

# Javado Magazine

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# Colleague Adelino Named Best Salesperson

Javado's Adelino Mendonça has won the Golden Aliat Award for Best Salesperson in Spain! Considering that Aliat has no



Aliat Grup is a highly active and engaged Spanish purchasing and service centre for garden centres, with over 80 affiliated members.

Adelino, congratulations on this well-deserved award!



# Javado's Ready-Made Bouquet

Our popular silk flowers can be ordered by variety, but we have something new! Tanja and Ilse have designed a cheerful bouquet.

This is now available to order, with or without a vase.

With vase: 507463 Without vase: 507476

# KOKODAMA display

Consumers looking to hang a houseplant can do so with KOKODAMA's 100% plastic-free hanging pots. The supplier has noticed a high demand for empty pots and has developed a special display.

This display, which includes 78 empty hanging pots in various sizes, offers an attractive presentation with no risk of stock loss. The unique properties of the product are clearly showcased, and customers can create their own combinations.



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Page 32: Aquatic plant nursery Moerings



# **Hydroponics: Try Ordering Refill Plants**

You're probably familiar with our wide range of hydroponic plants in stylish little vases. Now you can also order a box of refill plants! The mix includes Clusia, Syngonium, and Monstera, each individually packed in a resealable transparent bag.

This allows consumers to give their own vases a second life—fun and sustainable! Available in Small and Medium. Search for REFILL in our webshop.



# Get Creative with Tillandsia

That Airplants (Tillandsia) lend themselves to creative use is once again highlighted by these two new items. The black crocodile and black frog are highly decorative—an eyecatching feature for your bookshelf or a unique gift.



Javado's Rob Duivenvoorden has won the competition organised by Bremmer Boomkwekerijen. The contest was for naming a new blue-green Juniperus variety Rob

contest was for naming a new blue-green Juniperus variety. Rob came up with the name 'Strongwoody,' which, according to the grower, perfectly captures the essence of the plant: a strong variety reminiscent of Ellwoodii.

The plant is robust, responds well to pruning, is winter-hardy, and has no root problems. The mother plants will be used for propagation, and the first plants will be available on the market in two years.



# The new colourful Lantana Havana is a true sun lover

The 'Havana' series offers a range of vibrant flower colours. You can enjoy them for a long time, as this strong series keeps blooming until the first frost. Moreover, these plants are highly resistant to sun and drought.

Other characteristics include a compact, bushy growth habit and attractiveness to pollinators.

Lantana Havana is available to order from mid-April.





# Soirée® – the new blooming annual

Last summer, Soirée was the highlight of the FlowerTrials, and now we can already offer this charming plant series. The delicate-looking flowers may appear fragile, but looks can be deceiving. Soirée is a true powerhouse, capable of withstanding harsh weather conditions.

Soirée® is a Catharanthus hybrid created by the breeder of Sundaville®, Surfinia®, and Se-netti®. The plants are grown

exclusively from cuttings, making them strong and uniform.

It's a bit like walking into a sweet shop. Which delightful colour will you choose? Or will you just take them all? The product marketing is aimed at a young audience.









dourful

LIPPIA

# **New Metal Pots**

We've added new metal pots and vases to our collection.

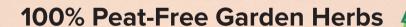
Search for 'Metal' on our webshop.

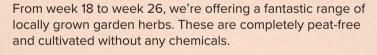
- Stunning designs
- Bold colours
- Strong yet lightweight
- On-trend

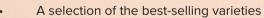












- Easy-care herbs, perfect for gardens, patios, and balconies
- Grown in 100% peat-free soil
- Organically grown no pesticides or chemicals used in production







Garden herbs mix

504281



# Interview with a plant

# Peperomia caperata

"Not many people know that I'm both an epiphyte and a semi-succulent"

- Peperomia caperata

### Who are you and where do you come from?

I'm Peperomia caperata, originally from the Brazilian rainforest, just like 116 other Peperomia species. By the way, Peru has the most Peperomia species, a whopping 405!

