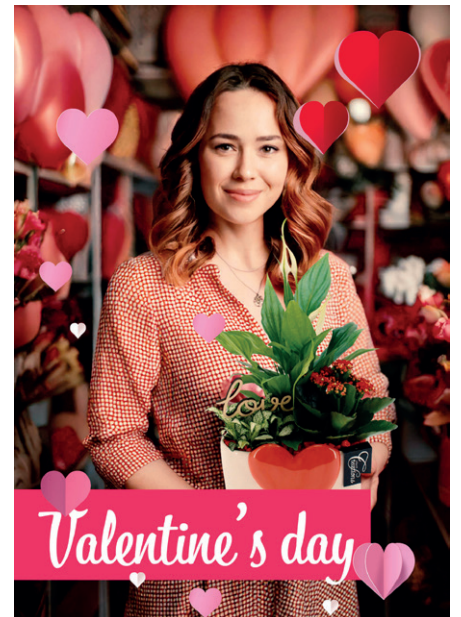
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Valentine's day

500092



OUR NEW COLLECTION

View the entire collection on our webshop.

COLLECTION
BY JAVADO



hoya + BERRY



PHALAENOPSIS + BERRY



SAINTPAULIA + BERRY



DIANTHUS + BERRY



CAMPANULA + BERRY



KALANCHOE + BERRY



ROSA + BERRY



Order the new collection via the webshop. Choose a shipping date from **3 February.**



hoya + LIPS



KALANCHOE + LIPS



SAINTPAULIA + LIPS



DIANTHUS + LIPS



SAINTPAULIA + HEARTS



PHALAENOPSIS + LIPS



PHALAENOPSIS + HEARTS



hoya + HEARTS



KALANCHOE + HEARTS



CAMPANULA + HEARTS



vase hearts white



ROSA + LIPS



vase hearts red



ROSA + HEARTS



DIANTHUS + HEARTS

Kratiste New at Kratiste

Sustainable plant support



RENEWED | Kratiste climbing sticks with sturdy tip

From now on, Kratiste climbing sticks come with a sturdy tip as standard. This serves two purposes. First, it makes it easier to insert the climbing stick into the potting soil. Secondly, you can push one climbing stick into another using the tip, making it simple to extend the stick when the plant needs it.

Of course, this sturdy tip is also 100% biodegradable.

NEW | Eco Wire

Iron wire, but 100% biodegradable. Kratiste's Eco Wire is used in the same way as binding wire. Consumers can purchase it in bundles of 15 meters.



The Eco Wire is part of the popular Kratiste sales box.

COMING SOON

Climbing plants that grow on arches and other shapes are not as common as they once were. It is difficult to secure plants on iron arches without them sliding off. With the rough texture of Kratiste, this problem is solved.

Soon, the first Tradescantias grown on the new Kratiste arches will be available on the market, and Javado is helping to introduce them. Are you interested in these lovely shapes, which are of course 100% biodegradable? Let us know.





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489481



476358



473850



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499967



500022



500389



500001



417042



500390



500020



408484



447842



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499993

499340

500368



271712



500374



472249



337188



Mother's Day



465162



451339



244139



500391



366390



28140



408948



500388



500372



447898



500457



These and many more items for Mother's Day in the drop-down menu on our webshop.

JAVADO



Order from our growers

MOTHERSDAY 2025



Seasonal Plants

Top 10 Early Colour-Bringers



Bellis



Bellis | Everyone loves daisies. We offer Bellis perennis with red, pink, and white flowers featuring a yellow heart, but also the Bellis 'Rogli', which boasts large double flowers. Available from mid-January.

Campanula



Campanula | A gorgeous plant that blooms endlessly. As early as January, we can deliver the first Campanula plants to bring colour to your shelves. The range of types and sizes increases rapidly in February and March.



Dianthus



Dianthus | The choice is vast as early as January. Will you go for the classic 'Oscar series,' try new varieties like 'I Love U,' or simply order them all?



Dreameria



Dreameria | Armeria 'Dreameria' definitely deserves a spot in the top 10. This perennial keeps blooming from early spring to autumn. Available for order from early February.



Anemone



Anemone | Want to enjoy the stunning Anemone 'Harmony'? Be sure to water the plant regularly and remove wilted flowers. This poppy anemone is available from mid-February.



Myosotis



Myosotis | A perfect plant for balcony and terrace planters is the forget-me-not. Myosotis 'Mon Amie' is a robust variety. Available from early February.

Pelargonium



Pelargonium grandiflora | Did you know the Pelargonium Grandi Bella Donna is available from early February? Bring cheer to your home, garden, and balcony.

Primula



Primula acaulis | The fragrances and colours of Primula acaulis are unmatched. This group is available as early as winter, with the season ending mid to late March.

Ranunculus



Ranunculus | The exuberant flowers and colours of potted ranunculus quickly make you forget the winter. The 'Sprinkles series' is compact and large-flowered. Keep them well-watered. Available from early January.

Viola



Viola | Of course, the pansy cannot be missing. With its stunning colour combinations and flower shapes, it's a classic for early spring. Available from early January, with the season typically ending in early March.



Stories from the Trade Fair Aalsmeer

At the beginning of November, the Netherlands traditionally becomes the epicentre of the world of flowers and plants. Part of the immense auction building in Aalsmeer is transformed into a spectacular trade show. The backbone of the Trade Fair Aalsmeer consists of the many growers who bring their range and expertise to life in inspiring stands. Surrounding them, breeders and a wide variety of suppliers of ceramics, glassware and decorations complete the festive experience.

