

KORDES

J U N G P F L A N Z E N

Assortment

Excited for new varieties

Brands & Marketing

What makes new varieties appealing?

Production

Your cultivation success grows here

SEASON
2026/27



ONLINE -
SHOP



Top-Novelty
Take it Easy Red

ROSA RUGOSA TAKE IT EASY® RED®

EXCITED FOR NEW VARIETIES



”

The future belongs
to new varieties
with real relevance.





Dear partners in business.

In the plant sector, customers make purchasing decisions based not only on practical considerations but, above all, on emotion. For us at Kordes Jungpflanzen, this means that new varieties must deliver more than just a fast and reliable cultivation. They must work across the entire value chain – from the young plant nursery and containers to the POS and the end customer in the garden, on the patio, or on the balcony.

New and improved varieties featuring attractive growth habits, extended flowering periods, improved climate adaptability and better plant health are the ones, that succeed on the market. This is precisely where opportunities arise for carefully curated product ranges. Clear positioning is becoming more important. This includes heat-tolerant ranges for urban gardens, low-maintenance gardening solutions, or visually appealing displays with fragrant and flowering plants. For growers, this opens up the possibility of using new varieties to differentiate themselves through concepts and target groups – rather than relying solely on price.

These new sales opportunities are also transforming communication along the value chain. In the future the plant as the final product and the user experience will go hand in hand. Details regarding origin, sustainability, breeding achievements, and regional production are increasingly being highlighted, as consumers want to understand what makes a variety so valuable. Consequently, innovative plant varieties are more likely to succeed if they come with a compelling story. Many target groups do not buy based only on sustainability. They value products that offer meaning and quality as well

as identity. For us as your young plant nursery partner, this means taking a holistic approach to select innovative new varieties. New varieties must have a low afford to produce, grab attention at retail and perform well for the customer in the long term. Today, trends emerge faster, seasonal themes shift more dynamically and marketing concepts need to be more adaptable. Container nurseries therefore benefit from partners who supply quality plants and are able to combine them with market insight, trend expertise and reliable production quality.

The future of horticulture isn't shaped by isolated new introductions, but by intelligent value-creation systems and plant portfolios tailored to customers' needs. Success will come to businesses that view variety innovations as part of a holistic concept: economically viable, credible and relevant. Plants are essential for gardens that serve as green oases, personal retreats and expressions of individual lifestyles. Far from becoming generic, plants are becoming increasingly meaningful.

“This new awareness makes plants a topic of the future - with the best range selection and new varieties that meet all requirements.”

Focusing on innovative, resilient and clearly positioned assortments lays the foundation for stable demand, higher value and long-term customer loyalty. The future belongs not to sheer production volume, but to varieties with genuine relevance and quality. This is what we are working on together with you across the entire green value chain.

Günter Kordes

Christian Kordes

TOPIC
OF THE
SEASON

Excited for new varieties

Kordes selects only
the best varieties

→ 08



HOW CAN WE SUPPORT YOU?

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GET TO KNOW US

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Kordes selects only the best new varieties
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Quality right from the start
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Selecting the right varieties

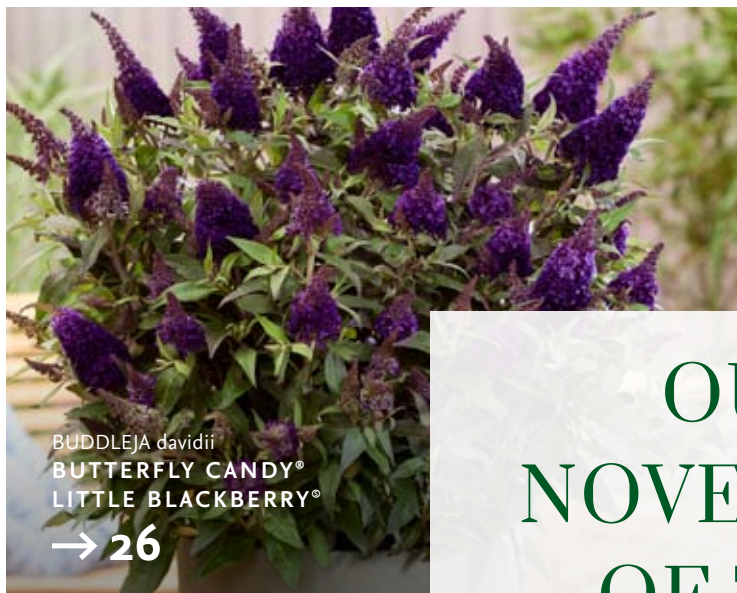
NOVELTIES AND PLANT TRENDS

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Super Leuk!

IN HIGH DEMAND - VARIETY HIGHLIGHTS

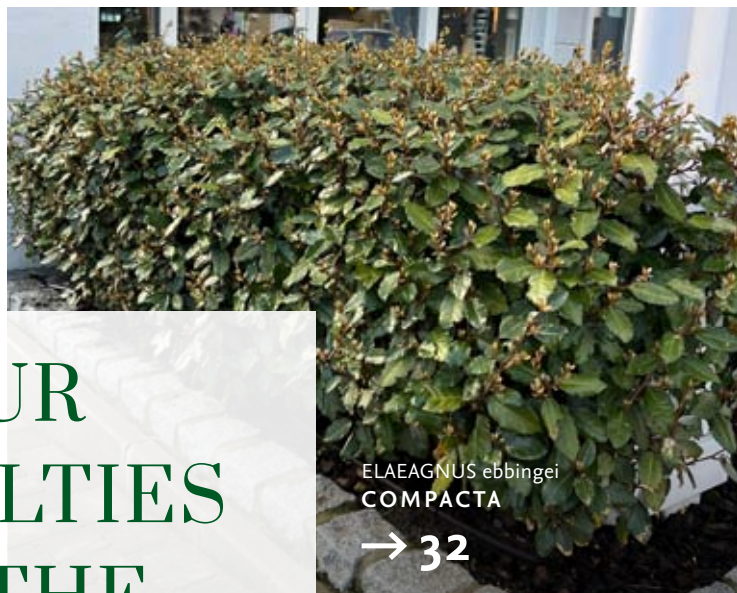
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BUDDLEJA davidii
BUTTERFLY CANDY®
LITTLE BLACKBERRY®

→ 26



ELAEAGNUS ebbingei
COMPACTA

→ 32

OUR
NOVELTIES
OF THE
SEASON
2026/2027



EUCALYPTUS gunnii
AZURA®

→ 33



ROSA rugosa
TAKE IT EASY® RED®

→ 59



SYRINGA meyeri
LITTLE ROSIE®

→ 62



CHAENOMELES speciosa
WHITE STORM®

→ 76







Being always up to date

THE WHOLE ASSORTMENT ON KOJU.DE



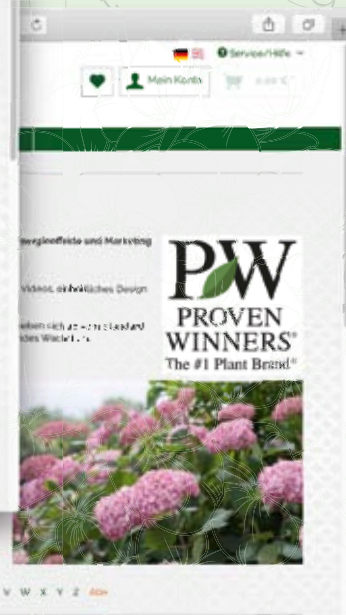
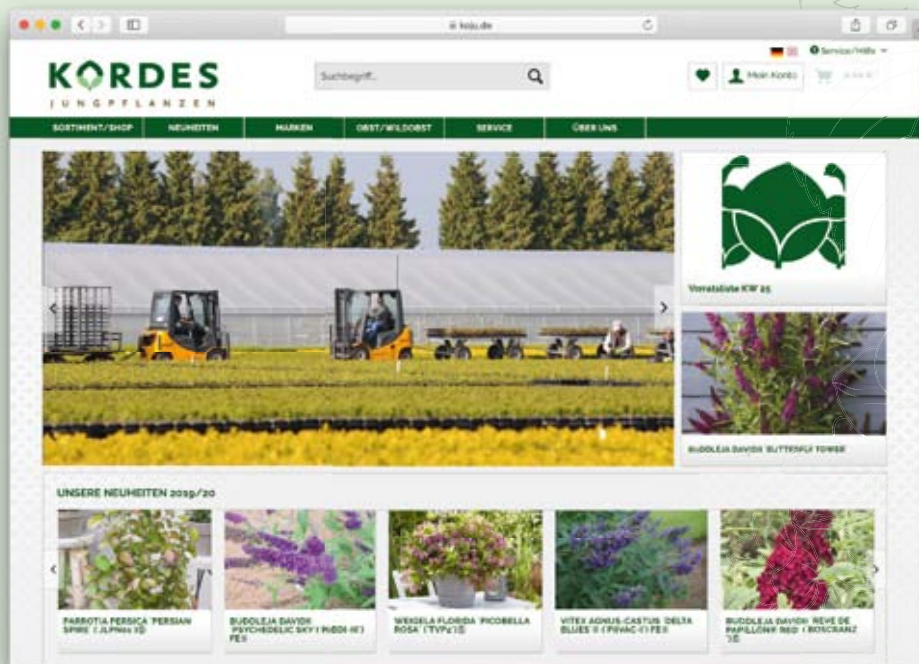
ONLINE
SHOP

On our website www.koju.de you will find:

- the whole Kordes assortment
- all important detailed plant information and images
- current prices
- many interesting infos about Kordes Jungpflanzen

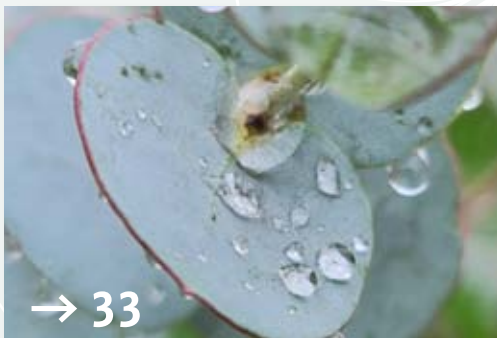
DON'T MISS
ANYTHING.
ALL IN
FULL VIEW.

www.koju.de





→ 76
CHAENOMELES SPECIOSA 'WHITE STORM'®



→ 33
EUCALYPTUS GUNNII 'AZURA'®



→ 59
ROSA RUGOSA 'TAKE IT EASY' RED®



→ 92
BUDDLEJA DAVIDII 'TRIPPY PINK'®

MOST WANTED! The „faboulus four“ novelties-preview.



We are passionately committed to discover the very best plant varieties the market has to offer.

Across the globe, we search for and identify innovative new varieties that are not only „new“ but - more importantly - better.

Expect more. The Kordes Jungpflanzen assortment is carefully tailored to meet the increasingly diverse demands of today's market and the evolving expectations placed on plants. End consumers are better informed than ever and expect new varieties to deliver outstanding quality, clear added value and tangible benefits.

As your partner, you can rely on us to provide only the very best new introductions and proven varieties in the trusted Kordes quality - plants that perform exceptionally well and achieve maximum appeal at the point of sale.

Growing strong! Driven by the passion of working with one of the world's most beautiful products.



Now

Kordes selects only the best new varieties

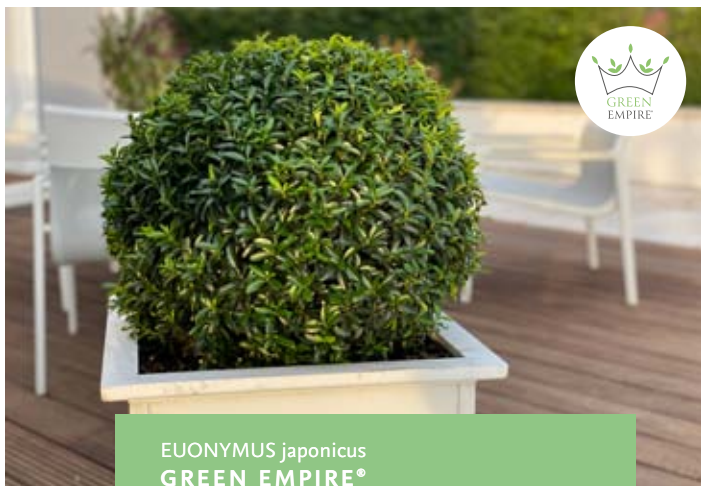
EXCITED FOR NEW VARIETIES



etties

Every year, breeders introduce new varieties with improved characteristics and promising market potential. At Kordes Jungpflanzen, our goal is to select from the multitude of new breeds only those varieties, that are not simply „new,“ but truly „better.“ For you, as our customer, we produce only the best available range on the market, featuring superior genetics.

Discover why Kordes liners offer significant added value and boost your competitiveness on the market.



EUONYMUS japonicus
GREEN EMPIRE®

→ 34



HYDRANGEA arborescens
STRONG ANNABELLE®

→ 79

“New varieties are part of the Kordes’ DNA – a philosophy that has defined our company since 1950.

THE NETWORK APPROACH

For more than 75 years, Kordes Jungpflanzen has maintained global connections with top breeders and experts. Our constant aim is to collaborate in identifying and discovering new, unique and high quality plants. New varieties must pass rigorous testing before being professionally launched on the market.

„Thanks to our expertise and experience, we can identify which new varieties offer our customers decisive added value and a competitive advantage.“

SELECTED VARIETIES

At Kordes Jungpflanzen, we apply strict criteria to determine which new varieties make it into our range. We focus primarily on the characteristics of the new varieties. Key criteria include ease and speed of cultivation, as well as high appeal at the POS driven by exciting new shoot growth, extended or repeat flowering and beautiful autumn foliage. This stimulates impulse purchases by consumers the entire sales season.

„Our goal is to offer the best varieties that create value for breeders, growers, retailers and consumers alike. We seek out plants that bring satisfaction to every stakeholder in the value chain.“

AMELANCHIER alnifolia
GREATBERRY® FRUITY

→ 24

TESTED ACCORDING TO STRICT CRITERIA

At Kordes Jungpflanzen everything revolves around quality. We determine which new varieties join our range based on strict selection criteria. The primary focus is on plants that stand out for their qualities and impress in every aspect, for example:

- *improved health*
- *„quick & easy“ in cultivation*
- *improved growth habit*
- *strong impulse-buy appeal at the POS*
- *prolonged and/or more abundant flowering*
- *heat or cold tolerance*
- *suitable for a wide range of locations/conditions.*

STRONG MARKETING

The varieties cultivated by Kordes come from a range of sources. In addition to „Proven Winners“ and „First Editions“ the Kordes portfolio includes a number of successful proprietary varieties and brands, such as Amelanchier 'Greatberry'®, Ficus carica 'Firoma'® or Caryopteris clandonensis 'Blue Balloon'®.

For the producers and retailers who rely on us, we bundle everything into a successful, comprehensive package - from the varieties themselves to point-of-sale marketing materials.

„Outstanding new varieties are crucial, but good marketing is just as important.“

FUTURE AND INNOVATION

We will continue to offer you a wide range of highly topical varieties. Exciting new introductions are already poised for launch following the successful completion of their testing phase. Together with you we are looking forward to push the positive development of the ornamentals market.

CERCIS griffithii
BLUE LAGOON®

→ 30

Outstanding

FICUS carica
FIROMA®

→ 36

CARYOPTERIS CLANDONENSIS
BLUE BALLOON®

→ 28



 FIRST
EDITIONS

VITEX agnus-castus
QUEEN BEE®

→ 103

OUR MISSION IS CALLED „QUALITY FROM THE START“

Guided by our core value of „Quality from the Start,“ we work with you to shape the market launch of innovative new varieties and brands.

