

# KORDES

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

SEASON  
2022/23

First Editions® –  
Breeding & Selection

Proven Winners® –  
Marketing Campaign

Explosive –  
Hydrangea macrophylla  
'Cherry Explosion'®



## DOLLY BUSTER

HORTENSIE

*Dolly Buster*



ONLINE-  
SHOP

HYDRANGEA MACROPHYLLA 'DOLLY BUSTER'® ('BODALAN')®



# MOVING FASTER AND FURTHER AHEAD TOGETHER



”

Successfully shaping the future  
with a passion for green  
and cooperative partnerships.









**K O R D E S** Jungpflanzen Handels GmbH  
Mühlenweg 8 | D - 25485 Bilsen  
phone: +49 (0) 4106 - 4011  
fax: +49 (0) 4106 - 4013  
info@koju.de, www.koju.de





## Dear Customer,

Besides all current challenges we are pleased to announce some good news around our promise “Kordes Jungpflanzen - Quality right from the start!”.

2020 and 2021 have been gamechangers. Everything – from the way we work, learn, travel, and yes, even the way we live was completely re-examined, re-evaluated, and in some cases turned upside down. The good thing about it: The garden industry, gardens and greenery experienced a completely new appreciation and thus finally received the necessary social appreciation.

This development catapulted everything to do with gardens and plants into the top ten of the most popular leisure activities. Urban, indoor- and vertical gardening were a trend, as well as raised beds, flower-meadows, and bee-friendly shrubs. Sold-out assortments proved how much positive power is based in plants. Driven by these positive experiences, many gardeners and also new-gardeners will make follow-up purchases. The task now is to inspire them with plants and novelties which are (over)fulfilling their expectations – through longer flowering periods, more compact growth or beautiful fall colorations.

The number of garden enthusiasts is growing from month to month. The topic “green” has arrived in the middle of society. Horticulture generates an enormous contribution on the way to a new, sustainable lifestyle, where “green is life” takes on a new meaning that encompasses all areas of life. Green is the basis of our lives and at the same time the expression of a new lifestyle, which has now encompassed all areas of our economy and society.

Changes are a sign of progress. After all, every change is always preceded by a critical examination and analysis of the status quo. We have recognized that we need to develop new technologies, products and services in order to consolidate and further expand the new, positive appreciation of green. Horticulture is already excellently positioned in this respect: With new cultivars, strategies for the careful use of resources and modern product ranges which can fulfill future demands.

We know that to manage the current challenges in horticulture requires big, bold commitments and daily progress. On a positive note, these commitments and advances have the potential to establish sustainable processes that consistently challenge and continually improve upon the status quo. Plants are creating more beautiful and livable places to live and work, and contribute immensely to positive economic and social developments for all. We at Kordes Jungpflanzen are committed to actively shaping this change. This starts with actions we are taking in our own company – creating successful solutions for all our business partners.

Most importantly, we remain very optimistic about the future. We believe that with passion for the product and partnership with our customers, we can create a successful future together.

**We would be delighted if you would join us, so that we can move further and faster - and do so together.**

G. Kordes

C. Kordes



# TOPIC OF THE SEASON

## First Editions® –

Kickstart of the brand

→ 80

### CONTACT THE TEAM

We are happy to help you.

#### OWNER



#### GÜNTER KORDES

Proprietor/Managing Director

+49 4106 - 40 11  
+49 171 - 31 88 60 0  
g.kordes@koju.de

#### OWNER



#### CHRISTIAN KORDES

Graduate in Business  
Management

+49 4106 - 40 11  
+49 173 - 24 38 66 7  
c.kordes@koju.de

#### SALES/PURCHASE



#### MALTE MORGNER

Graduate in Agriculture  
Management

+49 4106 - 40 11  
+49 172 - 59 82 68 1  
m.morgner@koju.de

#### SHIPPING



#### JAN HEITMANN

Nursery Office Administrator

+49 4106 - 40 11  
j.heitmann@koju.de

#### PRODUCTION



#### ANDREE POHLENZ

Master Craftsman

+49 4106 - 40 11  
+49 173 - 65 39 02 9  
a.pohlenz@koju.de

#### ACCOUNTING



#### MARTINA ELLERBROCK

Industrial Business  
Management

+49 4106 - 40 11  
m.ellerbrock@koju.de

#### MARKETING/ PR



#### CLAUDIA KORDES

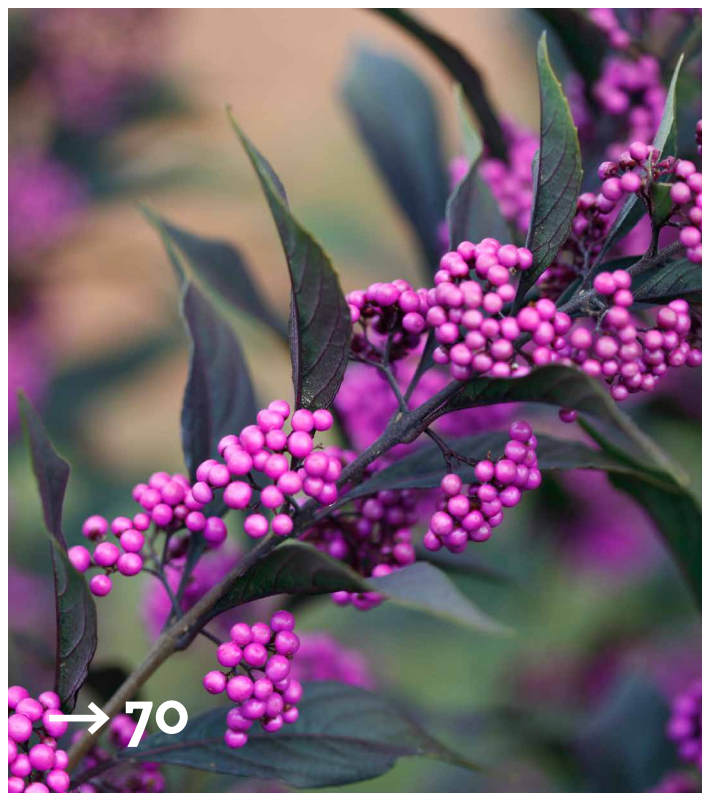
Corporate Communications  
Manager

+49 4106 - 40 11  
claudia.kordes@koju.de



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Best Brand Experience



CALLICARPA 'Pearl Glam'®

## VERY WANTED – VARIETY HIGHLIGHTS

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PHILADELPHUS 'Little White Love'®

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- 82 **First Editions®**  
This is the brand!





At a glance

# NOVELTIES

## 2022/2023

BUDDLEJA davidii  
**BUTTERFLY CANDY®-**  
**COLLECTION**

→ 24







ABELIA  
**RASPBERRY  
PROFUSION®**  
→ 21



PEROVSKIA atriplicifolia  
**PRIME TIME®**  
→ 45



CERCIS canadensis  
**FOREST PANSY**  
→ 27



PHOTINIA fraseri  
**LITTLE  
PERFECTA®**  
→ 48



HYDRANGEA macrophylla  
**DOLLY  
BUSTER®**  
→ 36



PRUNUS laurocerasus  
**BONAPARTE®**  
→ 52



HYDRANGEA macrophylla  
**CHERRY  
EXPLOSION®**  
→ 38



PRUNUS laurocerasus  
**TITAN®**  
→ 52



ROSA-HYBRIDE  
**CUTIE PIE®**  
→ 54





ARONIA melanocarpa  
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→ 68



DISTYLIUM  
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HIBISCUS syriacus  
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CARYOPTERIS clandonensis  
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→ 70



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→ 72



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→ 87



SAMBUCUS racemosa  
**LEMONY  
LACE®**  
→ 77



# 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](http://koju.de) – 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.





The star in my garden

# THE DOLLY BUSTER® HYDRANGEA



## A NEW HYDRANGEA WITH STAR QUALITY...

...The Dolly Buster® Hydrangea is one of a kind. This selection from China has such outstandingly large, pink flowers that this extraordinary plant needs marketing – that just pops out!

The beautiful, huge flowers of the Dolly Buster® Hydrangea shine in the garden, like a star on the red carpet. Tirelessly, the hydrangea blooms in bright colors. Whether in the garden, in a planter or in a vase, the huge flowers are always looking freshly styled.

For us, Dolly and “her” hydrangea just fit together perfectly: The new variety blooms so “uniquely” that this is simply a stand-alone criteria which distinguishes this hydrangea from all others. Dolly Buster was simply the right match and positions the variety and the brand as a pink-gold premium product with high added value!

