

Nº 27

aug - sep - oct

Javado Magazine

The very best
the **Cyclamen family** has to offer

Research into **QR-codes** on plants

Late summer in the WILD garden

Interview with Zamioculcas

Exclusive interview with David Domoney

Grower Report

Mostert Nursery

Javado Magazine

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Check our
online
photo data-
base



Javado stands out at HTA Show

Visitors to the HTA National Plant Show eagerly explored Javado's richly filled stand. After a successful spring, the atmosphere was excellent - and only improved during the presentation of the prestigious New Plant Awards.

Javado was highly awarded, winning a total of 17 prizes: 5 gold, 5 silver and 7 bronze.

The crowning glory: two 'Best in Category' awards!



Calathea Velvet Glory - Best in Category 'Green Houseplants'
Cotyledon Green Footprint - Best in Category 'Cacti & Succulents'

Javado contributes to film about orchids

TV presenter David Domoney has a message for everyone: surround yourself with plants - they enrich your life.

Together with Javado, he searched for the perfect nursery to capture the beauty of orchids. We chose Opti-flor nursery.

The result is amazing. Take a look:



CONTENT

6

INTERVIEW WITH ZAMIOCULCAS

8

COLLECTION BY JAVADO

10

QR-CODES & PLANTS

14

SPECIAL CYCLAMEN VARIETIES

20

SANSEVIERIA COLLECTION

24

TREND: PLANTS & GLASS

30

MOSTERT NURSERY

46

EXCLUSIVE INTERVIEW WITH DAVID DOMONEY

It started with a small image in this Magazine...

In the article about Air So Pure, in Javado Magazine 25, there was a small image of the handy Watertray. With just a few Europallets, you can easily create a great garden centre display.

That little image made quite an impact. Many of our customers find these Watertrays very useful. We've already sold 500!



So maybe it's something for you too? You can simply order it via our webshop, article number 504812.

Elephant in the room

The frog and crocodile with Tillandsia featured in the previous magazine are selling well. Brand new is this cute elephant with succulent.

Would you place this elephant in your room?



New Javado silk flower bouquet

Our silk flower range can be ordered by variety. You can let your creativity run wild with these incredibly lifelike flowers. The charming bouquets are high on many consumers' wish lists. Javado is happy to help by offering a ready-made bouquet.

The new bouquet is modest in size, but exuberant in appearance. This atmospheric eye-catcher comes with a ribbon.

Article number: 514456



Successful launch of Aster Alpha

This brand-new Aster series was well received by both consumers and growers after its launch last year.

Aster Alpha grows in a perfect globe shape, just like the ball chrysanthemum. Since this Aster is a perennial, it is incredibly versatile. In the garden, it retains its round form in open soil. Even as a patio plant in a pot, Aster Alpha performs exceptionally well.

Extensive testing also shows that Aster Alpha is suitable for both small and large pot sizes.



Phalaenopsis with reliable watering system

Phalaenopsis from Kolibri Orchids can bloom for over 100 days, provided they are watered correctly. The grower has developed a ceramic cover pot with a built-in watering system, ensuring you never water too much or too little.

All you need to do is fill the water reservoir. The orchid pot is not in direct contact with the reservoir, so overwatering is impossible. A wide wick transports water to the roots.

Offer your customers the ultimate orchid experience - order now.



Melodiez Nature Sounds proves itself in-store

Hearing is buying! When you walk past Melodiez's innovative soundbox, it plays a subtle sound that creates a relaxing atmosphere. You can choose a sound that suits any space perfectly. The four options are: Ocean Sound, Bird Sounds 1, Bird Sounds 2, and Jungle Sound.

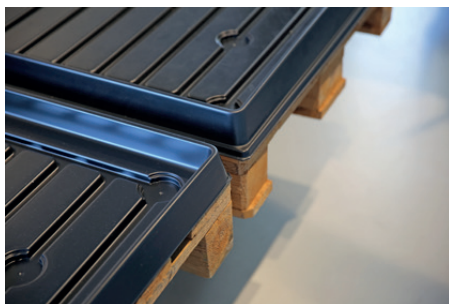
Melodiez comes with three AAA batteries and is ready to use. Customers can also choose the design that best suits their taste.

Melodiez has been tested on the shop floor. Its commercial potential was immediately clear. The turnover rate is high, and the product is highly appealing. Ideal for garden centres wanting to turn their houseplant area into an exciting jungle - while selling the product at the same time.



Create extra sales space in no time with the Watertray

Do you sell more large green houseplants after the summer holidays? Then display them professionally on Watertrays that fit perfectly on a Euro pallet. The rim slightly overlaps the pallet, ensuring it always stays in place.



We supply Watertrays in sets of five. To transport them efficiently, we ask you to place an order for plants offered loose on the layer, with a minimum height of 80cm. This competitively priced green plant mix is a perfect example.





Zamioculcas zamiifolia

Interview with a plant

Zamioculcas

"I'm the ideal roommate. A bit of water when the soil has dried out, that's all I need"

- Zamioculcas zamiifolia

Hi Zamioculcas, I'm really curious - how did you get your special name?

My name tells you exactly who I am. Do you know the plant Zamia? It's a palm-like, ancient plant that I resemble, although I'm not related to it. Culcas comes from the genus Colocasia, to which I am related. So, Zamioculcas means: "a plant that looks like a Zamia but is related to Colocasia!"

And where do you originally come from?

I'm from East Africa, found in places like Tanzania, Zanzibar, Zimbabwe, and Mozambique. You'll find me in rock crevices and sandy forest floors. As long as there's some shade and the soil doesn't retain water, I'm quite happy. Other plants might struggle there, but I'm specialised in surviving dry periods.

I do that with my thick leaves and underground rhizomes, where I store water and nutrients.

What's it like being a houseplant?

Lovely! I don't need high humidity, I don't need much light, and I don't need a lot of water. So even the laziest plant owner can keep me happy. As long as I'm not put in direct sunlight and there's no standing water in my pot, I'm the ideal roommate. A bit of water when the soil has dried out - that's all I need.

Do you have any other special qualities besides your drought tolerance?

Absolutely! The way you can propagate me is quite impressive. You snap off a leaf. My leaf contains a surprising amount of "fuel" and building blocks. Tearing the leaf activates growth hormones in the leaf stem. You stick the leaf into a pot with compost and place it above a radiator or another warm, light spot.

Thanks to the stored nutrients in the leaf, small roots and a small rhizome begin to form. Once the roots are a bit larger, they start functioning. Along with photosynthesis from the leaf you planted, there's a lot of growing power. The rhizome grows, and from it a whole new plant emerges. If you take a peek into the pot after about 6 to 8 weeks, you won't believe your eyes—you'll see a rhizome and lots of roots, all from planting a single leaf!

The new plant begins to grow and the original leaf cutting has done its job. Fascinating, right?



A photograph of a bouquet of dahlias in various shades of orange and yellow, some fully bloomed and some as buds. The flowers are arranged in a light teal ceramic mug with a handle. The mug sits on a light-colored wooden surface. In the background, there is a soft-focus image of a white knitted blanket. The overall aesthetic is clean and modern.

OUR NEW COLLECTION

View the entire collection on our webshop.