The best way to experience this is in person. For those who couldn't attend this time, here's a selection of the many stories we gathered during the event.



The bromeliad range continues to grow with new varieties in striking colours, such as Vriese Vela (right) and Tillandsia Camina (below).



So cute! This little plant terrarium can be hung on a wall.



This cyclamen is not dyed! This is Cyclamen Super Serie Blue Dragon. Incredible, isn't it? We'll learn more about this remarkable colour in 2025.





You're probably wondering what this is. Yes, it's a pineapple plant, but with a twist! Instead of berries, this plant produces tiny baby plants. What's extra special is that each of these mini plants grows into a pineapple plant that also produces mini plants. It'll be a while before these are available to purchase, but we wanted to share this unique story in advance.



It seemed like everyone wanted to photograph Zamioculcas Chameleon. This eye-catching variety is regularly available from us.

The tamarind plant, with its elegant leaves and exotic appearance, was a crowd-puller at the fair. Its leaves fold up in the dark. For more information, see page 38.



Is "the wilder, the better" your motto? Then Alocasia Loco is the plant for you!



There's a new flat-growing climbing plant, and it's a stunner! Meet Rhipidophora hongkongensis variegata.



The potted rose with striking yellow and red blooms, known as Rosa Liss, has been joined by more special varieties: Gigi, Piia, and Gosia. You can also order them as a mix: Rosa Victory Specials.



Have you heard of Acer Winter Jewels? The bare wood of these acers have striking colours, allowing you to enjoy stunning hues even in winter. Available as a mix for easy ordering.



A welcome development: more and more LED-lit products are rechargeable via USB cables.



You'll never get tired of the beautiful 'Exotique' pot line. By the time this magazine is published, we'll be ready to start deliveries.

This new plant is called *Kalanchoë Supernova*®. The centres of these double flowers tend to merge together, resulting in large blooms that are wonderfully long-lasting.



This spring, a series of brightly coloured parrots will be making their way to us. We can't wait!



Typical Amsterdam canal houses and other decorative pots in stunning Delft blue... At the fair, it became clear that it's not just the Dutch who love these. Visitors from all over the world were smitten with this hyacinth series.



Pellionia is a genus of plants native to countries such as Thailand, Vietnam, and Malaysia. While they are flowering plants, their ornamental value lies mainly in their foliage.

From left to right: *Pellionia repens*, *Pellionia repens variegata*, and *Pellionia pulchra*.

"Repens" means creeping, and "pulchra" means beautiful.



This is *Dieffenbachia Crocodile*. Like a crocodile, it's brilliantly camouflaged. Its leaves are impressively sturdy.

New
plant



Available from now on

Cordyline Magic Star®

Green leaves with cream-coloured edges gradually transition into pink hues towards the intense red stem. The best part? Cordyline Magic Star retains these unique colours year-round. This makes it a stunning accent plant for the patio, as well as a spectacular choice for Mediterranean gardens.

Cordyline Magic Star performs best in fertile, well-drained soil in a sunny to partially shaded spot. This evergreen foliage plant requires minimal care and is hardy down to -5°C.

ø 17cm
499116



New
plant



Available from now on

Anthurium Querida®

- Colourfast flowers with a high-gloss finish.
- Stunning XL flowers and leaves that are even larger than those of other varieties!
- Compact plant structure
- Cold-tolerant during transport at 7°C for up to 48 hours.

ø 12m
499077





Zantedeschia

Interview with a plant

Zantedeschia

*“Many people think my colourful spathes
are my flowers”*

- Zantedeschia

I recognise your beautiful spathes. Are you a Zantedeschia by any chance?

Yes, indeed! People also call me Calla or Arum Lily. In Greek mythology, the gods would drink from the cup of my flower.

Where do you originally come from?

I'm from southern Africa. I love the feel of warm, dry air, which makes me a great houseplant.

What do you mean by that?

Many houseplants need humidity and struggle in the dry air of a typical living room. But I thrive in it. I do have a few special requests though: I need water, but I absolutely hate having soggy roots. So, it's best to give me a small amount of water regularly, rather than a big amount all at once. In winter, one watering per week is enough, and in summer, I prefer two. I also love lots of light, but if you place me in direct sunlight, my leaves will burn.

Where do you get that lovely purple colour from?

To be honest, I owe this colour to the plant breeder and a particular species. Let me explain what I mean: in the wild, you'll mostly see me in bright yellow or subtle cream shades. But there's one wild species, *Zantedeschia rehmannii*, found mainly in Mozambique, which has spathes in various shades of pink. Thanks to this species and years of selective breeding, we're now available in a whole range of beautiful colours.

Would you like to say anything to our readers?

Just two quick things about my 'flowers', if I may. Firstly, many people think that my colourful spathes are my flowers, but that's not quite right. What you're actually seeing is a bract that protects my real flowers while also attracting pollinators. My true flowers are tiny and are located on the spadix, or 'flower spike', that you can see in the middle of the spathe.

And lastly, here's a great tip if you want to enjoy me for longer. Remove the spathes as soon as you see them starting to turn brown. Just pull them off gently—it's better than cutting them. Grab them as close to the base as you can and give them a tug.





air
so
pure

Air So Pure: The Power of Storytelling

Garden centres with a well-organised Air So Pure display know the secret: the plants practically sell themselves. Behind this success lies a compelling story and clever marketing psychology.