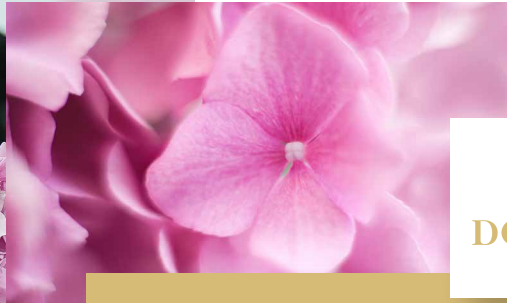


*Beautiful, opulent, eye-catching.  
This hydrangea crashes out and  
is hardly to get broken! Exactly  
what I always embody: Always the  
maximum attention, the opulence  
and the conspicuousness.  
That's also a given here. This is a  
plant which is not surpassable!*

*Dolly Buster*







**DOLLY BUSTER**

HORTENSIE

Brands are enormously important for our industry, almost indispensable. Plant brands are offering consumers trust and security, especially in uncertain times. They provide added value, for the grower, retailer, and consumer. And – very important – good plant brands almost always achieving higher prices throughout the value chain, for ALL market participants.

Thus, plant brands are essential for the future of our industry and raise the overall price level in retail.

*Pink*

## ... HAS A HUGE BRAND POTENTIAL

Dolly Buster is already its own brand that almost everyone knows. For her new hydrangea, she is more than just a testimonial and more than just a celebrity. During brand development, it was quite crucial that Dolly and her hydrangea are “matching” perfectly, embodying the same radiant qualities and being everblooming stars.

The Dolly Buster® Hydrangea meets all the criteria for an enduringly successful plant brand – it contains:

**... a promise:** The star in my garden.

**... is clearly defined:** The hydrangea pops out – no one is able to pass the huge, pink blossoms.

**... tells a story:** Dolly and “her” hydrangea are the perfect match. The new variety is just as opulent and eye-catching as its namesake.

**.... keeps its promise:** A pink premium product, that is unsurpassable.

**.... and has achieved high publicity:** Through reportings in TV, Print media and social networks.





# CHRISTENING OF THE DOLLY BUSTER® - HYDRANGEA







AT THE TOP-INFLUENCER LOCATION “**MUSEUM OF POPCORN**” RIGHT IN THE TRENDY HARBOUR-CITY DISTRICT IN HAMBURG.





# DOLLY BUSTER

## HORTENSIE

WATCH  
NOW THE  
BAPTISM:



### ...CONQUERS TV AND FRONT PAGES WITH HER CHRISTENING

Our guests experienced a “Pink Gardening Afternoon” in the heart of Hamburg city. A unique hydrangea with bombastic pink flowers and all about garden happiness & greenery including a candy buffet and sparkling Rosé.

- Pretty in pink! Dolly is officially christening her own plant
- The Dolly Buster® Hydrangea is celebrating success right from the start: Because Dolly, the story and the plant are matching perfectly together

TV REPORT  
BY RTL:







HYDRANGEA macrophylla

**DOLLY BUSTER®**

BODALAN®

- huge pink flowers
- bright colors, sturdy shoots
- beautiful shape
- easy to care, winter hardy & pruning tolerant

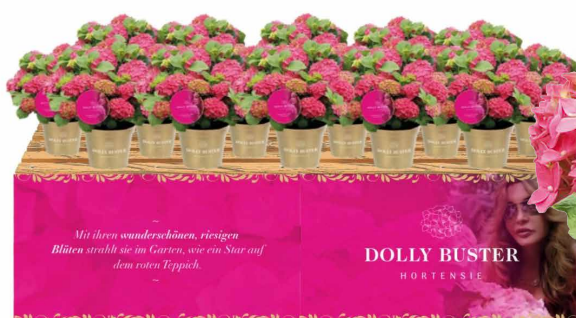
Growth vigorous and compact, 1,5 m high and wide; The flower balls are on very sturdy, strong branches that do not bend over even after rain showers. Huge flower balls up to 35 cm in diameter with enormous optical impact. Depending on the soil reaction (pH level), the flower colors vary from light pink over bright pink to bluish. Flowering July to October, also flowering on annual wood.



[www.dollybuster-hortensie.de](http://www.dollybuster-hortensie.de)

## ...AND CONTINUES AT THE POS.

The Dolly Buster® Hydrangea cuts a fine figure everywhere: Even in stormy weather the plant looks like freshly styled. Usable as a flowering shrub in the **garden bed**, as a **flowering hedge** and in a **planter** on the terrasse or balcony. In entrance and entryway areas, 'Dolly Buster'® adds style & flair in planters. The giant blooms also decorate homes as a stylish **flower decoration** on sideboards or dining tables, as a lush flower bouquet in a **vase**.



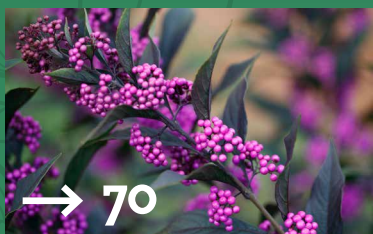




BUDDLEJA davidii 'Butterfly Candy'®



CARYOPTERIS clandonensis 'Beyond Midnight'®



CALLIPARPA 'Pearl Glam'®



HYDRANGEA macrophylla 'Cherry Explosion'®



ROSA 'Cutie Pie'®

# Most wanted!

## The top five novelty preview



These novelties are fitting perfectly into the assortment: BUDDLEJA davidii 'Butterfly Candy'®, CARYOPTERIS clandonensis 'Beyond Midnight'®, CALLIPARPA 'Pearl Glam', HYDRANGEA macrophylla 'Cherry Explosion'® and ROSA 'Cutie Pie'.

The preview makes it easy to decide which new varieties will fit perfectly into your range. Exclusively informed in advance – We track down plant trends from all over the world with great energy. To search for and to find innovative, new varieties which are really creating functional utility. And this in two respects: For you as our customer and for the garden of the final consumer.

The demands of the market are becoming more and more complex, and with this the demands on the plant as a product. Customers are better informed and have higher expectations than ever – in terms of benefits, service and quality.

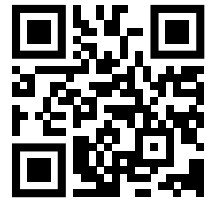
Find out in advance which plants are the upcoming “rising stars” in the product range and align your strategy accordingly. Press and consumer campaigns will accordingly create demand for the respective new varieties that Kordes Jungpflanzen will be presenting. Cultivate today exactly those varieties which will be highly demanded on the market tomorrow and secure YOUR growth with strong quality and strong novelties.







Being always up to date



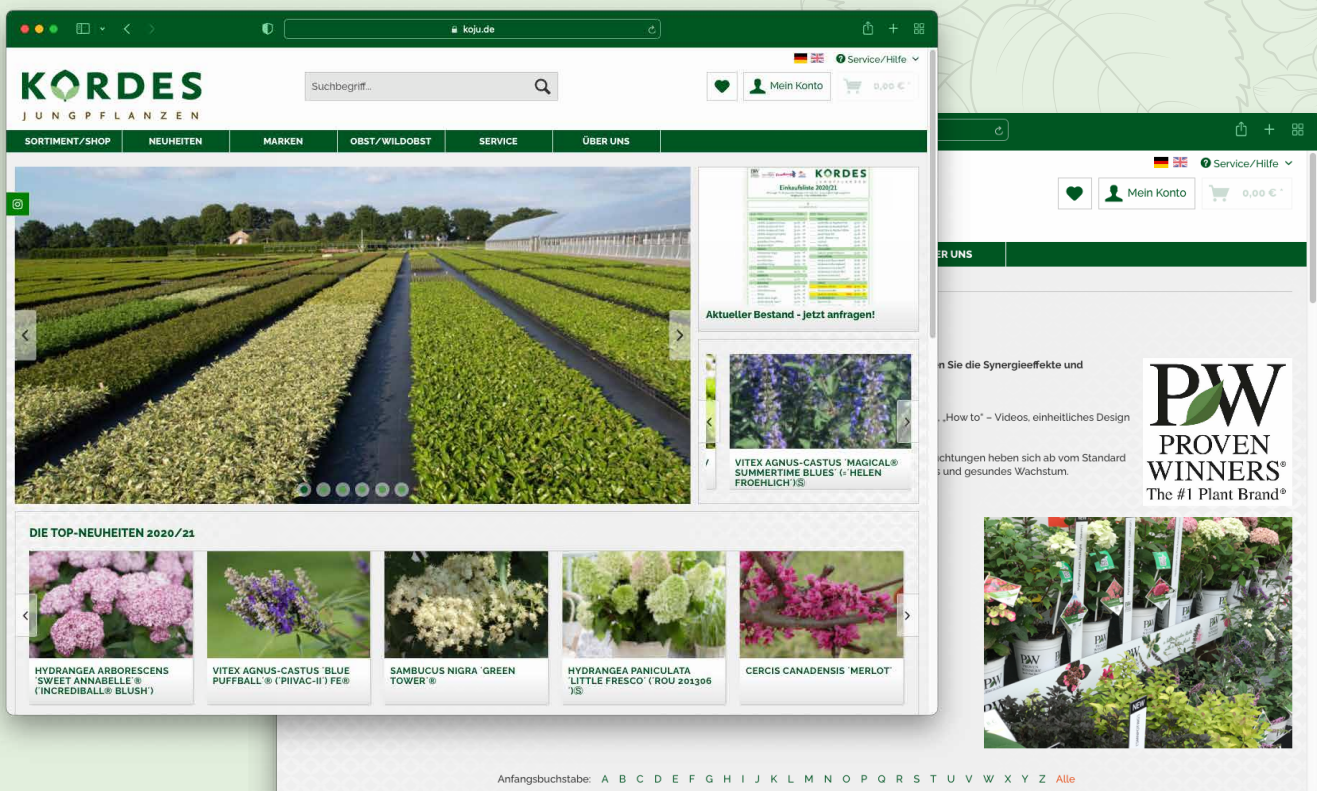
# THE WHOLE ASSORTMENT ON KOJU.DE/EN

On our website [www.koju.de/en](http://www.koju.de/en) you will find:

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

DON'T MISS  
ANYTHING.  
ALL IN  
FULL VIEW.

