



Royal Van Zanten

ROYAL COLLECTION

POT CELOSIA 2023

Hello, Hallo, Hola, Halo, Habari, Bonjour,
Olá, Ciao, Hej, Привет, Cześć, Kon'nichiwa,
Nǐ hǎo, Xin chào

Nice to meet you!

Royal Van Zanten provides you with first-class, MPS-certified starting material that satisfies the latest requirements for a profitable crop.

We understand that success depends on more than just beautiful varieties and high quality plant material. As members of the Royal Van Zanten Team, we are pleased to offer you our support and advice on both the technical aspects of cultivation of our varieties, with our concepts, new introductions and much more.

We love to create a long-term relationship with you by sharing our knowledge and passion for plants!

If you have any questions or if you are interested in our products please contact us via customerservice@royalvanzanten.com.



Peter van de Kamp

Area Export Manager
Pot & Bedding
The Netherlands and
United Kingdom



Nico Laan

Area Export Manager
Pot & Bedding
The Netherlands,
Northern Europe,
Central Europe and
Eastern Europe





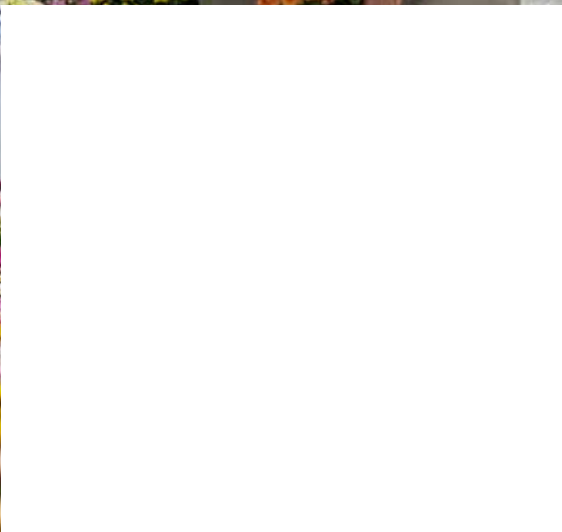
Bert Koeze

Area Export Manager
Pot & Bedding
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Europe, Western Europe,
Southern Europe, Australia
and New Zealand



Rick Kroon

Director Sales &
Marketing



Nick Nieuwesteeg

Market Manager
Pot & Bedding Europe

Area Export Manager
Pot & Bedding
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"We care, so we act.

We improve every day in order to make our
business more sustainable.

We create equal opportunities for growth
and strive for excellence.

We respect each other and Mother Earth.

We bear responsibility for our future and
that of future generations."

Royal Van Zanten



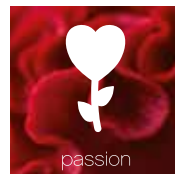


OUR VIEW OF SUSTAINABILITY

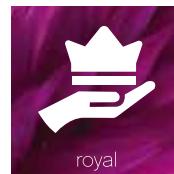
Passion grows when you pass it on to others. That's what we believe. Our passion is not only evident in our flowers and plants but also in the way we do things.

Once you get to know Royal Van Zanten, you'll feel our passion for the industry. We love making other people happy with what we do, but we also get a huge amount of pleasure ourselves from our day-to-day work. And we want to pass on that pleasure to others – both now and in the future.

We realise that we can only pass on our passion to others if we protect the earth, create equal opportunities and ensure the company remains healthy with a focus on the long term – for the next generation and beyond.



