



Royal Van Zanten



ROYAL COLLECTION
Pot & Bedding 2020





Team Royal Van Zanten
Driven by passion



Plants are trending!

Plants add colour to your interior and contribute to a healthy environment. Plants at the office, at school or at home ensure that you can concentrate better. An environment with a lot of greenery keeps cities liveable, reduces the temperature and causes less flooding.

An extra positive development is that recent research has shown that the new generations, called Millennials and Generation Z, spend more money on plants than their parents. In addition, this generation not only pays attention to the appearance and the colour of the plant, but also to the way it is produced.

As Royal Van Zanten, we are responding to this development. Our sites are MPS-certified and as a member of Floriculture Sustainability Initiative (FSI) we pay a lot of attention to sustainability.

You can also see this within our R&D strategy. The emphasis is on: resistance breeding, whether varieties can be produced sustainable, have a great shelf life and of course the easy transportability of our varieties. We also keep our eye on the development of varieties that appeal to a young audience. For example, Celosia Vintage: a good example of an 'Instagrammable plant'. A trendy grey-green plant with a superior quality.

We see customers as our partners. The aim is to jointly develop the market where return on investment is key. With this in mind, we develop unique marketing concepts around our unique varieties such as: Celosia Deep Purple®, Alstroemeria Colorita® and Aster Showmakers®.

New for 2020 are our Milkshake™ Mums. This new Multiflora series for pot size 14 and smaller is available in five trendy colours and is distinguished by her excellent shape, simple cultivation and appealing colourfast flowers.

Other eye-catching newcomers are:

- An improved white Showmaker® Aster with the name Arctic White.
- A very beautiful red Chrysanthemum named Cardinal Time.
The ultimate Christmas Chrysanthemum for the future!
- Celosia Anthos Purple, a new easy to cultivate purple Spicata Celosia with an amazing flower shape.

Are you interested in our products and / or concepts and do you want to be inspired on how you can make a difference with our varieties? Then contact your Area Manager. Team Royal Van Zanten wishes you a successful, healthy and plant-friendly 2020!

Bert Koeze
Commercial Manager



Corporate Social Responsibility





With the Silver Award for Export Companies and a wide range of social services, we are an important pillar for Uganda society in the regions of the production sites.

As a good employer we invest in healthcare, transport, sports, microcredit, reducing (plastic) waste and training for our colleagues. We provide a fair income; which in practice serves as inspiration for other employers. Many of our initiatives are developed for sustainability.



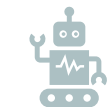
We care for the world



We care for the future



We care for our people



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Concepts

We help you to stand out in the market by developing marketing concepts in close collaboration with you. Together we find new market opportunities, create a wow-factor and give inspiration throughout the chain; from grower to consumer, online and offline.

- Bright colours
- Clusters full of characteristic small flowers
- Easy to transport

www.bellevardia.com

**BELLE
VARDIA**



Bellevardia®
The sweetest at home



8

Deep Purple®

Inspire yourself

- As purple as it gets
- A real eye-catcher for indoor and outdoor use
- Excellent shelf life

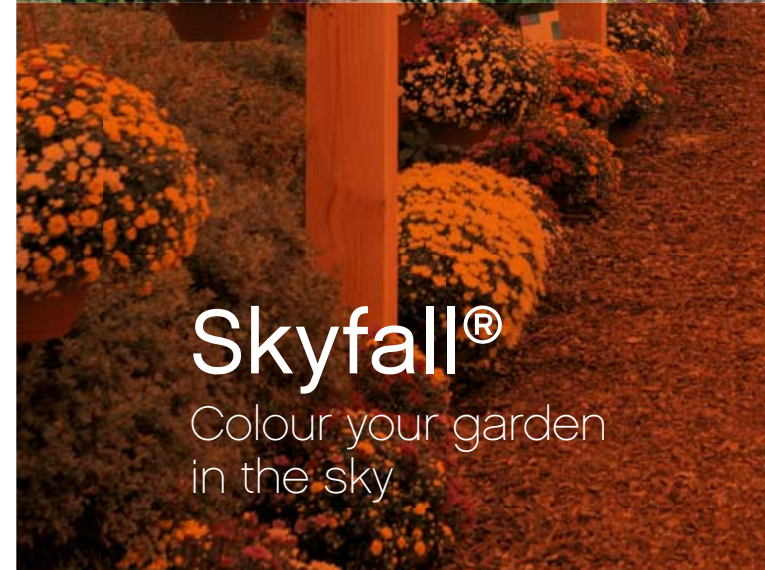
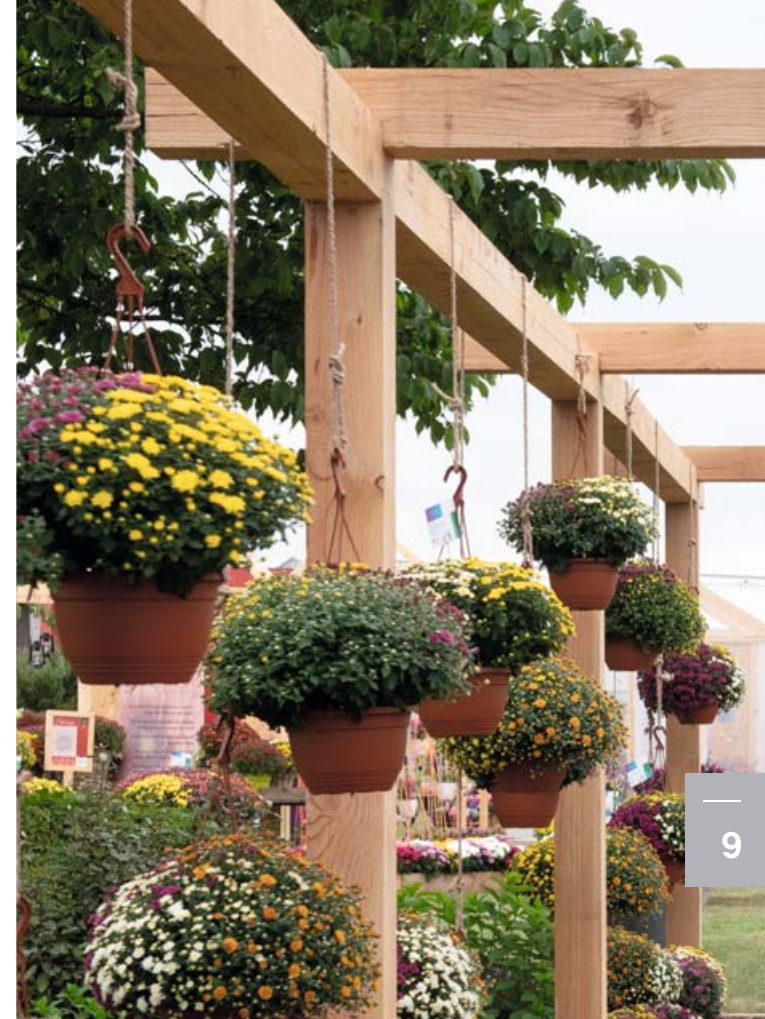
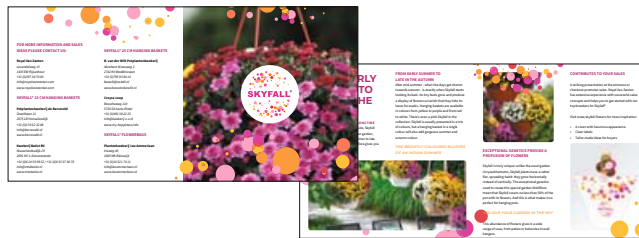
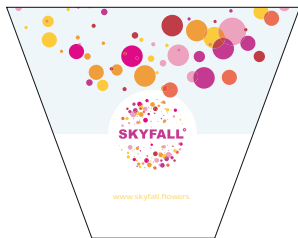
www.purple-celosia.com



