



Royal Van Zanten

ROYAL COLLECTION

POT CELOSIA 2024



Team Royal Van Zanten
Driven by passion





A YEAR FILLED WITH NEW PRODUCTS, NEW BRANDS AND NEW MARKETING SERVICES

This year we are once again delighted to present a series of superb novelties that make a valuable addition to your product range. Besides developing new genetics, we are also continuing to grow in other areas. Some stand-out examples of this are our brand-new inspiration platform, our handy poster generator and our ongoing commitment to sustainability.

HIGHLIGHTS FOR 2024:

- Aster Showmakers® This year we are adding two new products to our successful range: Showmakers® Polar and Showmakers® Blue Moon.
- The first decorative bi-colour pot chrysanthemum: Artistic® Jeff Pink.
- Jellyfish®: our new pompon series in our pot chrysanthemum range.
- PaX (pronounced 'packs'): the new best seller for multipacks and small pot sizes in our garden chrysanthemum range.
- Royal Mums: our entire range of garden chrysanthemums (also known as Multiflora) will from now on be presented under the Royal Mums brand. Check out page 90 for more information. We now also provide a brief summary of the USPs of the plants in each series.

To help you navigate through our extensive range of pot chrysanthemums, this year we have divided them all even more clearly into various categories, or, as we call them, collections. You'll find a detailed explanation followed by a list of all the collections on page 44.

OUR VISION AND EFFORTS FOR A MORE SUSTAINABLE WORLD:

This year we have updated our sustainability page. Because we can't fit everything on it, you'll find QR codes that link to our digital downloads: our CSR Policy and our Environmental, Social and Governance report.

TRENDS IN 2024: WHAT'S B(L)OOMING TOMORROW?

On our new platform, 'What's b(l)ooming today',® you'll find a trend analysis and details of how we have incorporated it into this catalogue. There's also more information on our superb products that will answer the question: "What's b(l)ooming today?"®.

Are you interested in our products, trials and/or looking for inspiration on how you can make a difference with our varieties and concepts? Then please contact your Area Manager or our Pot & Bedding Market Manager. We wish you a healthy, successful and plant-friendly 2024!

Team Royal Van Zanten





WHAT'S B(L)OOMING TODAY?®

If you want to be sure you stay up to date with introductions, highlights, DIY, storytelling and free content for marketing purposes, Royal Van Zanten is offering a new platform: Whats b(l)ooming today?®.



Scan the QR code to visit the platform.

**Free content,
inspirational
storytelling to
grow your
business**



Reliable product information
from the source for
storytelling



Get inspired!



Download free white papers



Use our knowledge and free
content to grow your
business



Subscribe to our newsletter via
this QR code, so you are the first
to know: What's b(l)ooming today?®



POSTER GENERATOR FOR RETAIL & GARDEN CENTRES

Garden centres and retailers can include their own bar code, retail price and company logo on the posters. By adding a personal bar code, repeat orders with the grower can be made quickly and directly by the retailer in the store. Another major benefit is that the posters feature attractive images highlighting consumer benefits in as many as 8 different languages.

The poster is generated directly, meaning the user doesn't receive it via e-mail. A PDF is downloaded straight away. The user has a choice between A3 or A4 size, with or without cutting edges. This is useful for supplying directly to a printing company or possibly for printing off your own copies.



Scan the QR code and discover this new feature of our platform.



Make your own poster

- 1 Select format
- 2 Select language
- 3 Add price
- 4 Add barcode
- 5 Add logo

[Make your poster here](#)



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.