COLLECTION
BY JAVADO



SUCCULENTS + annika



asparagus + aisha



phalaenopsis + aisha



Calathea + annika



Javado Collection



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



Codiaeum + annika



anthurium + aisha



SUCCULENTS + aisha



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More items on
our Webshop

QR codes on plants:

more information for both consumers and growers



Many consumers feel uncertain when choosing the right plant. Understandably so, since not everyone has extensive plant knowledge, and expert advice isn't always immediately available. A QR code on the plant label can offer a solution: with a single scan, the consumer instantly gains insight into the plant's needs and characteristics. This lowers the threshold and significantly increases the likelihood of purchase.

Growers also see another advantage: the QR code offers added value not just for the consumer, but also provides valuable insights for themselves.

For the Javado Magazine, I spoke to several growers who were happy to share their experiences and insights. Their contributions offer a clear picture of the applications and benefits of QR codes on plants.

by Gerson Aalbrecht

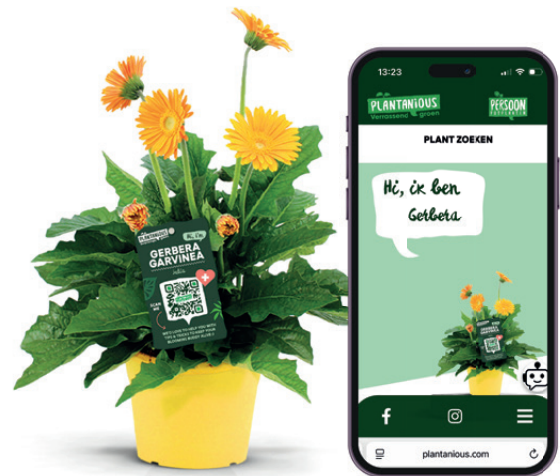
Indoor and patio plants by Plantanious

At nursery Plantanious, their belief in the power of a good QR code is clear. Every plant comes with a large label, and the QR code has a prominent spot on the front. Each plant has its own QR code, which links to a cheerful and informative page where you can quickly read everything about the plant in your hands. If you still have questions, you can ask the chatbot.

The grower pays close attention to interactions with the chatbot. Most questions are about positioning and watering. This gives them a good insight into what concerns consumers.

Customers regularly send emails to share how happy they are with the plant. Occasionally, they even call!

Plantanious sees their QR code mainly as a service to enhance the experience and make consumers happy. They were pleasantly surprised to see more than 300,000 scans in 2024.



#	COUNTRY	SCANS	%
1	Netherlands	24790	31.57%
2	Germany	17137	21.83%
3	France	11792	15.02%
4	Belgium	7925	10.09%
5	United Kingdom	3675	4.68%
6	Switzerland	2719	3.46%
7	Italy	2513	3.2%
8	Austria	1419	1.81%



Scan data from the Plantanious Ficus

“Every week, 6,000 consumers scan our QR code”

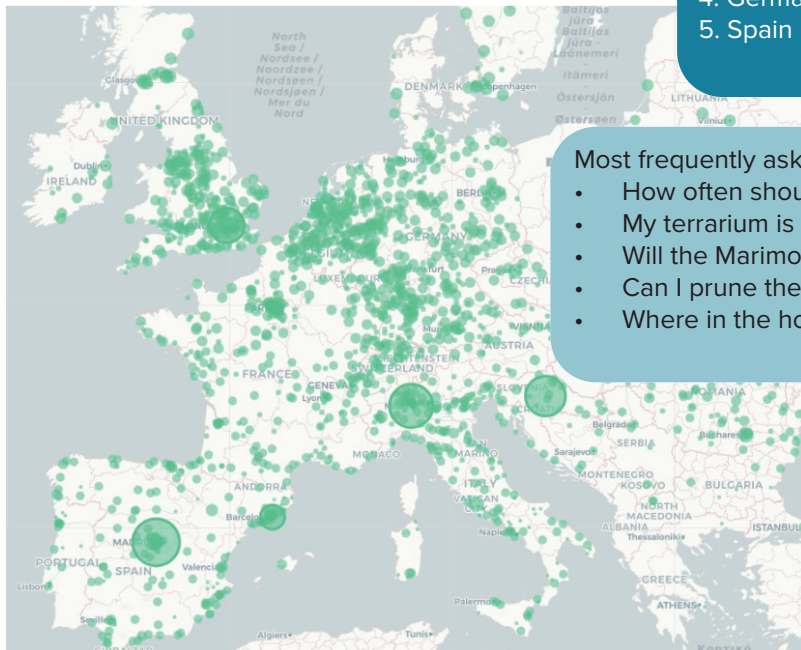
Terrariums by Esperit Elements

As previously reported in Javado Magazine, the terrariums from Esperit Elements feature a QR code on the lid. Consumers can scan it and immediately see how to best enjoy their terrarium.

You can also ask anything to the AI chatbot, who is a terrarium expert.

All Marimo and Landscape arrangements have their own QR code with an AI expert.

On average, 6,000 consumers scan this QR code each week!



Terrarium - Top 5 scans

1. Spain
2. Italy
3. United Kingdom
4. Germany
5. France



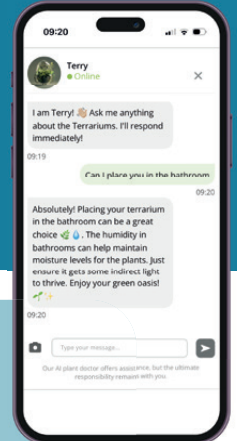
Marimo - Top 5 scans

1. Italy
2. United Kingdom
3. Germany
4. France
5. Switzerland



Landscape - Top 5 scans

1. United Kingdom
2. France
3. Italy
4. Germany
5. Spain



Most frequently asked questions to the AI expert:

- How often should I water my terrarium?
- My terrarium is moist — can I open it?
- Will the Marimo ball grow?
- Can I prune the plant if it gets too large in the terrarium?
- Where in the house should I place it?

The history of the QR code

When QR codes were introduced around 2011 in combination with special scanning apps on smartphones, usage remained limited. The need for separate apps meant it never quite took off.

Around 2018, Apple and Samsung made it possible to scan QR codes with the default camera app, making usage much more accessible.

The real breakthrough came during the COVID-19 pandemic: entry tickets, menus, contactless payments — the QR code was suddenly everywhere.

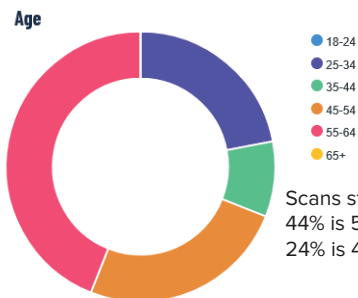
And so, despite a slow start, QR codes are now in widespread use.



Standard roses from Maron

"Every plant in a shop should really have a QR code." That's the view of The Green Brand Factory (marketers for plant growers) and nursery Maron. "When you buy a stapler, it comes with a small instruction booklet. A plant is often more complex, and the consumer has to make do with just a few icons on a label."

All plants from nursery Maron leave with a colourful pot sticker featuring a QR code. The consumer can quickly access plant info and ask any questions to the chatbot.



Scans standard roses:
44% is 55-64 jaar
24% is 45-54 jaar



Scan data from the roses of Maron

The peak in scans is around 11 May — Mother's Day in various countries like Germany, the Netherlands and Belgium.



Pick-your-own vegetables from PICK & JOY®

Once you've scanned the QR code, your mouth starts watering. With beautiful photography, clear information and practical recipes, it's safe to say the QR code on the pick-your-own vegetable plants adds a lot of value.