We select the best varieties for you and supply robust plants that can be quickly and easily cultivated into finished products. It is essential that any new introduction offers added value and solutions, while also possessing distinctive characteristics.

As part of our service, we provide all the materials you need to successfully showcase the plants at the Point-of-Sale.

„There are plenty of new products on the market. For your success as our customer, it is crucial to select only those new varieties that truly work.“



 LIVING
CREATIONS

characteristics



Perfection



Quality right from the start

INSIGHTS INTO OUR PRODUCTION

With a lot of passion to the plant industry and love to the plants, the Kordes team produces first-class young plants. Every year, production- and cultivation-methods are further improved and adapted to new standards. We use our know-how, expertise and experience to produce for you young plants with proven and tested methods and modern technology.

At Kordes we are proud of our craftsmanship and aware that our work is not finished until every plant grows quickly and successfully to a finished plant in our customers nurseries. We share our knowledge and love to plants with growers, professionals and experts all over the world and we are proud of our product.



Your cultivated



juice



tion

GROWING STRONG – LEVEL UP WITH US!

Kordes produces innovative new varieties, bestsellers, and a range that is in high demand on the market. Using modern cultivation methods and a genuine passion for our craft, we produce large quantities to Kordes quality standards. We are committed to continuously optimizing our techniques and methods to ensure even better plants, providing you with the best possible starting material for further cultivation. For instance our new multi purpose vehicle guarantees high and uniform quality.

best grown here



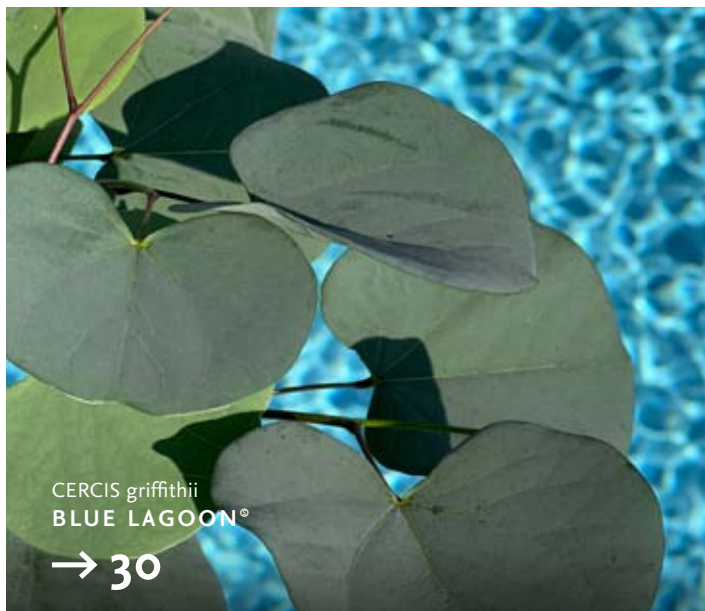
IPM 2026 SPECIAL AWARD OF THE JURY



The IPM Jury's Special Award 2026 went to Kordes Jungpflanzen for the new variety *Cercis griffithii* 'Blue Lagoon'. 'Blue Lagoon' lives up to its name: the extraordinary blue-grey foliage is reminiscent of the shimmering colors of a tropical lagoon. This new variety is great as an attractive specimen tree in modern gardens, lending them a unique charm.



New varieties from Kordes are right on trend. *Cercis griffithii* 'Blue Lagoon' immediately catches the eye at the POS thanks to its blue-grey, heart-shaped leaves. Before the foliage emerges, 'Blue Lagoon' adorns its stems with purple to mauve blossoms. This attractive, healthy plant thrives in dry locations and serves as an eye-catcher in any garden.



CERCIS griffithii
BLUE LAGOON®

→ 30

Cercis griffithii 'Blue Lagoon' generated great interest among trade visitors. Kordes Jungpflanzen's brands and labels also took center stage: 'Firoma', 'Greatberry', 'Green Empire', 'Dolly Buster', 'Cherry Explosion', 'First Editions' and 'Proven Winners'. The activity at the stand demonstrated strong demand for Kordes' new varieties combined with fresh marketing concepts.

Super leuk: Prachtige Planten!



KORDES GOES PLANTARIUM 2.0



→ PLANTARIUM | GROEN Direkt is exactly the right platform for the products of Kordes Jungpflanzen. The Kordes trade fair team is on-site in Boskoop, showcasing new varieties such as Rosa rugosa 'Take it easy'® Red', Eucalyptus gunnii 'Azura'® and Cercis griffithii 'Blue Lagoon'® the new introduction that won a special award from the IPM jury. Kordes brands like Firoma®, Greatberry® and the 'Dolly Buster'®-Hydrangea are being presented alongside

new First Editions® and Proven Winners® varieties. The lineup is rounded off by an extensive range of compact ornamentals.

The Dutch horticultural industry has always been innovative and Kordes Jungpflanzen is an integral part of it with its own innovative new varieties. Markets are becoming more transparent and international connections stronger; ornamentals "Made in Germany" are a key component of this dynamic.

The Kordes young plant team cordially invites you for "een kopje koffie":

PLANTARIUM|GROEN-DIREKT
27.-28. AUGUST 2026
STAND: K. 519

You can also visit us here:

GROOT GROEN ZUNDERT
30. SEPTEMBER -02. OCTOBER 2026



TO
STAND PLAN



→ A visit to PLANTARIUM | GROEN-Direkt brings nursery and woody plant producers up to date with the latest developments. The exciting mix of breeders, large companies and small growers offers great new products and exciting sales concepts.

With more than 170 exhibitors and 6000 samples, PLANTARIUM | GROEN-Direkt is the starting signal for the new season. The trade fair provides comprehensive information about new industry developments, which are of interest to both growers and the retail chain and is therefore THE event for the European garden plant trade!





Selecting the right varieties

WHAT MAKES NEW VARIETIES APPEALING?



What does an attractive novelty need to trigger the “must-have” effect among consumers? When is something new not just “new”, but truly “better”? A recognizable added value turns a new variety into an attractive innovation with high value-creation potential. Information about the additional benefits of a plant is often a decisive purchasing argument for end customers and can justify a higher price.

INNOVATION IS THE DRIVING FORCE FOR HORTICULTURE

However, not every new variety immediately sparks enthusiasm among customers. What truly makes a novelty attractive and desirable? The key is a recognizable added value – an additional benefit that creates the desire to own this particular plant.

Simply being „new“ is not enough to conquer the market. Today’s consumers are more informed than ever and expect an innovation to be not only different, but also better. A new variety must solve problems that previous breeding efforts have not been able to overcome.

For example: A low-maintenance balcony plant with a longer flowering period and increased drought tolerance is more attractive to many hobby gardeners than a traditional summer flower that requires daily watering. This is where the added value becomes clear: less effort, while maintaining or even improving the visual impact.



„The key is a recognizable added value - an additional benefit that creates the desire to own this particular plant.“



Why do new varieties need to stand out immediately in retail?

In retail, just a few seconds often determine whether a plant ends up in the shopping cart or not. New varieties therefore need to make a strong visual impression and stand out from the crowd.

→ **Striking colors and shapes:** Bold flower colors and distinctive growth habits capture attention and inspire curiosity.

→ **Attractive pots and labels:** A well-designed label with clear information about the plants' added value makes the decision easier to purchase.

→ **Product placement:** New varieties should be given prominent positioning. For example on promotional displays or in themed presentations such as "Pollinator-Friendly Plants" or "Low-Maintenance" Garden Highlights.

→ **Seasonal relevance:** Plants that match the current season achieve higher sales. Spring-flowering plants in March or heat-tolerant plants in the height of summer appeal to customers.

For retailers, eye-catching and appealing new varieties are key to stimulating impulse purchases and creating an engaging shopping experience. A plant that stands out from the assortment has a much greater chance of a successful market introduction.



SUCCESSFUL BRANDS AS ROLE MODELS

Two well-known plant brands that successfully implement this approach are First Editions and Proven Winners.

→ *Proven Winners* is a globally recognized brand that uses strict quality controls and targeted breeding to develop robust, low-maintenance and highly attractive plants. Its portfolio includes many unique breeding innovations.

→ *First Editions* is a brand that stands for innovative and exclusive woody plants that appeal hobby gardeners and professionals. They are characterized by distinctive colors, unique growth habits, and excellent resilience.

These brands demonstrate that a strategic concept with strong brand recognition and added value can create a "must-have" effect among consumers.





THE SUCCESS OF PLANT CONCEPTS DEPENDS ON THEIR ADDED VALUE

Individual varieties but also entire plant concepts must demonstrate clear added value. Successful concepts offer consumers more than just a new plant - they provide solutions to specific needs and build trust in the brand.

When a concept clearly communicates the benefits it offers: lower maintenance requirements, higher yields, outstanding ornamental value - it significantly increases consumers' willingness to buy. Customers are more likely to choose products that provide clear practical advantages while also creating an emotional connection.

Consumers who have a positive experience with a branded plant in their own garden are much more likely to purchase the same brand again.

CREATING EMOTIONS – THE KEY TO SUCCESS

In addition to functional benefits, emotional appeal also plays a crucial role. Images of beautiful gardens, inspiring stories about the breeding process and associations with memorable experiences in nature can all spark the desire to own a new variety.

Targeted storytelling can work wonders here. By highlighting the origin, unique characteristics or specific benefits of a variety, nurseries can create an emotional connection that makes the plant more desirable and the brand more memorable.



ADDED VALUE THAT SELLS

A clear added benefit not only justifies the purchase but can also support a higher price. This added value can be reflected in various ways:

- Longer flowering period: Plants that remain in bloom for several months provide lasting enjoyment while reducing the need for frequent replacement.
- Robustness: Varieties which are disease-resistant or heat-tolerant are particularly attractive in times of climate change.

- Sustainability: Environmental friendly characteristics, such as requiring less water, are increasingly valued by consumers.
- Distinctive appearance or fragrance: New colors of the flowers, unique foliage or an intense fragrance add emotional appeal and help a new variety stand out.
- Multiple uses: Edible ornamentals or multifunctional plants that provide both visual screening and food for pollinators are in particularly high demand.





WHY CUSTOMER EXPECTATIONS MATTER

Plant requirements are evolving in response to changing climatic conditions and shift customers expectations. Sustainable and environmental responsibility is playing an important role in consumers' purchasing decisions.

- **Pollinator-friendliness:** Pollinating insects are essential for biodiversity. Plants that provide nectar and pollen help support pollinators while creating a vibrant, buzzing garden that enhances the gardening experience.
- **Drought tolerance:** As weather extremes become more frequent and dry periods last longer, demand is increasing for plants that remain healthy with little or no regular watering. Such varieties are especially valuable for gardens, patios, and balconies in cities.
- **Winter hardiness:** Plants that can withstand low temperatures provide long-term value in the garden and reduce the need for annual replacement. This conserves resources while increasing the plant's value for the consumer.

Conclusion: Added value makes the difference

A truly attractive innovation in horticulture is not only new - it is better. Clear added value, whether in the form of greater resilience, sustainability or outstanding ornamental appeal, is what ultimately determines market success. By communicating these benefits effectively and creating an emotional connection with consumers, growers and nurseries can build trust, inspire a "must-have" desire and generate greater value throughout the supply chain.

STRONG BRANDS



KORDES
JUNGPFANZEN



HAVE A GREAT BERRY!

THE NEW “SUPERFRUIT” FOR ALL LOCATIONS

‘GreatBerry’® is the new brand for four different varieties of Amelanchier alnifolia. The edible Amelanchier alnifolia is fully in line with the “garden and cooking” trend. The plants are easy-care, undemanding and versatile to use culinarily. The collection includes ‘GreatBerry® Aroma’, ‘GreatBerry® Farm’, ‘GreatBerry® Fruity’ and ‘GreatBerry® Garden’ – four varieties suitable for use in private gardens and for professional fruit production. On www.greatberry.de the consumer will find recipes and all important information about the Canadian Saskatoonberry.



Amelanchier



YOUR BENEFITS

- plants are matching the “food & health” trend
- attractive throughout the year due to bloom, fruit and autumn colouring
- easy in the garden & commercial fruit production
- a perfect “you-pick” fruit
- consumer website with lots of information, tips and recipes: www.greatberry.de

MUST SEE
www.greatberry.de



You need POS material to promote the GreatBerry® brand? Please do not hesitate to contact us!

Our service:
C5 INCLUSIVE





AMELANCHIER alnifolia

GREATBERRY® AROMA

KOJUAAGA

- yield variety
- late ripening
- particularly aromatic berries
- bee-friendly



AMELANCHIER alnifolia

GREATBERRY® FARM

KOJUAAGF

- yield variety for commercial cultivation
- in Canada „the“ yield variety with 85% cultivated area
- bee-friendly



AMELANCHIER alnifolia

GREATBERRY® FRUITY

KOJUAAGR

- fresh-fruity-juicy berries
- edible fruits
- bee-friendly



AMELANCHIER alnifolia

GREATBERRY® GARDEN

KOJUAAGG

- growing height only 1.5 m - 3 m
- best variety for small gardens
- bee-friendly



ABELIA

RASPBERRY PROFUSION®

Semi-evergreen shrub; compact and well-rounded plant and branching habit, 0.9 m in height and 1.2 m spread; foliage glossy, medium to dark green; remaining foliage turning purple to bronze in winter. Large flower umbels with bright raspberry-coloured flowers, strong scent, produced from May well into autumn. Hardy to -16 °C, this variety is a truly impressive flowering machine, ideal as a specimen, planted in bulk, for bedding, landscape, or containers for terraces and balconies.

- lush, fragrant flowers
- bright raspberry coloured sepals
- very heat and drought resistant



AMELANCHIER

RAINBOW PILLAR®

GLENNFORM

3.0 to 5.0 m high and 2.0 m broad, straight upright growing well branched shrub; leaves are narrow-elliptic, denticulated, dark green, in autumn brilliant orange-red; white flowers; red to purple fruit; bred by H. LOSELY & SON. Perry, Ohio, USA; the excellent characteristics of the whole year beautiful serviceberries (rich flowering, edible fruits, nice autumn colour) are topped by the mildew free foliage and the upright also for hedges suitable shape. Absolutely winter hardy; top-variety with high potentials for the marked and the best autumn colour in the genus.