[facebook.com/CelosiaDeepPurple](https://www.facebook.com/CelosiaDeepPurple)



- Unique trailing Multiflora
- Exceptional genetics provide a profusion of flowers
- Available in five different colours



Skyfall[®]
 Colour your garden
 in the sky

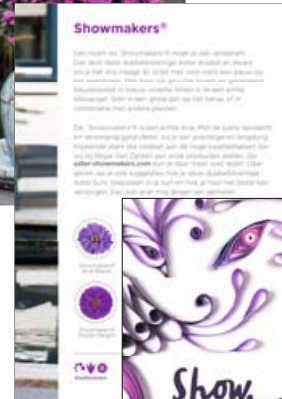


10

- Rich floral splendour
- A remarkable amount of greenery
- Continues to flower from late summer until late autumn

www.royalaster.com

Showmakers®



Showmakers®

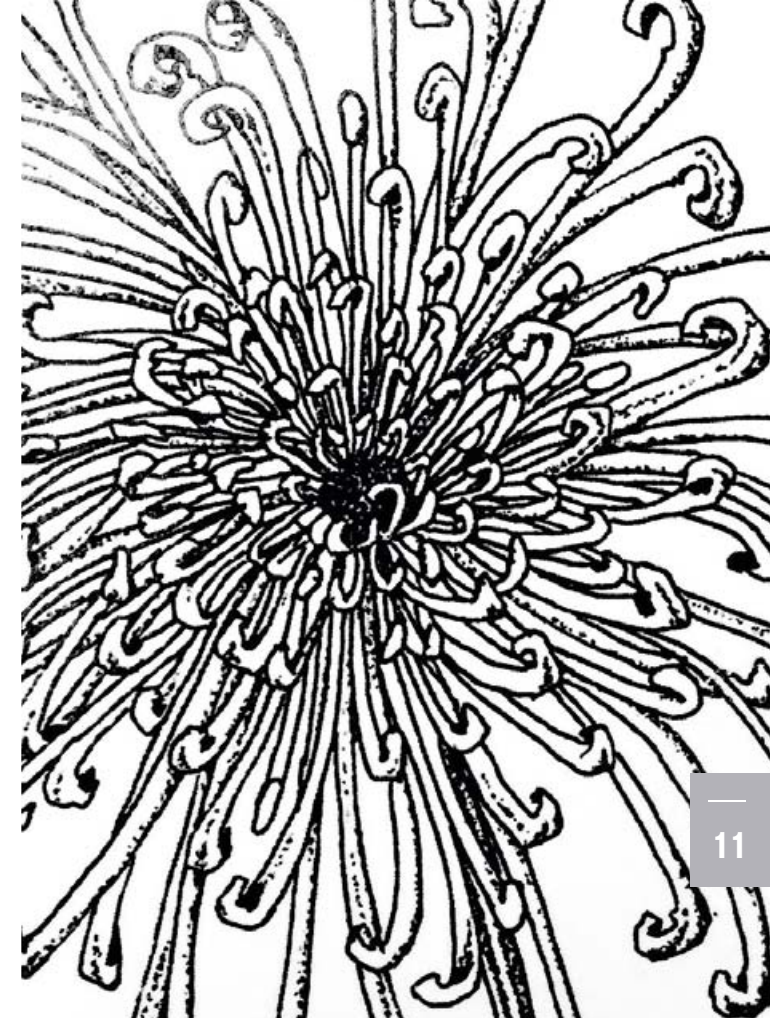
A real diva

- Beautiful, sustainable flowers
- Great for a seasonal make-over with paint
- Genetically compact

www.royalvanzanten.com/concepts/fireworks/



Let's Celebrate!



Fireworks™

Let's Celebrate
Sparkle Your Home



New introductions

Innovation, passion and the latest techniques make it possible for us to have a strong focus on the future with our development of new varieties and improvement of our existing range.

ASTER ▼



Showmakers® Arctic White
Page 18

CELOSIA ▼



Anthos Purple
Page 29

CHRYSANTHEMUM ▼



Belmond
Page 32



Ciao Rebel
Page 34



Cardinal Time
Page 36



Hermosa White
Page 45



Hermosa Yellow
Page 45

MULTIFLORA ▼



Alaska
Page 60



MilkShake™ Banana
Page 64



MilkShake™ Cassis
Page 65



MilkShake™ Papaya
Page 64



MilkShake™ Raspberry
Page 65



MilkShake™ Cherry
Page 65





Aster

Fluffy pompoms and long-lasting flowers in the most intense colours. Asters are certainly 'value for money' autumn bloomers. Beside these strong unique selling points, they attract bumblebees and butterflies for a healthier ecosystem.



TIARA® series ▼

Tiara®



**Tiara®
Opale White** Code 5208
Vigour M
RT 5



**Tiara®
Royal Pink** Code 5109
Vigour M
RT 5,5



**Tiara®
Royal Purple** Code 5140
Vigour M
RT 5,5



7 | ASTER

SHOWMAKERS® series ▼



New



Showmakers®
Arctic White
Code 5331
Vigour M
RT 6



Showmakers®
Lilac Sunset
Code 5289
Vigour M
RT 6



Showmakers®
Blue Bayou
Code 5296
Vigour M
RT 6



*Also available
as a Mix*



Showmakers® Code 5206
Pretty Pink Vigour M
RT 6



Showmakers® Code 5348
Baby Pink Vigour M
RT 6



Showmakers® Code 5349
Magenta Vigour M
RT 6







Bouvardia

This beautiful lady brightens up the room with her sweet and favourable colours. The clusters of distinctive, tiny buds unfurl into a diverse display of brightly coloured blooms. She symbolises enthusiasm and that is why she is the perfect gift for any celebration.



BELLE
VARDIA



Bellevardie®
Fire Red
Code Q553
Vigour L
RT 7

Bellevardie®
Dark Pink
Code Q503
Vigour M
RT 7

Bellevardie®
Light Pink
Code Q501
Vigour M
RT 7



Bellevardia®
Blossom Pink Code Q524
Vigour M
RT 7

Bellevardia®
Pink Eye Code Q522
Vigour M
RT 7

Bellevardia®
Snow White Code Q618
Vigour M
RT 7





Celosia

Soft, huggable and certainly lovable! Our Celosias are well known for their perfect quality, easy maintenance and long flowering time. All important features for plant lovers around the world. Besides, these flowers are perfectly in line with all the trend forecasting reports. What do you want more...?