Monic Verbeek

Area Export Manager
Pot & Bedding
The Netherlands



Nico Laan

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





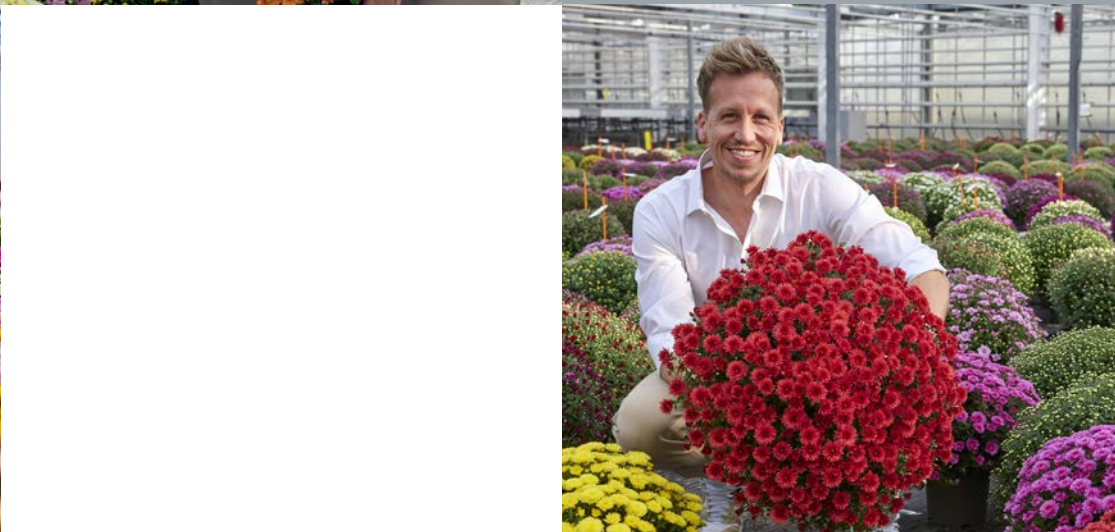
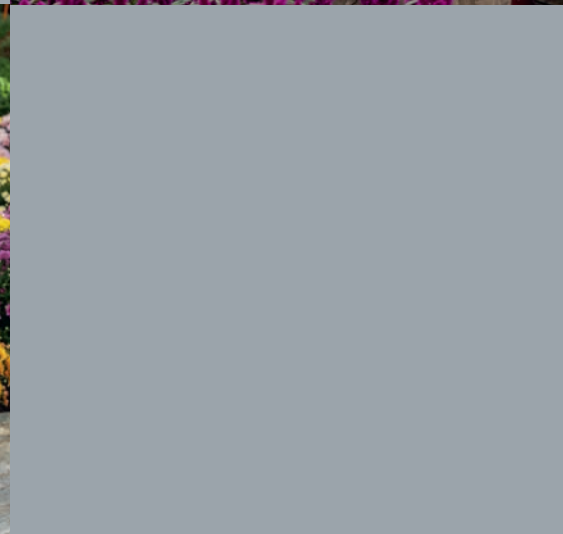
Bert Koeze

Area Export Manager
Pot & Bedding
The Netherlands, Central
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
USA & Canada

"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.

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.

Learn more about our CSR policy and our sustainability objectives here:



Want to know what we are actively doing? Please read our environmental, social and governance report. Here you'll find examples of our actions and projects. Scan the QR-code for our report:





Concepts

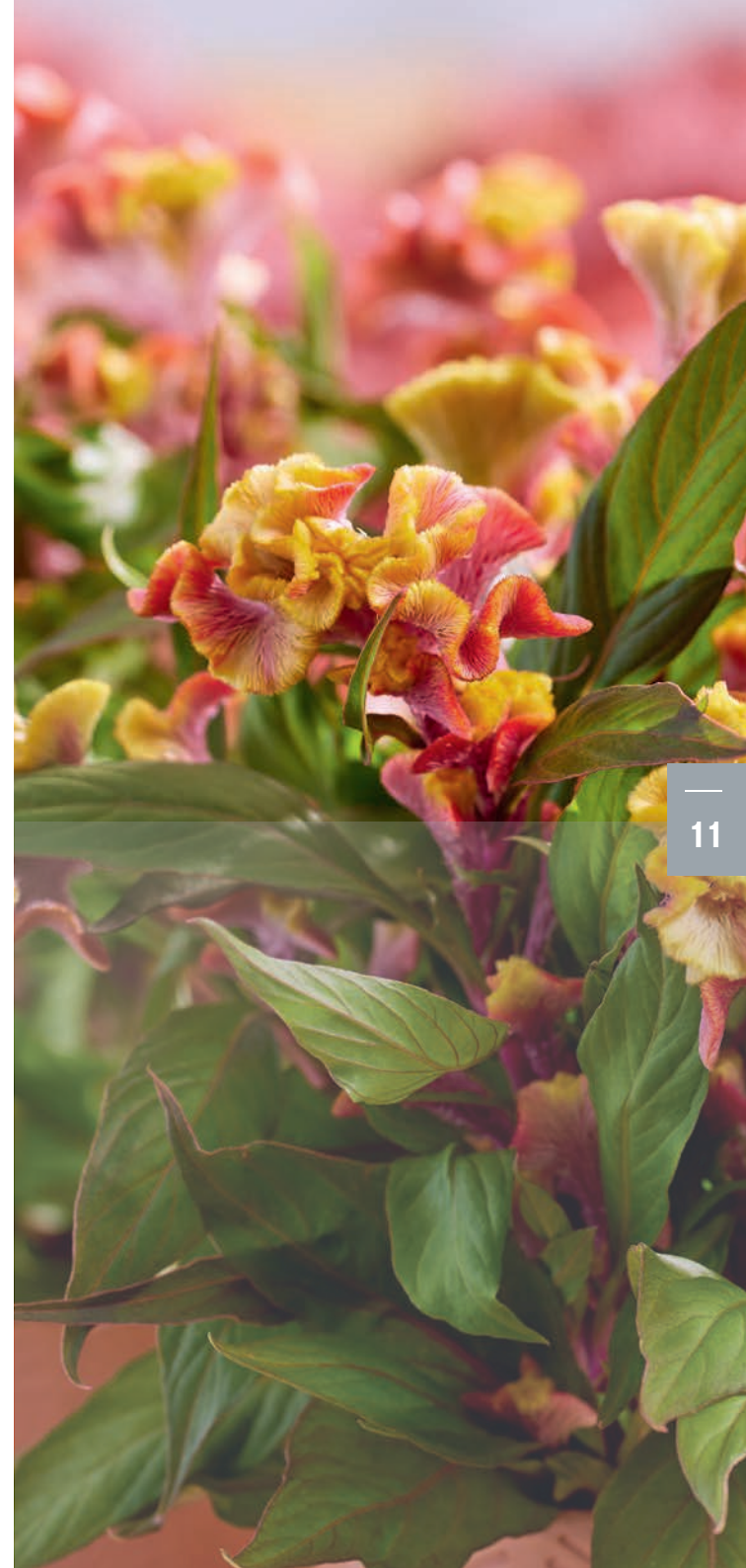
We help you to stand out in the market by developing marketing concepts in close collaboration with you. Together we find new market opportunities, create a wow-factor and give inspiration throughout the chain; from grower to consumer, online and offline.

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



www.royalvanzanten.com/en/concepts/coral-celosia/



'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.

Pot size: 12 - 19 cm



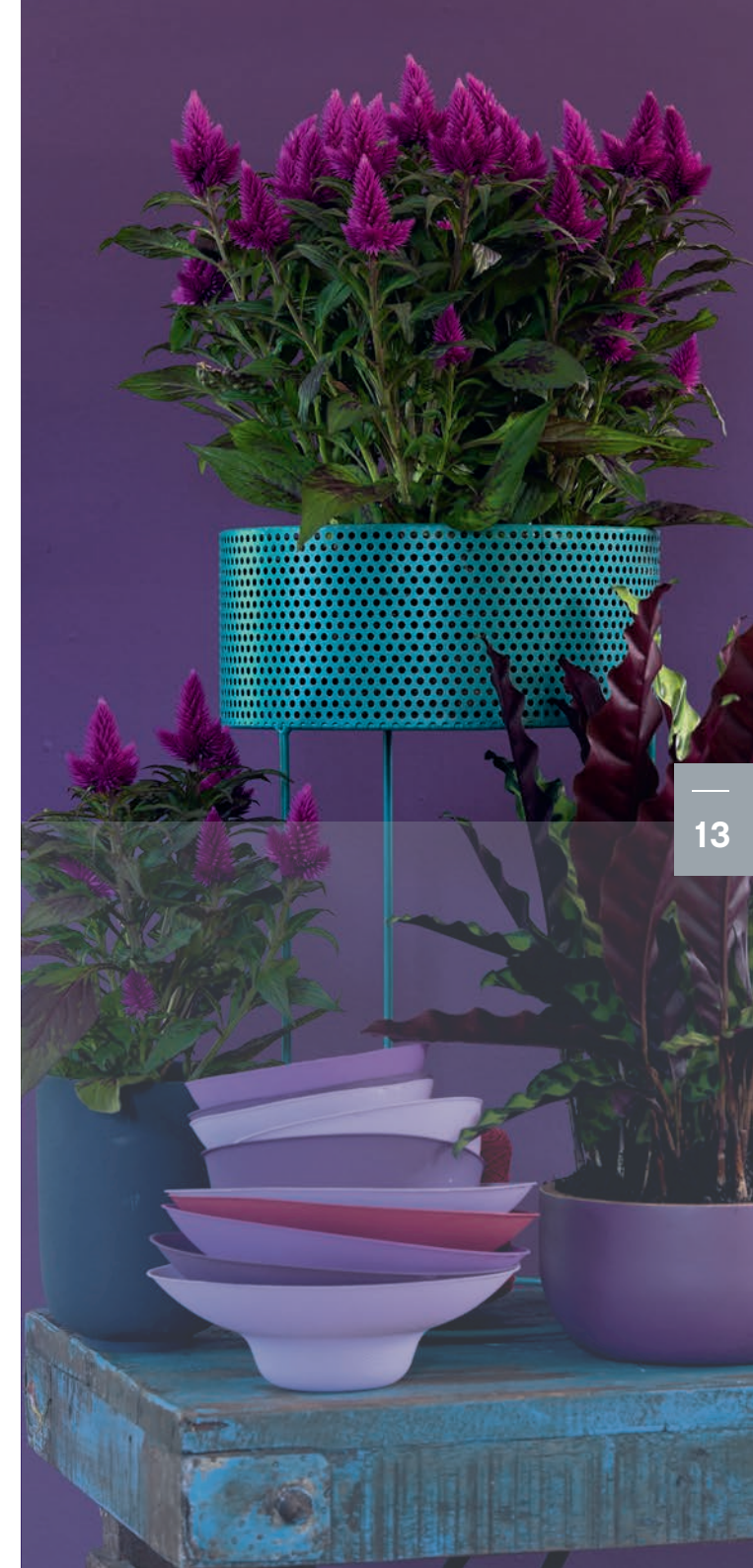
www.royalvanzanten.com/en/concepts/celosia-wild/