In my opinion, the QR code deserves a more prominent place on the front of the label.



The grower sees their plants being sold all over Europe, with most scans coming from Germany.



CANDYTOM RED

CANDYTOM RED



CARE TIPS

RECIPES

Prulm tomatenplant in pot

De Pick-&-Joy® Candytom Red wordt iets groter dan de andere tomatenplantjes, zo'n 50 cm hoog, en kun je daarom beter buiten plaatsen in een pot, de moestuin of in een kasje. De plant wordt geleverd met een bamboerekje voor extra stevigheid. Groeit de plant boven het bamboerekje uit? Gebruik dan een bamboestok, een rek of een touwtje om de scheuten (zijtakken) van de plant vast te zetten.

CANDYTOM TOMATO SALAD



TOMATO SALAD



Scan the Candytom barcode and get information about care and delicious recipes.



Consumer research: it doesn't always go well

The number of plant buyers who scan QR codes has increased from 11% to 16% over the past two years. The same research shows that 38% of scanners would like to see more relevant information, and 33% are dissatisfied or say the QR code doesn't lead to the correct page.

Consumers want simple care info for the specific plant they scanned. QR codes often link to a general page about the nursery, which isn't the info they need.

Source: Indoor and outdoor plant research by Royal FloraHolland



What the expert says

Michiel Kuipers of floriscan.com offers a QR code service that links a specific plant's most important information - including an AI-driven plant doctor - to a QR code. The multilingual webpage is fully customised for the client.

Michiel also emphasises that the main goal is to remove consumer doubt. His advice: design the QR code entirely around that goal. Avoid unnecessary storytelling and provide the clearest information the average consumer needs.

Another key tip: include a line like "Scan for care tips" near the QR code, so the consumer knows what it's for.

The available data is a valuable addition. It provides insights the sector previously lacked. Once a page has more than 2,000 scans with cookies accepted, Google Analytics provides generic, non-traceable data, in line with regulations. This includes info about location, age, and gender.

Growers can see, for example, that one product group mainly appeals to women over 50, while another is popular among men and women in their 30s.

A new feature is the ability to upload a photo of the plant. The customer then receives information about the species, and AI can assist with issues like brown leaf spots. And developments are moving fast: in the future, the chatbot will be replaced by a video call with a lifelike avatar, predicts Michiel.

Flowering houseplants from Riza Growers collective

Because six growers have joined forces in a collective, they were able to tackle the theme of "data" together. By pooling and analysing data, they gain new insights that lead to better-performing products on store shelves.

The QR code on the plant label is a part of this. The collective's assortment includes Bromelia, Orchid, Anthurium, Spathiphyllum, and Azalea, and each plant group has a specific QR code with a landing page.



The QR code is well received. In 2024, their codes were scanned an average of 8,500 times per month. The development is rapid — the number of scans has doubled in a year.

Riza Growers now have a clearer picture of where their plants are going and what questions consumers

have. This has led to some surprising insights.

Top countries: Italy, Spain, Turkey, France, Germany

Top cities: Istanbul, Milan, Rome and Madrid

By far the most common consumer question to the Plan Coach (AI assistant) is about watering.



After a slow start, the QR code has grown into a handy and successful tool some 15 years later.

For potted plants, it's a golden combination: the consumer quickly gains access to information - often in their own language - that could never all fit on the label.

For growers, it offers something extra: data. They can see where their plants go, learn more about age and gender, and the questions consumers ask.

Thanks to the growers who contributed to this article. This is just a selection of the QR code applications on plants. It's also clear that many plants still don't have one. I expect more growers will follow, and the QR code will become more prominently displayed on the front of the label.

Finally, I'm curious to hear what our customers think about QR codes. Are there any plans for QR codes on plants from their side? Let me know.

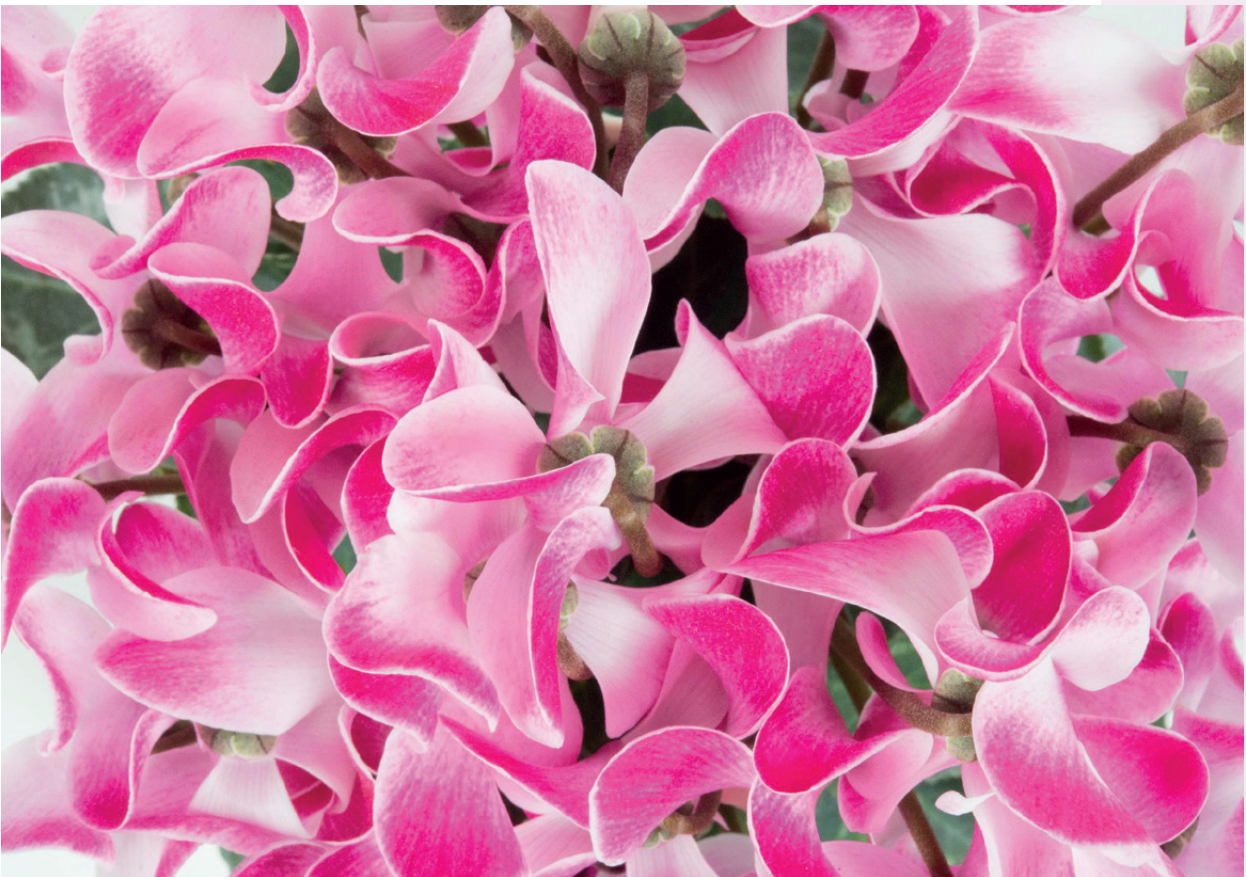
Gerson Aalbrecht
aalbrecht@javadoplant.com

CYCLAMEN

Versatile powerhouse

What a plant! With an abundance of blooms, playful patterns and a colour palette to make you stop and stare, the cyclamen is a true mood-lifter.