MERIDA® series ▼



**Merida®
Guyana** Code 5740
Vigour M
RT 5,5



**Merida®
Red** Code 5461
Vigour M
RT 5,5



**Merida®
Pink** Code 5657
Vigour M
RT 5,5



Purple 18 Code 5759
Vigour C
RT 5,5



Vintage Code 5773
Vigour M
RT 6



Firossa Code 5734
Vigour M
RT 5,5



Javalin Code 5558
Vigour M
RT 5,5





HOT TOPIC® series ▼



Hot Topic® Code 5536
Clown Vigour M
RT 6



Hot Topic® Code 5702
Pink Vigour M
RT 6



Hot Topic® Code 5538
Red Vigour M
RT 6



Hot Topic® Code 5967
Yellow Vigour M
RT 6



Deep Purple® Code 5918
Vigour M
RT 5,5

New



Anthos Purple Code 5572
Vigour M
RT 5,5



**Comfort
(Carmina Red)** Code 5986
Vigour C
RT 6







Chrysanthemum

Our MUMS are an extension of your personality, with lots of different varieties you have more than enough options. Pick your favourite colours, shapes and sizes. Chrysanthemums are the stylish personal touch for your interior and garden designs. Besides the trendy appearance, MUMS are little air cleaning machines that will positively impact your health and well-being.





Embera Code 2885
Vigour M
RT 8



Embera Red Code 2908
Vigour M
RT 8



Belmond Code Z483
Vigour M
RT 7,5

New



Picnic Code 2300
Vigour M
RT 8



McBrian Code 2208
Vigour M
RT 7



Lake Yala Code 7022
Vigour M
RT 7



Artistic®
Rosy Code 2038
Vigour M
RT 7



Artistic®
Dark Pink Code 2080
Vigour M
RT 7,5



Artistic®
Armin Code 2626
Vigour M
RT 6,5



Artistic®
Armin Red Code 2891
Vigour M
RT 6,5



Bonbini Code 2903
Vigour M
RT 6,5



Ciao Red Code 2619
Vigour L
RT 7



Ciao Improved Code 2634
Vigour M
RT 7



Hoihoi Code 2958
Vigour M
RT 7



Ciao Rebel Code 2001
Vigour M
RT 7

New



Ocean Time Code 2902
Vigour M
RT 7



Tapas Time Code 2881
Vigour M
RT 7,5



Mount Katla Code 2079
Vigour L
RT 7



Mount Runca Code 2524
Vigour M
RT 7



Mount Runca Yellow Code 2936
Vigour M
RT 7



Vyroni Code 2180
Vigour XL
RT 7,5



Tempo Time Code 2610
Vigour M
RT 7



New

Cardinal Time Code Z449
Vigour M
RT 7



Sunset Time Code 2043
Vigour M
RT 7



Elliot Code 2924
Vigour L
RT 7



Deejay Time Code 2624
Vigour M
RT 7



Blossom Time Code 2915
Vigour L
RT 7



Giro Time Pink Code 2023
Vigour M
RT 6,5



Digi Time Code 2373
Vigour M
RT 7,5



Giro Time Purple Code Z561
Vigour M
RT 6,5



AUBISQUE series ▼



Mount® Code 2931
Aubisque Vigour L
Light Pink RT 7



Mount® Code 2643
Aubisque Vigour L
Pink RT 7



Mount® Code 2893
Aubisque Vigour L
Purple RT 7



Mount® Code 2909
Aubisque Vigour L
Burgundy RT 7

Mount® Code 2930
Aubisque Vigour L
Apricot RT 7

Mount® Code 2910
Aubisque Vigour L
Salmon RT 7



**Mount®
Juno** Code 2325
Vigour M
RT 7,5



**Mount®
Gerlach** Code 2641
Vigour S
RT 7,5



**Blizzard
Time** Code 2267
Vigour M
RT 6,5



**Mount®
Snowdon** Code 2625
Vigour L
RT 7



Mount® Code 2086
Listou Vigour L
RT 7,5



Mount® Code 2022
Carmel Vigour M
RT 7



Mount® Code 2568
Pleasant Vigour M
RT 7



Iguazu Code 2645
Vigour L
RT 7,5



Mount® Code 2895
Amaro Vigour M
RT 7,5



Mount® Code 2627
Tolima Vigour M
RT 7



Mount® Code 2635
Kenya Vigour L
RT 7,5



Mount® Code 2323
Harmony Pink Vigour L
RT 7



Mount® Code 2301
Harmony Copper Vigour L
RT 7



Mount® Code 2631
Tourmalet Vigour L
RT 7



Mount® Code 2538
Lanin Vigour L
RT 7



Mount® Code 2628
Ventoux Vigour M
RT 7





Exclusive



Exclusive



Exclusive



**Anansi™
Pink** Code Z535
Vigour L
RT 7



**Anansi™
Yellow** Code Z536
Vigour L
RT 7



**Anansi™
White** Code Z534
Vigour L
RT 7



**Green
Parakeet** Code 2914
Vigour M
RT 7,5



New

New



**Artistic®
Spiderman** Code 2616
Vigour XL
RT 7,5



Inuit Code 2644
Vigour M
RT 7,5



**Hermosa
White** Code Z521
Vigour C
RT 6,5



**Hermosa
Yellow** Code 2106
Vigour C
RT 6,5



Pierre Time Code 2912
Vigour M
RT 7



Energy Time Code 2347
Vigour M
RT 7



Sawadee Code 2012
Vigour L
RT 75

Christy[®]

tricolore



Omega Time Pink



Omega Time Golden



Mount[®] Runca



Mount[®] Tourmalet



Mount[®] Aubisque Apricot



Omega Time Dark Pink



Omega Time Yellow



Mount[®] Runca Yellow



Mount[®] Pleasant



Mount[®] Aubisque Pink



Omega Time Orange



Mega Time White



Smile Time



Mount[®] Juno



Mount[®] Aubisque Purple



Stadium 1



Stadium 3



Christy[®] Daisy II



Christy[®] Deco I



Christy[®] Deco II

Christy[®] Daisy I



Dexter Code Z550
Vigour L
RT 8



**Fireworks™
Cream** Code 2977
Vigour M
RT 9



**Fireworks™
Yellow** Code 2978
Vigour M
RT 9



**Mingus
Yellow** Code 2913
Vigour M
RT 7

Organza® Code 2653
Vigour M
RT 7

Nova Lime Code 2035
Vigour M
RT 7





Multiflora

A true autumn must-have! Bring a splash of colour and happiness to the gardens when summer has ended. We offer you a wide range of colours for single or mixed arrangements.