[www.koju.de/en](http://www.koju.de/en)



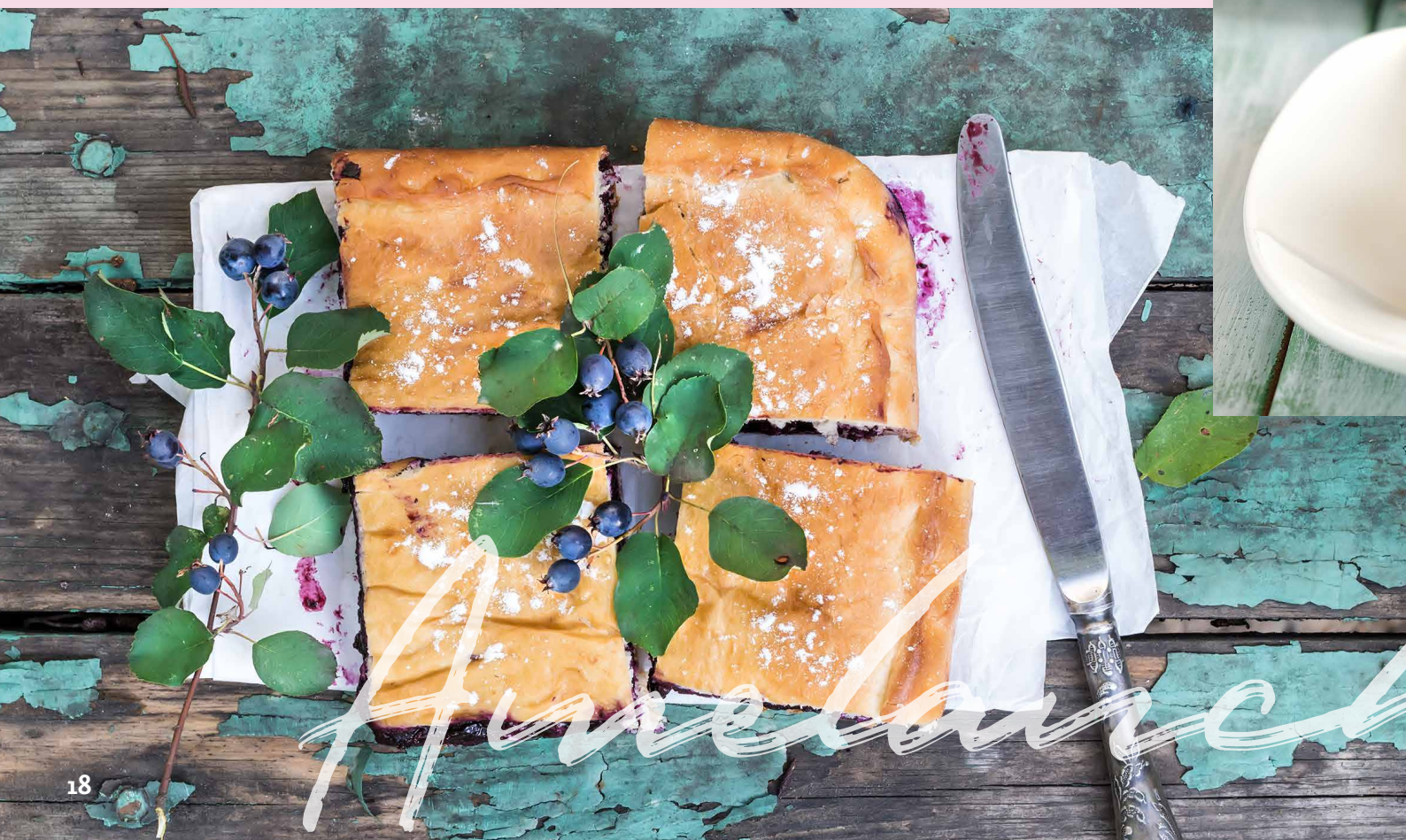




# HAVE A GREAT BERRY!

## 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 & 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](http://www.greatberry.de) the consumer will find recipes and all important information about the Canadian Saskatoonberry.





## 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](http://www.greatberry.de)

**MUST SEE**  
[www.greatberry.de](http://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 with 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–3.0 m*
- *best variety for small gardens*
- *bee-friendly*







# ABELIA

## RASPBERRY PROFUSION

PMOORE 14<sup>®</sup>

Semi-evergreen shrub; compact and well-rounded plant and branching habit, 0.9m in height and 1.2m 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

NEW



# AMELANCHIER

## RAINBOW PILLAR<sup>®</sup>

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





Flys at a higher game:

# THE FIRST BUDDLEJA “FASTIGIATA”

*Buddleja davidii*

## **BUTTERFLY TOWER**

TOBUD1305 ©

- first **Buddleja-tower**
- **butterfly-magnet**
- **healthy**

World-exclusive breeding of THOMPSON & MORGAN, Ipswich, England; growth up to 2.0 m tall and 1.0 m wide, multi-stemmed, 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, attracts bees and butterflies; Plant of the Year 2019 at Chelsea Flower Show.



BUDDLEJA alternifolia

# UNIQUE

PMOORE12

Dwarf Buddleja, selected by PETER MOORE in Stockbridge, New Hampshire, England; bushy-compact growth, only 1.0 m tall and 70 cm wide; silver-green foliage; fragrant, lilac flowers from July to October – a charming, rich flowering plant for sunny, dry locations, ideal for flower pots, garden beds and butterfly gardens.

- *fragrant flowers*
- *compact dwarf shape*
- *rich and long flowering*



BUDDLEJA davidii

# GULLIVER®

Breeding of the East Malling Research Institute; growth compact, upright, about 1.8 m high; flowers spectacular large, up to 50 cm long, violet with orange eye, fragrant – a striking, rich blooming summer lilac with previously unprecedented flower size.

- *spectacularly large flowers – up to 50 cm!*
- *scent*
- *richly blossoming*







## MINI- BUDDLEJA

for terrace  
and for balcony

BUDDLEJA davidii

## BUTTERFLY CANDY® — COLLECTION

- perfect for planters & garden
- stays tiny (max. 80 x 80 cm)
- over 100 days of flowering

**NEW**

'Butterfly Candy Lila Sweetheart' © / 'Butterfly Candy Little Lila' © /  
'Butterfly Candy Little Pink' © / 'Butterfly Candy Little Purple' © /  
'Butterfly Candy Little Ruby' © / 'Butterfly Candy Little White' ©





## Next Generation

# Swarmed in gardens & at POS



All six Buddleja 'Butterfly Candy'® varieties blooming more than 100 days a year with dense flowers in the colors purple blue, light purple, dark lilac, pink, red and white. 'Little Ruby' was awarded with the Gold Medal at the Dutch trade fair Plantarium. The reason: Striking, deep red flowers and compact growth. The silver medal went to 'Little Pink'. All other varieties received bronze medals.

Planted in garden beds 'Butterfly Candy'®-Buddleja reach a maximum height of 80 cm, in the pot after pruning even only about 35 cm. The flowering period extends from June to September and new panicles are constantly formed by removing wilted flowers. Overall, all 'Butterfly Candy'® are robust, hardy, easy to care for and tolerate transient dryness and moisture well.

## Your benefits

- six award-winning new varieties
- dwarf summer lilac, in beds up to 80 x 80 cm, in planters only 35 cm high
- bee and butterfly magnet
- robust, hardy, and undemanding
- topseller with high POS attention



'Lila Sweetheart'®



'Little Lila'®



'Little Pink'®



'Little Purple'®



'Little Ruby'®



'Little White'®





BUDDLEJA davidii

**BERRIES & CREAM**PMOORE14<sup>®</sup>

Bred by Peter R. Moore in Stockbridge, England. Plant habit to 2.0 m tall and 0.7 m wide, broadly bushy-upright, lateral shoots slightly pendulous. Dark-green, narrow foliage; scented flowers bourné in long, upright, two-toned spikes – dark lilac with white segments forming a pleasant contrast. A striking magnet for bees and butterflies, drought-tolerant, excellent winter hardiness and suitable for all soil types, also for containers on balconies and terraces and in the landscape as well as a cut flower for the vase.