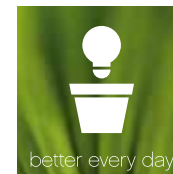
passion



royal



quality



better every day



ambition



Concepts

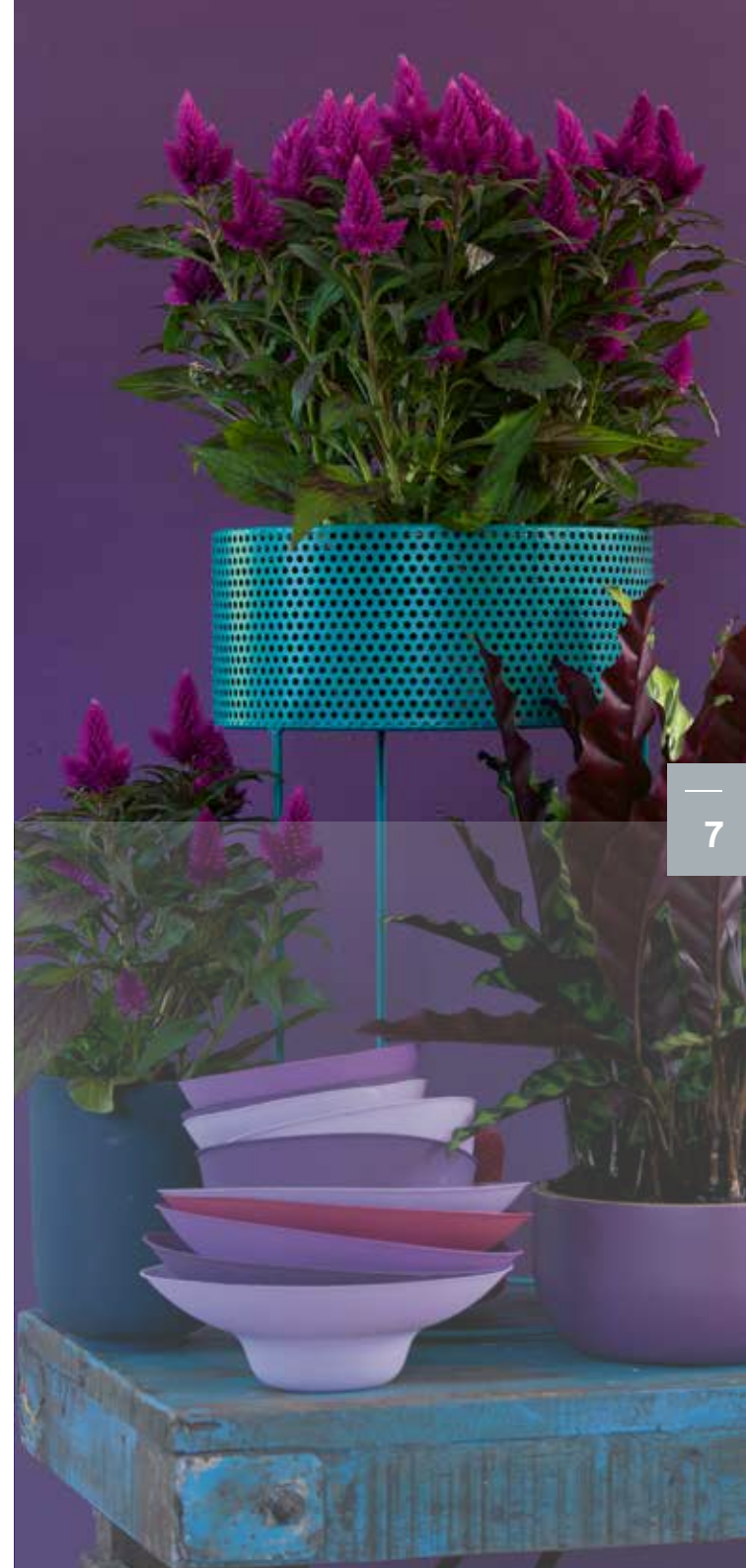
We help you to stand out in the market by developing marketing concepts in close collaboration with you. Together we find new market opportunities, create a wow-factor and give inspiration throughout the chain; from grower to consumer, online and offline.

A success for more than 10 years!