White Swan Code 4742
Vigour M



Playa Sunny Code 4749
Vigour M



High Line Yellow Code 5006
Vigour M



Tribeca Sunrise Code 6832
Vigour M



Tribeca Pink Code 6598
Vigour M



Tribeca Sunset Code 6833
Vigour M



Harlem Red Code 6554
Vigour M



Harlem Purple Code 4753
Vigour M



Queens Code 4872
Vigour M



Gold Cup Code 6490
Vigour M



**Araxa
Purple** Code 4597
Vigour M



**Flamingo
Cranberry** Code 4592
Vigour M



**Flamingo
Pink** Code 4069
Vigour M

PARADISO series ▼



*Also available
as a Mix*



Yellow Tang Code 4210
Vigour M



Paradiso Mix



**Paradiso
White** Code 4788
Vigour M
RT 5,5



**Paradiso
Yellow** Code 4823
Vigour M
RT 5,5



**Paradiso
Amber** Code 6483
Vigour M
RT 5,5

**Paradiso
Pink** Code 6482
Vigour M
RT 5,5

**Paradiso
Purple** Code 4090
Vigour M
RT 5,5

**Paradiso
Orange** Code 4760
Vigour M
RT 5,5

ROSANNA series ▼

56 | LATE (wk 41-43)

*Also available
as a Mix*



**Rosanna
Dark Pink** Code 4141
Vigour M
RT 6,5



**Rosanna
Yellow
Improved** Code 6527
Vigour M
RT 6,5



**Rosanna
White** Code 4123
Vigour M
RT 6,5

TIAMO series ▼



Tiamo Code 6867
Dark Pink Vigour M



Tiamo Code 6829
Orange Improved Vigour M



Tiamo Code 6828
Red Vigour M



Tiamo Code 6866
Yellow Vigour M



Snowbird Code 6506
Vigour M

AVALON® series ▼

*Also available
as a Mix*



Avalon® Code 4118
Pink Vigour M

Avalon® Code 4697
Purple Vigour M



Avalon®
Red Code 4546
Vigour M

Avalon®
Orange Code 4524
Vigour M

Avalon®
Yellow Code 4696
Vigour M

Avalon®
Cream Code 4536
Vigour M



**Blomski
White** Code 6606
Vigour M



Alaska Code 6638
Vigour M

New



**Blomski
Yellow** Code 6607
Vigour M



Verdissimo Code 6610
Vigour L



**Superba
Pink** Code 6611
Vigour L

SORRENTO series ▼



**Sorrento
Pink** Code 4896
Vigour L



**Sorrento
Orange** Code 6415
Vigour L



**Sorrento
Yellow** Code 6414
Vigour L



**Sorrento
White Improved** Code 6605
Vigour L



6 | EXTRA LATE (wk 43)

AMADORE® series ▼



Amadore®
White Code 6544
Vigour M
RT 6



Amadore®
Yellow Code 6580
Vigour M
RT 6



Amadore®
Orange Code 6495
Vigour M
RT 6



Amadore®
Pink Code 6439
Vigour M
RT 6



Amadore®
Purple Code 6494
Vigour M
RT 6



Amadore®
Red Code 6601
Vigour M
RT 6

ZSAZSA series ▼

*A series of plants
with dark leaves and
a very good shelf life*



**ZsaZsa
Pink** Code 4798
Vigour M



**ZsaZsa
Purple** Code 4535
Vigour M



**ZsaZsa
White** Code 6424
Vigour M



**ZsaZsa
Yellow** Code 6548
Vigour M



**ZsaZsa
Red** Code 4800
Vigour M

MILKSHAKE™ series ▼



New



New



New



Milkshake™
Coconut
Code 6885
Vigour C
RT 6



Milkshake™
Banana
Code 6872
Vigour C
RT 6

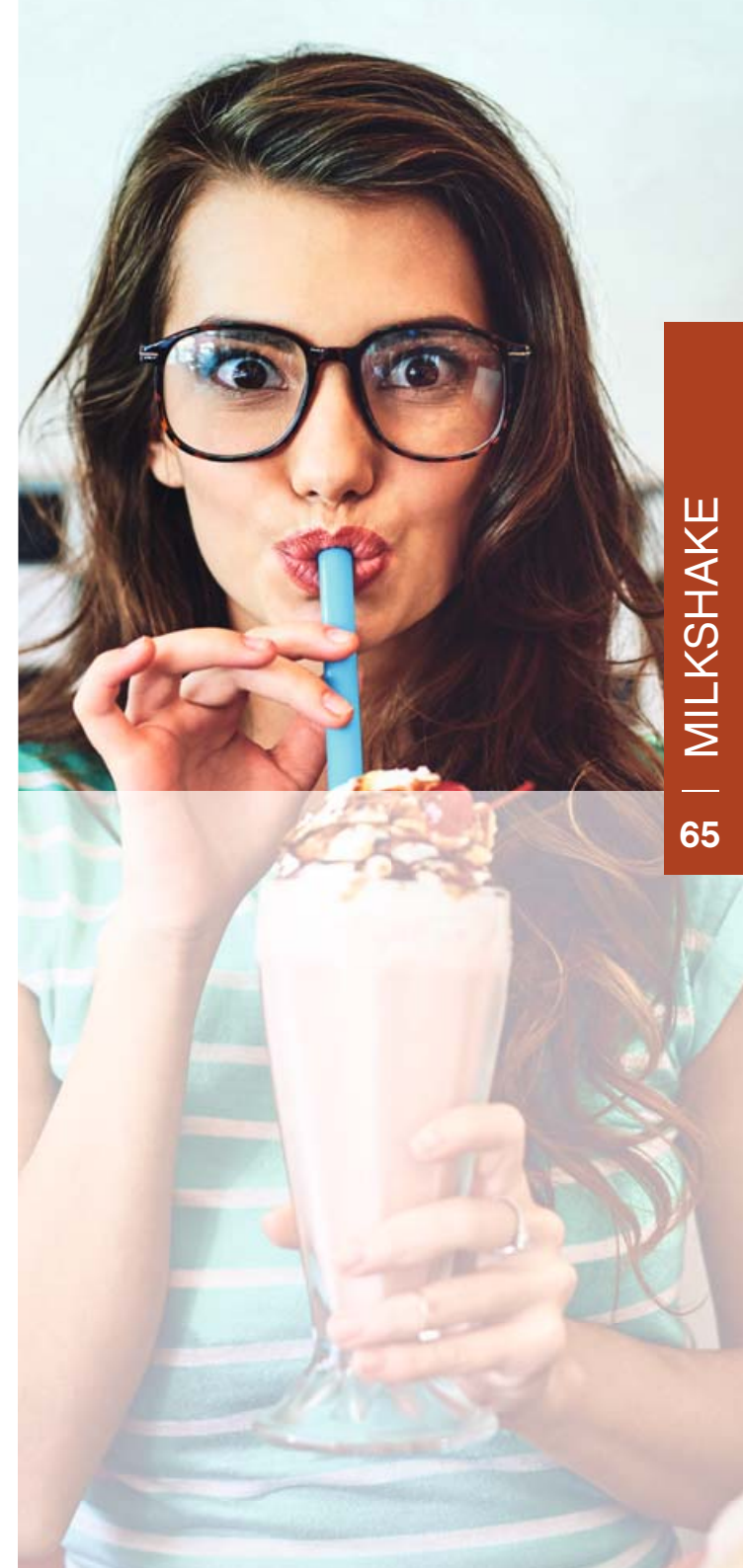


Milkshake™
Papaya
Code 6871
Vigour C
RT 6



Milkshake™
Cherry
Code 6876
Vigour C
RT 6

Milkshake™
Raspberry
Code 6873
Vigour C
RT 6







Additional

Are you looking for something special? These additional Multiflora concepts are the answer for you! Picture-perfect Multiflora in hanging baskets, stunning Blooming Beauties in six packs & pots and their cute smaller versions called Baby Mums in ten packs.