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







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



PURPLE 18 Code 5759
Vigour C
RT 5,5

MERIDA® ▼



MERIDA®
RED
Code 5461
Vigour M
RT 5,5



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



MERIDA®
GUYANA
Code 5740
Vigour M
RT 5,5



MERIDA®
ORANGE
Code 5945
Vigour M
RT 5,5





HOT TOPIC® series ▼



HOT TOPIC®
REEF
Code 5536
Vigour M
RT 6



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

SPECIALS ▼



LIMITED
AVAILABLE

MYSTIC SHADES™ Code 5944
Vigour M
RT 6



NEW

FLIRT® SALMON Code 5902
Vigour L
RT 6



LIMITED
AVAILABLE

WILD® PINK Code 5569
Vigour M
RT 6



Celosia

Code	Variety	Status	Plant Week	Colour	Flower type	Flower-size	Vigour	Response Time (wk)	Potsize (cm)	Page
Spicata										
5572	Anthos Purple		4 - 34	● purple	spicata	large	medium	5,5	9 - 23	16
5918	Deep Purple®		4 - 34	● purple	spicata	large	medium	5,5	12 - 23	16
5558	Javalin		4 - 34	● purple	spicata	large	medium	5,5	12 - 23	16
5759	Purple 18		1 - 34	● purple	spicata	large	compact	5,5	9 - 23	16
Merida®										
5461	Merida® Red		4 - 34	● red	spicata	large	medium	5,5	12 - 23	17
5760	Merida® Pink Improved		4 - 34	● pink	spicata	large	medium	5,5	12 - 23	17
5740	Merida® Guyana		4 - 34	○ white	spicata	large	medium	5,5	12 - 23	17
5945	Merida® Orange		4 - 34	● orange	spicata	large	medium	5,5	12 - 23	17
Hot Topic®										
5536	Hot Topic® Reef		4 - 34	● multi-colour	cristata	medium	medium	6	12 - 23	18
5702	Hot Topic® Pink		4 - 34	● pink	cristata	medium	medium	6	12 - 23	18
5538	Hot Topic® Red		4 - 34	● red	cristata	medium	medium	6	12 - 23	18
5967	Hot Topic® Yellow		4 - 34	● yellow	cristata	medium	medium	6	12 - 23	18
Specials										
5944	Mystic Shades™	LA	8 - 34	● purple	spicata	large	medium	6	12 - 23	19
5902	Flirt® Salmon	NEW	8 - 34	● pink	plumosa	large	vigorous	6	19 - 23	19
5569	Wild® Pink	LA	8 - 34	● pink	spicata	large	medium	6	12 - 23	19

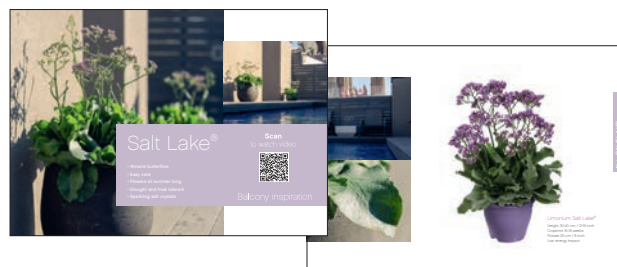
Note: RT measured under Dutch conditions.