## How would you describe yourself?

I have a beautiful shape, if I do say so myself. Nicely round and compact. My leaves are graceful and sturdy, which is where my charm lies. I have siblings with slightly different leaf colours, such as grey and red. Besides that, I'm very easy-going.

## What makes you an easy plant?

I'm pretty relaxed. I look good as I am and don't need to grow much more. So you don't have to give me much water, and plant food isn't necessary. Just give me a nice warm spot in the living room, and I'll be fine. Unless...

#### Unless what?

Unless my potting soil is too wet because I don't handle that well. Not everyone knows this, but I'm an epiphyte. In the wild, I grow on tree trunks. I get regular moisture, but it always drains away—there's never excess water. My thick leaves help me store a bit of moisture, so I don't dry out easily. I'm a semi-succulent, so give me a small sip of water when my potting soil is almost dry again.

## Do you have other fears besides 'fear of water'?

I belong to the Piperaceae family, also known as the pepper family. Piper nigrum is a well-known relative, where black pepper comes from. I'm not a delicacy for humans, but I'm edible. Dogs and cats might take a nibble from me every now and then. That's completely safe for them, but it sometimes startles me.

















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More and more people are discovering

# Slow Living

Surround yourself with soothing colours and shapes—life is busy enough as it is. Slow Living is the art of not letting the fast pace of modern life dictate your home environment.

On social media, you'll find a large community: #slowliving













New plant

# Campanula Ambella **Intense White**

A white Campanula – that's not new, right? Just wait until you place the Intense White next to another white Campanula, and you'll see the striking difference between pure white and almost white.

- Colour stability: The flowers retain their bright white colour, even in cooler temperatures.
- Longer flowering period: Enjoy an extended and abundant bloom.
- Sustainable cultivation: Grown in cooler conditions, requiring less energy.

ø 10.5cm





# Hoya callistophylla

Available from now on

See how amazing the underrated Hoya callistophylla has become after taking its time to grow in this hanging pot, transforming into a lush cascade of leaves with its signature deep green veins.

Available from now on

ø 15m 507229



# Give a Gift That Lasts



**Dried Flower Wreath** I **498773** This dried flower wreath is the reason we decided to work with this supplier. It is a beauti-ful and original piece.

You may have already noticed—we have a new supplier of dried flowers. We are very pleased with the quality and appearance of their work. In addition to many cut flowers and branches available per variety, they offer bouquets, wreaths, and gift items.



vase.

Floral Tea Party | 498770 A dried flower bouquet with 8 stems in a coloured

**Bell Jar | 498768**The glass dome with 10 stems is a wonderfully atmospheric show-piece for any room.



**Sweet Embrace XL | 504269** This XL bouquet contains 50 stems.



**Sweet Embrace M | 504270** This bouquet contains 12 stems.



Silk Peony Love | 504271
This stunning bouquet has 30 stems. Among the dried flowers are silk peonies.