Blooming Beauty™
Purple
Code 4458
Vigour C
RT 6



Blooming Beauty™
Red
Code 4196
Vigour C
RT 6



Blooming Beauty™
Bronze
 Code 4160
 Vigour C
 RT 6



Blooming Beauty™
Yellow
 Code 4198
 Vigour C
 RT 6



Blooming Beauty™
White
 Code 4197
 Vigour C
 RT 6

SKYFALL® series ▼



2 | HANGING BASKET



*Also available
as a Mix*

Skyfall®
Yellow

Code 4850
Vigour T
RT 6

Skyfall®
Purple

Code 4181
Vigour T
RT 6



**Skyfall®
Pink** Code 4827
Vigour T
RT 6

**Skyfall®
Red Improved** Code 6578
Vigour T
RT 6

**Skyfall®
White** Code 6523
Vigour T
RT 6



Baby Mum®
Pink
Code 6522
Vigour SC
RT 6



Baby Mum®
Purple
Code 4992
Vigour SC
RT 6



Baby Mum®
Red
Code 6593
Vigour SC
RT 6



Baby Mum®
Orange
Code 4476
Vigour SC
RT 6



Baby Mum®
Yellow
Code 6551
Vigour SC
RT 6



Baby Mum®
White
Code 6422
Vigour SC
RT 6

Aster













































Code	Variety	Status	Plant Week	Colour	Flowertype	Flower-size	Vigour	Response Time (wk)	Potsize (cm)	License (€/1000)	Page
Tiara®											
5208	Tiara® Opale White		6 - 36	○ white	daisy	3	medium	5	9 - 17	20,50	16
5109	Tiara® Royal Pink		6 - 36	● pink	daisy	3	medium	5,5	9 - 17	20,50	16
5140	Tiara® Royal Purple		6 - 36	● purple	daisy	3	medium	5,5	9 - 17	20,50	16
Showmakers®											
5331	Showmakers® Arctic White	NEW	6 - 36	○ white	decorative	3	medium	6	9 - 17	21,00	18
5348	Showmakers® Baby Pink		6 - 36	● dark pink	decorative	3	medium	6	9 - 17	21,00	19
5296	Showmakers® Blue Bayou		6 - 36	● dark blue	decorative	3	medium	6	9 - 17	21,00	18
5379	Showmakers® Lavender		6 - 36	● lilac	decorative	3	medium	6	9 - 17	21,00	18
5289	Showmakers® Lilac Sunset		6 - 36	● lilac	decorative	3	medium	6	9 - 17	21,00	18
5349	Showmakers® Magenta		6 - 36	● magenta	decorative	3	medium	6	9 - 17	21,00	19
5206	Showmakers® Pretty Pink		6 - 36	● dark pink	decorative	3	medium	6	9 - 17	21,00	19































Bouvardia

Code	Variety	Status	Plant Week	Colour	Flowertype	Flower-size	Vigour	Response Time (wk)	Potsize (cm)	License (€/1000)	Page
Bellevardia®											
Q524	Bellevardia® Blossom Pink		1 - 32	● pink	single	medium	medium	7	12	30,00	23
Q503	Bellevardia® Dark Pink		1 - 32	● dark pink	single	medium	medium	7	12	30,00	22
Q553	Bellevardia® Fire Red		1 - 32	● red	single	medium	large	7	12	30,00	22
Q501	Bellevardia® Light Pink		1 - 32	● light pink	single	medium	medium	7	12	30,00	22
Q522	Bellevardia® Pink Eye		1 - 32	● pink	single	medium	medium	7	12	30,00	23
Q618	Bellevardia® Snow White		1 - 32	○ white	single	medium	medium	7	12	30,00	23

Celosia

Code	Variety	Status	Plant Week	Colour	Flowertype	Flower-size	Vigour	Response Time (wk)	Potsize (cm)	License (€/1000)	Page
Spicata											
5572	Anthos Purple	NEW	4 - 34	● purple	spicata	large	medium	5,5	9 - 23	30,00	29
5986	Comfort (Carmina Red)		4 - 34	● red	spicata	large	compact	6	9 - 23	20,00	29
5918	Deep Purple®		2 - 34	● purple	spicata	large	medium	5,5	12 - 23	20,00	29
5734	Firossa		8 - 34	● red	spicata	large	medium	5,5	9 - 23	20,00	27
5558	Javalin		8 - 34	● purple	spicata	large	medium	5,5	12 - 23	50,00	27
5740	Merida® Guyana		8 - 34	○ white	spicata	large	medium	5,5	9 - 23	20,00	26
5657	Merida® Pink		8 - 34	● pink	spicata	large	medium	5,5	12 - 23	20,00	26
5461	Merida® Red		8 - 34	● red	spicata	large	medium	5,5	12 - 23	20,00	26
5759	Purple 18		4 - 34	● purple	spicata	large	compact	5,5	9 - 23	30,00	27
5773	Vintage	EXCLUSIVE	8 - 34	● pink	spicata	large	medium	6	12 - 23	100,00	27
Hot Topic®											
5536	Hot Topic® Clown		8 - 34	● multi colour	cristata	medium	medium	6	12 - 23	30,00	28
5702	Hot Topic® Pink		8 - 34	● pink	cristata	medium	medium	6	12 - 23	30,00	28
5538	Hot Topic® Red		8 - 34	● red	cristata	medium	medium	6	12 - 23	30,00	28
5967	Hot Topic® Yellow		8 - 34	● yellow	cristata	medium	medium	6	12 - 23	30,00	28
XXL Series											
5910	XXL Orange	NEW	8 - 34	● orange	plumosa	large	vigorous	6	19 - 23	100,00	
5915	XXL Purple	NEW	8 - 34	● purple	plumosa	large	vigorous	6	19 - 23	100,00	
5911	XXL Red	NEW	8 - 34	● red	plumosa	large	vigorous	6	19 - 23	100,00	