2024

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

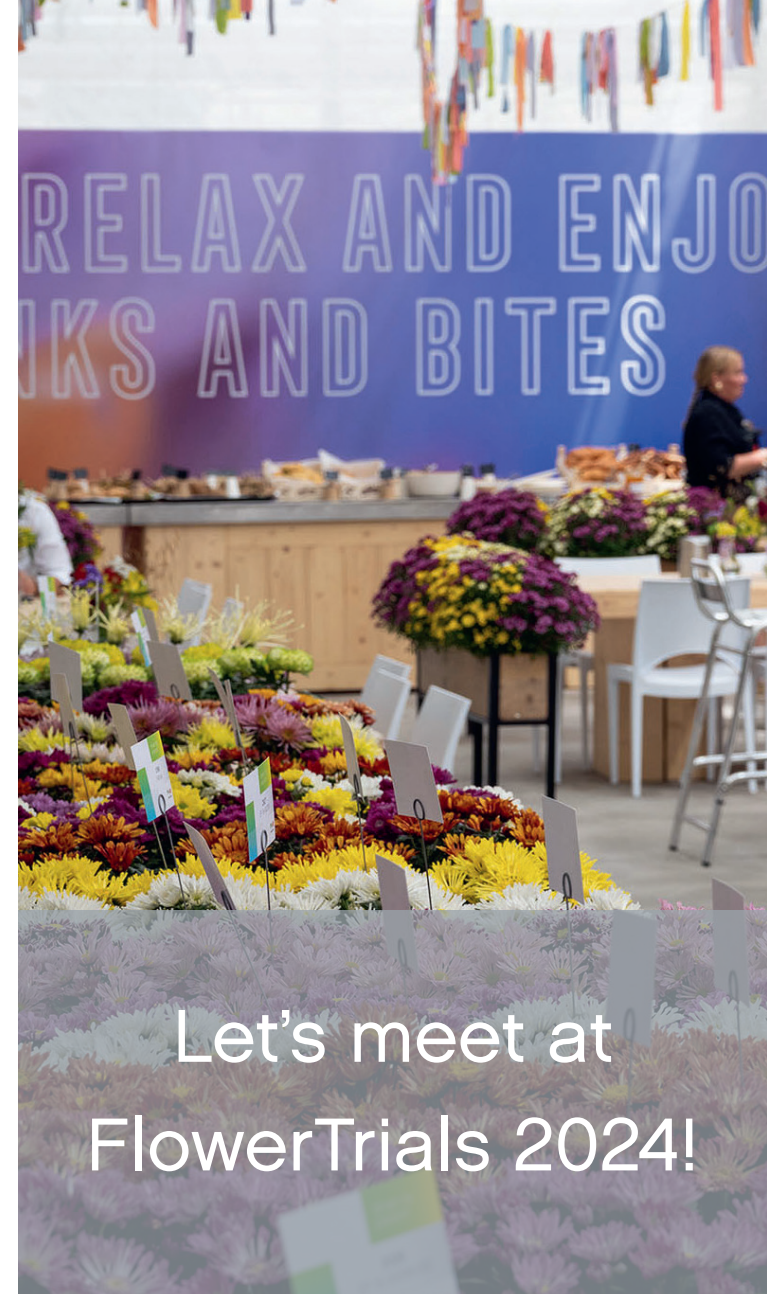


For our Salt Lake® & Colorita® products,
ask your sales representative for the
seasonal brochure!



Special Days

New Year	1 January
Chinese New Year	10 February
Valentine's Day	14 February
International Women's Day	8 March
Mother's Day (UK)	10 March
Easter	31 March - 1 April
King's Day (NL)	27 April
Mother's Day (US, NL, DE)	12 May
Ascension Day	9 May
Pentecost	19 May
Whit Monday	20 May
Mother's Day (PL)	26 May
Mother's Day (FR)	26 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



Let's meet at
FlowerTrials 2024!

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

Lavendelweg 15 • 1435 EW Rijsenhout • P.O. Box 265 • 1430 AG Aalsmeer • The Netherlands

customerservice@royalvanzanten.com

www.royalvanzanten.com

+31 (0)297 38 70 00