The Story of Air So Pure

Living in a healthy environment, in harmony with nature, promotes inner peace, energy, and balance. The Air So Pure collection is carefully selected for its exceptional air-purifying qualities that contribute to a healthier living space. Air So Pure is driving a green revolution to enhance the well-being of everyone—at school, at home, in the office, and in public spaces.

Every plant in the range undergoes independent scientific testing. Only the plants with the highest air-purifying scores earn the prestigious Air So Pure label.

Marketing Psychology

As a retailer, you know that emotions play a critical role in decision-making. Without emotion, there's no purchase. Emotion creates urgency, prompting action. How does Air So Pure ensure strong sales? In other words, how do they add emotion to the shop floor? They tap into the powerful emotion of desire. Everything—the text, images, and even colour combinations—is designed to evoke a world of well-being. They draw consumers into an environment that exudes relaxation and health. The message is clear: with our beautiful and healthy plants, you can improve your immediate living space. Or, as they put it: Create your own **world of well-being**.

Air So Pure in Practice

Storytelling happens on the shop floor. Whether you have a large or small Air So Pure display, the foundation is always the plants themselves. Visit our webshop to explore the Air So Pure range and order plants delivered with a consistent and appealing look.



The basic poster tells the story on both sides.

The Four Worlds of Air So Pure

Air So Pure plants enrich your environment. While the first thought may be the living room, there are more possibilities. To inspire consumers to think beyond the living room, Air So Pure focuses on four worlds:

LIVING

Enjoy healthy living with our popular air-purifying houseplants, which provide more oxygen, better humidity levels, and stylish decoration.

WORKING

Create an appealing workplace with better air quality, where our plants boost mood, increase creativity, and contribute to a positive environment.

LEARNING

Our unique plants remove unpleasant odours, convert CO₂ into oxygen, absorb noise, and enhance learning performance.

RELAXING

Relax and feel happier with our air-purifying plants around you. They improve daily life quality, support relaxation, and aid mental recovery.



Small Air So Pure Section

If space is limited, start small! Keep it clean and simple. Choose a selection of Air So Pure plants and dedicate a garden centre table or another display unit to them. Ensure the labels are neatly aligned. Place the standard A3 poster, and you're all set.

Large Air So Pure Section

For those with space for a (relatively) large Air So Pure display, you can go all out with the range. From large houseplants to hanging plants and from a complete calathea assortment to a jungle of ferns, spathiphyllums, and more.

If you're interested in creating an Air So Pure display in your garden centre, we're happy to explore options with you and Air So Pure, including ceiling banners and table edges.

Learning from Practice

Air So Pure shared several practical examples with us. A German garden centre group, for instance, regularly showcases what Air So Pure plants can do for you in their consumer magazine.

Another trend we're seeing more often is in-house vloggers. Many garden centres have one or more staff members who create regular vlogs at their location—a perfect platform for the Air So Pure story.

Would you like to receive lifestyle images and the Air So Pure logo? Send an email to marketing@javadoplant.com.



TIP: Do you know about the Euro pallet water tray? It's an easy and budget-friendly way to create additional displays. We can supply the water tray, and you likely already have Euro pallets. Add some height variation, arrange the plants and poster, and you're good to go.



AIR SO PURE

Air So Pure - Air purifying plants

Start today! Choose your selection on our webshop and create **your world of well-being**



VITAMIN Colour





MICA

Boaz

MICA



Pastel Stripe



Colour Stripe



Fruitpot strawberry



Fruity Head



Lemon L 865

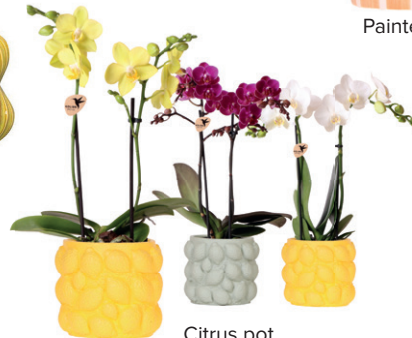


Painted Stripe



Ter Steege

Sanah



Citrus pot



Fruitpot citrus



Ter Steege



Ter Steege



Painted Stripe



Eddy



Berry Red



Citrus Yellow



Daan

MICA



Fruit ceramic



Dolce Frutta



Mediterranean Garden

With these fragrant Eucalyptus and fresh Citrus plants, you can enjoy a touch of Mediterranean charm. You can start working with these varieties in **FEBRUARY**. Spring begins here!

Eucalyptus gunni 'Azura'

The Eucalyptus 'Azura' has that beautiful blue-green eucalyptus foliage that smells delightful when touched. What makes this variety even more special is that it's the most frost-hardy Eucalyptus, tolerating temperatures as low as -20°C!



'Azura' responds well to regular pruning. Place it in a sheltered spot with plenty of sunlight.

Eucalyptus citriodora

This Eucalyptus has a refreshing lemon scent, which not only pleases the senses but also keeps mosquitoes at bay. The fresh green leaves with red veins add a decorative touch.



This fast-growing plant is easy to prune, keeping it full and bushy. Place it in a sunny spot. Frost-resistant down to -5°C.



Eucalyptus pulverulenta 'Baby Blue'

Why the name 'Baby Blue'? This Eucalyptus also boasts stunning blue-green foliage but is much more compact in growth.