- column-shaped growth
- very healthy
- best autumn colouring





BUDDLEJA davidii

BUTTERFLY CANDY® COLLECTION

- perfect for pots and gardens
- stays small (max. 80 x 80 cm)
- more than 100 days of flowering



BUTTERFLY CANDY® LITTLE BLACKBERRY

NEW

MINI-
BUDDLEJA
for terrace,
balcony and
garden



BUTTERFLY CANDY® LITTLE LILA



BUTTERFLY CANDY® LITTLE PURPLE



BUTTERFLY CANDY® LITTLE MAGENTA



BUTTERFLY CANDY® LITTLE RUBY



BUTTERFLY CANDY® LITTLE BUBBLEGUM



BUTTERFLY CANDY® LITTLE CERISE



BUTTERFLY CANDY® LITTLE PINK



BUTTERFLY CANDY® LITTLE WHITE

BUDDLEJA davidii

BUTTERFLY TOWER

TOBUD1305®

- *first Buddleja column*
- *Butterfly magnet*
- *healthy*

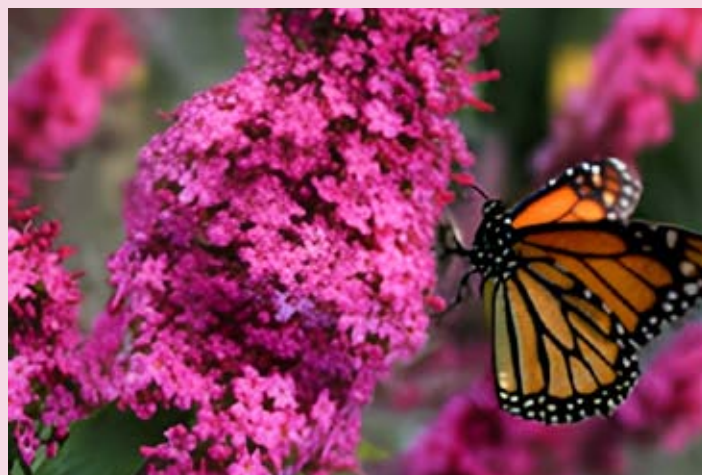
Breeding of THOMPSON & MORGAN, Ipswich, England; growth up to 2 m tall and 1 m wide, multi-stemmed, straight upright; foliage dark green; flowers magenta to red-violet, in 20-25 cm long, upright panicles – first upright growing and already very well sought-after summer lilac, ideal drought-tolerant hedge and terrace plant, pretty for entrance areas and natural gardens, attracts bees and butterflies; Plant of the Year 2019 at Chelsea Flower Show!



BUDDLEJA davidii

PRINCE CHARMING®

- *bright red flower panicles*
- *grows low and compact*
- *ideal for patios and balconies*



BUDDLEJA davidii

BERRIES & CREAM

PMOORE 14®

- *bicolour flower*
- *attracts bees and butterflies*
- *very hardy*





CARYOPTERIS clandonensis

BLAUER SPATZ®

KOJUCCB

A striking seedling selection from Dr. PIRC, Vienna-Schoenbrunn. Compact growth, well-branched, up to 70 cm tall; lovely dark blue flowers (having a blue tinge between C.c. 'Kew Blue' and C.c. 'Grand Bleu'®); the numerous inflorescences appear along the side of the plant thus enhancing the entire floral effect this free flowering novelty selection, growing wider than taller, is especially suitable for mass and group planting. 'Blauer Spatz'® was the most flown plant at an exhibition of insect food plants (woody plants, perennials, summer flowers) in 2019 at Arboretum Thiensen, Ellerhoop, Schleswig-Holstein, Germany and according to Professor Hans-Dieter Warda the absolute test winner. Premium ornamental of Federal Woody Plant Trials Germany.

- compact, low-growing habit
- dark blue and free-flowering
- for mass planting and groups



CARYOPTERIS clandonensis

BLUE BALLOON®

KOJUCCBB

A new seedling selection from Dr. PIRC, Vienna-Schönbrunn. A very lovely, dense and compact-growing cultivar, with a balloon-like structure. Lovely foliage colours and large, bright blue flowers on numerous inflorescences. Like 'Blauer Spatz'®, flower blooms are also found on the lower periphery of the plant, enhancing the entire floral effect. Especially suitable for group planting, as a specimen or in containers. Premium ornamental of Federal Woody Plant Trials Germany.

- dense, rounded habit
- profuse flowering
- suitable for containers



CERCIS canadensis

MERLOT

- beautiful dark red, heart-shaped foliage
- many flowers, purple-pink
- very resistant to heat and drought



CERCIS chinensis

AVONDALE

A small-growing cultivar of the Chinese Red-bud, originating from New Zealand, hardly growing over 2.0m tall in 10 years; leaves heart-shaped, dark green above and lighter below, turning yellow in autumn; flowers bright purple-red, numerous, appearing early in the season before the foliage along the entire twigs and branches. An ornamental shrub that is richly free-flowering even when young, suitable for small gardens, planting troughs etc.; prefers warm areas, but still winter-hardy.

- rich flowering
- flowers already on young plants
- bestseller



CERCIS chinensis

SHIROBANA

- white flowering topseller
- flowers before leaves are sprouting
- very healthy and drought resistant



Blue Lagoon

SURF THE NEW BLUE WAVE

Cercis griffithii

BLUE LAGOON

RAFMARI®

- *blue-green foliage, pink blossom on the trunk in spring*
- *small tree*
- *drought-tolerant and hardy*

Cultivar from North America; medium-strong, multi-stemmed shrub or small tree, approx. 3-4 m tall and wide; striking foliage in unusual eucalyptus blue, heart-shaped, deciduous; pink to purple-pink flowers directly on the wood (cauliflory) before the leaves emerge in April-May. Eye-catching variety with high ornamental value, particularly suitable for individual plantings in modern gardens or public gardens. Prefers sheltered, sunny locations with well-drained, nutrient-rich soil. Good drought tolerance once the plant is established. Hardy to approx. -23 °C.



CHOYSIA ternata

WHITE DAZZLER

LONDAZ®

Growth approx. 80 cm tall, roundish-compact, strongly branched; shoots dark green, cottony-hairy; leaves evergreen, finger-shaped divided, narrowly lanceolate, dark green, slightly shiny; Flowers white, in numerous three centimeter star-shaped flowers with upright yellow stamens, strongly orange-scented, from late April to June, with reblooming into October – this attractive mass bloomer is not only the hardiest Choysia cultivar, but also a garden perfumery, bee and insect restaurant, and has high ornamental value even in winter without flowers. For small gardens, areas, hedges, ideal for pots and planters on balconies, patios, for entryways and as a cold house plant.

- *innumerable flowers, tirelessly flowering*
- *the hardiest Choysia variety*
- *fragrant, bee-friendly small shrub*

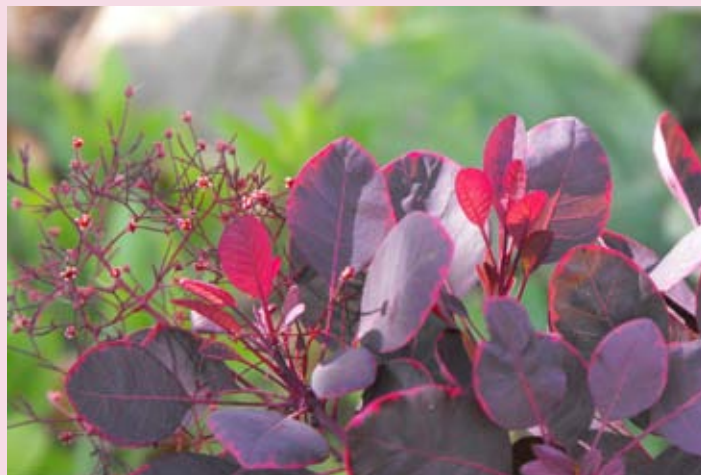


COTINUS coggygia

LILLA

JM51®

- *dwarf*
- *intense foliage colour*
- *uniformly growth*



COTINUS coggygia

SMOKEY JOE

LISJO®

- *intense pink flowering*
- *attractive autumn colouring*
- *for planters and cutting*





DEUTZIA

RASPBERRY SUNDÆ

LOW 18®

- numerous fragrant flowers
- bee-friendly
- compact and low maintenance



DISTYLIIUM

BLUE CASCADE

PIIDIST-II®

- ideal for surface greening
- evergreen plant
- drought and heat resistant



ELAEAGNUS ebbingei

COMPACTA

- compact, low-maintenance, and tolerant of pruning
- fragrant, creamy-white flowers
- perfect hedging plant; retains foliage in winter in mild climates

Compact, upright, and densely branched shrub with a balanced habit; grows to approximately 2-3 m in height and width; foliage ranging from blue-green to dark green with a glossy finish; highly fragrant, creamy-white flowers appearing from late September through November; this compact variety of Elaeagnus is robust, tolerates pruning well and remains attractive year-round, retaining its leaves through mild winters; ideal as a specimen plant, privacy screen, or hedge, as well as for front gardens and large planters on patios or balconies.

NEW

EUCALYPTUS gunnii

AZURA[®]

- *striking, silvery-frosted foliage*
- *fragrant white flowers*
- *hardy, suitable for container planting*

Small tree or shrub; slow-growing with an upright, bushy, multi-stemmed habit; reaches 3–4 m in height and 1.5–2 m in width, though significantly smaller in containers or when pruned; leaves are rounded, intensely blue with a striking silvery bloom, stalkless and arranged oppositely along the stem; leaf margins show a slight reddish tint; flowers are white, fragrant, and borne in clusters; blooming occurs from October to December in mild winters. 'Azura' is hardy down to -18°C; its compact habit makes it an excellent choice for container planting. Bronze Medal, KVBC Belgium 2012.



EUCALYPHTHUS gunnii

SILVER DOLLAR[®]

- *mediterranean appeal*
- *evergreen*
- *broad tolerance for climate and site conditions*



EUONYMUS alatus

LITTLE MOSES

- *brilliant, fiery-red autumn color*
- *finest dwarf form*
- *adaptable and versatile in use*





The Green Kingdom

FAIRYTALE-LIKE SHAPES FOR ALL GARDENS



EUONYMUS japonicus

GREEN EMPIRE®

MONNIEVES®

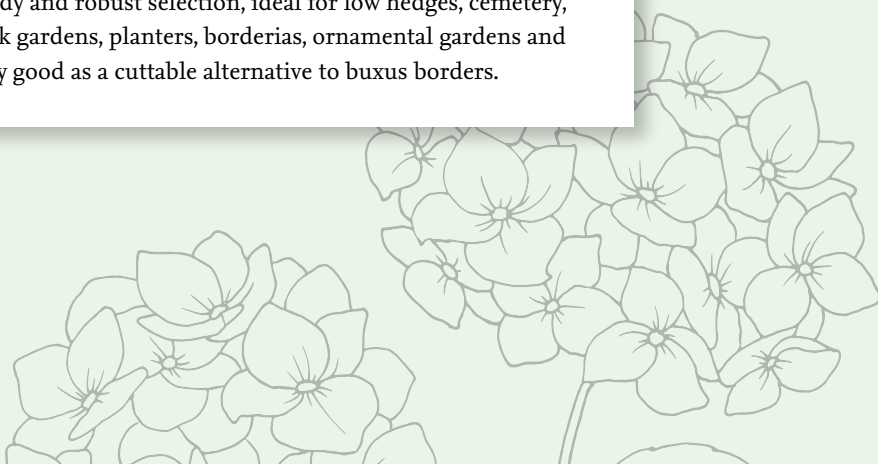
Slow-growing selection by KARL KORNMÜLLER, Wallsee, Austria; compact growth, up to 0.8m tall and 0.6m wide; leaves narrowly elliptical, shiny dark green, light green underneath, 1–3 cm long, flowers inconspicuous – particularly frost hardy and robust selection, ideal for low hedges, cemetery, rock gardens, planters, borderias, ornamental gardens and very good as a cuttable alternative to buxus borders.

→ For ornamental gardens boxwood is the most important plant of the middle European garden culture. But now with *Euonymus japonicus* 'Green Empire'® is an excellent substitute on the market. 'Green Empire'® is a variety of the Japanese *Euonymus*, which is optically very similar to the boxwood. Although the ornamental wood originates from warmer climates, it has defied the European climate since many years.

Euonymus japonicus 'Green Empire'® is very healthy, compact-growing and wears an evergreen, attractive foliage dress. The hardy, robust plant is particularly undemanding compared to *Ilex* varieties and also copes well with a shady location.

The ornamental plant is extraordinarily tolerant to pruning and is ideal as a formal plant. It also starts growing easily after strong pruning. Due to high pruning compatibility, 'Green Empire'® is ideal for figures in the form of balls, cones, cubes and columns as well as other forming cuts. The variety is also excellently suited for low hedges and borders.

The undemandingness, winter hardiness and wide range of uses makes *Euonymus japonicus* 'Green Empire'® a true bestseller.



FICUS carica

LITTLE MISS FIGGY®

LMF01®

Compact, multi-stemmed and weak-growing selection, about 1.5 m tall and 1.2 m wide; deeply slit, dark green leaves on short internodes; with strong fruit set already on young plants on one-year-old wood; large, numerous, burgundy-wine-red fruits with strawberry-coloured flesh from August – a self-fruited, very tasty and quite frost-resistant fig with a high yield, well suited for home gardens, espalier fruit and especially for planters.

- compact growth
- fruiting abundantly
- drought and cold resistant



Being always up to date

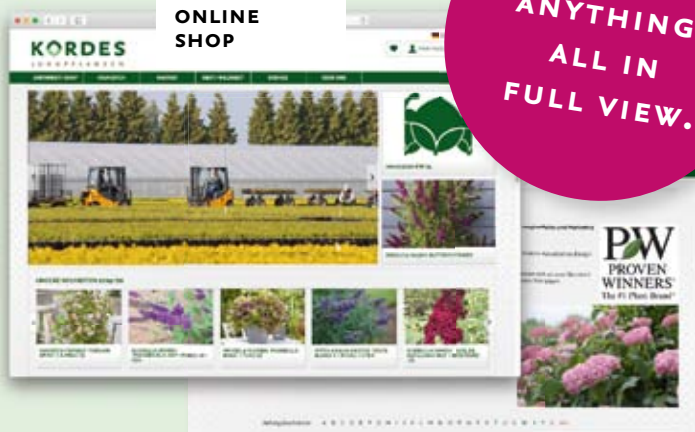
THE WHOLE ASSORTMENT ON KOJU.DE

On our website www.koju.de
you will find:

- the whole Kordes assortment
- all important detailed plant information and images
- current prices
- many interesting infos about Kordes Jungpflanzen



ONLINE
SHOP



DON'T MISS
ANYTHING.
ALL IN
FULL VIEW.

Garden & Food Trend

FRUIT- FULL SELLS

FICUS carica

FIROMA®

KOJUFCF



- *many tasty fruits*
- *very hardy*
- *fruits on one year old plant*

Highly branched selection, up to 3.0 m high, with plenty fruit sets also on young plants; large, numerous, reddish-brown to purple fruits from late June to early August, second crop possible during favorable weather conditions in September to October - a rich fruiting very tasty and quite frost resistant fig, suitable for gardens and planters.



HIBISCUS syriacus

CHIFFON-SERIES

NOTWOOD3

- impressive blooming
- large filled flowers
- fast growing

HIBISCUS SYRIACUS PINK CHIFFON®



HIBISCUS SYRIACUS BLUE CHIFFON®



HIBISCUS SYRIACUS CHINA CHIFFON®



HIBISCUS SYRIACUS LAVENDER CHIFFON®



HIBISCUS SYRIACUS MAGENTA CHIFFON®



HIBISCUS SYRIACUS PURPLE CHIFFON®



HIBISCUS SYRIACUS RUBY CHIFFON®



HIBISCUS SYRIACUS STARBURST CHIFFON®



HIBISCUS SYRIACUS WHITE CHIFFON®



HIBISCUS syriacus

FLOWER TOWER PURPLE[®]

FLOWER TOWER RUBY[®]

FLOWER TOWER WHITE[®]

- *column shape*
- *long flowering time*
- *heat and drought resistant*

Striking pillar growth habit, bred by Francisco GANDINI, Guidizzolo, Italy; tall stature with approximately 3,5 m to 4 m after ten years, slim and stiff upright, well branched; leaves dark green; flowers appear from July to September; noteworthy novelties in the Hibiscus segment with new, exceptional, columnar habit and good winter hardiness and an imposing vertical flower monument for small gardens, terraces, entrances, narrow hedges and special garden accents.