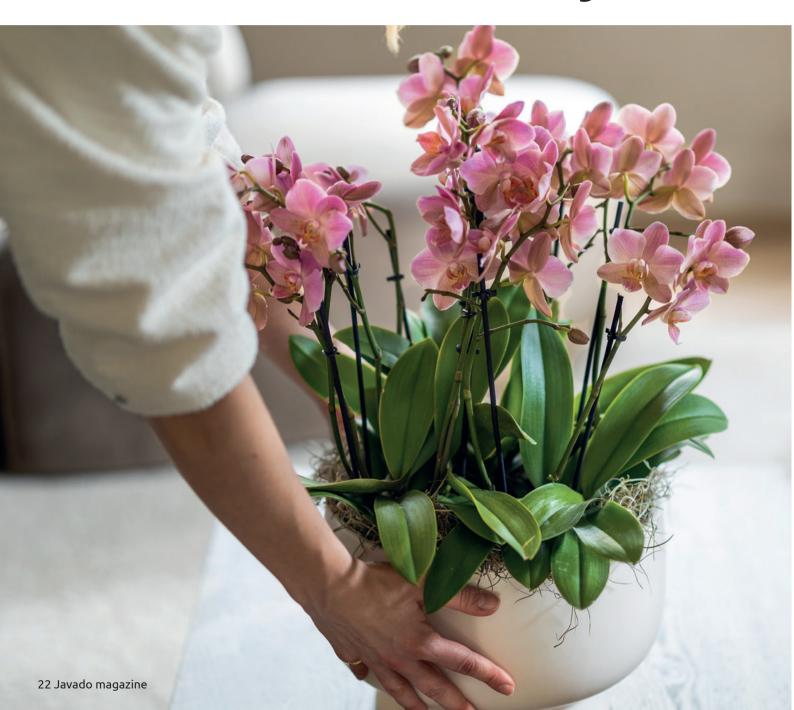


Message in a box I 501746 A small, thoughtful gift item that customers can beautifully wrap or send by post.



Quickly browse the full range of dried flowers in our webshop: Filters → Product Group → Decoration - Dried & Preserved

# Why an Orchid is the Perfect gift for Mother's Day



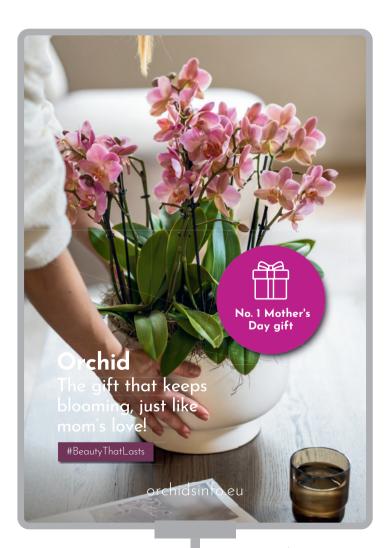


Did you know that an orchid makes the perfect Mother's Day gift? This has been confirmed by large-scale consumer research. It's an ideal gift for all mothers, even those without green fingers, because orchids are very easy to care for. All the plant needs is light, room temperature, and water once a week. You can water it by letting it sit in a shallow layer of water for 10 minutes. Let it drain, and then place it back in its decorative pot. In short, the perfect gift that keeps blooming—just like your love for your mother! #BeautyThatLasts

#### **Get this FREE Poster**

Would you like us to include this beautiful A3 poster with your Mother's Day order? poster? Here's how it works:

- Place an order with a departure date between 22 April and 22 May
- Order at least 40 orchids in total
- Send an email with the subject ORCHID POSTER, including your customer code and departure date, to marketing@javadoplant.com

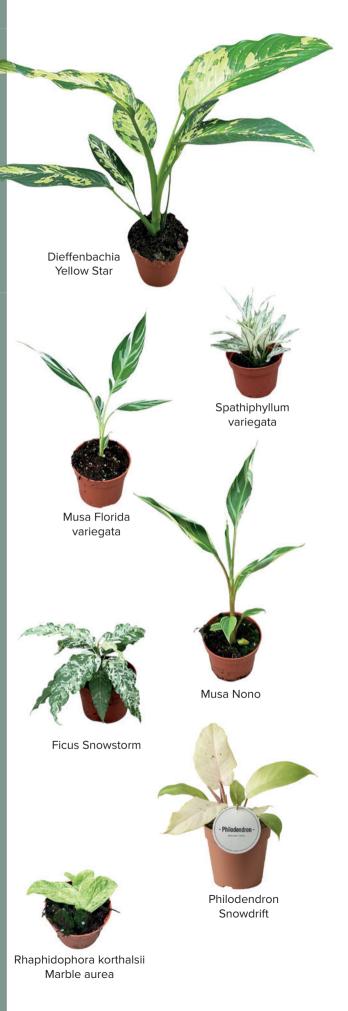


# Urban Jungle Update

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







Alocasia Golden Bone



Hoya ranauensis



Hoya obovata splash



Hoya aceh long leaf



Anthurium DocBlock Zara® '29' X Zara® '3'



Anthurium DocBlock Michelle® '10' X Minerva® '20'





# The Story of DocBlock

Medical doctor and botanist Jeffrey S. Block has a deep passion for plants. When he started crossbreeding velvet-leaved Anthuriums, he could never have imagined that some of his finest hybrids would be celebrated worldwide 40 years later. It is especially the colour he has managed to bring into the foliage that makes these plants truly special.