Whether you're looking to brighten up your interior or add an autumnal boost outdoors—this stunner is up for the task. We're excited to highlight a few new and striking varieties for you!



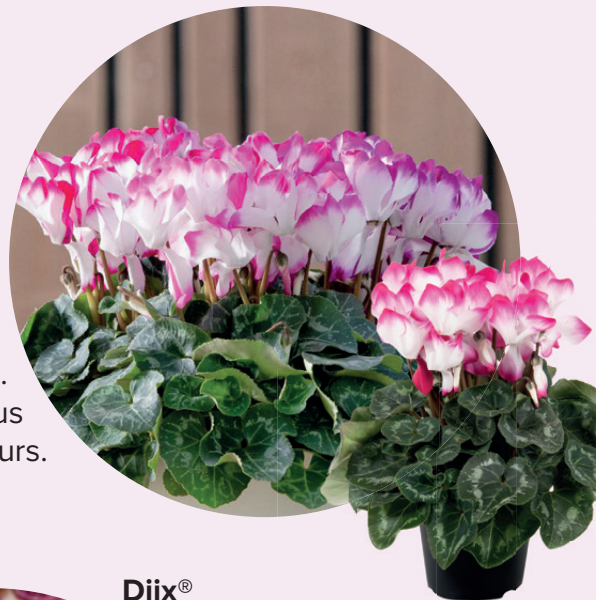
Illusia®

New and instantly a global hit. The flowers face upwards, are lightly filled, and have a beautiful shape. The shelf life is exceptionally good.



Fusion®

Bicoloured flowers. Rounded plant habit. Available in various colours.



Djix®

Downward-facing petals that contrast with the sepals. Excellent shelf life.



Windbell®

Enchanting lantern-shaped flowers. Windbell is also perfect for the patio.



Merengue®

Large fringed flowers with sturdy stems and very good shelf life.



Origami®

Mini flowers appear folded upwards. The foliage is also decorative. Suitable for indoors and also excellent outdoors.





Petticoat®

Hanging flowers that dance like flared skirts above the plant. Available in several colours.

Absolu® de Morel

Beautiful flowers with a very pleasant fragrance.



Indiaka®

Very striking bicoloured flowers available in five shades. Suitable for indoor and outdoor use.



Cyclamen Dragon® F1

The first F1 Cyclamen persicum with blue flowers!

Super Serie Dragon is its name. It's a compact mini-cyclamen, available in two beautiful shades of blue.

This autumn, the first small batches will hit the market. Keep an eye on our webshop or let us know if you're very interested.



The first F1
Blue Cyclamen

Super Serie Dragon



NEW!



Petit Moulin®

The first F1 with double flowers. Gorgeous pastel shades. Unique: 100 days of flowering!

**Abanico®**

The midi flowers are fringed, bicoloured, and have a white edge.

**Crayon®**

The elegant flowers of this richly blooming mini-cyclamen look as if drawn with coloured pencil.

**Picasso®**

This mini-cyclamen has beautiful silvery foliage and is particularly well suited for outdoor placement.

**Mammoth®**

Large leaves, thick stems, and big flowers. Available in many different colours.



New Plant



HTA
NATIONAL
PLANT
SHOW

New Plant
AWARDS

Bronze Medal

Available from now on

Phalaenopsis Sunca® Pula

Just try introducing a striking new variety into a plant group that already boasts thousands of beautiful hybrids.

With Phalaenopsis Sunca® Pula, it has succeeded. The colour combination is so vibrant, eye-catching and cheerful that it's an absolute showstopper.

Sunca® Pula is beautifully compact, profusely flowering and has excellent longevity.



ø 12cm
462009 (2 br.)
504402 (3 br.)

New Plant



HTA
NATIONAL
PLANT
SHOW

New Plant
AWARDS

Gold Medal

Limited available from now on

Calathea Velvet Glory

Wow, there's a new Calathea on the market – and what a one! The Velvet Glory has deeply ruffled leaves with a velvety texture. The undersides of the leaves are deep red, creating a stunning effect when the leaves fold up at night and open again in the morning.



ø 19m
510883



Autumn Warmth



513456



513666



513834



513451



514276



514275



514073



514074

SANSEVIERIA



Spiral Star

2025 is the year of the Sansevieria. This easy-care plant is everywhere. New plant lovers choose Sansevieria for its striking shape and minimal care needs. More experienced collectors look out for the special new varieties entering the market.

Born survivor

If you can thrive in desert heat, with drought, hot days and cold nights... you're practically indestructible.

You can safely neglect this plant for a while. In fact, overwatering is the quickest way to cause it problems.



Poster
514552

Jamaiquina Queen

Aubrytiana

Silver Flame

Massoniana
Whale Fin

Moonshine

Star Canary

Rookie



NEW
Sansevieria Comet
Chrysanta Lemon

Perfect for the bedroom

Did you know Sansevieria purifies the air? Even better: it produces oxygen at night. The stomata in its leaves only open in the dark, helping prevent evaporation in hot climates.