HIBISCUS
SYRIACUS
'FLOWER TOWER
RUBY'[®]



HIBISCUS syriacus

LITTLE LEGENDS

PINK

SAMILHONG®

- extreme dwarf form, ideal for little gardens
- rich flowering
- long flowering period

Breeding by hibiscus expert Kyung-Ku Shim, South Korea; extremely compact growth, up to 70 cm tall, upright and bushy branching; fresh green foliage; numerous pink flowers along the shoots, flowers continuously from summer to autumn - magically attracts bees and butterflies; probably the smallest Hibiscus syriacus currently on the market. A space saving, yet richly flowering variety with all the advantages of the classic hibiscus in a compact form. Heat and drought tolerant, ideal for sunny beds, planters, city gardens, terraces and smaller gardens. Winter hardy to -25 °C.

HIBISCUS syriacus

LITTLE LEGENDS WHITE

WOOJEON®

- extreme dwarf form, ideal for little gardens
- rich flowering
- long flowering period



HIBISCUS syriacus

MAIKE®

KOJUHSM

- semi-double, very large flower
- attractive foliage
- vigorous growth





flowers
up to 19 cm
Ø

3x
bigger
flowers

original
size

H. X WALBERTON'S®
LUNAR® RHAPSODY®

H. SYRIACUS
MAGENTA CHIFFON®

HIBISCUS

WALBERTON'S® LUNAR® - SERIES

- huge blossoms – up to 19 cm in diameter
- sterile – resulting in a long flowering period
- hardy like *H. syriacus*
- upright growth habit, attractive foliage

H. X WALBERTON'S®
LUNAR® ECLIPSE®

H. X WALBERTON'S®
LUNAR® FLARE®

H. X WALBERTON'S®
**LUNAR® DE-
LIGHT®**



HIPPOPHAE rhamnoides

HIKUL

- *round & compact*
- *retains foliage until November*
- *climate-resilient & drought-tolerant*

An upright variety with a dense, spherical habit and short, stiff branches, reaching a height and width of approx. 1–1.5 m in 10 years; leaves are 4–5 cm long and 1 cm wide, silvery-green; leaf drop does not begin until November. It is an interesting, compact pioneer plant suitable for extreme sites, small hedges, mass plantings, solitary use, roadside verges, and areas exposed to road salt; selected in 1965 by Prof. P. E. Brander, Institute of Landscape Plants, Hornum, Denmark, from seedlings of North Jutland origin.

HIPPOPHAE rhamnoides

SIROLA[®]

- *moderately vigorous, stiffly upright growth*
- *very few thorns*
- *produces only a few root suckers*



HIPPOPHAE rhamnoides

ORANGE ENERGY[®]

HABEGO

- *semi-double, very large flower*
- *attractive foliage*
- *vigorous growth*





Hydrangea macrophylla 'Cherry Explosion'®



A cherry red colour explosion



This hydrangea **EXPLODES with long-lasting colour** and makes a bold statement in any garden! Variety with incredibly large, bright, cherry red flowers, this Lacecap Hydrangea is very unique and different from other varieties on the market. Hardy to zone 4. With a longer bloom period this variety performs well in a wide range of conditions.



HYDRANGEA macrophylla

CHERRY EXPLOSION®

MACKAY®

- large, bright cherry red (!) flowers
- compact growth
- very winterhardy



HYDRANGEA macrophylla

LOVE

YOU ME H1917[®]

- flowers double filled
- leaves in spring and autumn bordeaux coloured
- Plant of the Year 2014, RHS Chelsea Flower Show, Silver Medal Plantarium Boskoop 2014



HYDRANGEA macrophylla

MISS SAORI

H2002[®]

- flowers double filled
- sturdy shoots, compact
- Gold Medal National Plant Show (UK), Silver Medal Plantarium Boskoop 2013



HYDRANGEA macrophylla

SCHLOSS WACKERBARTH[®]

HORWACK[®]

- three different flower colours
- perfect for balcony and terrace



HYDRANGEA paniculata

SCHLOSS MAGICAL[®] MATTERHORN

BOKOMAH[®]

- stocky, compact growth
- large flower panicles
- abundant flowering, sturdy shoots





DOLLY BUSTER
HORTENSIE

GARDEN STAR

HYDRANGEA macrophylla

DOLLY BUSTER®

BODALAN®

- extremely large, pink flowers
- long flowering time
- cut-flower, stable shoots



The 'Dolly Buster'®-Hydrangea looks everywhere like freshly styled. Suitable as a flowering shrub in the garden bed, as a flowering hedge and in a planter on the patio, balcony and in entryway areas. As a lush bouquet of flowers in the vase it decorates the house.



→ THE “DOLLY BUSTER-HYDRANGEA” AT THE POS

The ‘Dolly Buster®’-Hydrangea looks great anywhere: Even in wind and weather looking always like freshly styled.

Suitable as a flowering shrub in the **garden bed**, as a **flowering hedge** and in **planters** on terraces and balconies. ‘Dolly Buster®’ takes care of style and flair at the **entrée** and entrance area in planters. The huge flowers are also decorating the house indoor as a stylish **flower-decoration** on the table or as a lush flower bouquet in the **vase**.



POS materials: roll-up, pallet banners and labels



HYDRANGEA paniculata

BOBO®

ILVOBO®

New BEST-select variety from the Belgian ILVO institute. Compact growth of 70 cm high and 50 cm broad with strong shoots. Flowering from July to September with coneshaped panicles, which are turning from white to gentle rose, very rich and long flower and in contrast to dark green foliage. Outstanding new variety – the first real “Dwarf” – Pee Gee Hydrangea, very hardy and suitable for little gardens, terrace, flowering hedges and containers. Won FLORALL Award in Gold 2010.

- *dwarf pee-gee Hydrangea*
- *enormous flower-filling*
- *perfect in pots and planters*



HYDRANGEA paniculata

FRAISE MELBA

RENBA®

- *big flowers*
- *intense flower colouration*
- *compact and stable*



HYDRANGEA paniculata

LITTLE FRESCO

ROU 201306®

- *large flowers*
- *beautiful flower color*
- *compact growth*





LIVING CREATIONS COLLECTION

*The
successful
series*

COLOURFUL COCKTAIL



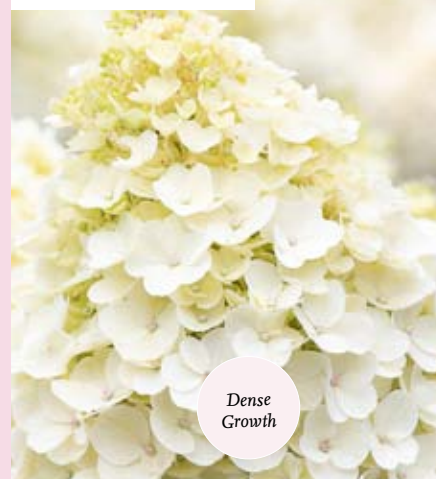
Spectacular
Colors

LITTLE APPLE



Flowers
green to
light green

LITTLE BLOSSOM



Dense
Growth

LITTLE LOVE



Small, only
80-90 cm
high

LITTLE ROSY



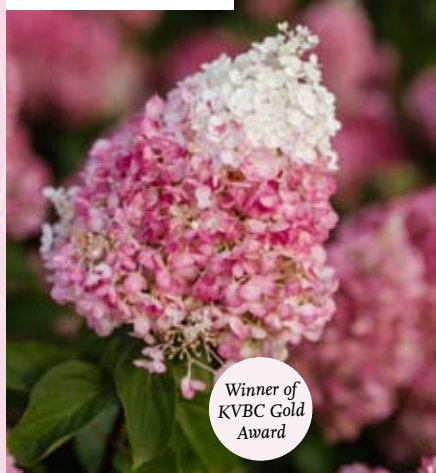
Intense
red

PINK & ROSE



Super strong
branches

PINKY PROMISE



Winner of
KVBC Gold
Award

RED VELVET



Super strong,
big flowers

SUGAR RUSH



Flower stays
white for a
long time



HYDRANGEA paniculata

POLESTAR®

BREG14®

- early and longest flowering period
- exuberant flowering with changing colours
- compact growth

Bred by A. J BREGMAN; Benthuisen (NL), compact, rounded habit, 0.8m tall and 1.0m wide; flowers in umbels, the large sterile flowers cover the small panicles of fertile flowers, giving the impression of broad, flat inflorescences; flower colour initially greenish white, changing to creamy yellow to pink, intense pink-red at the end of summer, early, exuberant flowering from June to September; very hardy variety that flowers even in the shade – 'Polestar'® is a real star that belongs in the spotlight, as a specimen in the garden or planter as well as a small hedge or flat planting; "Best Novelty" Garden Trials 2018.

*Rich
flowering*

HYDRANGEA paniculata

PINKY WINKY®

DVPPINKY®

- *early flower coloration*
- *intense, dark pink*
- *sturdy stems*



HYDRANGEA paniculata

SKYFALL®

FRENNE®

- *very large petals*
- *large flower panicles*
- *sturdy stems*

Breeding by GUIDO ROWETTE, Valkenburg, NL; growth 1.20 m tall and 0.70 m wide; shoots upright, stable; flower panicles hyacinth-like, very large (beats the variety 'Limelight'), flowering from July to October, greenish in the shoot, white during summer and in autumn soft pink - a beautiful, universally usable top variety, easy to care for, hard and healthy.



HYDRANGEA paniculata

SUNDAE FRAISE®

RENSUN©

- *little sister of 'Vanille Fraise'®*
- *compact*
- *abundant flowering*



HYDRANGEA quercifolia

RUBY SLIPPERS

- compact with many shoots
- big flowers
- intense colouration



HYDRANGEA quercifolia

TARA

BIV01©

- very dense, pure white flower panicles from late summer to autumn
- colourful, orange-red autumn leaves
- site-tolerant, grows in full sun and partial shade



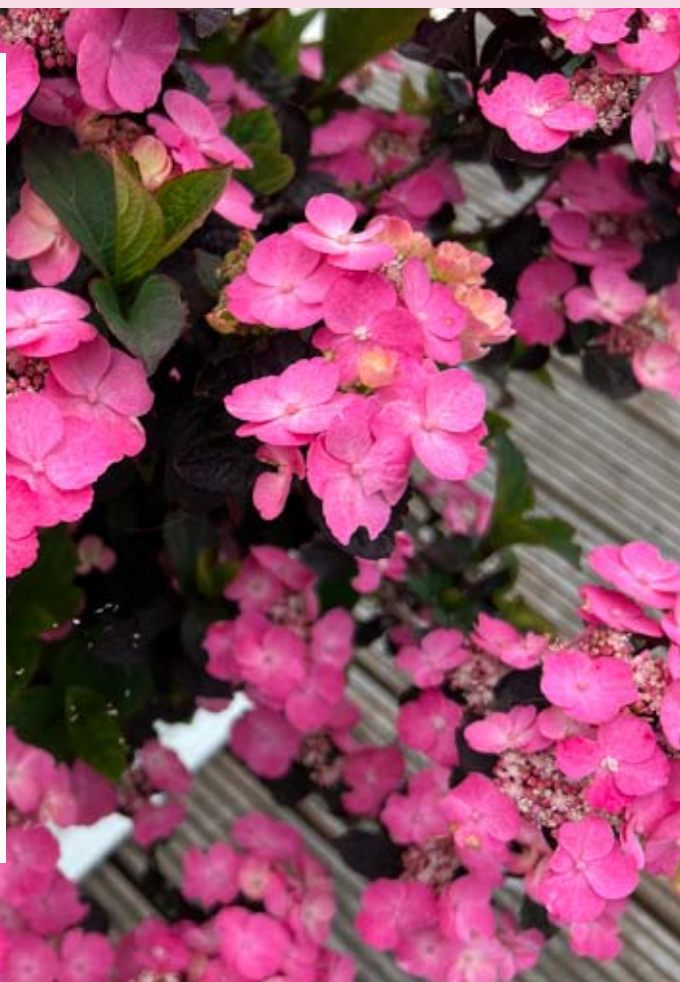
HYDRANGEA serrata

DAREDEVIL

JPD 01©

An outstanding breeding success by JEAN-PAUL DAVASSE, Angers, France; grows 0.5 – 0.7 m wide and up to 1.2 m high; leaves deep dark red, almost black; flowers in umbrella shaped umbels with intense pink flowers at the edges, which turn fiery red in autumn, on one year old shoots, from June to September – impressive “eye-catcher” with a long flowering period, creates excellent contrasts in combined plantings, good to use as dried flowers and winter hardy.

- leaves dark red, nearly black
- compact growth
- eye-catcher



LONICERA kamtschatica

MYBERRY SWEET

- big, sweet fruits
- high yield
- perfect for plantations



OSMANTHUS burkwoodii

- strongly fragrant
- especially rich flowering
- versatile ornamental shrub



PEROVSKIA atriplicifolia

PRIME TIME

LAFPER®

An absolute highlight from United States; stiffly upright growth habit, to 90 cm tall and 70 cm wide, densely branched, with sturdy, upright stems that do not droop or flop during the entire growing season; oval to lanceolate foliage, grey-green, that keeps its colour all season long; dense flowering, lavender-blue with dark violet florets, attractive all summer long and well into autumn – a hardier, earlier-flowering selection that is superior to all hitherto-known cultivars. Ideal for sunny and dry sites, steppe areas, containers, both for garden and landscape applications, attracts bees, butterflies and hummingbirds.

- upright, dense branching
- long and early flowering time
- drought and cold tolerant



Topseller

FOR IMPULSE BUYING



PHILADELPHUS

LITTLE WHITE LOVE®

KOJUPL

- dainty growth
- large, fragrant flower
- for impulse purchase

Beautiful dwarf Philadelphus from Canada; grows up to 1.0 m high and wide, compact with many upright shoots, leaves are oval, dark green; the numerous flowers are double-filled, up to four cm wide, fragrant, May to June; very hardy and undemanding flowering shrub which is excellent for small gardens, flower beds, hedges and low accruals.



PHILADELPHUS

PETITE PERFUME PINK

P1

- first pink *Philadelphus*
- fragrant, pink flowers
- urban climate resistant, drought tolerant

New cultivar and the world's first *Philadelphus* with pink flowers; upright growth, densely branched. Branches slightly overhanging, up to 1.2 metres tall and wide; abundant, fragrant flowers covering the entire branches, bright pink, with a dark pink centre, in June-July - during flowering over a period of six weeks, this hardy cultivar is a magnet for bees and butterflies, thrives well in urban and coastal areas thanks to its tolerance to drought and air pollution. This makes *Petite Perfume Pink* a beautiful and robust *Philadelphus*, ideal for urban plantings, coastal gardens, woodland gardens, borders, planters, fragrant gardens and hedges.

PHOTINIA *fraseri***PERFECTA®**

KOJUPFP

Own selection; growth upright, compact, well branched; branches stronger than 'Red Robin'; leaves elliptical, 7–12 cm long, evergreen, strongly serrated, young shoots in May striking shiny bright red to purple, later bronze colours, then shiny dark green; flowers white, in approx. 10 cm large cymes in May to June – a prominent improvement of this genus, which is a variety for more dense hedges, expressive colour nuances as a single and landscape plant and for planting vessels.