'Baby Blue' thrives in sunny locations and is frost-hardy to -8°C.

Eucalyptus parvifolia 'Oliva'
'Oliva' has elegant olive-green leaves with a delightful scent.

It is moderately frost-hardy, easy to prune, and loves a sunny spot.



The Wellness Experience

Eucalyptus leaves are known for their aromatic oils. Want to create a real wellness atmosphere at home? Pour boiling water over a handful of eucalyptus leaves and enjoy a refreshing steam bath. This can ease your breathing and repel mosquitoes and flies.

Or cut a few branches, make a bundle, and hang it under the showerhead.



Eucalyptus websteriana 'Botanic Hearts'

The heart-shaped leaves of 'Botanic Hearts' make it highly popular in the cut flower industry. As a plant, it's a charming addition to any collection.

'Botanic Hearts' is moderately frost-hardy, easy to prune, and thrives in sunny areas.



Eucalyptus as a Houseplant?

We understand why you'd want to bring trendy eucalyptus indoors. You can! Provide a spot with plenty of light and keep the potting soil moist with weekly watering.



Mediterranean

Poster A3
500266



We can deliver these citrus trees with colourful fruits in February.



Citrus microcarpa Calamondin

This popular citrus tree is likely a hybrid of Kumquat and Mandarin. The result is a densely branched, compact tree. Its many fruits are as sour as lemons with a hint of sweetness. In the culinary world, it's a beloved flavour enhancer. Try Calamondin instead of lemon on fish and taste the difference.



Citrus limon Lemon

The classic lemon tree. After beautiful white blossoms, the iconic yellow lemons appear. Citrus Lemon is a stunning plant for the patio.



All these elegant citrus trees keep their green foliage year-round. However, they need to be protected from frost. When outdoor temperatures drop below 5°C, bring them inside. A cool, bright space like a conservatory is ideal for overwintering.





Citrus x floridana Limequat

The Limequat is an intriguing citrus tree, a hybrid between a lime and a kumquat. Its small oval fruits are greenish-yellow. The thin, edible peel is sweet, while the fruit offers a perfect balance of sweet and sour flavours.



Citrus margarita Kumquat

The Kumquat produces delicious small fruits with a flavour that combines orange and mandarin. Its glossy green leaves add to its charm.



Citrus aurantium Canaliculata

The Canaliculata is a true eye-catcher. Likely a cross between bitter orange and grapefruit, it produces distinctive bumpy fruits with veined skin. These are not typically eaten fresh but are excellent in recipes.



Citrus reticulata Mandarin

The true mandarin tree is more fragrant than other citrus trees. Its easy-to-peel fruits are delicious, making it a popular choice.

Enjoying Citrus Indoors?
Provide a sunny spot and water regularly to prevent drying out. Add liquid fertiliser every two months.



Exotica jug



Madrid pot



Metal Vase Citrus



Lua pot round terra



Mediterranean

Poster A3
500267



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.

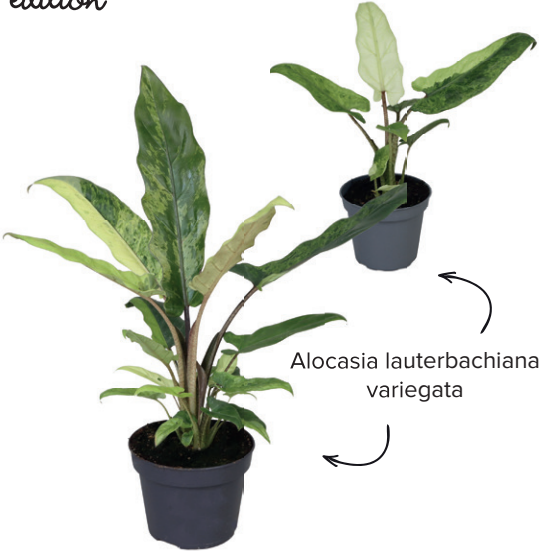
Filter on RARE PLANTS



Denmark edition



Anthurium Renaissance variegata



Alocasia lauterbachiana variegata



Alocasia cupera Red Variegata



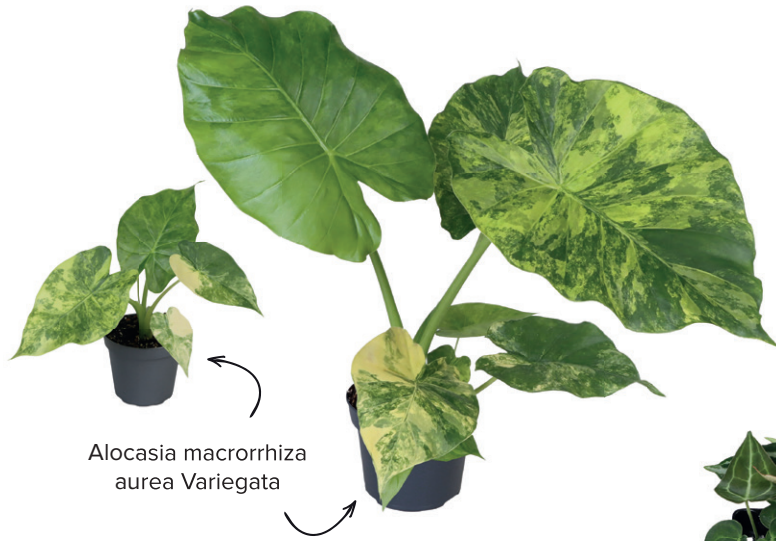
Alocasia bambino Green Variegata



Alocasia bambino Pink Variegata



Alocasia Dragon Scale
Variegata



Alocasia macrorrhiza
aurea Variegata



Alocasia Black Velvet
Pink Variegata



Monstera deliciosa
Mint



Philodendron Florida Ghost



Anthurium mix



Monstera obliqua
Variegata



Bas Sonneveld

"The first eight weeks of a plant's life are crucial for its entire lifecycle"