Code	Variety	Status	Plant Week	Colour	Flowertype	Vigour	Response Time (wk)	Potsize > 11 cm	Potsize 9 cm	License (€/1000)	Page
Z535	Anansi™ Pink	EXCLUSIVE	1 - 52	 pink	spider	large	7	x		12,00	44
Z534	Anansi™ White	EXCLUSIVE	1 - 52	 white	spider	large	7	x		12,00	44
Z536	Anansi™ Yellow	EXCLUSIVE	1 - 52	 yellow	spider	large	7	x		12,00	44
2626	Artistic® Armin		1 - 52	 purple/white	daisy	medium	6,5	x	x	12,00	33
2891	Artistic® Armin Red		5 - 35	 red	daisy	medium	6,5	x	x	12,00	33
2080	Artistic® Dark Pink		5 - 35	 purple/white	daisy	medium	7,5	x	x	12,00	33
2038	Artistic® Rosy		1 - 52	 purple/white	daisy	medium	7	x	x	12,00	33
2616	Artistic® Spiderman		5 - 35	 yellow	spider	extra large	7,5	x	x	12,00	45
Z483	Belmond	NEW	5 - 35	 white-green	anemone	medium	7,5	x	x	13,00	32
2267	Blizzard Time		1 - 52	 white	decorative	medium	6,5	x	x	12,00	40
2915	Blossom Time		1 - 52	 pink	daisy	large	7	x	x	12,00	37
2903	Bonbini		1 - 52	 pink/white	daisy	medium	6,5	x		12,00	33
Z449	Cardinal Time	NEW	1 - 52	 red	daisy	medium	7	x	x	13,00	36
2634	Ciao Improved		1 - 52	 purple/white	daisy	medium	7	x	x	12,00	34
2001	Ciao Rebel	NEW	5 - 35	 red/yellow	daisy	medium	7	x	x	13,00	34
2619	Ciao Red		1 - 52	 red/yellow	daisy	large	7	x	x	12,00	34
2624	Deejay Time		8 - 34	 purple	daisy	medium	7	x	x	12,00	36
2373	Digi Time		1 - 52	 pink	daisy	medium	7,5	x	x	10,00	37
2924	Elliot		1 - 52	 red	daisy	large	7	x	x	12,00	36
2885	Embera		1 - 52	 amber	anemone/spoon	medium	8	x	x	12,00	32
2908	Embera Red		1 - 52	 red	anemone/spoon	medium	8	x	x	12,00	32
2347	Energy Time		5 - 35	 red	spoon	medium	7	x	x	12,00	46
2023	Giro Time Pink		1 - 52	 pink	daisy	medium	6,5	x	x	12,00	37
Z561	Giro Time Purple		1 - 52	 purple	daisy	medium	6,5	x	x	12,00	37
2914	Green Parakeet		1 - 52	 green	spider	medium	7,5	x	x	20,00	44
Z521	Hermosa White	NEW	1 - 52	 white	spider	compact	6,5	x	x	13,00	45
2106	Hermosa Yellow	NEW	1 - 52	 yellow	spider	compact	6,5	x	x	13,00	45
2958	HoiHoi		1 - 52	 red/yellow	daisy	medium	7	x	x	12,00	34
2645	Iguazu		5 - 35	 green	decorative	large	7,5	x	x	12,00	41
2644	Inuit		5 - 35	 white	spider	medium	7,5	x		12,00	45
7022	Lake Yala		1 - 52	 pink	anemone	medium	7	x	x	12,00	32
2208	McBrian		5 - 35	 purple	anemone	medium	7	x		10,00	32
2389	Mega Time White		1 - 52	 white	daisy	medium	7,5	x	x	12,00	47
2895	Mount® Amaro		1 - 52	 yellow	decorative	medium	7,5	x	x	12,00	41
2930	Mount® Aubisque Apricot		1 - 52	 orange	decorative	large	7	x	x	12,00	39
2909	Mount® Aubisque Burgundy		1 - 52	 red	decorative	large	7	x	x	12,00	39
2931	Mount® Aubisque Light Pink		1 - 52	 light pink	decorative	large	7	x	x	12,00	38
2643	Mount® Aubisque Pink		1 - 52	 pink	decorative	large	7	x	x	12,00	38
2893	Mount® Aubisque Purple		1 - 52	 purple	decorative	large	7	x	x	12,00	38
2910	Mount® Aubisque Salmon		1 - 52	 salmon	decorative	large	7	x	x	12,00	39
2022	Mount® Carmel		1 - 52	 yellow	decorative	medium	7	x		12,00	41
2641	Mount® Gerlach		1 - 52	 white	decorative	small	7,5	x	x	12,00	40
2301	Mount® Harmony Copper		1 - 52	 copper	decorative	large	7	x	x	12,00	42
2222	Mount® Harmony Pink		1 - 52	 pink	decorative	large	7	x	x	12,00	42

Code	Variety	Status	Plant Week	Colour	Flowertype	Vigour	Response Time (wk)	Potsize > 11 cm	Potsize 9 cm	License (€/1000)	Page
2079	Mount® Katla		5 - 35	 orange light	daisy	large	7	x	x	12,00	35
2635	Mount® Kenya		1 - 52	 red	decorative	large	7,5	x	x	12,00	42
2538	Mount® Lanin		5 - 35	 pink	decorative	large	7	x	x	12,00	42
2086	Mount® Listou		5 - 35	 cream	decorative	large	7,5	x	x	12,00	41
2568	Mount® Pleasant		1 - 52	 yellow	decorative	medium	7	x	x	12,00	41
2524	Mount® Runca		1 - 52	 white	daisy	medium	7	x	x	12,00	35
2936	Mount® Runca Yellow		1 - 52	 yellow	daisy	medium	7	x	x	12,00	35
2625	Mount® Snowdon		1 - 52	 white	decorative	large	7	x	x	12,00	40
2627	Mount® Tolima		1 - 52	 bronze	decorative	medium	7	x	x	12,00	41
2631	Mount® Tourmalet		1 - 52	 purple	decorative	large	7	x	x	12,00	42
2628	Mount® Ventoux		1 - 52	 pink	decorative	medium	7	x	x	12,00	42
2902	Ocean Time		1 - 52	 white	daisy	medium	7	x	x	12,00	35
2817	Omega Time Dark Pink		1 - 52	 pink dark	daisy	medium	7,5	x	x	12,00	47
2487	Omega Time Golden		1 - 52	 yellow	daisy	medium	7,5	x	x	12,00	47
2818	Omega Time Orange		1 - 52	 orange	daisy	medium	7,5	x	x	12,00	47
2300	Picnic		8 - 34	 white-green	anemone	medium	8	x	x	20,00	32
2912	Pierre Time		1 - 52	 pink	spoon	medium	7	x		12,00	46
2012	Sawadee		5 - 35	 red/yellow	spoon	large	7,5	x	x	12,00	46
2898	Smile Time		1 - 52	 purple	daisy	medium	7	x	x	12,00	47
2043	Sunset Time		1 - 52	 orange	daisy	medium	7	x	x	12,00	36
2881	Tapas Time		1 - 52	 yellow	daisy	medium	7,5	x	x	12,00	35
2610	Tempo Time		1 - 52	 yellow	daisy	medium	7	x		12,00	36
2180	Vyroni		1 - 52	 yellow	daisy	extra large	7,5	x	x	10,00	35
Disbuds											
Z550	Dexter		1 - 52	 salmon	decorative	large	8	x		25,00	48
2977	Fireworks™ Cream		1 - 52	 creme	spider	medium	9	x	x	50,00	48
2978	Fireworks™ Yellow		1 - 52	 yellow	spider	medium	9	x	x	50,00	48
2913	Mingus Yellow		1 - 52	 yellow	spider	medium	7	x		25,00	49
2035	Nova Lime		5 - 35	 lime	decorative	medium	7	x		25,00	49
2653	Organza®	EXCLUSIVE	5 - 35	 white	decorative	medium	7	x		on request	49
2501	Top Hat White	NEW	1 - 52	 white	anemone	large	8	x		50,00	