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



www.purple-celosia.com





'WILD', the first sustainable celosia

It sounds already so cool and crazy: 'WILD' Celosia. And it is an exciting pot plant that precisely is what the name suggests: a pure, uninhibited, and untamed celosia. Just as it would grow in nature.

- No growth regulators, just pure nature!

Pot size: 12 - 19 cm

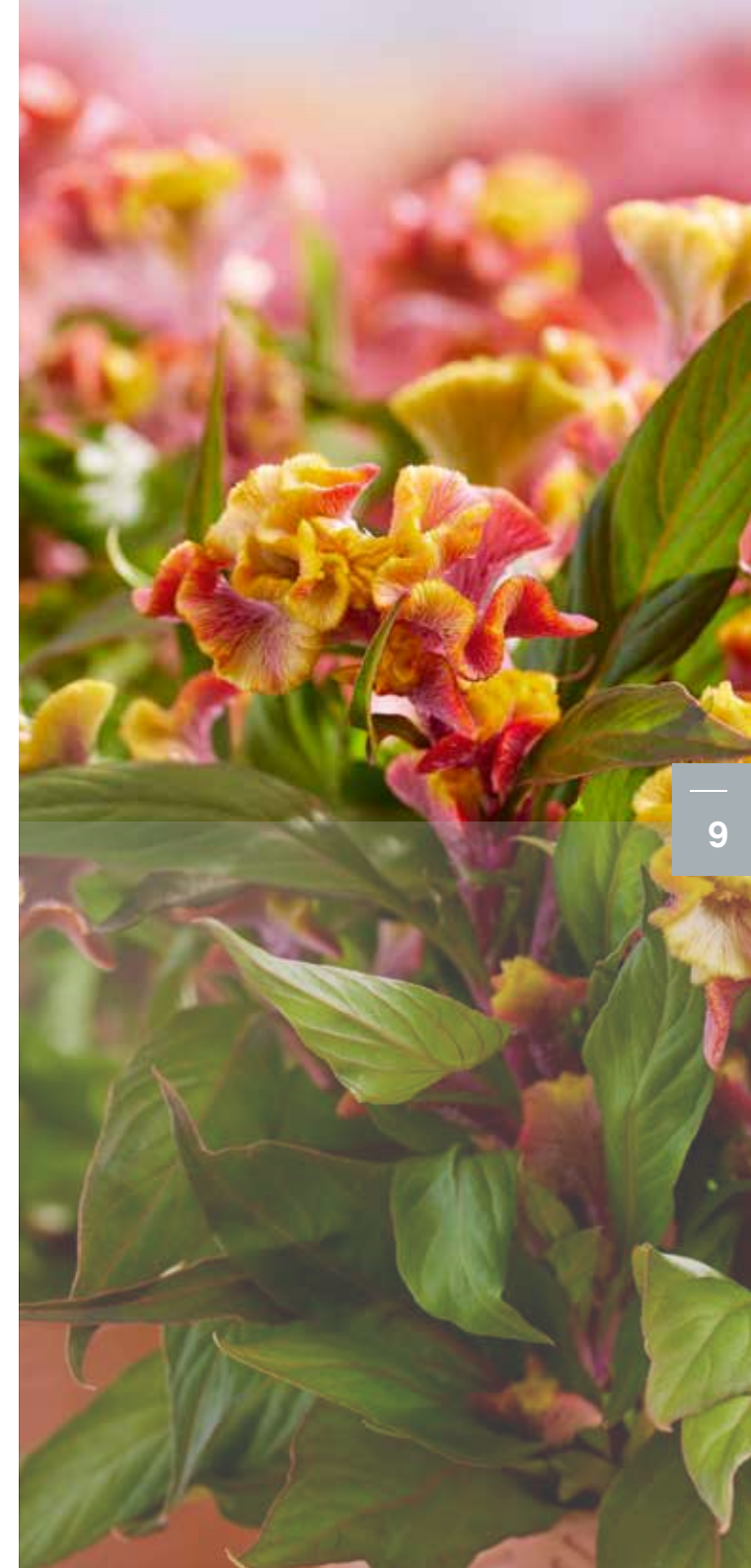


New celosia retail concept: Coral

Our new 'Coral Celosia' concept refers to the colourful coral shaped flowers of our cristata celosia's.