Boncel variegata

Snowflake

Cinta

Kirkii
Coppertone
variegata

Wendy Yellow



Prabu

Pyramid

Tower Grey

Masoniana aurea

Zebra

Superba

Everest

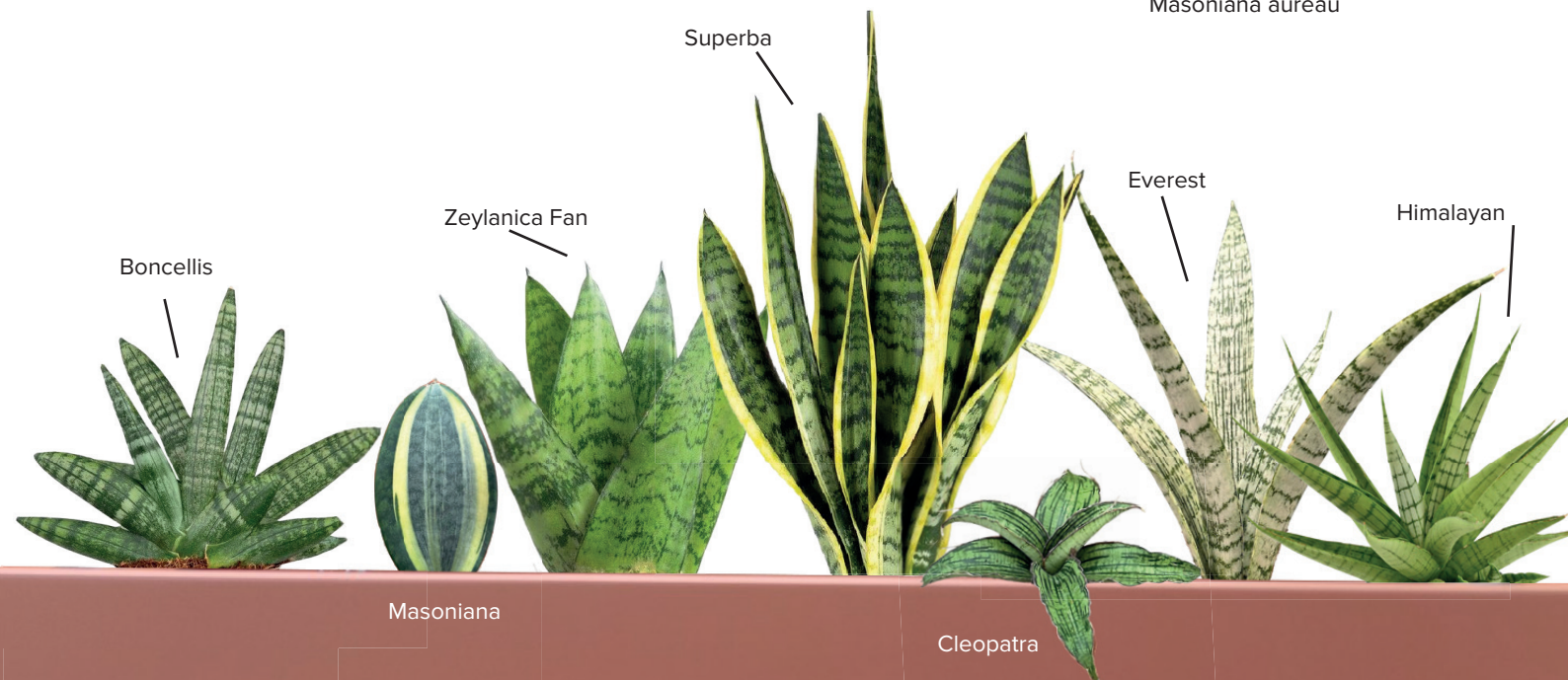
Himalayan

Zeylanica Fan

Boncellis

Masoniana

Cleopatra



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 Dragon
Scale Mint



Scindapsus
Silver Splash



Aglaonema
pictum tricolor



Epipremnum pinnatum
Cintho Goldfinger



Rhaphidophora
puberula variegata



Philodendron
Spiritus Sancti



Aglaonema
Red Balloon



Labisia japonica



Episcia Pink Brocade



Labisia pumila



Philodendron
Caramel Marble



Aglaonema
Grand Poppy



Trevesia burckii
Ghost's foot



Alocasia cupera
Red Variegated

Magic of the Crystal Ball

PLANT & GLASS

The glass offers protection and shape to the microcosm that emerges once the plant world is added. The possibilities are endless. Is it the unique shape of the glass? The botanical beauty that stimulates your senses? Or the magical combination of the two?



A selection from the range:



Man & Woman



Special glass



Bonsai in glass



Geometric planter



Phalaenopsis roots



Marimo moss balls



Half-sphere wall hanger



Table lamp



Coloured glass



XL thick eco glass



Square bottle



Glass base



Natural cork



Glass bowl



Tall bottle



Hydroponics in vase



Preserving jar



Landscape



LED I
USB-rechargeable



Hydroponics in globe



488158



488160



508146



416384



501696



488154



488157



488161



493437



506724



508839



508835



499294



Terrarium
drainage stones

460988 + 460989



Terrarium
activated carbon

386864



Deco Stones

335487 + 335489 + 335492



Claw Gripper

386181



Tool set

340210



Scissors

386182



Bolmos

184094



Happy Halloween!





514075



514056



514095



369028



514058



497463



514060



496558



513492



496560



512742



514076



513475



513826



514057



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227021



400281



429275



400272



"Our plants were practically flying out the door. What a boost for our company!"



Ruben Mostert

Ruben Mostert has an aunt named Gerda and his cousins are called Charlotte and Melanie—ring any bells? That's right, today I'm visiting Mostert Nursery, the market leader in Scheffleras!

Something happened at this family business that caused their product range to expand significantly and their growing area to increase considerably. Want to know what happened? Read on.

Hi Ruben, where are we now?

This is the location my grandfather moved to in 1961. I come from a true growers' family. My great-great-grandfather started growing open-field crops 150 years ago. So, the roots of our business run very deep. This is also where we developed our own famous Schefflera varieties, such as the Schefflera Gerda, Charlotte and Melanie. To this day, this is still where we happily grow our Scheffleras. Even though we've become known to a wider audience for our other assortment, the Schefflera remains a stable and rewarding crop for us.

How do you explain the success of the Schefflera?

These plants have proven not only to have a fresh green look, but also to be strong and easy to care for. Consumers have had positive experiences with them. That's true for garden centres too—there's very little loss. That's why almost every garden centre stocks Schefflera.

We leave the Schefflera greenhouse and drive to their second greenhouse. Here, the product range that

Mostert Nursery has become famous for in recent years is revealed. Monstera Thai Constellation, Alocasia Frydek variegata, Anthurium veitchii and many more botanical gems that are a feast for the eyes. The greenhouse is spotless and the uniform crops are thriving with health.

Your plants, recognisable by their round hanging labels, are highly sought-after. How did you manage to achieve this success?

That's a great story. Everyone now knows how keen people are to show off their rare plants on social media. But do you remember which plant was the first real Instagram hype? That was the Pilea peperomioides, also known as the Chinese Money Plant. And guess what? That happened to be the plant we were growing alongside our Scheffleras. Around 2018, my youngest brother created a social media campaign around the Pilea for a school project—and what do you think? It brought in a massive number of online followers. Prices soared, and we also discovered a variegated Pilea. We were able to sell it for incredibly high prices.

You can imagine our excitement—and you should know that two more important factors came into play. Firstly, our father had handed over the company to my three brothers and me. So, with four young and ambitious guys, we had both the drive and capacity to spread our wings and look beyond Scheffleras. Guided by the demands of the online plant community, we expanded our range and started cultivating the special plants that were in such high





The label – the nursery – the family

The elegant label on the plant may well be the calmest and most subtle plant label I've ever seen. At the end of my afternoon with Ruben, the pieces of the puzzle fell into place: this label is the family business in visual form. There is a sense of calm at the nursery, everything is perfectly taken care of, and Ruben himself exudes a natural modesty.

When I share this impression with him, he smiles and nods: "I think it's just in our DNA: we work on quality. We're not the type to shout from the rooftops."



Special leaves

Every now and then, they spot a plant in a batch that looks different from all its brothers and sisters. And sometimes, this rebellious plant has a stunning leaf pattern. That plant is cherished. As soon as possible, cuttings are taken, in the hope they'll grow into plants with the same striking foliage. These plants, too, can eventually be propagated – and so, slowly but surely, the number of plants increases until the special, unique plant can be added to the assortment.



Online plant community

The group of rare houseplant lovers is huge. These are the people who passionately show off their latest plant finds. They're not only ideal customers for Mostert nursery – they're also ambassadors for houseplants in general, inspiring others to become just as enthusiastic when they see a rare green gem.

It's important for Mostert nursery to know exactly which plants are loved by the online plant community. To stay closely connected with them, Mostert puts a lot of care into their social media account. They regularly organise photoshoots and even have their own hashtag: #RAREPLNTS

@kwekerijmostert



demand. Secondly, the COVID pandemic hit. At first, we were shocked—we couldn't deliver for weeks and had to throw plants away. But then, the pandemic turned out to be a huge boost for the Urban Jungle lifestyle. People were suddenly spending more time at home and found connection through social media. The number of plant lovers skyrocketed. Prices went through the roof, and our plants were practically flying out the door. What a boost for our business! We were able to scale up production and now operate from four locations where we not only grow plants but also produce our own cuttings from mother plants. One of my brothers even set up a separate e-commerce business. It's a completely independent company, but it still benefits the nursery.