- dense growth
- upright
- ideal for hedges



PHOTINIA fraseri

LITTLE PERFECTA®

LITTLE FENNA®

- compact, well-branched
- new shoots bright pink
- perfect for patio, balcony



PHYLLIREA

GRAND PRIX

HUGP16®

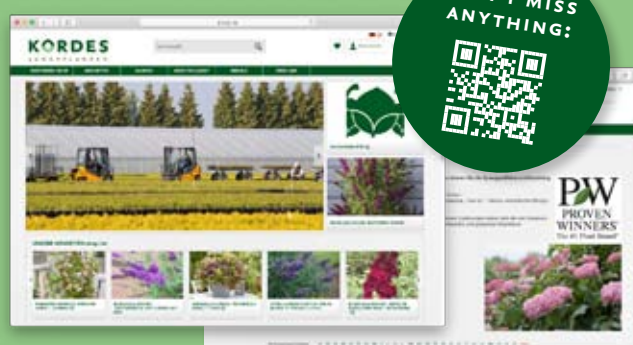
- short internodes, well-branched
- mediterranean look
- heat- and drought-resistant

Striking, compact form; growth after 5 years approx. 1.5-2 m tall and wide; shoots upright, densely branched; narrow, lanceolate foliage, evergreen, deep green, glossy; inconspicuous, whitish-green flowers in spring, subtle fragrance; particularly pruning-tolerant, structurally strong variety for topiary, hedges or solitary use; heat- and drought-resistant, tolerant of urban climates and wind; winter-hardy to approx. -15 °C.



Being always up to date

THE WHOLE ASSORTMENT ON KOJU.DE/EN



PHYSOCARPUS opulifolius

MAGICAL[®] SWEET CHERRY TEA

ZL EBIC5[®]

- *spectacularly colourful leaves*
- *drought-tolerant and robust*
- *attractive as a garden, landscape and potted plant*

First frequent flowering ninebark, bred by DAVID CHARLES ZLASAK from P. opulifolius 'Little Devil' x P. opulifolius 'Dart's Gold'; grows rounder upright, compact, well branched, 0.9 to 1.2 m high and wide; leaves in shoots orange-red, later dark purple, in autumn burgundy-red; flowers in pink-white cymes; fruits red – an attractive, rich and reblooming ornamental shrub; robust, hard and drought-tolerant, provides food for birds and can be used as a garden, landscape and potted plant.



PRUNUS laurocerasus

BONAPARTE

FIIPPI01[®]

- *new shoots orange-red*
- *uniform, upright and densely branched*
- *very winter hardy*



PRUNUS laurocerasus

GENOLIA[®]

MARIBLON[®]

- *slender, dense growth*
- *winter hardy and healthy*
- *for perfect hedges*



PRUNUS lusitanica

ANGUSTIFOLIA[®]

Like lusitanica, but having a compact habit; leaves are shorter and smaller, 5–7 cm long and 2–3 cm broad, a variety which originates in France 1877; having a more graceful looking overall and a better winter-hardiness.

- *frost tolerant*
- *healthy leaves*
- *perfect for hedges*



ROSA-Hybride

CUTIE PIEROP007[©]

Breeding of T. YOKOTA, Japan; growth dainty, round-compact, only 15 cm high and 20–30 cm wide. leaves small, wintergreen, flowering simple, small, bowl-shaped, pink with white center, slightly fragrant, May–October; 'Cutie Pie' is thornless, does not form fruits and therefore does not require pruning – an abundant flowering, healthy, easy-care, hardy (up to –25 °C) miniature rose, bee-friendly, well suited for sunny and warm locations, rock gardens, as ground cover and especially pretty in planters for balcony and terrace.

- *mini rose*
- *lush flowering, undemanding*
- *no thorns*





RHAMNUS frangula (=Frangula alnus)

FINE LINE®

RON WILLIAMS

- pillar-like growing
- attractive leaves
- healthy and hardy

A cultivar from Rhamnus frangula 'Asplenifolia'; growing pillar-like with equally linear, narrow, dark green leaves that turn striking yellow in autumn. An attractive, totally winter-hardy plant for hedges, container planting, as well as specimen or for group planting.





ROSA rugosa

TAKE IT EASY[®] RED[®]

NEW

Compact, rounded, and well-branched growth habit, 70 cm tall and 60 cm wide thornless; foliage typical of the species; flowers fragrant, crimson-red, from May to October; this low-maintenance, hardy new variety is easy to manage for gardening beginners and is perfect for flowerbeds, borders, or planters.

- *fragrant, brilliant purple-red flowers*
- *virtually thornless*
- *compact & low-maintenance*



RUBUS

GLEN COE

- *thorn free*
- *attractive fruit colour*
- *high yield*



SAMBUCUS nigra

CHERRY LACE

HYFJOLAIS[®]

- *deeply slit foliage*
- *cherry-red flowers*
- *compact growth*



Eye-Catcher

LACED UP!

SAMBUCUS nigra

LACED UP

SNR1292®

- **super-columnar-shaped skyscraper**
- **leaves strongly slit, black-red**
- **fragrant, bright pink flowers**

Cultivated by PHOENIX ORNAMENTALS Ltd., Larkfield, England; growth columnar, tightly erect; leaves strongly lobed, black-red, green when shoots; flowers in large, lemon-scented, bright pink umbels, contrasting very nicely with the red foliage, May to July; Fruits glossy blackish-purple and, like all “Elderberries”, commercially viable – the first red-leaved, compactly upright growing columnar form with slit leaves, a great hardy and healthy ornamental shrub for colour accents in all garden areas, exclusive hedges and planters.

SPIRAE betulifolia

TOR GOLD®

- *totally hardy and robust*
- *beautiful flowers*
- *no sunburst*



SPIRAE japonica

NEON FLASH

- *surpasses 'Anthony Waterer' and 'A.W. Sapho'*
- *bright colours*
- *uniform habit*



SYRINGA

TINKERBELLE®

BAILBELLE

- *flowers wine-red to dark-pink*
- *richly flowering and healthy*
- *fragrant*



SYRINGA meyeri

LILLIFEE®

KOJUBELLA©

- *enchanted dwarf lilac*
- *fragrant*
- *rich purple-violet flower*





SYRINGA meyeri

LITTLE ROSIE

ANNY200816 ©

Compact, densely branched growth with short shoots, reaching only 1 m in height after five years; deciduous foliage with noticeably darker coloring compared to most other Syringa varieties; numerous fragrant flowers in shades ranging from intense cherry-pink to dark pink during May and June. Its compact habit makes it excellent for small gardens, front gardens, terraces, and balconies; it is ideal for planting in containers and pots, as well as in flowerbeds or as a solitary specimen, and its low-maintenance nature makes it perfect for easy-care garden designs.

- compact for patio & balcony
- hardy and low-maintenance
- dark pink flowers & darker foliage



LITTLE ROSIE
SYRINGA



VITEX agnus-castus

PINK PINNACLE

V07 SC OP 4°

- pink-flowering Vitex
- late-summer bloom
- highly heat- and drought-tolerant

Rounded to broadly upright habit, reaching approx. 1.5 m in height and width; leaves palmately divided with lanceolate leaflets, dark green and slightly aromatic; pink, fragrant flowers borne in conical panicles up to 30 cm long from August to September—a striking pink late-summer bloomer that requires winter protection.



VITEX agnus-castus

MAGICAL® SUMMERTIME BLUES

HELEN FROEHLICH®

- especially large flowers
- improved winter hardiness



WEIGELA florida

ALL SUMMER® MONET

VERWEIG 8

- eye-catcher „all summer long“
- healthy growth
- ideal for balcony & terrace



WEIGELA florida

ALL SUMMER® PEACH

SLINGPINK®

- blooms from May „all summer long“
- compact
- ideal for balconies and patios

A Weigela variety with exceptional repeat-blooming capabilities, bred by Bert Verhoef, Hazerswoude; features a compact, upright growth habit, reaching 40–60 cm in both height and width. It produces an abundance of trumpet-shaped, peach-colored flowers in May, followed by a strong flush of blooms throughout the summer right up until the first frost. To ensure a spectacular display of summer color and blossoms, this variety should be treated like a rose, with spent flower clusters removed; it is a highly colorful, low-maintenance, and versatile small shrub.



WEIGELA florida

EBONY & IVORY

VELDA®

- *snow-white flowers*
- *dark foliage*
- *better than 'Black & White'®*



WEIGELA florida

PICOBELLA ROSA

TVP2®

- *two times flowering*
- *compact with fine leaves*
- *perfect for balcony and terrace*



WEIGELA florida

PINK POPPET

PLANGEN®

- *second flush of flowers in autumn*
- *very compact growth habit*
- *perfect for balconies and patios*

Dwarf variety, bred at the RESERACH INSTITUTE OF ONAMENTAL GARDENING in Průhonice, Czechoslovakia; compact, rounded habit, 0.4–0.6 m in height and width; leaves elliptical-oval with serrated margins, dark green, color-stable; funnel-shaped flowers up to 6 cm long, pale pink in April/May, with a second flush of blooms in August/September- a prolific-flowering, hardy dwarf shrub suitable for small flowerbeds, hedges and planters.





WEIGELA florida

VINTAGE LOVE

TVP1®

- dwarf Weigela
- fireworks of flowers and colour
- ideal for garden & terrace

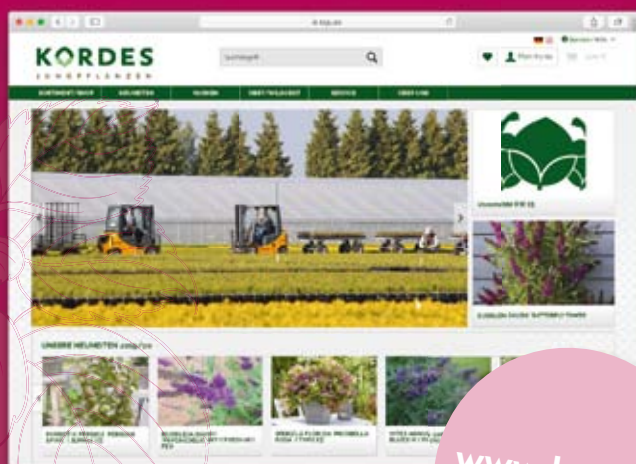
Compact, upright growth, approx. 50-90 cm tall; leaves dark green, brownish-green in autumn, in perfect contrast to the flowers; flowers very numerous, trumpet-shaped, dark pink in the bud, salmon to light pink outside, white, cream and yellow inside, stamens light brown, from May to October - a spectacular display of flower explosion and colour fireworks from spring to autumn. For small hedges, areas, balconies, patios and all garden areas where a colourful variety is desired.



Being always up to date

THE WHOLE ASSORTMENT

EVERYTHING AT A GLANCE:



ONLINE
SHOP

www.koju.de

PIECE OF GOLD AMONG THE THUJAS

THUJA *occidentalis*

GOLDEN SMARAGD®

JANED GOLD®

- the golden 'Smaragd' twin
- top variety with uniform growth

A spectacular variety from Poland with golden yellow leaves; habit and formation like the proven variety Smaragd; an excellent enrichment of the assortment, 2009 given into the marked by the breeder EDWARD KUBIK after 10 years of testing. The beautiful yellow pendant to the all-purpose Thuja Smaragd. Bronze medal at Grenn is Life, Warsaw 2008 and Plantarium, Boskoop 2011.



THUJA occidentalis

MECKI®

KOJUTOM

Our own selection, slow-growing, with stocky, evenly rounded growth and very healthy, fresh green foliage – ideal for low hedges, cemeteries, rock gardens, ornaments, for planting in troughs as well as an alternative to buxus.

THE BUXWOOD SUBSTITUTE FOR FORMAL GARDENS



PW
PROVEN
WINNERS®

A better garden starts
... with a better plant

NEW



HYDRANGEA paniculata 'Little Lime Punch'®

**BEE
FRIENDLY**



VITEX agnus-castus 'Blue Diddley'®



**MARKETING
SUPPORT**



HYDRANGEA arb. 'Strong Annabelle'®

**BEST
SELLER**



CALLICARPA 'Pearl Glam'®

**INNO
VATIVE**

The **No.1**
PLANT BRAND

> **13** Mio.
PLANTS SOLD
in Europe

PW
PROVEN
WINNERS®

COLOR CHOICE®
FLOWERING SHRUBS





Nothing sells faster

“Proven Winners® – the #1 Plant Brand” is the world’s most successful plant brand with more than 200 million plants sold only in North America. The reason for the high sales figures is the synergy effects through cooperation between globally active producers and breeders as well as the marketing power of an internationally managed umbrella brand.

Proven Winners® only markets varieties which are easy for growers to cultivate, which are attractive at the point of sale and which are working well for the consumers.

Our current bestseller

HYDRANGEA arborescens

STRONG ANNABELLE® → 79

HYDRANGEA arborescens

PINK ANNABELLE® → 79

HYDRANGEA paniculata

FIRE LIGHT® → 81

HYDRANGEA paniculata

LITTLE LIME® → 81

DEUTZIA

YUKI CHERRY BLOSSOM® → 77

Quality

MARKETING & POS-SUPPORT

- individual POS Support – for free
- advertisement campaigns
- consumer website
www.provenwinners.eu
- social media



P9 + C3 / C5 + Etikett = PW



All for one goal – selling more plants!

PROVEN WINNERS® MARKETING CAMPAIGN:

“

There is no shortage
of new plants, but there
is a shortage of better
new plants.”

— Tim Wood

Product Development &
Head of Marketing,
Spring Meadow Nursery Inc.



→ **Whether you are a wholesaler, retailer, or landscaper – the goal is to sell Proven Winners® shrubs successfully and profitably.**

Proven Winners® supports growers and retailers with a wealth of marketing activities and materials to help your customers to understand the added value of Proven Winners® plants, and to help you selling them successfully.

YOUR BENEFITS FROM CONSISTENT PROVEN WINNERS® CONSUMER MARKETING:

The #No.1 Plant Brand today as a “first mover” benefits from continuity in professional branding, especially through a strong focus on end-consumer advertising. The success story that began more than 20 years ago in the USA is now continuing in Europe. In the USA, it has been shown: All advertising activities tailored directly to the consumer, generating a high level of brand credibility and brand trust in the long term. With steadily increasing sales figures and a steadily growing fan base.

The long-term goal for all producers of selling more PW® products is therefore achieved through cost-intensive but also constant advertising towards the consumer. That is why cooperation in a worldwide network of PW® partners is so crucially important. Everyone is working together for the same goal! Only in this way a sufficient advertising impact can be built up – for a real demand coming from the consumer. This increases sales volumes, and the resulting growing marketing budget will help Proven Winners® to achieve a unstoppable growth in Europe as well. Just the #No.1 Plant Brand.





CONSUMER ADVERTISING

THE NEW BRAND AMBASSADORS

No other brand apart from Proven Winners® advertises more directly to consumers. Consumer advertising in the EU encompasses various measures, such as adverts, brochures and online content.

A new initiative is the Proven Winners® Brand Ambassador Programme. The Proven Winners® brand ambassadors are selected influencers. They have between 1,000 and more than 100,000 follower on their social media accounts! The aim is to raise awareness of Proven Winners®. The selected brand ambassadors receive free Proven Winners® plants and are invited to write about these plants on their social media channels. Currently, over 70 ambassadors across Europe, in Germany, UK, France, Poland, Italy, Slovakia, the Netherlands, Spain, Romania and Hungary – are taking part in the Proven Winners® Brand Ambassador Programme.



Have you seen this yet?





POS MATERIAL – GRATIS, FOR FREE AND COMPLIMENTARY

No matter what you need for your customers or your garden center – Proven Winners® supports the point of sale with everything that is needed.

Get in touch with us. We will develop your personalised concept.