The spring sun breaks through. The garden center is bustling, and with smiles on their faces, people are loading their favorite bedding plants into their shopping trolleys. This report is about the stunning bedding plants from Sonneveld Plants, but to be honest, I'm writing this on a crisp November day, and spring is still a long way off. Yet, the foundation for next spring is being laid right now. Bas Sonneveld explains everything to me.

What are we looking at?

Here, you see the tiniest versions of the bedding plants we'll eventually sell next spring. These are cuttings of Marguerite Daisy's, Scaevola, Sanvitalia, and many other varieties. While many growers have their cuttings rooted by propagators, I choose to do it myself. In November, I have the time and space for it. But there's an even more important reason: the first eight weeks of a plant's life are crucial for its entire lifecycle. I devote more time and care to rooting than propagators typically would. We keep the temperatures lower, which prevents the plants from being rushed. Once they develop roots, I trim them again to ensure the starting material is extra well-branched. Both I and, ultimately, the customer benefit from this approach.

What else goes into cultivating bedding plants?

We've developed a growing method that we believe delivers the best results. We grow relatively cool and dry. More heat and water would encourage growth, but the challenge with bedding plants is keeping them compact while ensuring they produce flower buds. There are growth inhibitors available to keep plants compact, but we prefer not to use them.

The necessary nutrients are partly in our potting soil mix and partly in the water we provide. We've created our own super mix, enriched with silicon.

How do you deal with pests and fungi?

We start every day with an "anti-fungi hour." We crank up the heating and open all the windows. After this hour, the moisture is expelled from the greenhouse, and the heating can be turned off or lowered. Because we grow cool and dry, we don't face many fungal issues.

Our main pests are thrips and fungus gnats. We've been using biological controls for years. We deploy predatory mites and Atheta beetles, the latter being particularly effective at catching fungus gnats.

How do you choose which varieties to grow?

When it comes to bedding plants, there are countless varieties from breeders to choose from. We're shown stunning images of new series, but I've found that when I trial them in our greenhouse, the reality isn't always as rosy. Take the Petunia, for example. We've been growing the Petunia Surfinia® for as long as I can remember, and I've yet to find a Petunia that delivers equally impressive results. So, we continue to choose the Surfinia®. Unfortunately, this quirky variety refuses to bloom before week 16, so people will need to be patient until mid-April.

Personally, I've recently fallen in love with the Argyranthemum, also known as the Marguerite Daisy. What a fantastic bedding plant, available in multiple colours! Did you know the Marguerite Daisy starts blooming in mid-March and doesn't stop until November? I feel like this plant doesn't get the recognition it deserves, and I've taken on the role of its ambassador. I'm about to become a father to a baby girl, and I'd have loved to name her Marguerite, but my wife wasn't on board, ha ha ha!

How can I identify high-quality bedding plants?

It's not that difficult, really. Sometimes you'll see bedding



From unrooted cuttings in early November to a greenhouse full of colour by spring.



Bas's son Fos is thriving among the bedding plants. The family is also expanding, as Fos will soon have a little sister.

plants with dull leaves and lackluster flowers. That's not the best quality. Often, this happens when plants are heavily treated with growth inhibitors. The leaves should be fresh green, and the plant should have a natural, healthy shine.

You took over the nursery from your father and have now been a grower for eight years. How's life as a grower?

Each year is different, and that brings its own challenges. I work with seasonal products that need to sell no matter what. If sales aren't going well, I notice it immediately in my wallet. Some traders try to pit different bedding plant growers against each other. I don't believe in that.



Argyranthemum frutescens is a fantastic bedding plant.



Ultimately, we all want the same thing: a healthy, thriving ornamental horticulture industry now and in the future. Thankfully, Javado shares my perspective.

Despite the unpredictability, being a grower has brought me a lot. I've built a great group of friends, many of whom are also growers. Every Friday afternoon, we meet up at someone's greenhouse for a friendly drink. It's a unique profession, incomparable to anything else, but we understand each other, and that creates a special bond. ■



A star in the lineup! The *Scaevola* thrives and blooms in coastal areas, cooler summers, and even semi-shade. It's unstoppable.





The Story of Petunia Surfinia

Petunia Surfinia® has become one of the biggest brands in ornamental horticulture. Despite the vast range of bedding plants available, one thing is certain: people ask for Surfinia®.

It all started in 1990 when breeding trials at Suntory revealed a new Petunia variety with remarkable traits. Stunning flower cascades spilled over the test fields. The name Surfinia®, a combination of “Surfin” and “Petunia,” was an apt choice.