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



CARYOPTERIS clandonensis

**BLAUER SPATZ<sup>®</sup>**

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'<sup>®</sup>); 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'<sup>®</sup> 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.

- *compact, flat growth*
- *dark blue and richly flowering*
- *for group and mass plantings*





CARYOPTERIS clandonensis

## BLUE BALLOON®

KOJUCCBB

A new seedling selection from Dr. PIRC, HBLVA, 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.

- compact balloon-like growth
- richly flowering
- for planters



CERCIS canadensis

## FOREST PANSY

NEW

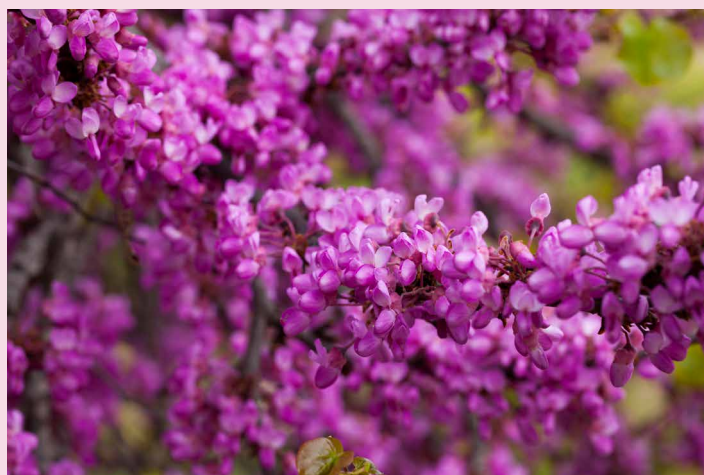
- tolerates great heat and dry periods
- heart-shaped purple leaf
- one of the most beautiful ornamental, garden and city trees



CERCIS chinensis

## AVONDALE

- rich flowering
- flowers already on young plants
- bestseller







CERCIS chinensis

## SHIROBANA

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



COTINUS coggygria

## SMOKEY JOE

LISJO®

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



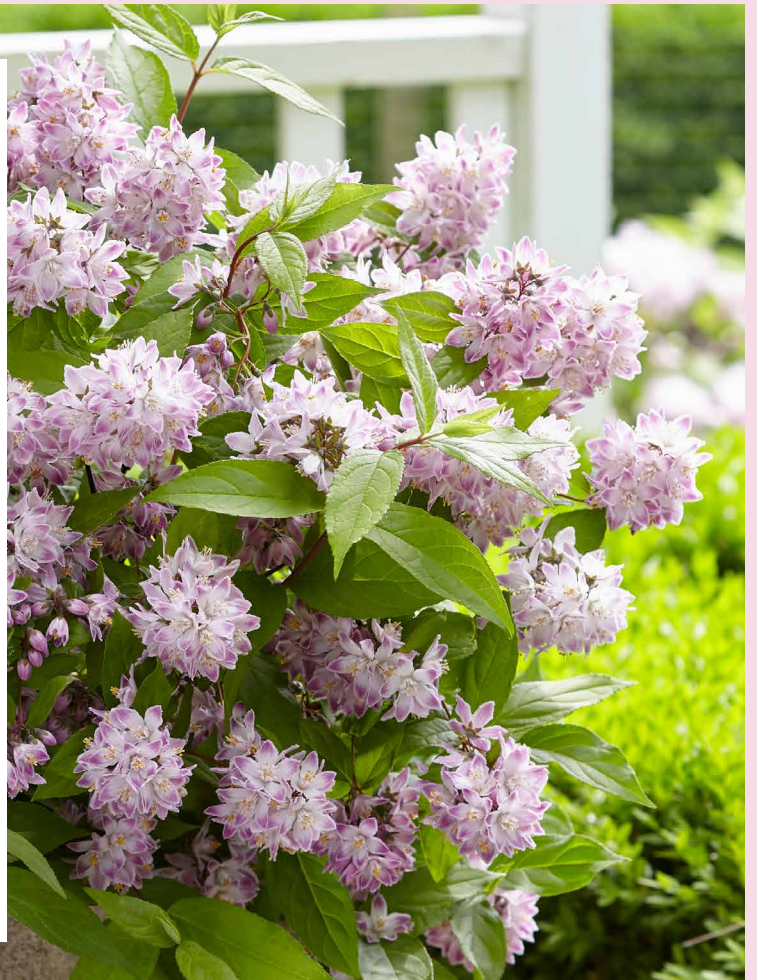
DEUTZIA

## RASPBERRY SUNDÆ

LOW 18®

Improvement in the Deutzien range, bred by LOWATERS LTD., Southampton, England; grows multi-stemmed, about 1.0 m high and wide; flowers with pinkish buds, later pink with white and violet, slightly fragrant – an excellent ornamental shrub, easy to care for and easy to cultivate, flown by bees and insects, suitable for low hedges, groups or single position, flower show in all planters on terrace and balcony.

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







## DISTyliUM

**BLUE CASCADE**

PIIDIST-II®

Highly adaptable hybrid between *D. myricoides* and *D. racemosus* bred by Dr. Michael Dirr, Bogart, GA / USA. Well-branched plant habit, broadly upright, about 0.9m tall and 1.20m in width, with elegantly cascading shoots. Narrow, alternating foliage, leathery in texture, with entire margins – violet-bronze new growth, later glaucous. Flowers bordeaux to reddish-bronze, in short racemes in the leaf axils of the previous year's shoots from March to May. This attractive, evergreen, robust and drought tolerant shrub tolerates trimming, is free of diseases, tolerates a wide range of soils and will most certainly become very popular. Suitable for bedding, small hedges, containers – indeed, whenever easy-to-care-for, evergreen shrublets are called for in gardens and in the landscape.

- ideal for surface greening
- evergreen plant

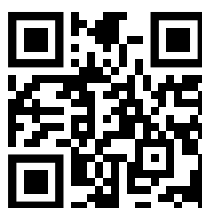


Being always up to date

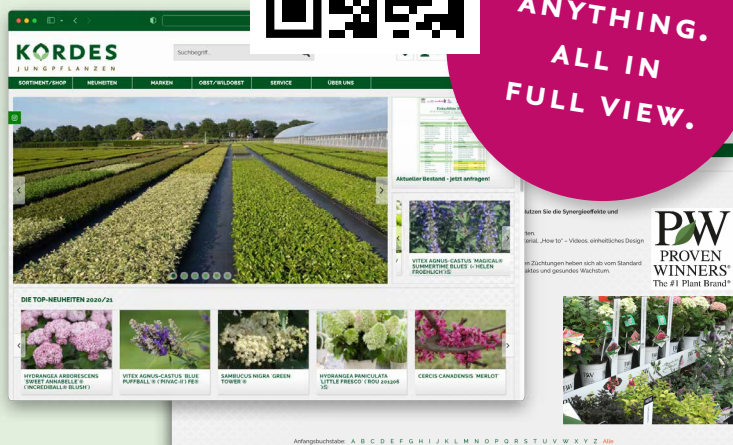
# THE WHOLE ASSORTMENT ON KOJU.DE/EN

On our website [www.koju.de/en](http://www.koju.de/en)  
you will find:

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



DON'T MISS  
ANYTHING.  
ALL IN  
FULL VIEW.







# Healthy & compact

*Euonymus japonicus*

**GREEN EMPIRE®**

KOJUEJG®

- buxwood-replacer
- frost tolerant
- robust

Slow-growing selection by KARL KORNMÜLLER, Wallsee, Austria; compact growth, up to 0.8 m tall and 0.6 m wide; leaves narrowly elliptical, shiny dark green, light green underneath, 1–3 cm long, flowers inconspicuous – more 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.





## The “Green Empire”

# Fairytale like garden forms

With *Euonymus japonicus* ‘Green Empire’® an excellent substitute plant for *Buxus* is now on the market. The new variety, a variant of the Japanese creeping spindle, looks similar to boxwood and has resisted the European climate for many years in the past. This hardy, robust species is particularly tolerant to different soils compared to *Ilex* varieties and also copes well with a shady site. *Euonymus japonicus* ‘Green Empire’® is very healthy, compact-growing and has attractive evergreen foliage. The ornamental shrub is exceptionally pruning tolerant and is ideal as a topiary plant. The variety is also very suitable for low hedges and small bed borders.

The high similarity to *Buxus* forms, the tolerance to different soils, special winter hardiness and versatile use make *Euonymus japonicus* ‘Green Empire’® a real top seller.