How so?

That consumer-facing webshop is all about connecting with people. We know a lot about the European target audience and have a dedicated customer service team. Every month, we hold a commercial meeting to discuss market demand.

The extreme demand for houseplants we saw during the pandemic has now levelled off. How are you dealing with that?

That's true, the demand was enormous. As a result, more growers started producing green plants. So, when demand normalised, market pressure suddenly increased. Fortunately, by working very precisely, we've been able to follow our own successful path. How? Let me give you a sneak peek:

We know the market inside out, which helps us steer the assortment effectively—but we go much further. We record everything about each plant. How much time does it take to pot a cutting? How long is the cultivation period? When do we need to space them out? What are the losses? We

track it all. As a result, we know the true cost price of each variety. We let go of the underperformers and can offer the best-performing varieties at very competitive prices. These are also the plants that the average consumer can care for successfully.

On top of that, we always keep a sharp eye out for stunning new plants. The Alocasia Dragon Scale has been a favourite for years, but the newly added Alocasia Dragon Scale Mint is truly a botanical gem. I can already reveal that there are more exciting discoveries on the way.

Finally, what's the relationship with Javado like?

Javado and Mostert are a perfect match. Whenever I see a Javado order going out our doors, I'm reminded of why we do this. This is what we love and what we're good at. Our full range is being ordered every single day. Customers handpick their favourite species in small quantities.

I also want to give a shout-out to Fabian, the green plant buyer at Javado. His knowledge of Urban Jungle plants is immense. During the hectic COVID years, he gave us valuable advice—and thanks in part to him, we've now developed, alongside our well-known 12cm range, a 6cm range of mini plants. ■

Wild Garden Update

The wild garden, the sustainable garden, the climate-friendly 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.

Late Summer



Anemone Fantasy Jasmine

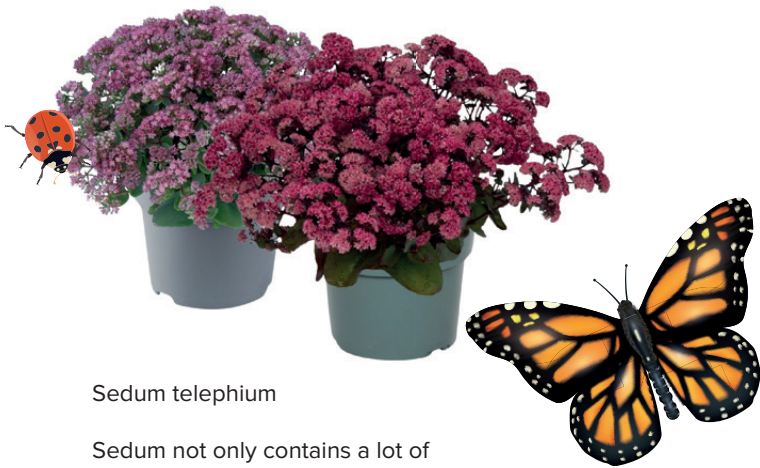
Euphorbia Ascot Rainbow

Enjoy its ornamental foliage all year round. As the nights grow colder, the leaves take on a purple hue.



Lobelia
Starship Rose

Lobelia
Starship Scarlet



Sedum telephium

Sedum not only contains a lot of nectar, it's also a host plant for various beneficial insects. Moreover, this perennial is highly tolerant of sun and drought.



Perovskia 'Prime Time'

Looking for a hardy, drought-resistant plant? The beautiful Perovskia 'Prime Time' is an excellent choice.



Aster Alpha



Caryopteris x clandonensis

Caryopteris is a must-have in this selection. This shrub starts flowering in late summer. Its vivid blue blooms are rich in nectar—highly valuable for bumblebees, bees, and butterflies that are still active in autumn.



Delosperma Ice Cream





Exclusive Interview with

David Domoney

"Most garden centre purchases are made with one goal: to improve quality of life"

David Domoney is a familiar face to millions as a garden and nature presenter on national television, and the author of two popular books on plants. You might find him relaxing in his own garden or scuba diving — but more likely, you'll find him working. After more than 40 years as a professional horticulturist, his passion for helping people connect with nature is as strong as ever.

Javado has had the pleasure of collaborating with David on several projects, and we recently sat down with him for an inspiring conversation.

Becoming a Plant Enthusiast for Life

“As a teenager, I had a little business going — mowing pensioners’ lawns and tidying up their gardens. I was earning money with plants from a very early age, and I enjoyed it too. My father noticed I had a knack for it, and when I left school, he paid for me to go to college to study plants. I loved it so much that I ended up studying horticulture at three different colleges. So you see, I spent quite a bit of time — from an early age — discovering the amazing world of plants and their beauty.

When I finished my studies, I was offered a position with a large garden retail group. I had the opportunity to work in every aspect; the shop, the plant area, the office. I then joined a large group of growers, taking on the role of sales and marketing executive for what was probably the largest group of nurseries in the UK at the time. I headed up sales and marketing across the group towards the end of the 1980s, just as the rise of garden centre chains and retail multiples was beginning to reshape the industry.

Then my career shifted from selling to buying. I first became buying director for a group of garden centres, and was later offered a role heading up procurement for 250 superstores. That’s how I came to know the Netherlands very well — I made regular buying trips throughout the 1990s, spending millions of pounds on plants, which were not only highly enjoyable but also a valuable part of my career that I still draw on to this day.

When I was offered a senior directors path in general retail, I sensed it was a pivotal moment. I turned down a sizeable role — simply because I didn’t want to leave plants behind. I just wanted to return to my area of expertise. I went back into horticulture, started my own business, and now I’m certain it was the best decision I could have made.”

Cultivating a TV Career

“As the 1990s drew to a close, I established my own garden design and landscaping firm, which led me to

create show gardens at prestigious horticultural events like the Chelsea Flower Show. I was commissioned by a wide range of companies and charitable organizations to design gardens that reflected their brands or causes. It was quite a thriving business for me during the early 2000s. The last major garden I built was for the Commonwealth War Graves Commission, to celebrate



their centenary. In total, I’ve created 38 medal-winning gardens and science exhibits, all united by a common thread: they convey the message that gardening is intrinsically connected to happiness, contentment, and remembrance.

It eventually led to an opportunity in mainstream TV, and funnily enough, I was actually quite well prepared for it. To explain why, we need to go back in time. At school, I did a bit of child acting for television. Then, later in my career—when I was working with the multiples, sourcing plants—one of my key responsibilities was ensuring that the staff across the hundreds of centres I bought for were well informed. So I hired a camera crew and while visiting the nurseries, I would make videos. “Here I am in the Netherlands and look at these daylilies that are coming in



next week...” I would talk about the plants’ key benefits and how to care for them. It was all about motivating the staff who were selling the plants—and sales went through the roof.

So there I was, the first time as a presenter in front of a camera for a very big TV show and it felt completely natural. It’s so much easier to present on a topic you genuinely love. When you’re passionate about something, it comes across.

On a Mission to Inspire People

Plants and nature have brought me so much joy and happiness—I feel a strong desire to share that with as many people as possible. I use a wide range of media to promote the joys of gardening. I’ve just written my second book (see box), and I’ve built a sizable social media following of 1.1 million across all platforms. And of course, there are the TV shows, where I aim to reach a broad audience and show just how enriching it is to bring nature into your life.