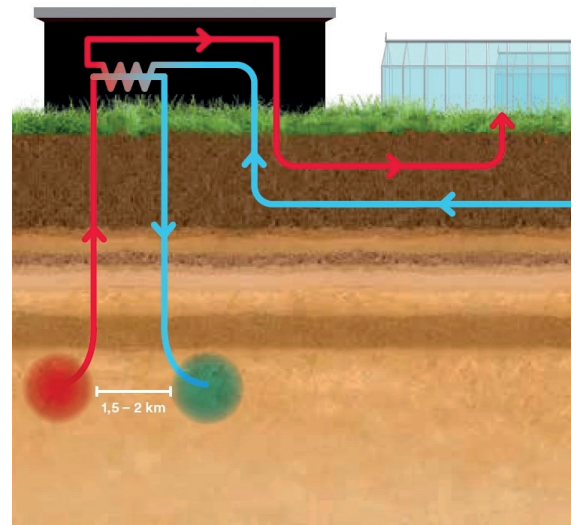
Surfinia® was exceptional in many ways: not only did it create richly blooming hanging plants, but it was also highly weather-resistant and self-cleaning. There’s no need to deadhead this plant; it naturally sheds spent blooms.

Garden enthusiasts and landscapers quickly recognized Surfinia®’s qualities, and its popularity skyrocketed. These beautiful hanging plants now adorn everything from the streets of Southern European cities to picturesque mountain villages, from English pubs to iconic Dutch bridges.

Thirty-five years later, what began with a purple variety has expanded into a diverse range. Surfinia® is still regarded by many as the best Petunia available.

Geothermal Heating

Sonneveld Plants uses geothermal heating, drawing water from a depth of 2.3 km. Through a pipe system, water at 87°C is brought to the nursery to heat the greenhouses. Once the water cools, it’s pumped back into the ground at a different location.



Calibrachoa | Did You Know?

You might not have known this: Calibrachoa is named after Mexican botanist Antonio de la Cal y Bracho.

Calibrachoa resembles Petunia but has smaller flowers. While related, they are distinct species. Recently, it has become possible to crossbreed the two, resulting in a hybrid called x Petchoa.

Sonneveld grows Calibrachoa both by colour and in trio combinations.



Sonneveld Plants has the MPS A+ certificate.



Easter



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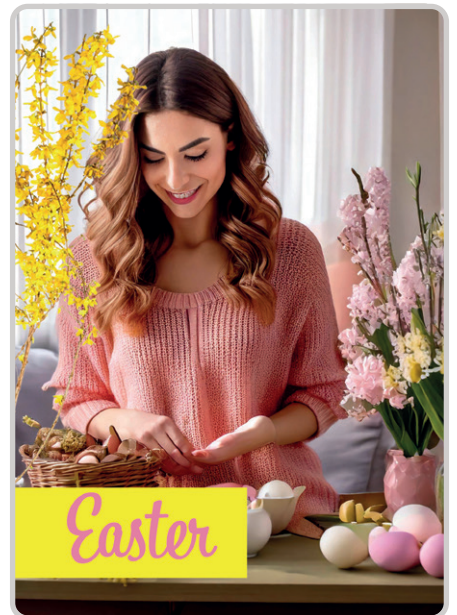
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Tamarind Cravings

The pods of the tamarind tree are found in many kitchens around the world. They are used to make lemonade and are a real flavour enhancer for pasta sauces and delicious curries.

But did you know that tamarind is also available as a houseplant? It's a wonderfully ornamental plant that captures the imagination.

Place tamarind in a sunny spot in your home. Forgot to water it once? No problem, the plant is quite drought-tolerant.



The fact that the leaves move in sync with the rhythm of day and night makes tamarind even more unique!

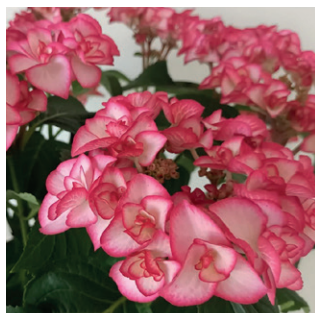
The numbers available are limited, but Javado's customers have an advantage with the grower, provided they let the grower know how the sales are going. Is this something for you? Let us know.

Remember this name: Yulika

Hydrangea macrophylla 'Yulika' boasts stunning bicoloured flowers, but Yulika has even more to offer. This hardy garden plant flowers on both old and new wood, ensuring an abundant display every year.

The flowers start as dark pink with light pink and change colour as they age.

Hydrangea 'Yulika' is a finalist in the "RHS Plant of the Year Award." Javado has secured a batch. Order now before our stock runs out.





Hydrangea Black Steel

Black steel garden hydrangeas are hugely popular. We are therefore proud to present this mixed trolley featuring seven varieties. **SUPER SHARP PRICE PRE-ORDER**



Order now to get the special rate

Deliveries from now up to 11 April

- 5 Black Steel (mophead) varieties
- 2 Zorro (lacecap) varieties
- Well branched plants, ready to burst into leaf and flowering buds formed in the plants.
- Attractive bold colour label, for high impact, uniform display sales
- Stocky 5 ltr plants
- Mixed trolley of 68 plants

Ø23cm | 336961



Potted flower bulbs - highlights

We help you navigate our extensive potted flower bulbs range. These stunning varieties and mix pots are new or noteworthy.