This retail concept is also available as a special edition: 'Reef Celosia'. Reef is a very unique bi-coloured celosia.

Pot size: 12 cm







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...?



SPICATA ▼



ANTHOS PURPLE Code 5572
Vigour M
RT 5,5



DEEP PURPLE® Code 5918
Vigour M
RT 5,5



JAVALIN Code 5558
Vigour M
RT 5,5



**MERIDA®
RED** Code 5461
Vigour M
RT 5,5



**MERIDA®
PINK
IMPROVED** Code 5760
Vigour M
RT 5,5



PURPLE 18 Code 5759
Vigour C
RT 5,5

XXL series ▼



VINTAGE Code 5773
Vigour M
RT 6



XXL ORANGE Code 5910
Vigour L
RT 6



DARK SHADES Code 5944
Vigour M
RT 6

NEW



XXL PURPLE Code 5915
Vigour L
RT 6



HOT TOPIC® series ▼



**HOT TOPIC®
CLOWN** Code 5536
Vigour M
RT 6



**HOT TOPIC®
GOLDEN** Code 5901
Vigour M
RT 5



**HOT TOPIC®
PINK** Code 5702
Vigour M
RT 6



**HOT TOPIC®
RED** Code 5538
Vigour M
RT 6



**HOT TOPIC®
YELLOW** Code 5967
Vigour M
RT 6



















NEW

WILD PINK Code 5569
Vigour M
RT 6



Celosia

Code	Variety	Status	Plant Week	Colour	Flowertype	Flower-size	Vigour	Response Time (wk)	Potsize (cm)	Page
Spicata										
5572	Anthos Purple	NEW	4 - 34	 purple	spicata	large	medium	5,5	9 - 23	12
5944	Dark Shades		8 - 34	 purple	spicata	large	medium	6	12 - 23	13
5918	Deep Purple®		4 - 34	 purple	spicata	large	medium	5,5	12 - 23	12
5558	Javalin		4 - 34	 purple	spicata	large	medium	5,5	12 - 23	12
5461	Merida® Red		4 - 34	 red	spicata	large	medium	5,5	12 - 23	12
5760	Merida® Pink Improved	NEW	4 - 34	 pink	spicata	large	medium	5,5	12 - 23	12
5759	Purple 18		1 - 34	 purple	spicata	large	compact	5,5	9 - 23	12
5773	Vintage		4 - 34	 pink	spicata	large	medium	6	12 - 23	13
5569	Wild Pink		8 - 34	 pink	spicata	large	medium	6	12 - 23	15
Hot Topic®										
5536	Hot Topic® Clown		4 - 34	 multi-colour	cristata	medium	medium	6	12 - 23	14
5901	Hot Topic® Golden		4 - 34	 dark yellow	cristata	medium	medium	5	12 - 23	14
5702	Hot Topic® Pink		4 - 34	 pink	cristata	medium	medium	6	12 - 23	14
5538	Hot Topic® Red		4 - 34	 red	cristata	medium	medium	6	12 - 23	14
5967	Hot Topic® Yellow		4 - 34	 yellow	cristata	medium	medium	6	12 - 23	14
XXL Series										
5910	XXL Orange		8 - 34	 orange	plumosa	large	vigorous	6	19 - 23	13
5915	XXL Purple		8 - 34	 purple	plumosa	large	vigorous	6	19 - 23	13