POS



YOUTUBE CHANNEL

Many helpful explanatory videos for hobby gardeners and numerous spots with detailed variety information.



WEBSITE

Web

There is also a lot of information, not only for the end consumer on the Proven Winners® websites:

www.provenwinners.com
www.provenwinners.eu





BUDDLEJA

BLUE CHIP® JR®

- *rich and long flowering*
- *compact and small*
- *very easy to care for*
- *sterile*



BUDDLEJA

MISS RUBY®

- *one of the best red varieties*
- *rich flowering*
- *compact, semi-high growth*
- *Silver Medal Plantarium 2011*



CARYOPTERIS clandonensis

BEYOND MIDNIGHT®

CT-9-12®

Novelty from GAVRIEL Danzinger, Danzinger Dan Flower Farm, Moshav Mishmar Hashiva, Israel; growth round compact, 80 cm high and wide, leaves lanceolate, slightly shiny, deep dark green; flowers midnight blue, numerous, also in the margins, which enhances the flowering effect; Late summer to autumn; late bloom time and intense foliage and flower colour attracts everyone's eyes, darkest flower shade in the range, an easy-care, drought-tolerant bee pasture, ideal in perennial beds, gardens, landscapes, flat plantings and containers.

- *compact, dense growth*
- *intense flower and leave colour*
- *attracts bees and butterflies*



CALLICARPA

PEARL GLAM®

NCCX2®

New hybrid from Prof. Dr. THOMAS RANNEY, North Carolina State University, USA; growth narrow upright, 1.2 to 1.5 m tall and 0.6 to 0.9 m wide; leaves elliptic-ovate, dark purple; flowers white, in numerous 2–3 cm long clusters, July – October; Fruits bright lilac-pink, in clusters of 30–40, clinging from October/November into winter – this novelty is a true beauty fruit, already striking in spring with its dark purple foliage, contrasted by white flowers in late summer, followed by hundreds of lilac-pink berries; its slender habit also makes it suitable for new uses in gardens, landscapes and containers. Bee-friendly and ideal for cut flower growers.

- *dark purple foliage*
- *orchid-coloured berries*
- *upright, space-saving growth*



CEPHALANTHUS occidentalis

SUGAR SHACK®

SMCOSS®

- *half-sized*
- *large fragrant flowers*
- *glossy foliage*



HEPTACODIUM miconioides

TEMPLE OF BLOOM®

SMNHMRF®

- *all season beauty*
- *late summer bloomer*
- *compact variety*



NEW

CHAENOMELES speciosa

WHITE STORM® PW®



CHAENOMELES SPECIOSA ORANGE STORM®PW®



CHAENOMELES SPECIOSA PINK STORM® PW®



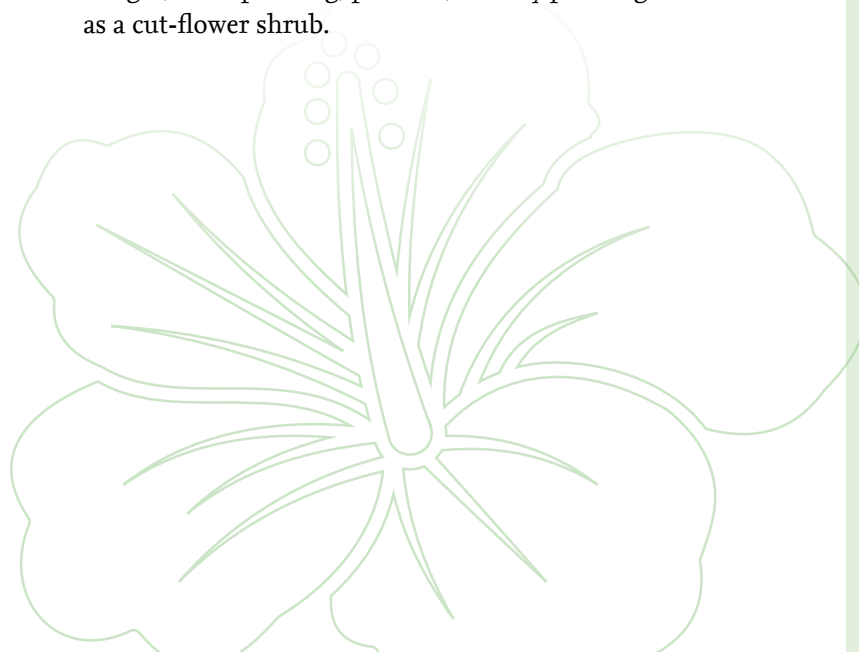
CHAENOMELES SPECIOSA SCARLET STORM® PW®

CHAENOMELES speciosa

STORM® - SERIE

- *very large, double-flowered blooms*
- *dense and compact growth habit*
- *abundant flowering*

Double-flowered Chaenomeles varieties from the 'Double Take' series breeding programme by DR. THOMAS RAMNEY, North Carolina State University, USA; a compact, broadly rounded, 0.90 to 1.20 m tall, thornless shrub; leaves oval, dark green and glossy; flowers large, camellia-like, profusely flowering, resembling petticoats, appearing on one-year-old wood in April – an undemanding, hardy small shrub with high ornamental value, even for dry sites; suitable for hedges, mass planting, planters, solitary planting and as a cut-flower shrub.





Deutzia

YUKI CHERRY BLOSSOM®

NCDX2®

- first pink flowering Deutzia 'Nikko'
- enormous abundance of flowers
- beautiful fall color



DEUTZIA

YUKI SNOWFLAKE®

NCDX 1®

- improvement of Deutzia 'Nikko'
- abundant flowering
- also ideal for landscaping



DIERVILLA rivularis

KODIAK® MIXX

G2X88544VAR®

- grows in shade and in dry locations
- variegated foliage
- low-maintenance & compact

NEW



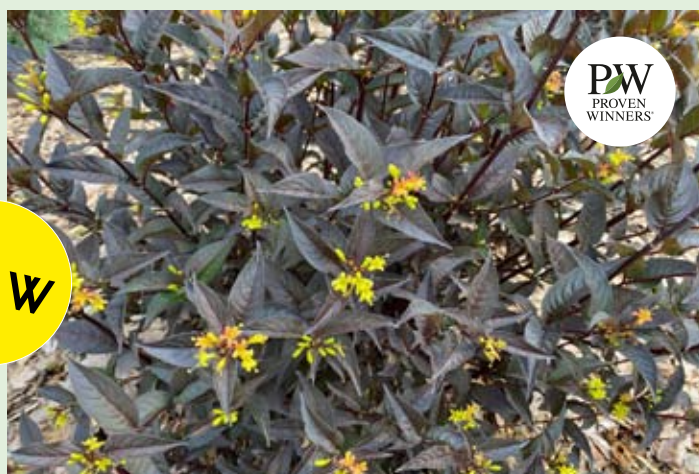
DIERVILLA rivularis

KODIAK JET BLACK®

SMNDSN®

- black, color-stable foliage
- bright yellow flowers
- grows in shade and in dry locations

NEW



The best varieties

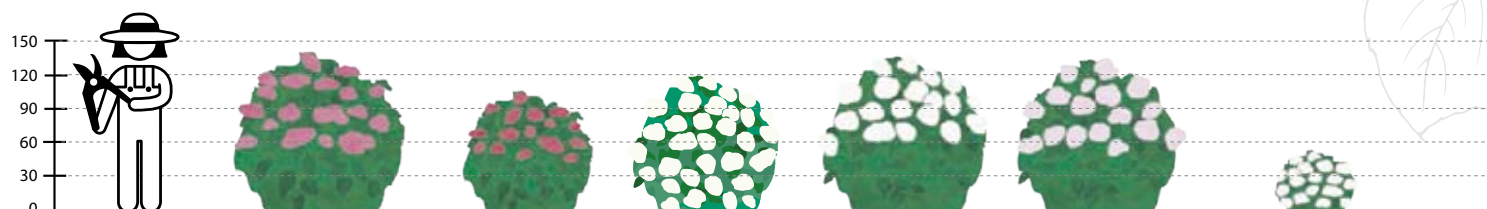
ASSORTMENT OVERVIEW

H. ARBORESCENS

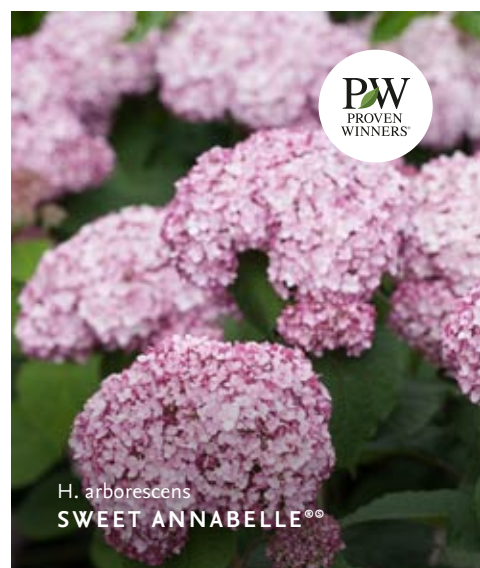
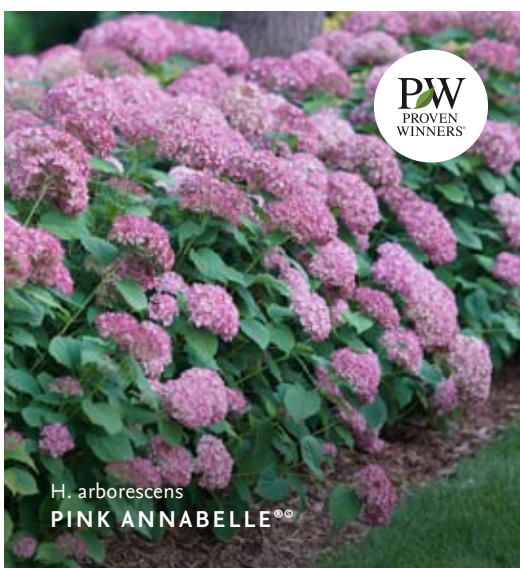
Normal *H. arborescens* have problems in rain/wind, as their heavy flowers quickly fall to the ground. PW® growers were the first to solve the problem:

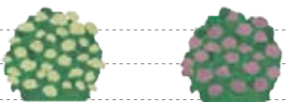
By achieving strong flower stems!

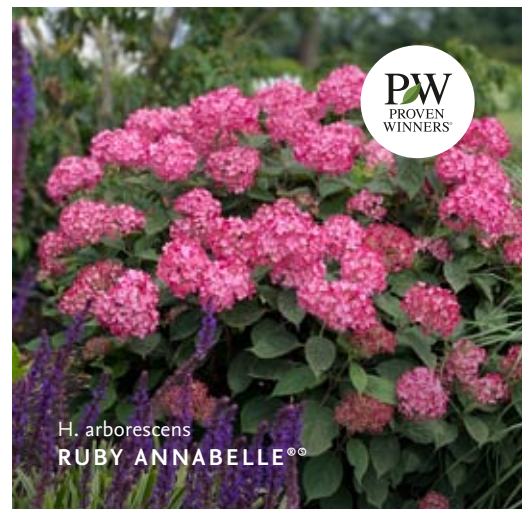
Proven Winners® *Hydrangea arborescens* varieties grow in all soils and are frost-resistant up to -30°C. The flowering period begins in early summer and lasts until early autumn. The flowers of all varieties are supported by strong branches and do not collapse under the weight of the flowers in wind and heavy rain. Thanks to decades of breeding and research, we can now offer you a large selection of varieties with different growth heights and colours and are also suitable as a cut flower.



CHAR.	PINK ANNABELLE®	RUBY ANNABELLE®	STORM PROOF®	STRONG ANNABELLE®	SWEET ANNABELLE®	BELLA RAGAZZA BLANCHETTA®
Colour	pink	ruby red	white	pure white	silvery pink	white
Colour development	–	–	–	to light green	to light green	begins pale pink
Flowering time	summer to early autumn	summer	summer	summer to early autumn	summer to early autumn	summer
Height from / to	120 / 150	90 / 120	110 / 120	110 / 120	120 / 150	40 / 60
Width from / to	90 / 120	60 / 90	90 / 120	90 / 120	90 / 120	60 / 90
Growth habit	bushy	bushy	bushy	bushy	bushy	compact
Main characteristics	unique pink colour	deep red flower colour	flowers on whole shrub	the original with strong branches	huge silvery pink flowers	super dwarf growth
Others	continuous flowering	long flowering	long flowering	long flowering	long flowering	long flowering
Awards	Silver	Gold	–	Bronze	Bronze	–



	
BELLARAGAZZA LIMETTA®	BELLARAGAZZA MAUVETTE®
lime green	dark pink-violet
to white green	to light green
summer to early autumn	summer to early autumn
60 / 90	60 / 90
60 / 90	60 / 90
compact	compact
dwarf growth, green flowers	small growth, very strong branches
continuous flowering	long flowering
Gold	–

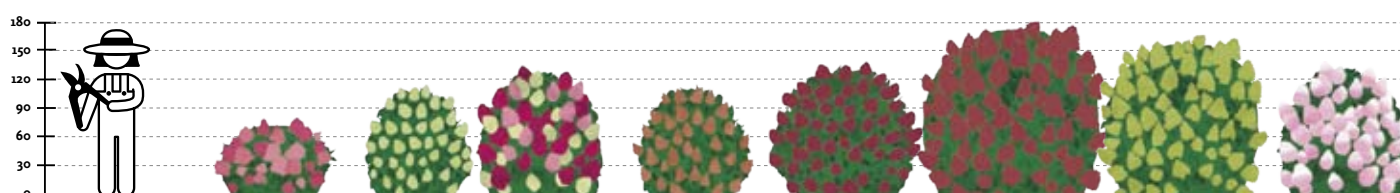




The best varieties

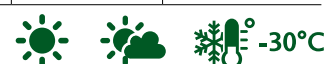
ASSORTMENT OVERVIEW H. PANICULATA

Proven Winners® cultivars are exceptionally floriferous and show different flowering times and flower colours. As with all Proven Winners® woody plants, *H. paniculata* has been thoroughly tested and is ideally suited for production and consumers.



CHAR.	FIRE LIGHT TINY BIT®	LITTLE LIME®	LITTLE LIME PUNCH®	LITTLE QUICK FIRE®	FIRE LIGHT®	QUICK FIRE FAB®	LIME LIGHT PRIME®	PINKACHU®
Colour	white	lime green	white and green	white	white	white	light green	cream white
Colour development	to pink-red	to pink	to pink, white, red, green	to pink-red	to fiery pink-red	to blushing pink, glowing pink, red	to pink-red	to hot pink
Flowering time	early to late summer	early summer to early autumn	early summer to early autumn	late spring to summer	early summer to early autumn	late spring to summer	early summer to early autumn	early summer to early autumn
Height from/to	60/90	90/120	90/150	90/120	120/150	150/200	120/180	120/150
Width from/to	60/90	90/120	90/150	60/90	90/120	120/150	120/150	90/120
Growth habit	roundish compact	compact bushy	rounded-oval	compact bushy	bushy	upright	upright	bushy
Main characteristics	one of the smallest panicle hydrangeas	bestseller	festive mixture	very early	intense red	flowering early and long	tall and bushy	strong stems with large flowers
Others	long flowering time	rich flowering	long flowering time	compact growth	regular flower set	unique x-shaped flowers	long and bright flower	abundant flowering
Awards	—	Gold	—	—	—	—	—	—

Flowers: on new wood / Pruning time: early spring / PH value: acidic, neutral, alkaline / Flowering form: conical





H. paniculata
FIRE LIGHT®



H. paniculata
LIMELIGHT PRIME®



H. paniculata
LITTLE LIME®



H. paniculata
FIRE LIGHT TINY BIT®



H. paniculata
QUICK FIRE FAB®



H. paniculata
LITTLE LIME PUNCH®



H. paniculata
PINKACHU®



H. paniculata
LITTLE QUICK FIRE®

ASSORTMENT OVERVIEW H. QUERCIFOLIA

These Proven Winners® Hydrangea quercifolia varieties are all sold under the 'Gatsby'® series. They have a compact habit, large flowers and intense autumn colour.