There is a nursery in the Netherlands that is authorised to grow his protected varieties, and we collaborate closely with them.

So, if you see "DocBlock" in the product description of an Anthurium, you'll know it's something truly special.







# Strong Plant Genes

Plant Select is a breeder and grower, specialising in high-quality Fargesia and Hydrangea. The foundation of their work lies in a state-of-the-art tissue culture laboratory.

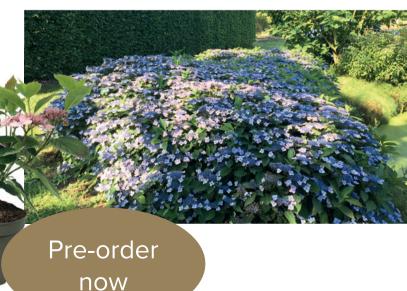
These exceptional hydrangea and bamboo varieties are available directly from their nursery.



- · Strong, disease-resistant
- Colour: cream to powder pink
- Available from week 18 24

Magic Pillow

- Ground cover
- Strong, disease-resistant
- Flowers from May to September
- Available from week 20 26



# One Boo The non invasive bamboo

- Non-invasive
- Strong, easy care
- Ideal for pots, patios, and balconies
- Hardy and evergreen



Fargesia One Boo

Would you love the rustling leaves and beautiful appearance of bamboo but don't want it to spread aggressively? Then One Boo is the perfect choice.

The compact plants, featuring the distinctive and eye-catching One Boo label, will stand out on the shop floor. Consumers will see that the plant is non-invasive and can purchase it with confidence.

With One Boo, you have the smallest visually appealing bamboo on the market. One Boo is available in pot sizes 10.5cm, 14cm, and 17cm.



Fargesia 'Black Dragon' One Boo Black stems

### **One Boo in Colours**

Experience the enchanting beauty of vibrantly coloured stems! As a unique highlight, we offer three colours – the ultimate consumer activation. But act fast, as stock is limited.



Fargesia 'Red Dragon' One Boo

Red stems

Plant Select's excellence was recognised this year with the prestigious AIPH International Grower of the Year Award for young plants.



Absolutely unique in the international marketplace!!! Make sure that you have Runaway Bride® at your point-of-sale this season!