Multiflora

Code	Variety	Status	Plant Week	Colour	Flower-type	Flower-size	Flowering Time	Vigour	Grown Outside	Grown Inside	Response Time (wk)	License (€/1000)	Page
Early (week 34-36)													
4753	Harlem Purple		14 - 21	purple	decorative	3	34-36	medium	x			50,00	52
6554	Harlem Red		14 - 21	red	decorative	3	34-36	medium	x			50,00	52
5006	High Line Yellow		14 - 21	yellow	decorative	3	34-36	medium	x			50,00	52
4749	Playa Sunny		14 - 21	yellow	decorative	3	34-36	medium	x			50,00	52
6598	Tribeca Pink		14 - 21	pink	decorative	3	34-36	medium	x			50,00	52
6832	Tribeca Sunrise		14 - 21	Light orange	decorative	3	34-36	medium	x			50,00	52
6833	Tribeca Sunset		14 - 21	dark orange	decorative	3	34-36	medium	x			50,00	52
4742	White Swan		14 - 21	white	decorative	3	34-36	medium	x			50,00	52
Middle - Early (week 37-38)													
4597	Araxa Purple		15 - 24	purple	decorative	3	37-38	medium	x			50,00	53
4592	Flamingo Cranberry		15 - 24	red	decorative	4	37-38	medium	x			50,00	53
4069	Flamingo Pink		15 - 24	lila	decorative	4	37-38	medium	x			50,00	53
6490	Gold Cup		15 - 24	yellow	decorative	4	37-38	medium	x			50,00	53
4872	Queens		15 - 24	white	decorative	3	37-38	medium	x			50,00	53
Middle - Late (week 39-40)													
6483	Paradiso Amber		4 - 34	orange	decorative	3	39-40	medium	x	x	5,5	50,00	55
4760	Paradiso Orange		4 - 34	orange	decorative	3	39-40	medium	x	x	5,5	50,00	55
6482	Paradiso Pink		4 - 34	pink	decorative	3	39-40	medium	x	x	5,5	50,00	55
4090	Paradiso Purple		4 - 34	purple	decorative	3	39-40	medium	x	x	5,5	50,00	55
4788	Paradiso White		4 - 34	creamy white	decorative	3	39-40	medium	x	x	5,5	50,00	54
4823	Paradiso Yellow		4 - 34	yellow	decorative	3	39-40	medium	x	x	5,5	50,00	54
4210	Yellow Tang		17 - 24	yellow	decorative	3	39-40	medium	x			50,00	54
Late (week 41-43)													
4536	Avalon® Cream		17 - 28	creamy white	decorative	4	41-42	medium	x			50,00	59
4524	Avalon® Orange		17 - 28	orange	decorative	4	41-42	medium	x			50,00	59
4118	Avalon® Pink		17 - 28	pink	decorative	4	41-42	medium	x			50,00	58
4697	Avalon® Purple		17 - 28	purple	decorative	4	41-42	medium	x			50,00	58
4546	Avalon® Red		17 - 28	red	decorative	4	41-42	medium	x			50,00	59
4696	Avalon® Yellow		17 - 28	yellow	decorative	4	41-42	medium	x			50,00	59
4141	Rosanna Dark Pink		12 - 34	purple	decorative	2	41-43	medium	x	x	6,5	50,00	56
6527	Rosanna Yellow Imp.		12 - 34	yellow	decorative	2	41-42	medium	x	x	6,5	50,00	56
4123	Rosanna White		12 - 34	white	decorative	2	41-42	medium	x	x	6,5	50,00	56
6506	Snowbird		17 - 28	white	decorative	4	42	medium	x			50,00	57
6867	Tiamo Dark Pink		17 - 28	pink	decorative	3	42	medium	x			50,00	57
6829	Tiamo Orange Improved		17 - 28	orange	decorative	3	42	medium	x			50,00	57
6828	Tiamo Red		17 - 28	red	decorative	3	42	medium	x			50,00	57
6866	Tiamo Yellow		17 - 28	yellow	decorative	3	42	medium	x			50,00	57

Multiflora

Code	Variety	Status	Plant Week	Colour	Flower-type	Flower-size	Flowering Time	Vigour	Grown Outside	Grown Inside	Response Time (wk)	License (€/1000)	Page
Extra Late (week 43)													
6638	Alaska	NEW	19 - 28	white	decorative	4	43	medium	x			50,00	60
6606	Blomski White		19 - 28	white	decorative	4	43	medium	x			50,00	60
6607	Blomski Yellow		19 - 28	yellow	decorative	4	43	medium	x			50,00	60
6415	Sorrento Orange		19 - 28	orange	decorative	4	42-43	large	x			50,00	61
4896	Sorrento Pink		19 - 28	pink	decorative	4	42-43	large	x			50,00	61
6605	Sorrento White Improved		19 - 28	white	decorative	4	42-43	large	x			50,00	61
6414	Sorrento Yellow		19 - 28	yellow	decorative	4	42-43	large	x			50,00	61
6611	Superba Pink		19 - 28	pink	decorative	4	43	large	x			50,00	60
6610	Verdisimo		19 - 28	green	decorative	3	42-43	large	x			50,00	60
Black Cloth													
6495	Amadore® Orange		14 - 28	orange	decorative	3	40-41	medium	x	x	6	50,00	62
6439	Amadore® Pink		14 - 28	pink	decorative	3	40-41	medium	x	x	6	50,00	62
6494	Amadore® Purple		14 - 28	purple	decorative	3	40-41	medium	x	x	6	50,00	62
6601	Amadore® Red		14 - 28	red	decorative	3	40-41	medium	x	x	6	50,00	62
6544	Amadore® White		14 - 28	white	decorative	3	40-41	medium	x	x	6	50,00	62
6580	Amadore® Yellow		14 - 28	yellow	decorative	3	40-41	medium	x	x	6	50,00	62
4798	ZsaZsa Pink		14 - 28	pink	decorative	2	40-41	medium	x	x		50,00	63
4535	ZsaZsa Purple		14 - 28	purple	decorative	2	40-41	medium	x	x		50,00	63
4800	ZsaZsa Red		14 - 28	red	decorative	2	40-41	medium	x	x		50,00	63
6424	ZsaZsa White		14 - 28	white	decorative	2	40-41	medium	x	x		50,00	63
6548	ZsaZsa Yellow		14 - 28	yellow	decorative	2	40-41	medium	x	x		50,00	63
6872	Milkshake™ Banana	NEW	6 - 34	yellow	decorative	3		compact		x	6	50,00	64
6876	Milkshake™ Cherry	NEW	6 - 34	red	decorative	3		compact		x	6	50,00	65
6885	Milkshake™ Coconut	NEW	6 - 34	white	decorative	3		compact		x	6	50,00	64
6871	Milkshake™ Papaya	NEW	6 - 34	orange	decorative	3		compact		x	6	50,00	64
6873	Milkshake™ Raspberry	NEW	6 - 34	pink	decorative	3		compact		x	6	50,00	65
6886	Milkshake™ Strawberry	NEW	6 - 34	purple	decorative	3		compact		x	6	50,00	