Empowering Garden Centres Through Storytelling

At its core, what I do is exactly what garden centres can do too: help people take their first steps into the world of plants. That’s why I strongly recommend making use of social media. The key is to post consistently and, more importantly, to truly understand your customers’ needs. Why not start by asking your followers what they’d like to learn more about?

Topical content works brilliantly. So, if the rain starts falling in summer, post tips on how to protect your plants from slugs. The seasonal nature of gardening is a powerful tool—combine that with regular posts, and you have a winning strategy to grow your social media presence and inspire people to get gardening.

And there’s one thing I absolutely love, which brings everything together: public speaking. As a garden centre, you can hire me. I have a deep respect for the unique identity of each centre, which is why I always arrive two hours early. I walk around with a few trolleys, gather a selection of seasonal and visually appealing plants, and get to know the garden centre. From there, I have a wealth of anecdotes ready to craft a lively talk—

showcasing the best the garden centre has to offer, and revealing the stories, secrets, and uses behind each plant for people’s homes and gardens. No two talks are ever the same.

Garden Trends Explained

Fundamentally, the principles of gardening remain unchanged: we are curators of nature. What *does* change over time is how much we value plants. During and immediately after the Second World War, when people were growing their own food, appreciation was at an all-time high—children were taught to garden because it was part of a national effort to support society. In the years leading up to COVID, much of that awareness had faded. But the pandemic triggered the greatest shift in attitude the modern horticultural industry has ever witnessed in recent times. It elevated the value of the garden immensely. People now see their gardens as peaceful sanctuaries, and it is widely recognised that being close to plants and nature enriches both mental and physical wellbeing.

Looking ahead, the biggest challenge may well be the rise of artificial technology. As screen engagement grows, it increasingly replaces outdoor activities and time spent in nature. I often give lectures on the relationship between nature and AI, and why it’s vital for our future that the two find a way to coexist. Did you know that a report by the World Health Organization shows that people in Europe now spend 90% of their lives indoors? That’s why I believe campaigning to reconnect people with nature is more important now than ever before.

Garden centres have a unique role to play in that mission. Their task is not just to promote specific plants, watering cans or spades—it’s to tell the bigger story. Most garden centre purchases are made with one goal: to improve quality of life. It’s not just about the product. It’s the scent of honeysuckle in the evening air. It’s the sound of birdsong in the morning. It’s about a way of living, uplifting the heart and nourishing the soul!!! ■

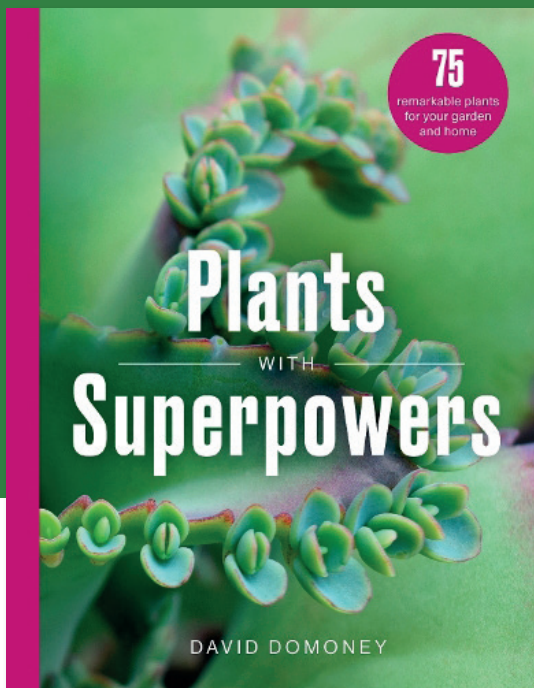


David Domoney and Gerson Aalbrecht (Javado)
at Orchid Nursery Opti-flor



Please have a look at what David
and his team do at YouTube





Plants with Superpowers

In his new book *Plants with Superpowers*, David shares an incredible collection of plants with extraordinary qualities. Drawing on extensive research into myths, legends, and scientific studies, this fascinating read reveals just how remarkable the plant world truly is.

At the heart of the book is David's desire to share his lifelong fascination with plants. And the beauty of it? These aren't rare or exotic specimens that few will ever encounter - they're everyday plants, accessible to all, each with its own surprising story.

Do you want to get in contact with David?

Please visit www.daviddomoney.com

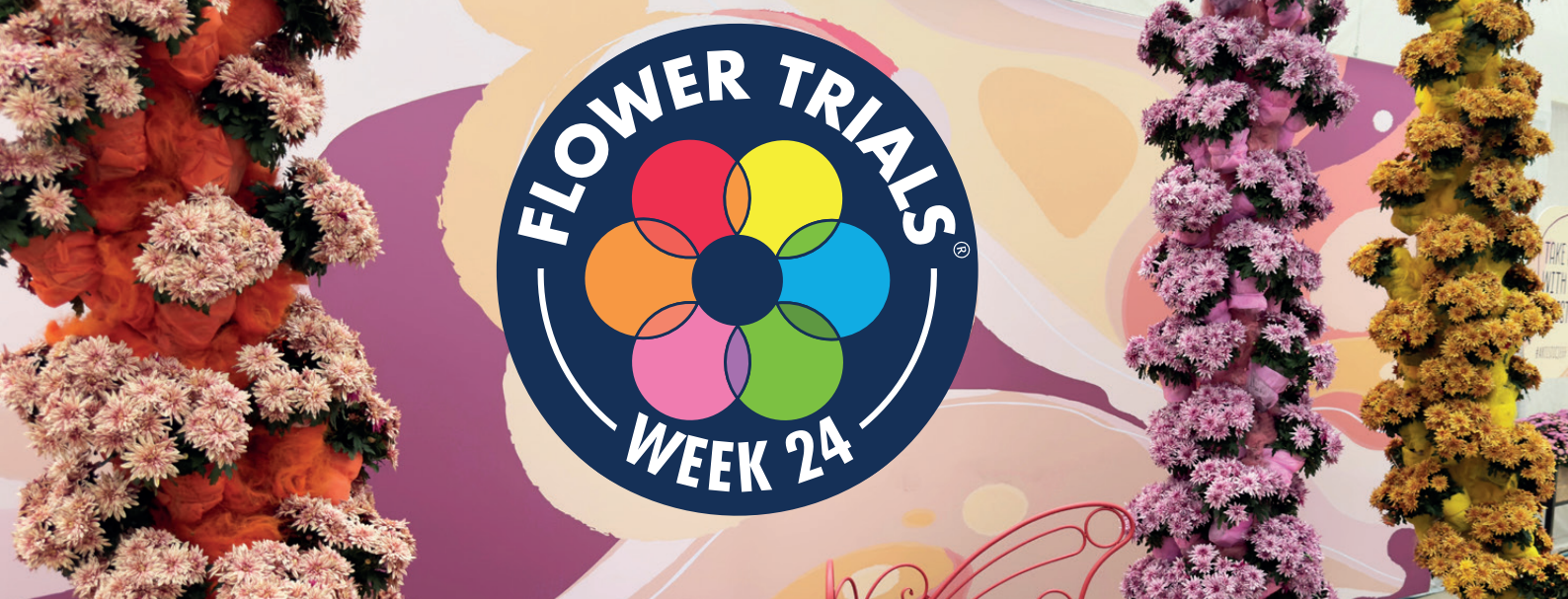
The full range of pre-packed flower bulbs is NOW available on our webshop



- Core range
- Organic flower bulbs
- Budget range
- New introductions
- Exclusive tulips
- Show boxes
- Gift items
- Displays

Season starts:
1 September





Flowertrials Favourites

At the FlowerTrials, the breeders offer a glimpse into the future. These are some special plants we are excited to see more of in the coming years!