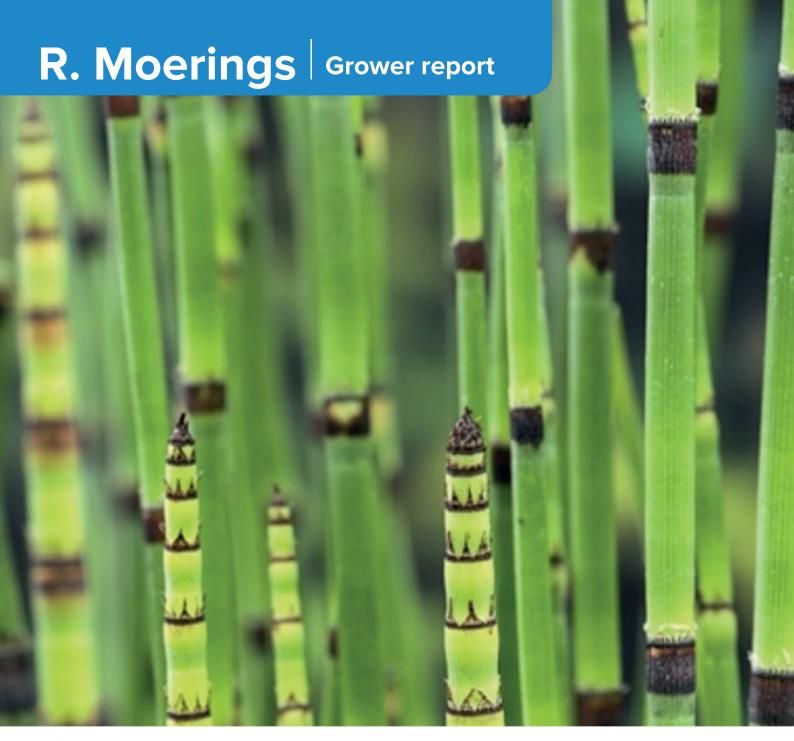




Now available in two pot-sizes: 3.5 Litre (20 cm) and 6 Litre (24 cm)









"Water is the most important addition you can make to your garden"







Who doesn't know the aquatic plants from water plant nursery R. Moerings? But how exactly does growing aquatic plants work? I'm extremely curious. Dolf Verbakel lives next to the company and has been working with his hands in the water for over thirty years. On a sunny spring day, he shows what it takes to become the European market leader in aquatic plants. You can read all about it in this EXTRA EXTENSIVE grower's report.

I step into a bright, modern hall. Around me, trolleys are ready with orders that will be delivered this afternoon, including to Javado. At this point, it looks like any other nursery, but that changes as soon as we enter the greenhouses, because that's where the game with water begins.

# I'll get to that later. First, I'm curious about how it all started, so I ask Dolf.

In the early 1990s, founder Ronald Moerings worked for his uncle, who had a small aquatic plant nursery. That's where he learned the trade, and he was immediately captivated. At that time, there were many small aquatic plant nurseries, but Ronald had a vision: with cleaned pots and a clear presentation on the shop floor, aquatic plants wouldn't just be muddy pots of sludge ordered only by landscapers and true pond enthusiasts. Instead, everyone could enjoy aquatic plants. "A water plant in every hand" remains the motto to this day.

He and I started our own nursery together—two ambitious

young men ready to conquer the market. He dared to invest in a well-thought-out garden centre concept, and it turned out to be a success. Soon, large customers came knocking. We had everything needed for success, except the space for a larger nursery. What we did next was unique. Far away in the south of the Netherlands, we found the perfect location for our plans. Together with five employees, we made the move. Houses were sold, and wives quit their jobs to build a new life elsewhere in the Netherlands. That shows real passion for aquatic plants, doesn't it?

Unfortunately, our remarkable story doesn't end here. In 2015, the ever-positive and energetic Ronald Moerings tragically lost his life in a traffic accident. An incredible shock. Suddenly, I lost my friend, and Fiona lost her husband. Moreover, Fiona unexpectedly became the owner of a large nursery. The way she handled this was truly admirable. With courage, dedication, and the same positivity as Ronald, she emerged as a skilled entrepreneur. You can understand how proud we are to now be the pioneering European market leader.

# Absolutely! When you say pioneering, what do you mean?

We are highly motivated to honour our status. Of course, our product quality must be top-notch. That takes a lot of effort. Our assortment is incredibly broad, and to obtain the right young plants, we must be versatile. Some plants are





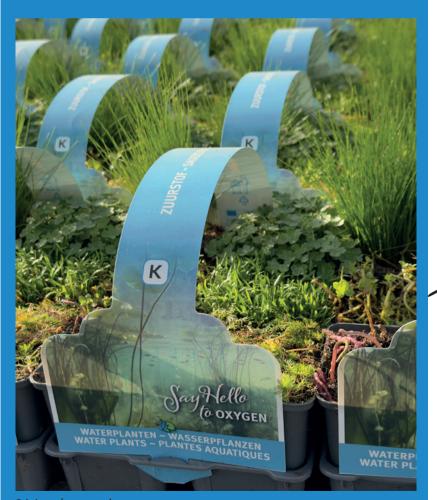
#### A pond works wonders for biodiversity

Water is the most important addition you can make to your garden to enhance biodiversity. Ponds provide a refuge for many animals, from amphibians like frogs and newts to aquatic insects, garden birds, mammals, and flying insects. It usually takes only a few weeks for the first visitors to appear.