Narcissus Geneve



Narcissus Akita



Narcissus Apricot Whirl



Narcissus Josina



Narcissus Peach Swirl



Narcissus Golden Carpet



Narcissus White Petticoat
>17/02/'25



Narcissus Adriana



Muscari Emmy



Muscari White Spear



Iris Katharine's Gold



Iris Pauline



Muscari Pink Surprise
>03/03/'25



Muscari Festival



Iris Pixie





Tulipa Pamplona



Tulipa Tweety



Tulipa Sugar Baby



Crocus Jeanne d'Arc



Crocus Flower Record



Crocus King of the Striped



Frittilaria meleagris alba



Frittilaria meleagris



Frittilaria meleagris



Frittilaria hippolyta



Bulbflowers Garden



Bulbflowers Parade



Hyacinth Festival





Cees van Soest

The garden plants column

Aquilegia vulgaris

The columbine is not only beautiful to behold, but it also brings a touch of mystique and folklore to the garden, offering a welcoming space for pollinators in spring and early summer. Read on to discover more!

The Name *Aquilegia vulgaris*

The name *Aquilegia* has an interesting origin and comes from the Latin word *aquila*, meaning eagle. This refers to the shape of the flower, where the long, curved spurs are likened to the talons of an eagle.

The species name *vulgaris* simply means "common," indicating that this plant is widespread in its natural habitat.



With a bit of imagination, it's easy to see how the name *Aquilegia* came about.

Origin

The natural habitat of *Aquilegia vulgaris* is not in some distant land, but right here in Europe. The plant thrives in moist, shaded grassy areas and at the edges of deciduous woodlands. Garden enthusiasts value this plant because it thrives in partial and full shade, where many other flowers struggle to bloom. Sadly, in the wild, the columbine has become less common due to habitat loss.

A Must-Have for the Biodiverse Garden

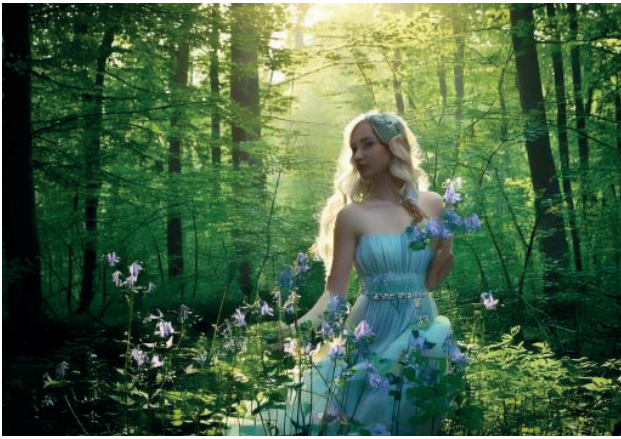
The colourful flowers are sure to attract and pollinate various species of bumblebees. The nectar is hidden deep within the flower's funnels, accessible only to long-tongued bumblebees. Other species of bumblebees may resort to making a small hole in the flower to reach the nectar. These do not pollinate the plant.

fun fact

A Traveller in Your Garden

Once introduced to your garden, the columbine will pop up in different spots over time. It survives by self-seeding, but fortunately, it doesn't become invasive.





Symbolism

The exquisite, delicate flowers of the columbine have long been associated with both fertility and sensuality, as well as infidelity. It was even believed that the plant's seeds could boost potency. In the 17th century, it was considered scandalous to give a young woman a bouquet of columbine due to its sexual connotations.

In Shakespeare's *Hamlet*, Ophelia gives King Claudius a bouquet that includes wild columbine, subtly accusing him of infidelity.



Care Tips

Aquilegia vulgaris is a relatively easy garden plant that can grow in most soil types, except heavy clay.

If you want it to spread, don't cut back the spent flowers.

- Most soil types
- Partial shade
- Low maintenance when planted in the ground
- Hardy to -40°C



Spring

April is the key month for selling *Aquilegia*. This is when the visually appealing plants are available on the market, so don't miss this opportunity!

New
plant

Hydrangea Groundbreaker®

We proudly present a revolutionary new Hydrangea paniculata: Groundbreaker® Blush.

This plant features a low-growing and flowering habit with abundant branching. At just 40 cm in height, Groundbreaker® is not only a beautiful shrub but can also be used as ground cover.

- Very compact and densely branched
- 100 days of blooming
- Colour gradient from white to pink
- Ideal for small gardens, balconies, patios, borders, or ground cover
- Hardy to -30°C



PRE-ORDER
NOW!

Available from 28 July
RESERVE NOW!

ø 14cm
499829

New
plant

Pennisetum Tiny Tails®

Will this be the summer sensation of 2025? We have high expectations for this compact plant. Pre-order now for delivery in July and August.

- Unique flower colour that starts pink and ends red-brown
- Clean, dark green foliage
- Compact plant structure
- Abundant blooms from July onwards
- Well-suited for winter conditions
- Also ideal as a patio plant



PRE-ORDER
NOW!

Available from 7 July
RESERVE NOW!

ø 19cm
499289

**SOIL.
NINJA**

"Here at Soil Ninja, we're passionate about getting dirty, experimenting with different ingredients and crafting the perfect recipe for the plants we all adore"

What's new?

We're unveiling our newly improved formulas! With enhanced ratios and innovative components like Lava Rock, Bio Char etc - **we're taking our mixes to the next level!**



New blends added to the range



And there's more:

We're thrilled to announce an exciting expansion of our range with Javado, bringing you more of our iconic blends. Over the years, our soil mixes have become a favourite among Javado's customers, so we're delighted to introduce even more options, including new bag sizes to suit a variety of houseplants.