## Green Empire at the POS

- logo
- pot and label
- pallet cover
- poster
- other promotional materials available



Your next Boxwood  
is an GREEN EMPIRE®





Garden & Food Trend

# FRUIT-FULL SELLS

*FICUS carica*

**FIROMA®**

KOJUFCF

- many tasty fruits
- very hardy
- fruits on 1-year old wood

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 during favourable 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

- impressive blooming
- large, filled flowers
- fast growing

PERFECT  
FOR SUMMER  
SALE

*Hibiscus syriacus 'Pink Chiffon' ©*



*Hibiscus syriacus 'Magenta Chiffon' ©*



*Hibiscus syriacus 'Starburst Chiffon' ©*



*Hibiscus syriacus 'White Chiffon' ©*



*Hibiscus syriacus 'Blue Chiffon' ©*



*Hibiscus syriacus 'China Chiffon' ©*



*Hibiscus syriacus 'Lavender Chiffon' ©*





*Hibiscus syriacus* 'Flower Tower Ruby' ©

**HIBISCUS syriacus**

**FLOWER TOWER PURPLE<sup>®</sup>,  
FLOWER TOWER RUBY<sup>®</sup>,  
FLOWER TOWER WHITE<sup>®</sup>**

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

Striking pillar growth habit, bred by Francisco GANDINI, Guidizzolo, Italy; tall stature after ten years of approximately 3.5 to 4.0 m, slim and stiff upright, well branched; leaves dark green; flowers purple, with red centre and red lines outwards from the middle, July–September – a noteworthy novelty in the Hibiscus segment with exceptional, columnar habit and good winter hardiness and an imposing vertical flower monument for small gardens, terraces, entrances, narrow hedges, special garden accents.



*Hibiscus syriacus* 'Flower Tower White' © / *Hibiscus syriacus* 'Flower Tower Purple' ©





HIPPOPHAE rhamnoides

## ORANGE ENERGY®

HABEGO®

Sturdy growth, broad and upright with wide spreading side branches, moderately thorny. Fruits large, oblong to oval, lightly hairy, bright yellowish-orange, colours solid, dense fruiting already from mid to end September. A top cultivar from the hybridization programme of H.-J. ALBRECHT, Berlin considered as the crème de la crème from this series.

- lot of vitamin C
- high yield
- strong growth



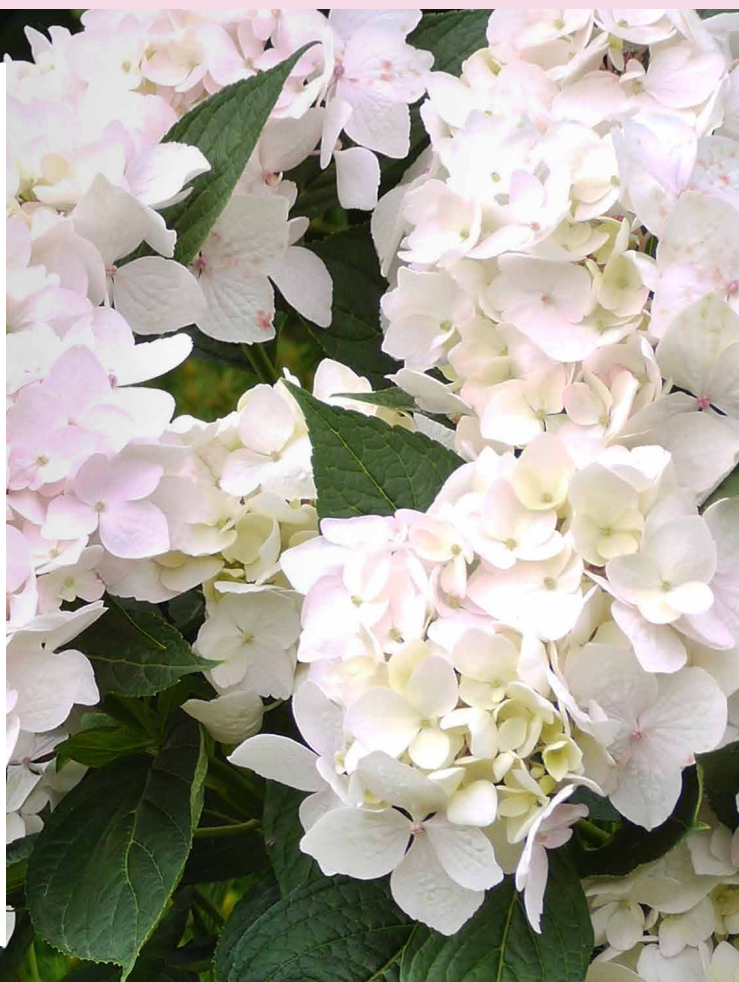
HYDRANGEA

## CLOUDI®

ILVOCLOU®

BEST-select variety bred by the Belgian ILVO-Institute by crossing the species *H. serrata* and *H. macrophylla*; growth densely branched, upright, 0.8 – 1.2 m high; inflorescences hemispherical, initially white, later pastel blue to powder pink, often completely covered with sterile, white edge flowers – a valuable assortment supplement that tolerates dryness, first class as an area plant, for individual position, for small hedges and planters.

- Best of *H. macrophylla* x *H. serrata* – the gain to the assortment
- strong, healthy, tolerates dryness
- top variety for garden and terrace







# GARDEN STAR

HYDRANGEA macrophylla

**DOLLY BUSTER®**

BODALAN®

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

**NEW**

The 'Dolly Buster'® hydrangea cuts a fine figure everywhere: even in wind and weather it looks like freshly styled. Suitable as a flowering shrub in the garden bed, as a flowering hedge and in a planter on the patio and balcony. In entrance and entryway areas, 'Dolly Buster' adds style & flair in tasteful containers. Also the house decorate the huge flowers as stylish flower decoration on the table and table, as a lush bouquet of flowers in the vase.



# The Dolly Buster®-Hydrangea website

## WOW IN THE WEB!



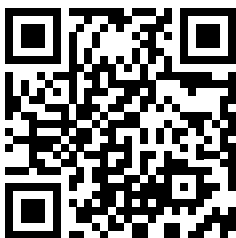
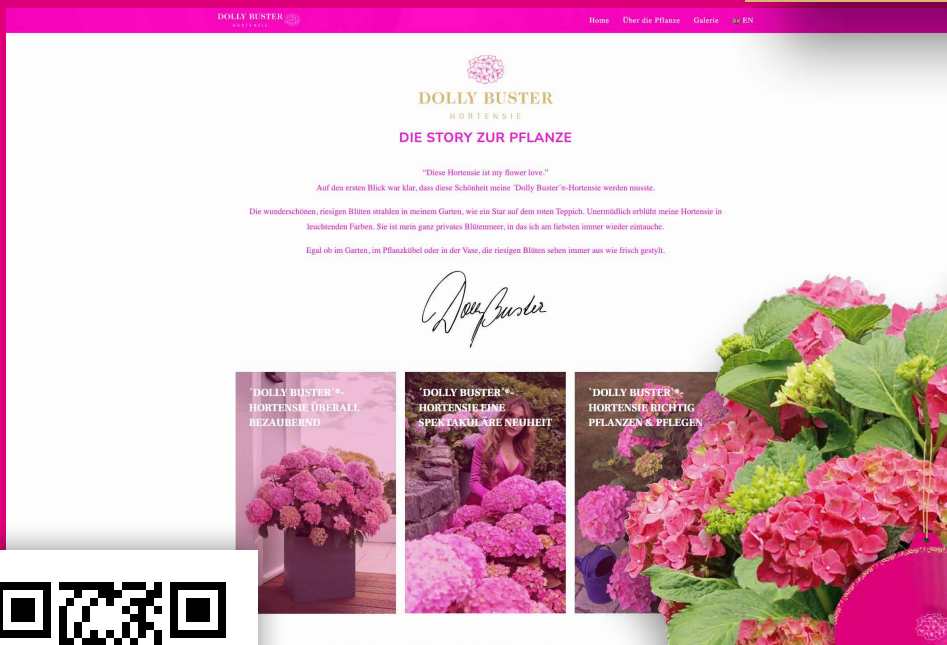
**DOLLY BUSTER**  
HORTENSIE

### WOW means today:

*Brands and companies must show on all channels that they are making a real difference to other market participants.*

[www.dollybuster-hortensie.de](http://www.dollybuster-hortensie.de)

Hydrangea and website are of emotional added value. No gimmick, but digital communication that activates target groups. Because experiences defining the relationship between point-of-sale, consumer and brand.







# Cherry



HYDRANGEA macrophylla

## CHERRY EXPLOSION®

**NEW**

- large, bright cherry red (!) flowers, color stable
- in acid soils the flower color turns lavender
- compact growth, round habit, very winterhardy
- versatile use for garden, terrace, balcony

# Flower





Hydrangea mac. 'Cherry Explosion'®

# A cherry red color explosion



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



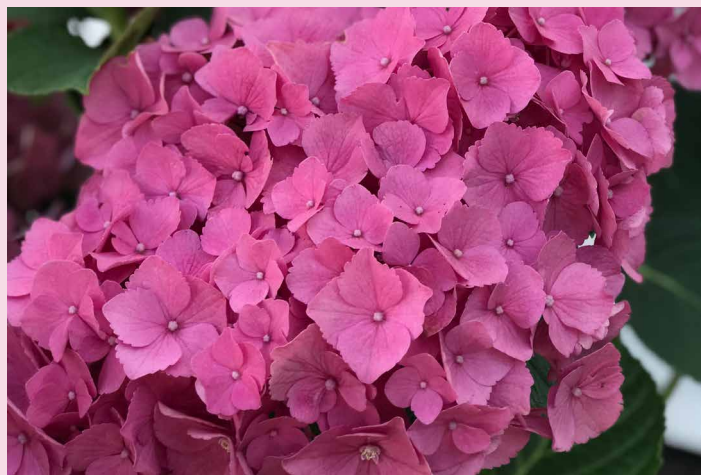




HYDRANGEA macrophylla

**EARLY SEDUCTION®**

- *large flowers*
- *stable shoots*
- *compact growth*



HYDRANGEA macrophylla

**INTENSE SEDUCTION®**

YYY MAFOUR®

A particularly compact form of the very successful Chinese 'Seduction' breeding programme. Very tight, compact plant habit; flower heads very firm, red, on strong, rigid stems. A very compact, robust and free-flowering cultivar for small gardens, containers on balconies and terraces, or for low hedging.