Many animals, including bees, birds, and hedgehogs, use ponds to drink. They rest on water lilies, stones, or other aquatic plants. But water is not just for drinking. Birds love to bathe in the pond to keep themselves clean and regulate their body temperature during hot periods. Honeybees collect water to cool their hive in summer and maintain the right humidity levels. They also use it to prepare food for young bees in the hive.



At R. Moerings, they have noticed that since the Covid period, ponds have become very popular. The natural garden, filled with lush plants, is a major trend, and a biodiverse garden is not complete without a pond. As a result, the number of water plants sold has increased and has remained at a high level since 2022.





The terracotta pots have a diameter of 24 cm. They are packed 10 per shelf. Available with Hosta and Equisetum.



Themed six-packs are selling very well, such as the 'Say Hello To Oxygen' pack with oxygenating plants.

The other themes are, **Say Hello To:** 

- **Insects** (insect-attracting plants)
- **Purity** (purifying plants)
- Native plants (native species)
- Colour (colourful plants)
- Fragrance (fragrant plants)



produced via tissue culture, others through cuttings, some by division, and finally, some are grown from seed. Sustainability is also a major focus. We don't require much heat, except for the water lily greenhouse. We cultivate completely peat-free, collect rainwater for reuse in a circular system, and employ special creatures to help with crop protection. Most are too small to see with the naked eye, but I have a surprise for you. Follow me.

We walk through the greenhouses and start at a large section that is thirty centimetres deep but currently holds no water. Here, the weekly stock of the entire assortment is ready to be picked for daily orders.

On Sunday and Wednesday evenings, we submerge this section so the plants can fully absorb water and enter the supply chain soaking wet.

Next, we enter another greenhouse. Here, thousands of water lilies stand in enormous sections submerged in water. That's when I see what Dolf meant: brightly coloured ducks are swimming on the water!

Our ducks filter algae from the water, and if a small worm surfaces, they eat that too! The water here is shallower than you might expect—nymphaeas are only a few centimetres below the surface. This way, the plants receive enough light to start growing, and the stems to the leaves remain short. When harvesting and selling nymphaeas with long stems, there's a high risk of breakage. Once the

consumer places the plant on the pond floor, it quickly adapts.

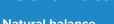
Meanwhile, cultivation specialist Danny joins us as we walk through the greenhouses where marsh and oxygenating plants grow in square aquatic plant pots. We use an ebb-and-flow system. These plants can grow in a pond under a layer of water, but to cultivate them, we play a game with water. As you see now, they are on a dry floor. In winter, we keep them relatively dry. As the season progresses, we gradually increase their time in water. During the day, the floor is always dry. This keeps the nursery clean and tidy, preventing a muddy mess. Additionally, it makes the plants stronger.

In this section, you'll find the oxygenating plants – you can recognize them by their pots, which have extra holes. These plants excel at absorbing various substances from the pond while releasing oxygen in return. They are the essential foundation for turning your pond into a crystal-clear success.

#### What are the best-selling aquatic plants?

Oxygenating plants are the foundation. Water lilies are, of course, indispensable. Equisetum is an absolute bestseller. Our themed six-packs sell very well. Floating plants. Grasses like Scirpus and Typha. Irises... actually, anything that flowers. Some plants are rapidly gaining popularity,





100% natural

#### Natural balance

It's all about natural balance. You achieve this with the right water plants in your pond. However, if the pH, KH, and/or GH values of the water are not correct, the plants will struggle to establish themselves. So, it is essential to correct this first. Fortunately, this is easy with the Moerings product line.