Check it out on the Javado Webshop:



Must Haves of the season

February - March - April

Fruit



Ficus Little Miss Figgy

Actinidia Issai

Ribes Jonkheer van Tets

Ribes Titania

Ribes Hinnonmäki Röd

Rubus Malling Promise

Vaccinium Blue Crop

Fruit Trees

Evergreen shrubs



Ceanothus

Euonymus Paloma Blanca

Convolvulus cneorum

Clematis armandii

Camellia japonica

Photinia Little Red Robin

Eucalyptus Silver Dollar

Eucalyptus gunnii

Sarcococca Winter Gem

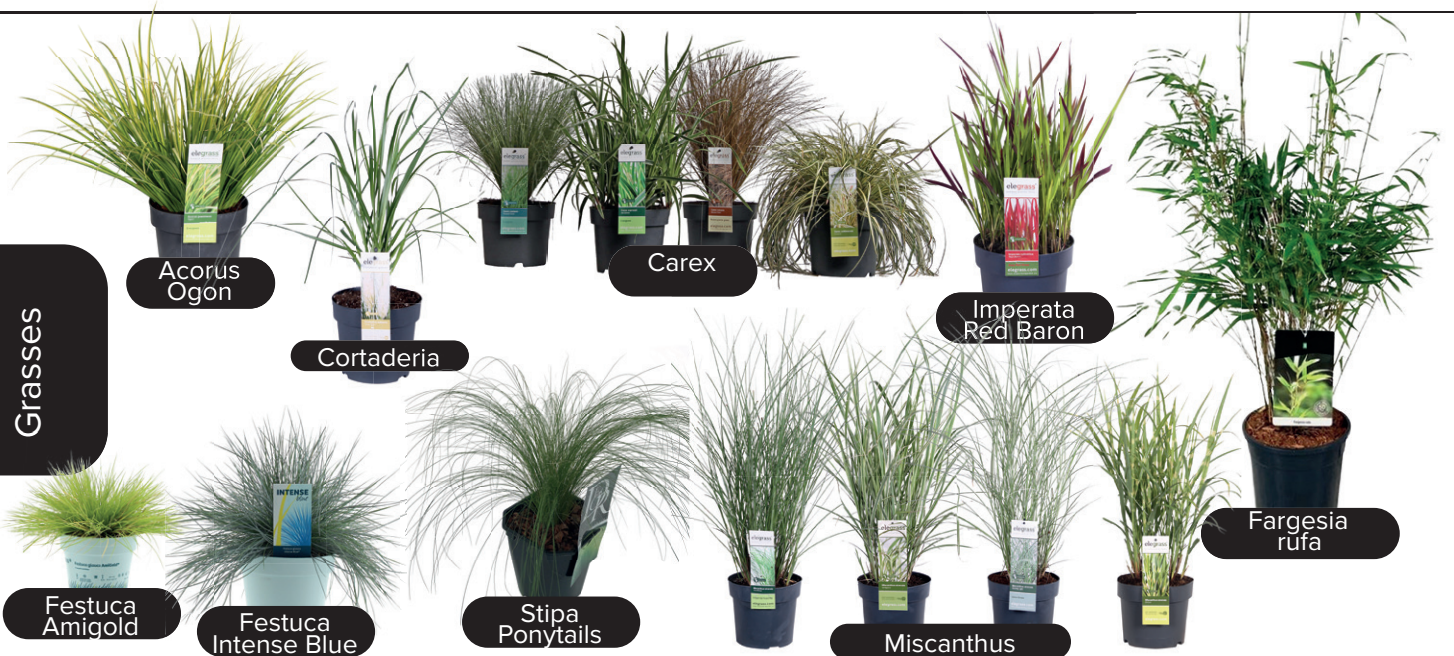
Euonymus

Ferns winterhardy

Ilex crenata 'Jenny'

Hebe Magic Color

Grasses



Acorus Ogon

Cortaderia

Carex

Imperata Red Baron

Festuca Amigold

Festuca Intense Blue

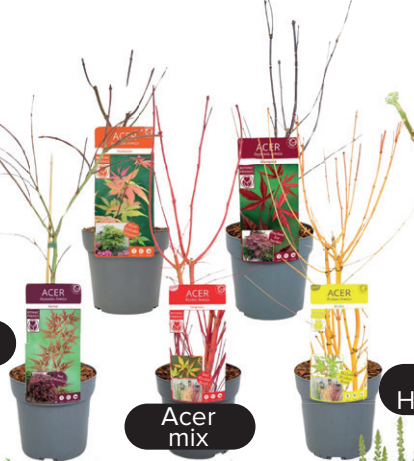
Stipa Ponytails

Miscanthus

Fargesia rufa



Daphne Perfume Princess



Acer mix



Edgeworthia Honey Sunshine



Salix Flamingo



Salix kilmarnock

Deciduous shrubs



Cytisus mix



Acacia Lemon Twist



Hibiscus syriacus



Hydrangea Euphoria Pink



Hydrangea Strong Annabelle



Astroemeria



Aubrieta Kitte



Armeria Dreamer



Anemone Harmony



Erysimum



Hosta



Euphorbia Miner's Merlot



Heuchera Indian Summer



Lewisia Mountain Dreams



Saxifraga



Vinca minor



Dicentra spectabilis



Paeonia Longlife



Iberis Fischbeck



Scabiosa

Perennials



Lithodora Heavenly Blue



Garden Herbs



Lavandula Edelweis



Lavandula Anouk



Lavandula hidcote



Lavandula 6-pack