- *dense, solid flowers*
- *stable shoots*
- *compact growth*



HYDRANGEA macrophylla

**RUBIS SEDUCTION®**

YYY ADONE®

- *grows like a flower bouquet*
- *spectacular coloring*
- *for terrace and balcony*





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 nice 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 coloration*
- *compact and stable*



HYDRANGEA paniculata

**LITTLE SPOOKY**

GRHP08®

- *dwarf growth*
- *rich flowering, round flower panicles*
- *healthy, easy to care*





Bestseller for garden & terrace

# MAGNET FOR BEES AND HUMMING- BIRDS



HYDRANGEA *paniculata*

**MAGICAL<sup>®</sup>**  
**VESUVIO**

KOLMAVES<sup>®</sup>

- white to deep-red flowers
- richly flowering, stable shoots
- compact growth
- the "small" 'Pinky Winky'<sup>®</sup>

Selection by KOLSTER B.V., Boskoop, Netherlands; growth compact, only up to 1,5 m tall and wide; during the flowering period the flower colors change from white to deep red; attractive very rich flowering novelty with changing colors for flower pots, smaller gardens and flowering hedges.





HYDRANGEA paniculata

## PINKY-WINKY®

DVPPINKY®

- *early colouring of the flowers*
- *intense, dark pink*
- *stable shoots*



HYDRANGEA paniculata

## SKYFALL®

FRENNE®

Breeding by GUIDO ROWETTE, Valkenburg, NL; growth 1.2 m tall and 0.7 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 – beautiful, universally usable top variety, easy to care for, hard and healthy.

- *very big petals*
- *big flowers*
- *strong stems*



HYDRANGEA paniculata

## SUNDAE FRAISE®

RENSUN®

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







HYDRANGEA quercifolia

## MUNCHKIN

- *very compact*
- *mahagoni red fall coloration*
- *white to pink flowers*



HYDRANGEA quercifolia

## RUBY SLIPPERS

- *compact with many shoots*
- *big flowers*
- *intense coloration*



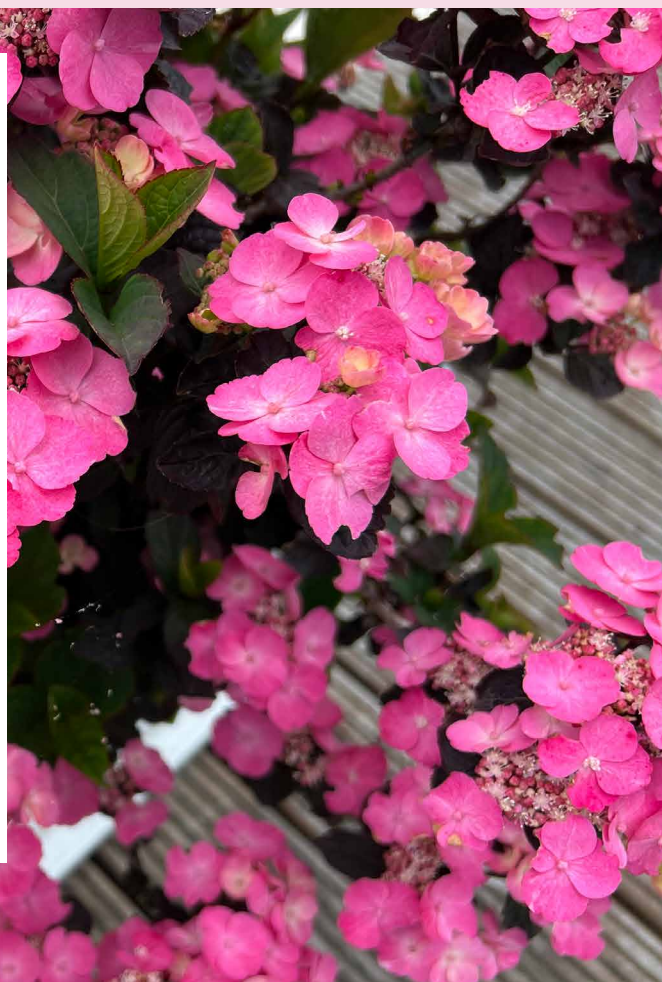
HYDRANGEA serrata

## 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 darkred, nearly black*
- *compact growth*
- *eyecatcher*







ILEX meserveae

## LITTLE PIRATE®

MONNIEVES®

- IPM novelty of the year 2018
- big brother of 'Little Rascal'
- perfect, compact growth



LONICERA kamtschatica

## MYBERRY SWEET

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



PEROVSKIA atriplicifolia

## PRIME TIME

LAFPER®

An absolute highlight from America; 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, hirsute grey-green, that holds 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



NEW



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 4 cm wide, fragrant, May to June; very hardy and undemanding flowering shrub which is excellent for small gardens, flower beds, hedges and low accruals.



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 colors, 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®

Breeding by NIESING, J.C. Boskoop, Netherlands; growth compact, upright with stable shoots, 75 – 90 cm high; leaves evergreen, elliptic, leathery, shiny, dark green, shoots in May cherry-pink, in very nice contrast to the dark green leaves – a compact, good hardy, evergreen foliage ornamental, suitable as group, area, and single plant, low hedge and in pot on balcony, terrace and in entrance areas.

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

**NEW**





Plant-Highlights of the year

# NEW VARIETIES AND TOP SELLERS

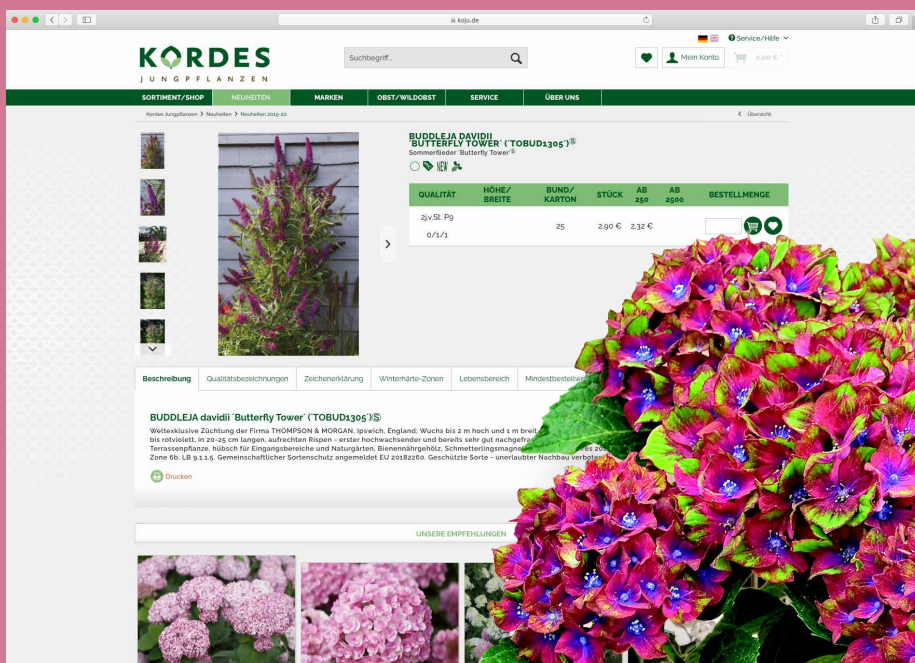
On our website [www.koju.de/en](http://www.koju.de/en) you will find:

- all new varieties and top sellers of the last years
- all important detailed plant information
- current prices

DON'T MISS  
ANYTHING.  
ALL IN  
FULL VIEW.



[www.koju.de/en](http://www.koju.de/en)







'Magical Sweet Cherry Tea' a new highlight in the range

# TOP VARIETY WITH GREAT MARKET POTENTIAL

NEW

PHYSOCARPUS opulifolius

## MAGICAL<sup>®</sup> SWEET CHERRY TEA

ZLEBIC<sub>5</sub><sup>®</sup>

- 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.