**Professional product line** 



Knowledge is power. The test kit contains three bottles for measuring pH, KH, and GH levels. You can enter your results on the website pondtrends. com to see whether your pond water needs improvement and which products may be required.



# Pond plants in dry packaging

With dry packaging, pond plants become a gift, a grab-and-go item from store shelves, or an excellent product for your webshop. The kits contain one or more trimmed pond plants

in an 18 x 18 cm pond basket, including aquatic soil and gravel. In dry packaging, pond plants can be stored for a long time without water.





# Patio pond

With a ready-made patio pond, you can enjoy aquatic plants even on a balcony or terrace. Various models are available, and each one is a real eyecatcher.

# Consumer website

Moerings has created a comprehensive consumer website: www.pondtrends.com. Here, you can explore the range of plants, learn how to create a pond, find out how to care for it through the seasons, and check the correct pH, KH, and GH values.





such as special Colocasia varieties and orchids.

In the processing hall, we arrive at the tables where plants are prepared for shipment. This is labour-intensive work. The pots are cleaned, and all unwanted growth in the pots is removed. Each plant then receives the corresponding label.

Here, you can see what we envisioned over thirty years ago coming to life. We provide clean products with a beautiful, clear presentation. Any garden centre can sell these—you don't even need a special water plant display. We supply underwater plants, such as water lilies, in a plastic container with a shallow layer of water. As for the other plants, as mentioned, we deliver them 'soaking wet,' meaning they can also be displayed on a regular garden centre table. Anyone can do it, but... some garden centres achieve impressive sales. They go the extra mile.

#### I'm curious—what's their secret?

In short, they have an enthusiastic team member in the department with knowledge of water plants. This person ensures that customers leave not only with the right plants but also with additional pond products. We offer our own 100% natural range of products to improve water quality. We have special soil for water plants and water lilies. We have water testing kits. We have plant baskets, liners, floating rings, and more.

A garden centre with a well-stocked shelf can, for every £5,000 in water plant sales, also generate around £5,000

in related products. The ratio is roughly one to one! We regularly provide training workshops for garden centre staff. At our last event, 700 people attended. We explain that it all starts with asking the customer to bring a small bottle of pond water. The staff test it on the spot, and from there, they provide tailored advice on the right plants, treatments, baskets, and soil.

Of course, this approach isn't for every garden centre, but it's definitely something to consider—we have all the necessary products available. And even for smaller garden centres, we offer great options, such as ready-made patio bowls, allowing customers to enjoy their own mini pond, even on a balcony.

Which brings us back to our motto: A water plant in every hand!  $\blacksquare$ 



## Walnut Juglans regia



Would you like to harvest exceptionally healthy walnuts from your own garden? We recommend the **Buccaneer** and **Broadview** varieties. These are cultivated types, offering significant advantages. While wild walnut trees take around 10 years to produce nuts, cultivated varieties start yielding after just 3 years! The nuts are also much larger and even tastier! So remember: offer consumers cultivated walnut varieties.



Juglans regla 'Lange van Lod' It's incredible how large the walnuts of this cultivated variety are. Photo: De Fruithof



Hazelnuts are highly nutritious for both humans and wildlife. The shrubs attract pollinators, birds, and small mammals. Moreover, hazelnut shrubs require little maintenance and can be planted almost anywhere. Plant these three varieties together for a significantly higher yield, as they pollinate each other well.

'Webb's Prize Cob' Large, elongated nuts. Sweet and aromatic.



High yield, thin shell that is easy to crack. Rich flavour.



'Halle'sche Riesen' Extra-large nuts with a firm shell. High yield and rich flavour.



# Chestnut Castanea sativa

Chestnuts are rich in carbohydrates and have a sweet, nutty taste. They can be roasted, boiled, or ground into flour. Castanea sativa, also known as the sweet chestnut, is not only a great food source but also a stunning tree that greatly enhances biodiversity. Keep in mind that chestnut trees start producing nuts after about 7 years or more.





essential part of a healthy diet. Planting nut trees in your garden boosts biodiversity and provides you with your own nutritious harvest. The demand for nut trees is growing, making it important for garden centres to highlight them.