Special Days

New Year	1 January
Chinese New Year	22 January
Valentine's Day	14 February
International Women's Day	8 March
Mother's Day (UK)	19 March
Easter	9 - 10 April
King's Day (NL)	27 April
Mother's Day (US, NL, DE)	14 May
Ascension Day	18 May
Mother's Day (PL)	26 May
Mother's Day (FR)	28 May
Pentecost	28 May
Whit Monday	29 May
Assumption Day	15 Aug
Halloween	31 October
All Saints' Day	1 November
Christmas	25 December
Christmas/Boxing Day	26 December
New Year's Eve	31 December

2023

JANUARY	FEBRUARY	MARCH	APRIL
52 1 2 3 4 5	5 6 7 8 9 10	9 10 11 12 13 14	13 14 15 16 17 18
M 26 2 9 16 23 30	M 30 6 13 20 27 6	M 27 6 13 20 27 3	M 27 3 10 17 24 1
T 27 3 10 17 24 31	T 31 7 14 21 28 7	T 28 7 14 21 28 4	T 28 4 11 18 25 2
W 28 4 11 18 25 1	W 1 8 15 22 1 8	W 1 8 15 22 29 5	W 29 5 12 19 26 3
T 29 5 12 19 26 2	T 2 9 16 23 2 9	T 2 9 16 23 30 6	T 30 6 13 20 27 4
F 30 6 13 20 27 3	F 3 10 17 24 3 10	F 3 10 17 24 31 7	F 31 7 14 21 28 5
S 31 7 14 21 28 4	S 4 11 18 25 4 11	S 4 11 18 25 1 8	S 1 8 15 22 29 6
S 1 8 15 22 29 5	S 5 12 19 26 5 12	S 5 12 19 26 2 9	S 2 9 16 23 30 7

MAY	JUNE	JULY	AUGUST
18 19 20 21 22 23	22 23 24 25 26 27	26 27 28 29 30 31	31 32 33 34 35 36
M 1 8 15 22 29 5	M 29 5 12 19 26 3	M 26 3 10 17 24 31	M 31 7 14 21 28 4
T 2 9 16 23 30 6	T 30 6 13 20 27 4	T 27 4 11 18 25 1	T 1 8 15 22 29 5
W 3 10 17 24 31 7	W 31 7 14 21 28 5	W 28 5 12 19 26 2	W 2 9 16 23 30 6
T 4 11 18 25 1 8	T 1 8 15 22 29 6	T 29 6 13 20 27 3	T 3 10 17 24 31 7
F 5 12 19 26 2 9	F 2 9 16 23 30 7	F 30 7 14 21 28 4	F 4 11 18 25 1 8
S 6 13 20 27 3 10	S 3 10 17 24 1 8	S 1 8 15 22 29 5	S 5 12 19 26 2 9
S 7 14 21 28 4 11	S 4 11 18 25 2 9	S 2 9 16 23 30 6	S 6 13 20 27 3 10

SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
35 36 37 38 39 40	39 40 41 42 43 44	44 45 46 47 48 49	48 49 50 51 52 1
M 28 4 11 18 25 2	M 25 2 9 16 23 30	M 30 6 13 20 27 4	M 27 4 11 18 25 1
T 29 5 12 19 26 3	T 26 3 10 17 24 31	T 31 7 14 21 28 5	T 28 5 12 19 26 2
W 30 6 13 20 27 4	W 27 4 11 18 25 1	W 1 8 15 22 29 6	W 29 6 13 20 27 3
T 31 7 14 21 28 5	T 28 5 12 19 26 2	T 2 9 16 23 30 7	T 30 7 14 21 28 4
F 1 8 15 22 29 6	F 29 6 13 20 27 3	F 3 10 17 24 1 8	F 1 8 15 22 29 5
S 2 9 16 23 30 7	S 30 7 14 21 28 4	S 4 11 18 25 2 9	S 2 9 16 23 30 6
S 3 10 17 24 1 8	S 1 8 15 22 29 5	S 5 12 19 26 3 10	S 3 10 17 24 31 7

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.

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driven by passion



Royal Van Zanten

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