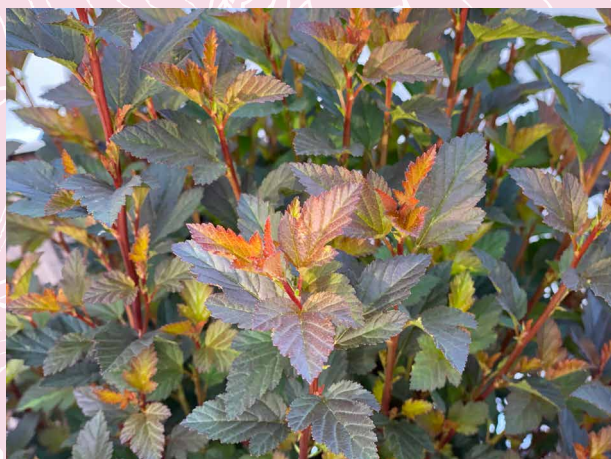




PHYSOCARPUS opulifolius 'Magical® Sweet Cherry Tea'®



PHYSOCARPUS opulifolius 'Magical® Sweet Cherry Tea'®



PHYSOCARPUS opulifolius 'Magical® Sweet Cherry Tea'®

The must-have in the range

# Take it easy – Easy Gardening



'Magical® Sweet Cherry Tea' is just bringing fun! The colorful, compact 'Magical® Sweet Cherry Tea' is an outstanding new breeding. It works in the garden and on the terrace, is suitable for easy urban gardening and masters all current climate challenges. Your big plus: Top in the container and at the POS.

Attractive due to changing foliage color and beautiful flowering. In addition the typical good qualities of Physocarpus: Frost hardness, heat and drought resistance, wetness tolerance, sun and shade compatibility and adaptability to almost all soils.

The new brilliant shrub is usable universally and masters every task, whether as a single shrub, group-, hedge-, sight- and wind-protection plant, bird protection, cut flower or as being bee-friendly.





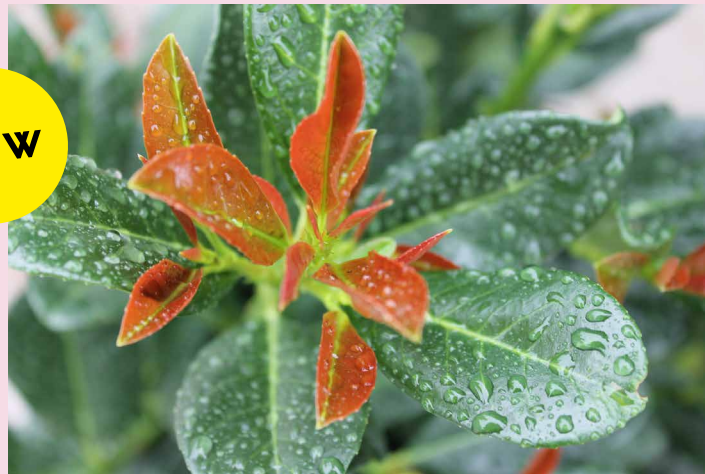
PRUNUS laurocerasus

## BONAPARTE

FIIPPI01©

- new shoots orange-red
- uniform, upright & densely branched
- very winterhardy

NEW



PRUNUS laurocerasus

## GENOLIA®

MARIBLON©

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



PRUNUS laurocerasus

## TITAN®

RENTAN©

- bronze-orange new shoots
- bushy-broad growth
- bee-friendly, winter-hardy and healthy

NEW



PRUNUS lusitanica

## ANGUSTIFOLIA

- frost tolerant
- healthy leaves
- perfect for hedges





**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-Hybride

## CUTIE PIE

ROPOO7®

NEW

Breeding of T. YOKOTA, Japan; Grew 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 (down 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



RUBUS

## GLEN COE

- thorn free
- attractive fruit color
- high yield

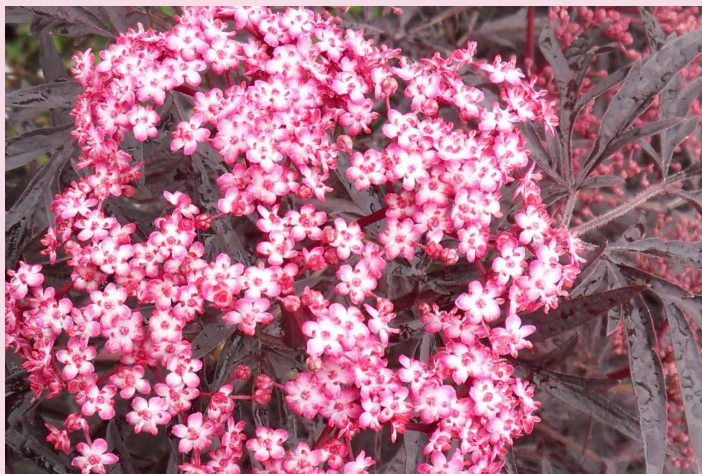


SAMBUCUS nigra

## CHERRY LACE

HYFJOLAIS®

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





SAMBUCUS nigra

## HASCHBERG

- healthy
- high yielding

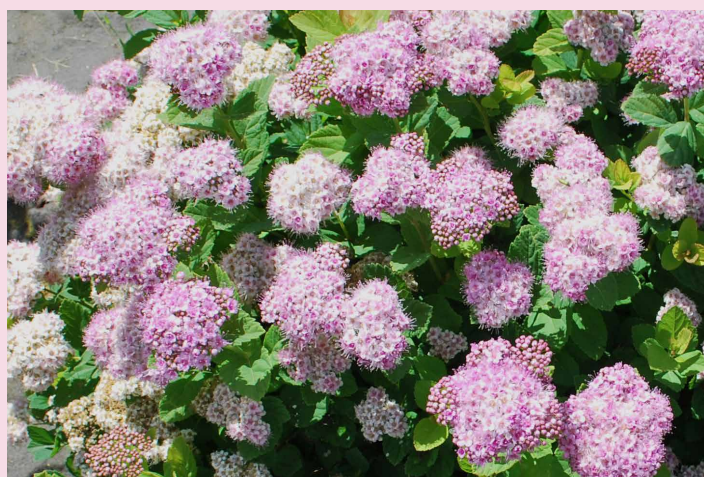


SPIRAEA betulifolia

## PINK SPARKLER®

COURISPI 1©

- rich-flowering
- robust and easy to care for
- very winter hardy

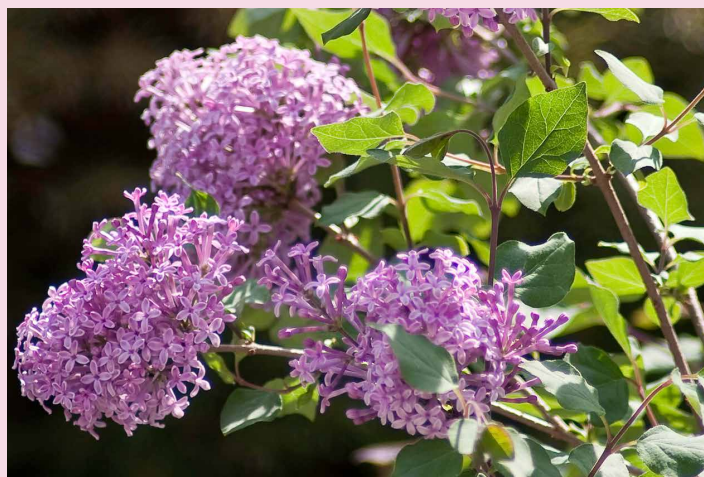


SYRINGA

## BLOOMERANG® DARK PURPLE

SMSJBP7©

- strong reblooming
- intensive colored
- scented flowers

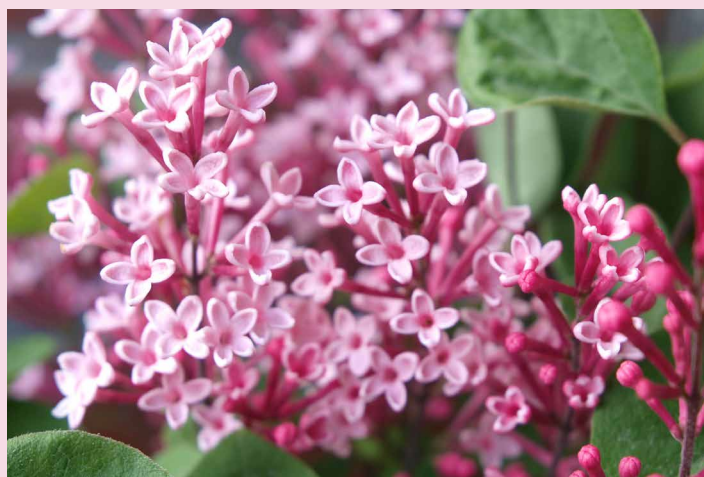


SYRINGA

## TINKERBELLE®

BAILBELLE

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







VITEX agnus-castus

**PINK PINNACLE**

Vo7 SC OP 4®

- pink flowering Vitex
- late summer flowers
- very healthy and drought tolerant



VITEX agnus-castus

**MAGICAL® SUM-MERTIME BLUES**

HELEN FROELICH®

Excellent breeding of KRIS JARANTOSKI, Chicago Botanic Garden, Chicago, USA; growth roundish, compact, 0.9 to 1.2 m high and 1.2 to 1.5 m wide; leaves hand-shaped, with 5–7 sheets, lancet, dark green, slightly aromatic fragrant; flowers bluish-violet, fragrant, in up to 40 cm long, cone-shaped risps in August to October – a drought-tolerant, late summer bloomer, large and richflowering, for garden, landscape, mobile green.