## Wild Garden **Update**

The wild garden, the sustainable garden, the climatefriendly garden, the ecological garden, the natural garden... the trend of natural gardening is growing rapidly. The range of natural, wild, climate-resistant, and insect-friendly plants is expanding accordingly.

Spring edition



This makes the shrub a fantastic choice for gardening.







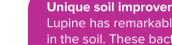
### Lupinus

What a fascinating plant Lupinus is; at least, that's what I've always thought. Whether I see them in the wild or at the garden centre, they always bring a smile to my face. For this feature, I took a deep dive into this plant, and I must say, my fascination has only grown.

#### Lupinus, wolf in sheep's clothing

The name *Lupinus* is derived from the Latin word **lupus**, meaning "wolf." The name dates back to the 14th century and has two possible explanations. One is the belief at the time that the plant would deplete the soil (the opposite is true!). The plant was viewed as ravenous, like a wolf.

Another, more likely explanation is that the toxic Lupinus was as dangerous for sheep as a wolf.



Lupine has remarkable roots that collaborate with a specific type of bacteria living in the soil. These bacteria are attracted by chemical signals from the roots, and once they reach the roots, nodules form. From that moment, the plant gains a superpower: it can draw extra nitrogen from the air and convert it into nutrients. The bacteria benefit as well, receiving sugars from the plant.

This *Rhizobium–root nodule symbiosis* benefits everyone as it extracts nitrogen from the environment and improves soil quality.



Lupinus contains alkaloids, natural chemical compounds. When consumed in large quantities, these are harmful to humans and animals.

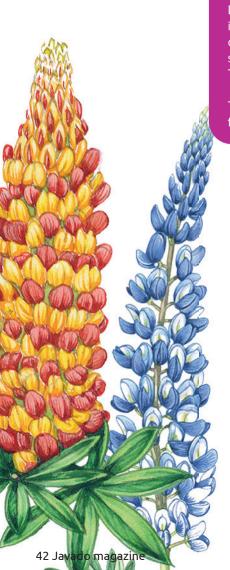
However, Lupinus is eaten by humans, specifically varieties like Lupinus angustifolius and Lupinus albus, which are very low in alkaloids. The seeds are cooked and fermented to remove all harmful substances. Properly prepared lupin seeds are highly nutritious and healthy. They are rich in proteins, fibre, and healthy fats.

They can be eaten as a snack, like olives, or added to salads or soup.

Do these healthy nutrients remind you of legumes? That's correct! Lupinus belongs to the legume family.









#### **New: Lupinus Lupinova**

A new Lupinus series has hit the market. The plants are naturally compact and bloom without "vernalisation," meaning they don't need a cold period to stimulate flowering. As a result, regardless of the conditions, the plant will produce many flowers. The flower stems are very strong, and the

Lupinus Lupinova is a series that truly stands out.
The season is expected to start in mid-May, but availability may still be somewhat limited.

plant is highly frost-resistant.



#### Care tips

- Lupinus is an easy garden plant. They tolerate drought well and only need watering during prolonged dry periods.
- There's no need to fertilise them, as they create their own nutrients (see: Unique soil improver).
- What they don't like is wet soil and chalky ground.
- Give them a sunny spot.
- Remove spent flower stems.





#### Remember this:

Lupinus is one of the few plants that can extract nitrogen from the air and turn it into nutrients (so they don't need fertilisers).

Lupinus enriches the soil and boosts biodiversity.

Beans from non-toxic varieties are edible and make excellent meat substitutes.

Lupinus leaves shade the ground, preventing weeds from growing.

The striking flower spikes come in beautiful colours.















## Organically Grown Fruit Plants



The fruit plants from the Tasty Green brand are organically grown. Discover the various pot sizes and the wide assortment by searching for 'Bio' in our webshop.



## A Thank You for the Teacher





(507025)