Blooming Beauty™

Code	Variety	Status	Plant Week	Colour	Flower-type	Flower-size	Vigour	Grown Inside	Response Time (wk)	License (€/1000)	Page
4160	Blooming Beauty™ Bronze	6 - 34	●	bronze	decorative	small	compact	x	6	50,00	69
4458	Blooming Beauty™ Purple	6 - 34	●	purple	decorative	small	compact	x	6	50,00	68
4196	Blooming Beauty™ Red	6 - 34	●	red	decorative	small	compact	x	6	50,00	68
4197	Blooming Beauty™ White	6 - 34	○	white	decorative	small	compact	x	6	50,00	69
4198	Blooming Beauty™ Yellow	6 - 34	●	yellow	decorative	small	compact	x	6	50,00	69

Hanging baskets

Code	Variety	Status	Plant Week	Colour	Flower-type	Flower-size	Vigour	Grown Inside	Response Time (wk)	License (€/1000)	Page
Skyfall®											
4827	Skyfall® Pink	6 - 34	●	pink	decorative	small	trailing	x	6	60,00	71
4181	Skyfall® Purple	6 - 34	●	purple	decorative	small	trailing	x	6	60,00	70
6578	Skyfall® Red Improved	6 - 34	●	red	decorative	small	trailing	x	6	60,00	70
6523	Skyfall® White	6 - 34	○	white	decorative	small	trailing	x	6	60,00	71
4850	Skyfall® Yellow	6 - 34	●	yellow	decorative	small	trailing	x	6	60,00	71

Baby Mum®

Code	Variety	Status	Plant Week	Colour	Flower-type	Flower-size	Vigour	Grown Outside	Response Time (wk)	License (€/1000)	Page
4476	Baby Mum® Orange	6 - 34	●	bronze	decorative	small	supercompact	x	6	30,00	72
6522	Baby Mum® Pink	6 - 34	●	pink	decorative	small	supercompact	x	6	30,00	72
4992	Baby Mum® Purple	6 - 34	●	purple	decorative	small	supercompact	x	6	30,00	72
6593	Baby Mum® Red	6 - 34	●	red	decorative	small	supercompact	x	6	30,00	72
6422	Baby Mum® White	6 - 34	○	white	decorative	small	supercompact	x	6	30,00	72
6551	Baby Mum® Yellow	6 - 34	●	yellow	decorative	small	supercompact	x	6	30,00	72

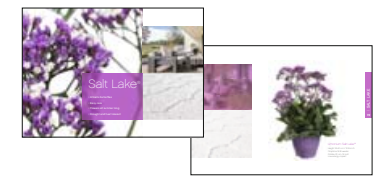
2020

JANUARY							FEBRUARY							MARCH							APRIL						
M	29	6	13	20	27	3	M	27	3	10	17	24	2	M	24	2	9	16	23	30	M	30	6	13	20	27	4
T	30	7	14	21	28	4	T	28	4	11	18	25	3	T	25	3	10	17	24	31	T	31	7	14	21	28	5
W	1	8	15	22	29	5	W	29	5	12	19	26	4	W	26	4	11	18	25	1	W	1	8	15	22	29	6
T	2	9	16	23	30	6	T	30	6	13	20	27	5	T	27	5	12	19	26	2	T	2	9	16	23	30	7
F	3	10	17	24	31	7	F	31	7	14	21	28	6	F	28	6	13	20	27	3	F	3	10	17	24	1	8
S	4	11	18	25	1	8	S	1	8	15	22	29	7	S	29	7	14	21	28	4	S	4	11	18	25	2	9
S	5	12	19	26	2	9	S	2	9	16	23	1	8	S	1	8	15	22	29	5	S	5	12	19	26	3	10

MAY							JUNE							JULY							AUGUST						
M	27	4	11	18	25	1	M	1	8	15	22	29	6	M	29	6	13	20	27	3	M	27	3	10	17	24	31
T	28	5	12	19	26	2	T	2	9	16	23	30	7	T	30	7	14	21	28	4	T	28	4	11	18	25	1
W	29	6	13	20	27	3	W	3	10	17	24	1	8	W	1	8	15	22	29	5	W	29	5	12	19	26	2
T	30	7	14	21	28	4	T	4	11	18	25	2	9	T	2	9	16	23	30	6	T	30	6	13	20	27	3
F	1	8	15	22	29	5	F	5	12	19	26	3	10	F	3	10	17	24	31	7	F	31	7	14	21	28	4
S	2	9	16	23	30	6	S	6	13	20	27	4	11	S	4	11	18	25	1	8	S	1	8	15	22	29	5
S	3	10	17	24	31	7	S	7	14	21	28	5	12	S	5	12	19	26	2	9	S	2	9	16	23	30	6

SEPTEMBER							OCTOBER							NOVEMBER							DECEMBER						
M	31	7	14	21	28	6	M	28	5	12	19	26	2	M	24	2	9	16	23	30	M	30	7	14	21	28	4
T	1	8	15	22	29	6	T	29	6	13	20	27	3	T	25	3	10	17	24	1	T	1	8	15	22	29	5
W	2	9	16	23	30	7	W	30	7	14	21	28	4	W	26	4	11	18	25	2	W	2	9	16	23	30	6
T	3	10	17	24	1	8	T	1	8	15	22	29	5	T	27	5	12	19	26	3	T	3	10	17	24	31	7
F	4	11	18	25	2	9	F	2	9	16	23	30	6	F	28	6	13	20	27	4	F	4	11	18	25	1	8
S	5	12	19	26	3	10	S	3	10	17	24	31	7	S	29	7	14	21	28	5	S	5	12	19	26	2	9
S	6	13	20	27	4	11	S	4	11	18	25	1	8	S	1	8	15	22	29	6	S	6	13	20	27	3	10

For our Salt Lake & Colorita products, ask your sales representative for the seasonal brochure!



Events

IPM	28 - 31 January
MyPlant & Garden	26 - 28 February
California Spring Trials	28 March - 1 April
Flower Expo Ukraine	8 - 10 April
Dutch Lily Days	2 - 5 June
Flower Trials	9 - 12 June
Cut Chrysanthemum Trials	9 - 12 June
Flower Expo Poland	3 - 5 September
FlowersExpo Moscow	8 - 10 September
Expo Flor Ecuador	30 Sept - 2 Oct
Chrysanthemum Trials Colombia	Week 35
FloraHolland Trade Fair	4 - 6 November
Int. Floriculture Trade Fair (IFTF)	4 - 6 November
Cut Chrysanthemum Trials	27 - 28 November

Special Days

New Year	1 January
Chinese New Year	25 January
Valentine's Day	14 February
Int. Women's Day	8 March
Mother's Day (UK)	22 March
Easter	12 - 13 April
Mother's Day (US, NL, DE)	10 May
Ascension Day	21 May
Pentecost	31 May
Whit Monday	1 June
Mother's Day (FR)	7 June
Assumption Day	15 August
Halloween	31 October
All Saints' Day	1 November
Christmas	25 December
Christmas/Boxing Day	26 December
New Year's Eve	31 December



This brochure contains general information about our products. The specifications merely serve as an indication of the properties of the varieties described. Royal Van Zanten therefore accepts no liability with regard to the accuracy or completeness of the information in this brochure. The information and images in this brochure relate to varieties cultivated under optimum growing conditions in the Netherlands. Cultivation results for our varieties may be affected by the cultivation method, treatment and environmental factors.

driven by passion

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