Heat resistant

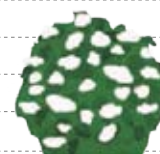
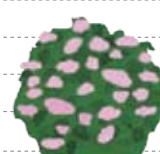
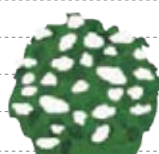
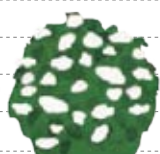
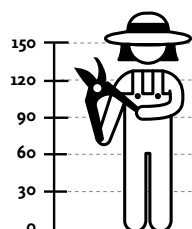
In our european trials some varieties performed well in the heat and drought of summer 2022. Particularly noteworthy among the Proven Winners® varieties are the H. quercifolia 'Gatsby'® varieties.

H. quercifolia types flower white or green at first and turn red or pink as the season progresses.

'Gatsby® Pink' is different:

It turns pink very quickly, often within

10 days.



CHAR.	GATSBY® GIRL	GATSBY® MOON	GATSBY® PINK	GATSBY® STAR
Colour	white	white	white	lime green
Colour development	to pink	to green	to pink	to pink
Flowering time	midsummer to early autumn	midsummer to early autumn	midsummer to early autumn	midsummer to early autumn
Height from /to	90 /120	90 /120	90 /120	90 /120
Width from /to	90 /120	90 /120	90 /120	90 /120
Growing habit	bushy	bushy	bushy	bushy
Main characteristics	huge flowers	double flowers	very fast colour change to pink	star-shaped petals
Others	oak-shaped leaves	oak-shaped leaves	oak-shaped leaves	oak-shaped leaves

Flowers: on new wood / Pruning time: optional, in spring
PH value: neutral, alkaline / Flower shape: conical





H. quercifolia
GATSBY® MOON®



PRODUCTS



H. quercifolia
GATSBY® GIRL®



H. quercifolia
GATSBY® PINK®



H. quercifolia
GATSBY® MOON®



H. quercifolia
GATSBY® MOON®



H. quercifolia
GATSBY® PINK®



H. quercifolia
GATSBY® STAR®

HYDRANGEA serrata

COTTON CANDY

MAK20®

Promising new breeding of TIMOTHY D. WOOD, compact growth, 60–90 cm high and wide, leaves are toothed, dark green turning into red in autumn, sterile flowers on flat panicles on one- and two-year-old wood, from June until frost, pink with white-yellow center or blue with white-yellow center – depending on the pH level of the soil. This beautiful, rich flowering, very hardy variety is a big enrichment of the H. serrata range. Attractive in every garden situation; Goldmedal at the Pantarium Boskoop 2012.

- *very large single flowers*
- *compact growth*
- *rich and long flowering*



PHYSOCARPUS opulifolius

TINY WINE®

SMPOTW®

New variety which grows even more compact, only 0.9 to 1.2 m tall and wide; leaves dark wine-red, fine deeply cutted, smaller than 'Diabolo'® and 'Summer Wine'®; tiny light pink buds appearing in the spring, exploding in June into clusters of small white flowers lined up and down each stem; grows in nearly all types of soil, only low-maintenance, is very healthy, winter-hardy and mildew resistant; the compact growth and intensive foliage colour makes it more valuable than 'Little Devil'®; a great plant for landscape, little gardens, balcony, terrace and containers. Silver medal Plantarium 2014.

- *more compact than 'Little Devil'®*
- *intense foliage colouring*
- *winter hardy, easy caring, great for containers*

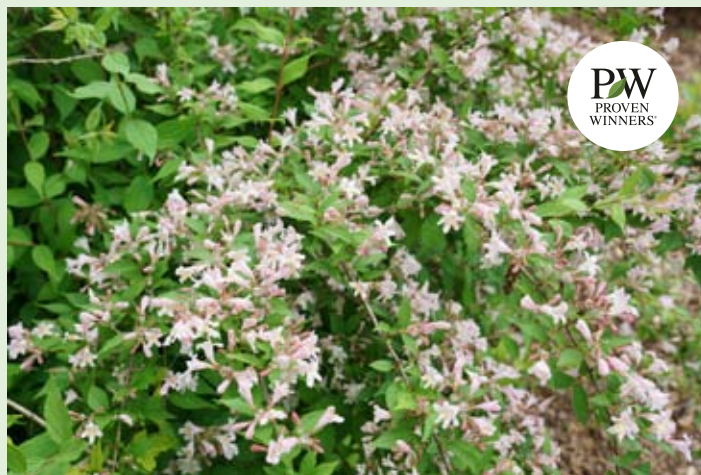


KOLKWITZIA amabilis

ADORABELLE®

SMNKADTF®

- rich, pink-coloured flowering in late spring
- very hardy & tolerant of pruning
- compact



SPIRAEA japonica

DOUBLE PLAY® BLUE KAZOO

SMSMBK©

- bluish leaves
- white flowers
- red autumn colouring



SPIREA japonica

DOUBLE PLAY® DOOZIE

NCSX2©

“Doubly” attractive due to its foliage and flowering; flowers dark red-pink, in numerous, flat umbels, “non-stop” from April to September, then dark green; the novelty is not invasive, the lack of seeds makes it a continuous bloomer that spends all its energy on forming waves of flowers from early summer until frost, no removal of petals necessary; the compact growth is maintained without pruning; suitable for flat plantings, pots and garden beds.

- non-stop flowers
- non-invasive continuous bloomer
- compact



SYRINGA

BABY KIM®

SMNSDTP

- *very frost-hardy*
- *strongly scented*
- *reich blühend*



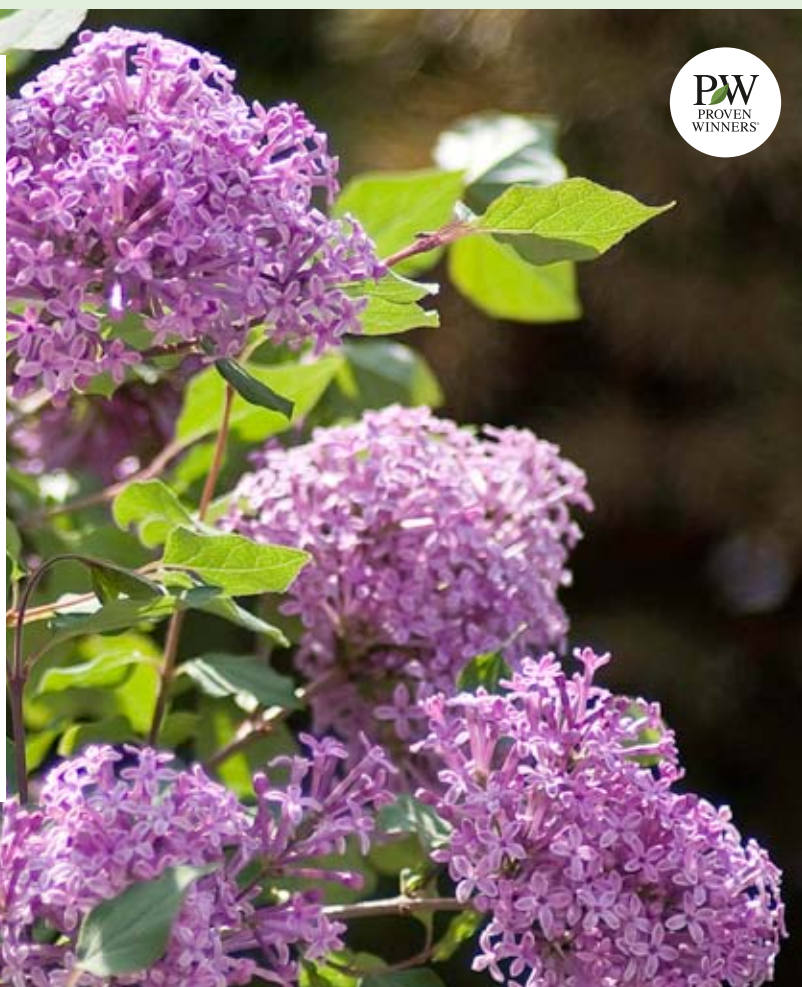
SYRINGA

BLOOMERANG® DARK PURPLE

SMSJBP7®

The flowering sensation from the United States; shrub, approximately 1.5 m high and 2.0 m wide; the dark purple, numerous, roundish, fragrant floescence starting to flower from May and until frost indefatigable new flowers are formed – a stunning new breed with great potential.

- *strong reblooming*
- *intensive coloured*
- *scented flowers*



SYRINGA

BLOOMERANG® TINY PURPLE

SMNJRPUS

- *strong reblooming*
- *intensive colored*
- *scented flowers*



VIBURNUM

SHINY DANCER®

NCVX1®

- glossy foliage
- compact
- rich flowering



VITEX agnus-castus

BLUE DIDDLEY®

SMVACBD®

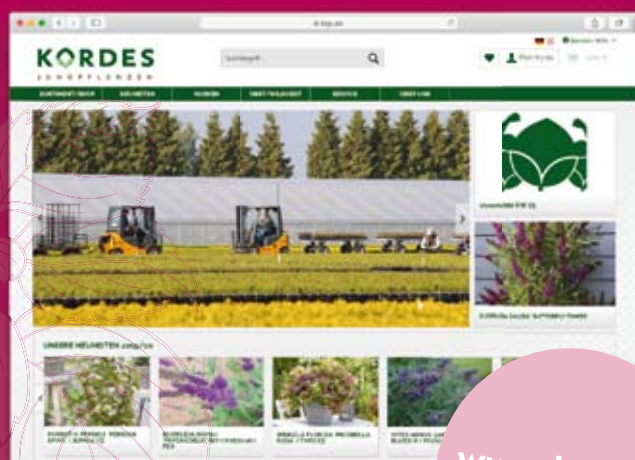
- by 1/3 more compact
- rich flowering
- builds up nice



Being always up to date

THE WHOLE ASSORTMENT

EVERYTHING AT A GLANCE:



ONLINE
SHOP

www.koju.de



PRODUCTS | BRAND INSIGHT

FIRST[®] EDITIONS



GOOD GARDENS GREAT LIFE[™]

Get to know them all firsteditionsplants.com

Outstanding assortment

SELECTED FOR SUCCESS

Selected for success – First Editions® is one of the top brands in the US garden market. For a successful plant brand is good marketing just as important as excellent varieties. First Editions® offers an outstanding assortment, constant introduction of tested varieties and a globally uniform strategic marketing. Take advantage of the synergy effects of First Editions® for targeted sales.

YOUR BENEFITS

- exclusive new ornamental varieties
- multi-seasonal plants with “wow” effect
- tested, efficient varieties for production, garden and landscape
- First Editions® containers C3 /C5 available optionally

RETAIL, GARDEN AND LANDSCAPE

- unique alternatives to previously planted varieties
- attractive range for retail



**First Editions® POS –
order your material for
this brand.**

Our service:
**C3/C5
INCLUSIVE**





attract

First Editions®

THIS IS THE BRAND



The relaunch of the First Editions® brand celebrated its kick-off at IPM and Plantarium 2023.

The presented concept is available to retailers and production from spring 2024 on and was developed specifically for the European consumer market. The First Editions® brand has seen tremendous growth in North America since its rebranding.

Now the plant brand is building on its success in EU. In addition to improved genetics, First Editions® plants rely on innovative marketing to transform consumers' gardens and patios into a green paradise, true to the motto:

**„Good Gardens,
Great Life.“**



Quick & Easy



Benefits of First Editions®:

- ✓ improved disease resistance
- ✓ extended or earlier flowering
- ✓ ease of use in production
- ✓ better flower power
- ✓ improved habit, heat or cold tolerance
- ✓ strong seasonal retail appeal
- ✓ wide adaptability to growing conditions

→ WHY FIRST EDITIONS®?

All First Editions® varieties undergo thorough development and testing, including visual and production testing, before being launched. The First Editions® range is characterised by the continuous launch of new and unique varieties that meet the needs of all market participants along the value chain. The First Editions® range brings customers back to the POS time and time again because it offers the perfect selection that complements and completes the retail offer while meeting consumers' outdoor lifestyle desires.

In short: With First Editions® you cultivate and sell exclusive shrubs which are eye-catching at the POS and generating high rotation rates.

NEW



innovative

GOOD GARDENS, GREAT LIFE

Discover the exclusive First Editions® range of flowering shrubs and ornamentals. They are offering trendy solutions for every garden which are eye-catching.

For beautiful gardens with low maintenance, the plants have been selected according to strict criteria.

→ firsteditionsplants.com





BUDDLEJA davidii

FUNKY FUCHSIA

PIIBD-II

- *bright flowers*
- *compact growth*
- *healthy*



BUDDLEJA davidii

TRIPPY PINK

BAILBUDONE®

Rounded-upright habit, densely branched, approx. 1.8 m tall and 2.4 m wide; deciduous foliage; bright pink, fragrant flowers on upright shoots – a shrub that blooms continuously into autumn, offering excellent winter hardiness and drought tolerance; suitable for mass planting or as a solitary specimen, ideal for all areas of the garden, a butterfly magnet.

- *bright pink blossoms*
- *upright stems*
- *ideal as a hedge & background plant*

NEW

CEPHALANTHUS occidentalis

FIBER OPTICS®

BAILOPTICS®

- *sputnik-like flowers*
- *eye-catching flowering shrub*
- *real magnet for bees and butterflies*



DISTYLIUM

VINTAGE JADE®

Growth branched, spreading, ca. 0.9 m high and 1.5 m wide; shoots cascading overhanging; leaves lanceolate, alternate, thick, leathery, with entire margins, bronze-purple when shoots, later blue-green frosted; Flowers small, burgundy to reddish-brown, in short racemes on the leaf axils of the previous year's branches, in March to May – this attractive, evergreen, robust, pruning-, heat- and drought-tolerant woody plant is disease-free, has no special soil requirements and will gain more importance in areas down to -15°C in the future. For areas, planters, and wherever low-maintenance small evergreen shrubs are desired in the garden and landscape.

- *tolerates heat and drought*
- *evergreen and easy to care for*
- *excellent for group plantings*



HEPTACODIUM miconioides

TIANSHAN®

MINHEP® FE®

Slower-growing and earlier-blooming than the species; multi-stemmed, broad, upright habit, approx. 4 m tall and 3 m wide; young twigs glossy reddish-brown, bark brown and peeling in thin layers; leaves oblong-oval, three-veined, dark green above and paler beneath; flowers creamy white, small and individually borne, highly fragrant, appearing from August to October; fruit consists of 1 cm long berries, ranging from pink to violet-red, surrounded by light purple-red sepals; an extremely attractive late-summer bloomer that provides pollen and nectar; undemanding and drought-tolerant.