Spathiphyllum variegated

We absolutely want this huge Spathiphyllum variegata! It might take a while, but we're keeping an eye on it.



Rosa GALAXY® Naos

This series of mini roses is perfect for balconies, with a compact height of 40cm. They're very easy to care for and produce an incredible number of flowers.



Brunnera Little Heart



Anthurium Banderola® Peach

The Banderola® series, with its ribbon-shaped flowers, has been well received by the market. A beautiful new colour is on the way: Peach.



Phalaenopsis Sunca® Zadar



Dahlia Elextro Pink



Cyclamen SS macro Sweet Lips

Sweet Lips is at its best at the end of winter. The large flowers feature an intense pink heart and pale pink edges. A real highlight for International Women's Day.



Stachys Key Lime



Euphorbia Little Treasure®
Lime green foliage with subtle red accents.



Pelargonium Grand Idols® Glory Days Red Orange Bicolor
The bright red-orange flowers with a light striped pattern really stand out.



Digitalis purpurea Hanabee F1
Winner of the annual FleuroStar award. This plant branches from the base, creating a spectacular display.



Helianthus Sunfinity® Double Yellow
This sunflower boasts double yellow blooms that shine above the compact plant.

Hydrangea macr. Doppio®
The double-flowered Doppio® sets a high bar. The plants reach a maximum height of 60cm and bloom for over 100 days! Doppio® will be available in white and pink.



Hydrangea hybr. Million Stars Sirius®
Be enchanted by the abundance of star-shaped flowers. The plant is richly branched, with each branch producing a bloom. This hybrid of macrophylla and serrata is a stunning addition to the range.



Hydrangea Magical® Edgy Green



Cyclamen Midi+® Victoria salmon
The well-known Victoria series receives a very special new addition. We'll have to be patient, but Victoria salmon is a real gem.





Cees van Soest

The garden plants column

Carex

Carex, or sedge, is a very fine and elegant garden plant. But did you know that Carex is a living fossil? Discover why, and explore many other fun facts in this garden plant feature.

Carex: is something missing or is it abrasive?

The simple question “Where does the name Carex come from?” isn’t so simple to answer. It comes from the Latin word Carere. That can mean “to scrape,” which could refer to the sharp leaf edges. But it can also mean “to lack,” which might refer to the flowers. The top spikes of many Carex species don’t produce seeds - they’re missing.

An ancient plant genus

Carex has spread all over the world. With more than 2,000 species, it’s one of the most successful plant genera on Earth. The species have adapted to the most extreme environments, from Arctic tundras to tropical mountains and from marshlands to dry grasslands.

The sedge family emerged about 65–70 million years ago. The first true Carex fossils are about 45–50 million years old. Interestingly, modern Carex species still share many features with their ancient ancestors—evidence of a highly successful evolutionary design.

fun fact

New Carex species are still being discovered

Triangular? Absolutely!

The Carex stem is triangular in cross-section. That’s unusual. True grasses have round stems. So here it comes: technically, Carex is not part of the grass family, but belongs to the sedge family (Cyperaceae).

A useful plant

Carex plays an important role in nature. Thanks to its dense root system, it prevents erosion—for example, along riverbanks. It also provides year-round shelter for various insect species.



C. brunnea

- Not a wetland plant
- Moist but well-drained soil
- Partial sun to shade
- 30–50 cm

Popular cultivars:

- 'Jubilo'
- 'Variegata'



C. morrowii

- Wetland plant
- Moist, cool soil
- Shade to partial shade
- 30–50 cm

Popular cultivars:

- 'Ice Dance'
- 'Irish Green'



C. comans

- Not a wetland plant
- Lightly moist, well-drained soil
- Sun to partial shade
- 20–40 cm

Popular cultivars:

- 'Frosted Curls'
- 'Bronze Form'



C. oshimensis

- Semi-wetland plant
- Moist but well-drained soil
- Light shade
- 20–50 cm

Popular cultivars:

- 'Everest'
- 'Evergreen'
- 'Eversheen'
- 'Feather Falls'



C. hachijoensis

- Semi-wetland plant
- Moist soil
- Light shade
- 30–45 cm

Popular cultivars:

- 'Evergold'



C. testacea

- Not a wetland plant
- Dry to lightly moist sandy soil
- Sunny to partial shade
- 20–50 cm

Popular cultivars:

- 'Prairie Fire'

Care Tips

Above are the 6 most popular *Carex* species. They come from different parts of the world and each has its own preferences.

What they all have in common:

- Hardy
- Low-maintenance
- Evergreen*
- Great to combine with other plants
- Suitable for pots and borders
- Improves soil
- Elegant texture plants

* *C. comans* and *C. testacea* may lose leaves in severe winters. These two can be cut back, the others should only be tidied.

Remember this:

Carex belongs to the same order (Poales) as grasses (Poaceae), but is not part of the grass family - it belongs to the Cyperaceae.

Carex is an evolutionary success. There are more than 2,000 species found across the globe.

The stem is triangular in cross-section.

Various species have adapted to different conditions - from wetlands to dry sandy soils.

New Plant

Anthurium Melodia® Ibis

With its bright red plumage, the red Ibis is a striking sight in the wild. The bold red flowers of the Anthurium Melodia® Ibis are just as impressive. The cup-shaped blooms dancing above the foliage are quite remarkable.



ø 17cm
512454

Limited available from now on

New Plant

Philodendron White Wave Mini

The popular Philodendron White Wave now has a little brother. The White Wave Mini is a bushy plant with firm leaves, each showcasing that beautiful veined pattern. A truly delightful plant to have at home.



ø 12cm
512438

Limited available from now on



Must Haves of the season

August - September - October

Perennials



Echinacea Sunseeker



Saxifraga Dancing Pixies



Anemone Emmy Deep Rose



Sedum Seduction Cherry Chocolate



Euphorbia Ascot Rainbow



Sempervivum mix



Helleborus Christmas Carol



Rudbeckia Sunbeckia



Sedum La Vie en Rose



Cyclamen Autumn mix



Heuchera Indian Summer



Gentiana Rocky Diamond

Deciduous shrubs



Hydrangea pan. Little Spooky



Callicarpa Profusion



Perovskia Bluesette

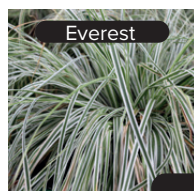


Hypericum Miracle



Pyracantha

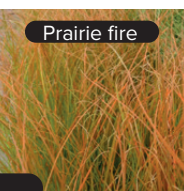
Grasses



Everest



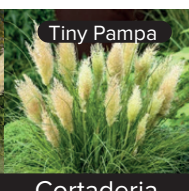
Everillo



Prairie fire



Pumila



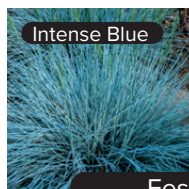
Tiny Pampa



Rosea



Amilime



Intense Blue



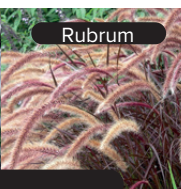
Amigold



Fireworks



Hameln



Rubrum

Deschampsia

Festuca

Pennisetum