- *fragrant white flowers in spring*
- *red sepals in autumn*
- *peeling bark is an eye-catcher in winter.*





Hibiscus syriacus 'Bali'®



Hibiscus syriacus 'Fiji'®



Hibiscus syriacus 'Hawaii'®



Hibiscus syriacus 'Tahiti'®

IDEAL
FOR SUMMER-
SALES

HIBISCUS syriacus

BALI, FIJI HAWAII, TAHITI

Selection of MINIER, Angers, France; grows strong-upright, vase-shaped, multi-stemmed, 1.5 – 1.8 m high and 1.2 – 1.8 m wide; conspicuous, 5-petalled, large, semi-filled flowers deep pink-purple with a deep red center, attractive for butterflies, suitable for narrow hedges and small gardens.

- big flowers
- ideal for small gardens and flowering-hedges
- heat and drought resistant





FlowerFull

A LOT! MORE! FLOWERS!

HYDRANGEA arborescens

FLOWER WOW®

BALFUL®

Semi-circular habit, 0.9–1.2 m to 1.5 m wide; shoots stable, even in wind and rain; foliage ovoid to rounded, coarsely toothed, fresh green, healthy throughout the season; inflorescences abundant, covering the whole shrub, from summer to autumn there are twice to three times as many flowers compared to other H. arborescens – an easy-care new snowball hydrangea and a true flowering machine with a long flowering period, excellent for gardens, planters, hedges and as an area plant.

- green flowers
- compact growth
- for fresh accents

FIRST
EDITIONS
SHRUBS & TREES



HIBISCUS syriacus

RED DEVIL®

AARTDEVIL®

- flower large, intense red, sterile
- dark green foliage
- as a hedge, specimen, pot plant



HYDRANGEA macrophylla

ECLIPSE®

BAILMACSEVEN®

- extremely large, pink flowers
- long flowering period
- Pruning shrub, stable shoots



HYDRANGEA paniculata

LITTLE HOTTIE®

BAILPANONE®

Growth compact, semi-rounded, 1.2 to 1.5 m tall and wide; shoots stable, tightly upright; leaves dark green; flowers in large, pure white panicles with lime green tips at first, turning old white and pink in autumn – despite the large assortment of panicle hydrangeas, a highlight as a compact mass bloomer that tolerates summer heat well. A show as a small hedge, area and pot plant for balcony, terrace, entrance areas.

- colourful, brilliant white flowers even in full sun
- round compact growth
- perfect for hedges and smaller landscape areas






FIRST
EDITIONS

HYDRANGEA paniculata

SPRING SIZZLE®

BAILPANTHREE®

NEW

Broad, compact growth habit, 1.20 m to 1.70 m height and 1.20 m to 1.50 m width; sturdy stems that hold up well in wind and rain; fresh green foliage; large, abundant flower panicles that start out a clear white and quickly turn an intense, deep red - even in warmer regions; blooms from late May/early June, making it one of the earliest flowering varieties of its kind; the combination of early flowering, vigorous growth and uniform plant structure makes this variety particularly attractive - ideal for hedges, foundation plantings, floral arrangements, and large-scale landscaping.

- among the earliest-flowering of *H. paniculata*
- flower color shifts from white to deep red
- versatile in use; makes a beautiful hedge

HYDRANGEA quercifolia

JETSTREAM

PIIHQ-I

Growth dense, compact, branches not overhanging, 0.4 to 0.8 m high and wide; leaves dark green, very healthy, resistant to leaf stains, fantastic orange-red colouring in autumn; flowers on strong stems in cone-shaped risps, initially white, later pink – a jump in the range of new oak leaf hydrangeas.

- compact growth
- healthy foliage with fantastic autumn colouring
- rich flowering



FIRST
EDITIONS



PHYSOCARPUS opulifolius

AMBER JUBILEE®

JEFAM®

Selection of JEFFRIES Nursery, Manitoba, Canada; growth bushy upright 1.5 to 2.0 m high and 1.5 m wide; leaves in the output yellow, during vegetation over yellow orange, amber and red to violet; blossoms in white to cream-coloured cones in May-June; capsule fruits bright reddish brown – a striking, attractive ornamental, which was christened by Queen Elizabeth II on the occasion of her 60th crown jubilee, a colourful addition to the hard, robust and easy-to-maintain assortment of ninebark.

- *unique foliage colouring*
- *luminous shoots*
- *compact growth*

FIRST
EDITIONS

PHYSOCARPUS opulifolius

FIRESIDE

UMN HARPELL®

Growth upright, semicircular, 1.5 to 1.8 m high and 1.2 to 1.5 m wide; foliage size between 'Diabolo'® and 'Little Devil'®, shoots blood red, then deep red to dark violet leaves, colour-stable compared to other varieties in summer – a medium-sized Physocarpus for all uses, selected by the impressive foliage colouring.

- *stable foliage colouring*
- *attractive flowering*
- *very healthy and mildew resistant*

FIRST
EDITIONS

PHYSOCARPUS opulifolius

SPICY DEVIL®

ZLE MICHAEL®

- multi-seasonal interest
- drought tolerant, robust
- bee-friendly
- attractive garden, landscape and pot plant



POTENTILLA (=DASIPHORA) fruticosa

MARMALADE

JEFMARM®

- dwarf
- filled intense orange flowers
- very healthy and cold resistant



POTENTILLA (=DASIPHORA) fruticosa

LEMON MERINGUE

BAILMERINGUE

- filled flower like a rose
- upright, round and compact growth
- Gold Medal Florall Award 2016



RHUS

TIGER EYES®

BAILTIGER®

- spectacular foliage
- intense autumn colour
- ideal for urban areas
- undemanding and lime-tolerant





SALIX candida

ICEBERG ALLEY®

JEFBERG

Iceberg Alley® - Selection from Canada, introduced by Bailey Nurseries Inc, St. Paul, MN, USA; upright-round growth, approx. 1.20-1.50 m tall and wide (somewhat more compact in colder regions, somewhat more vigorous in warmer locations); silvery, frosted foliage provides a striking contrast in structure and colour in the border - particularly effective combined with other shrubs and perennials; Spring flowering with silver-coloured catkins and striking red stamens - attractive nectar source for insects; prefers sunny locations, tolerates wetter soils well - ideal for rainwater gardens; very tolerant of pruning - also suitable for use in floristic arrangements; robust, hardy, easy to care for.

- *soil and heat tolerant*
- *small & compact*
- *silver foliage*



FIRST
EDITIONS



SORBARIA sorbifolia

MATCHA BALL

LEVGREEN®

- perfect for small gardens
- fern-like foliage
- very heat- and drought-resistant



VIBURNUM plicatum

OPENING DAY

PIIVIB II®

Grows roundish, up to 3.0 m tall and wide; leaves oval to elliptical, dark green, dark red to violet-brown in autumn; baseball-sized flowers, initially greenish, then quickly snow-white – richly blossomed shrub with striking autumn colouration for group and individual position for all garden areas and for planters.

- big flowers
- compact growth
- intense autumn colour



VITEX agnus-castus

DELTA BLUES

PIIVAC-I

- roundish-compact growth
- attracts butterflies
- numerous, fragrant flowers



VITEX agnus-castus

QUEEN BEE

BAILTEXTTHREE

Growth 2.5m tall, 2.1–2.7m wide, semicircular; Leaves aromatically fragrant, lanceolate, greyish olive green on top, dark purple underneath, in beautiful contrast to the flower; flowers bright lavender on panicles up to 20 cm long, fragrant, from mid-June to October; removing faded flowers encourages strong re-flowering, ideal for planning production cycles, a new, longer flowering cultivar with improved flowering power compared to other Vitex varieties; an impressively drought, heat and cold tolerant cultivar and a real pollinator magnet, ideal as an eye-catcher and as a colourful hedge for gardens in warmer areas.

- for balcony and terrace
- fragrant flowers
- bee-friendly
- very heat and drought tolerant



VITEX agnus-castus

GALACTIC PINK®

BAILTEXTTWO

- attracts butterflies
- numerous fragrant flowers
- very heat and drought tolerant



VITEX agnus-castus

VIOLET MAGNET

- compact growth
- repeat-blooming until autumn
- tolerant of various sites and drought





IMPORTANT INFORMATION

Prices

Please find the current prices in our on-line shop (www.koju.de/en). These prices are per piece, excluding tax, ex works and excluding value added tax (currently 7 %) and packaging. The magazine is valid for the season from 1st July 2026 to 30th June 2027.

Minimum order value

Euro 500,-

Delivery in full units only.

Collection and delivery dates

Please inform us at least a week in advance for orders on request.

Exports

Will be delivered with their respective phytosanitary certificate and all necessary customs clearance documents.

PACKAGING AND TRANSPORT

CARDBOARD BOX

(60x40x27 cm = Euro-measure)

Capacity P9x9x9.5:

upright:	25 pieces
lying:	32 pieces
ø weight with plants:	11–13 kg

Price:	3.20 €
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Free of charge, if value of order is 1,000 €.



PLASTIC-CRATES

(60x40x25 cm = Euro-measure)

Capacity P9x9x9.5:

upright:	25 pieces
lying:	32 pieces
ø weight with plants:	11–13 kg

Price:	4.50 €
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Back delivery of plastic crates free of charge – we credit the full amount.





CULTIVATION & TRANSPORT PALLETS

(18.5 x 52 x 5 cm = CC-trolley-measure)

Capacity P9x9x9.5:

upright: 12 pieces
 ø weight with plants: 6–8 kg
 per CC-layering: 84 pieces

Price: 0.45 €

Free of charge from 500 € order value (net)
 at prices of this catalog.



FREIGHT CHARGES

for shipping service within Germany

Freight charges including all additional costs from Bilsen directly to your place (in Germany):

1 Halfpallet	95,00 €
1 Pallet	140,00 €
2 Pallets	225,00 €
3 Pallets	277,50 €
4 Pallets	337,50 €
5 Pallets	377,50 €

(Subject to price changes)

Delivery within Germany is free of charge from an order value of **3,000 €** on to prices of our online shop.

For transports outside Germany we will be glad to provide you information on freight charges upon request.



PALETTES

Cardboards boxes EUR pallets
 (28 pcs., height 1.90 m) 330 kg

EUR-pallets with plastic-crates
 (28 pcs., height 1.90 m) 330 kg

Half-(EUR)-pallet with cardboard box
 (8 pcs., height 1.25 m) 100 kg

Half-(EUR)-pallet with plastic crates
 (8 pcs., height 1.25 m) 100 kg

WEIGHTS

BAREROOT-LINERS

(per 100 pieces)

Deciduous trees and shrubs:
 1j.S.: 1.2–1.5 kg
 1j.b.Sth.: 1.2–1.5 kg
 2j.v.St.: 4–6 kg
 2j.v.S.: 4–6 kg
 1.Str.: 15–20 kg

Conifers:

2j.S.: 1–2 kg
 2j.v.S.: 3–5 kg
 3j.v.S.: 5–7 kg

LINERS IN POTS

(per piece)

P 8 300 g
 P 9 450 g
 P 11 950 g

1 Cardboard box: 11–13 kg
 1 Plastic crate: 11–13 kg



SERVICE

OUR
SOLUTIONS
FOR YOU

PBR LABELS

Labels for plants which are subject of plant breeders rights are included with the price of the plant. They will be automatically delivered according to your order. Original PBR-labels can only be obtained from licenses.



Labels for protected varieties

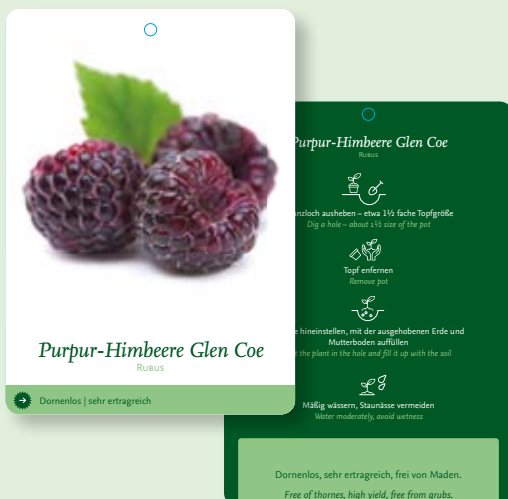
CLEAR BENEFITS

- PBR-labels labels are an official proof of a legal, licensed production
- Labels give the plants added value through attractive design, excellent photos and informative descriptions
- Hinged labels with picture pages in german and english, along with plant descriptions in german and english on the inner sides
- Photo label in format 15 x 9,5 cm, UV-protective coating, durable and weather resistant
- With easy elastic strap and 5 mm hole easily attachable on plants and sticks

LABEL SERVICE

Sell more plants with the Kordes label service for varieties which are free for sale. Quick and easy ordering through a form you will attach to your order confirmation.

- Photo labels for the core range, descriptions only in German
- Already more than 200 labels available, including many labels which are not available on the market
- High quality labels with UV-protective coating, durable and weather resistant
- Quick and easy to order starting with a minimum order quantity of 50 labels/variety
- Attractive labeling provides sales incentives and increases your sales



Labels for varieties which are free for sale

How it works:

With your order confirmation you will automatically receive a label order form. According to your order all available varieties are listed on the form. Simply fill in the desired quantity (min. 50 pieces) and send it by fax to Floramedia.





Whatever you are planning – from a poster to an entire advertising campaign – we place photographic material for plants supplied by us at your disposal.

PICTURE SERVICE

Good images are selling plants!



Move your plants into the spotlight. Awake emotions with high-quality images and push your sales. With our botanical image database, we have access to over 10.000 images. To keep our database up to date and to provide material of new varieties we work together with our international network. Whatever you are planning – from a poster to an entire advertising campaign – we place photographic material for plants supplied by us at your disposal.

TEXT SERVICE

How much potential is in your text? Do your descriptions of plants meet the expectations of the customer, get the necessary attention and cause the right reaction?

Use our plant descriptions! We provide text for plants supplied by us at your disposal – for successful communication with your customers.

Firoma®
Feines Aroma

Eine reich fruchtende, sehr schmackhafte und recht Frost unempfindliche Feige. Vieltriebig wachsende, bis 3 m hohe Selektion mit starkem Fruchtansatz bereits an jungen Pflanzen: große, zahlreiche, rotbraune bis violette Früchte von Ende Juni bis Anfang August, zweite Ernte bei günstiger Witterung im September bis Oktober möglich. Gut geeignet für Hausgarten, Spalierobst und besonders für Pflanzgefäße. EU-Gemeinschaftsmarke 015735582. Sorte markenrechtlich geschützt - unerlaubter Nachbau verboten.

*schon als junge Pflanze
· sehr schmackhaft
· relativ Frost
unempfindlich*

Our Service for you

THE KORDES PRINCIPLE

Three steps to success: The Kordes principle supports you in making the entire process from purchasing to further cultivation and finally to sales fast, easy and efficient.



EASY ORDER: The service for quick and easy ordering. Use your delivery overviews and sales advice with fixed contact persons for optimal selection. You will find comprehensive information about the entire assortment at koju.de/en – with many pictures and detailed descriptions of each plant. **P.S. Especially desirable novelties can be pre-ordered and reserved.**

EASY GROWING: We work 100 % in partnership and with a focus on your satisfaction, which we strive for with maximum plant quality and best varieties. Every Kordes young plant is perfect for further cultivation and delivers finished plants in a short time – true to variety and healthy. Simply beautiful plants that trigger the decisive sales impulse and “must-have” effects of consumers.

EASY SALES: We carefully follow the requirements and needs of the market and set trends so that you are always one step ahead. Use our know-how and intuition for top sellers and strong brands as the basis for your sales success. For particularly high added value, you will receive tailored marketing concepts and everything that facilitates your finished plant sales.





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