- especially large flowers
- improved winter hardiness
- heat and drought resistant



WEIGELA florida

**ALL SUMMER® MONET**

VERWEIG 8®

- eye-catcher “all summer long”
- healthy growth
- perfect for balcony & terrace





WEIGELA florida

## ALL SUMMER® PEACH

SLINGPINK®

- blooms from May "all summer long"
- compact
- ideal for balcony and terrace

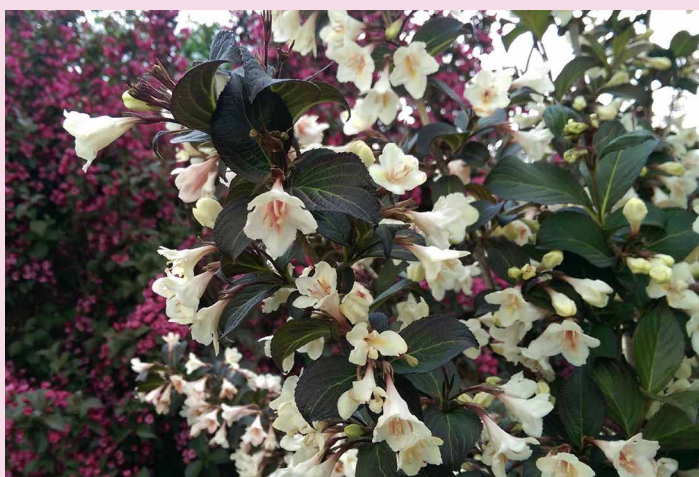


WEIGELA florida

## 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 & terrace

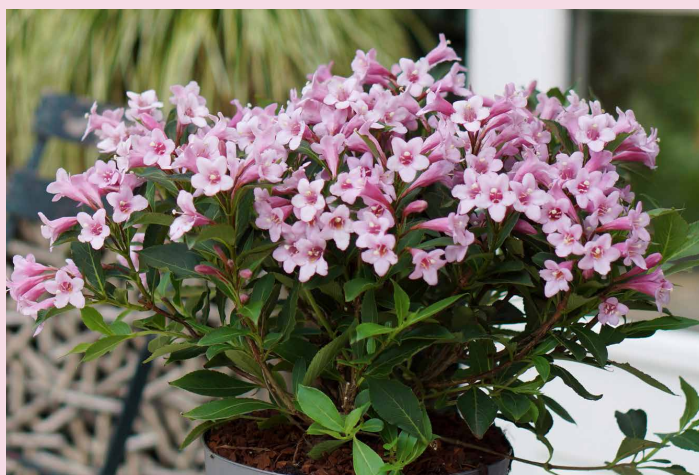


WEIGELA florida

## PINK POPPET

PLANGEN®

- second flower in autumn
- very compact growth
- perfect for balcony and terrace







# PIECE OF GOLD AMONG THE THUJAS

THUJA *occidentalis*

**GOLDEN SMARAGD®**

JANED GOLD®

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

A spectacular novelty 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





# THE WORLD'S MOST SUCCESSFUL PLANT BRAND

You've certainly heard of the Proven Winners® brand and are probably wondering what the fuss is all about. Every shrub that carries the Proven Winners® brand was trialed time and time again – to ensure that this selection out-performs all other varieties on the market.

*A better garden starts with a better plant*

In the past few years, a multitude of best-selling varieties have been successfully introduced under this brand, e.g. the *Hydrangea paniculata* series, the new paniculate hydrangea cvs 'Firelight', 'Pinkachu' and many other flowering shrubs.

”

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.



> 7 Mio.  
**SOLD  
PLANTS**  
in Europe

**PW**  
PROVEN  
WINNERS®

COLOR CHOICE  
FLOWERING SHRUBS



*HYDRANGEA arborescens*  
'Strong Annabelle'®





*PHYSOCARPUS opul.* 'Tiny Wine'®



*SPIRAEA jap.* 'Double Play® Blue Kazoo'



*CALLICARPA X* 'Pearl Glam'®

## → We do the marketing, you move more product

Proven Winners® has the biggest marketing campaign of the entire industry. Far from mere hype – the added value is always emphasised when communicating to every consumer interested in plants and gardening, targeting both passionate hobby gardeners and new homeowners. Every year, PW takes a multi-media approach to communicate the message in multiple

print, radio and digital media. The goal is to support both growers and retailers in generating more sales, at the same time helping consumers become successful and happy gardeners. Proven Winners® marketing is a win-win-win situation for growers, retailers and consumers, building trust and the foundation for the long-term success of the brand.



## OUR PROVEN WINNERS BESTSELLERS

*HYDRANGEA arborescens* 'Strong Annabelle'®

→ 73

*HYDRANGEA arborescens* 'Pink Annabelle'®

→ 72

*HYDRANGEA paniculata* 'Little Lime'®

→ 75

*PHYSOCARPUS opulifolius* 'Tiny Wine'®

→ 77

*HYDRANGEA arborescens* 'Ruby Annabelle'®

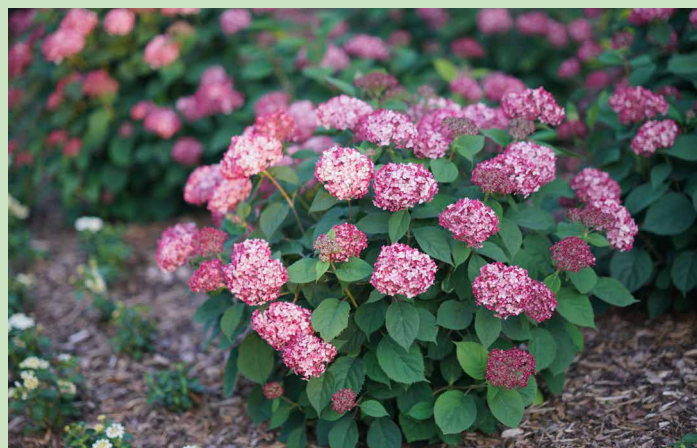
→ 73





## MARKETING AND POS-SUPPORT

- individual POS support – perfectly tailored
- advertisement campaigns
- consumer website [www.provenwinners.eu](http://www.provenwinners.eu)
- social media







## Recognition as a key marketing goal

As soon as a consumer has decided to purchase a Proven Winners® plant, he/she will have no problem finding other PW® plants in the garden centre. All Proven Winners® plants are sold in branded white Proven Winners® containers and matching branded labels. The most important goal in the entire marketing campaign is for the consumer to recognise the brand time and time again. This bolsters the brand's popularity, thus ensuring its long-term success.

more information: [www.provenwinners.eu](http://www.provenwinners.eu)



**Do you need POS material for your garden centre or your customers? Then we will be happy to help you create and deliver an individual concept!**



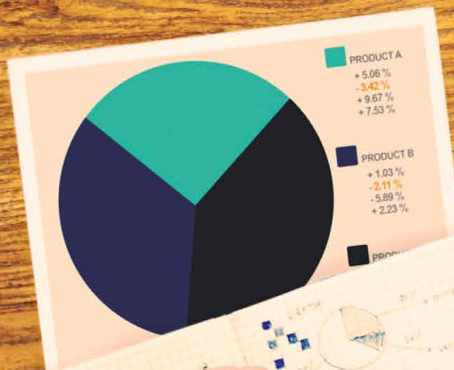
**NEW:**  
VIDEOS OF  
PROVEN WINNERS  
TOP SELLERS





All for one goal – selling more plants!

# PROVEN WINNERS® MARKETING CAMPAIGN:





→ **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

### PRINT-ADVERTISING

No other brand does more advertising directly to the consumer. Proven Winners® ads have a unique, eye-catching look that draws readers to the POS, whether online or classic retail.

An EU-wide marketing plan with "consumer advertising" in selected publications catches consumers and focuses their attention on the product and the brand.

print advertising

Proven Winners® Shrubs - Consumer advertising 2022									
	Quadranten / Markets	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER
BENELUX	NL + BE: Gardeners World	50.000 90.000		IDEAS BOOK	PW GENERIC (SPRING)	PW GENERIC (SUMMER)			
	NL + BE: TuinGezond	n.a.	PW GENERIC (SPRING)	IDEAS BOOK	PW GENERIC (SUMMER)	HYDRANGEA ANNABELLE			
	NL + BE: TuinOntwerp / ALUX	n.a.	PW GENERIC (SPRING)	HYDRANGEA ANNABELLE	PW GENERIC (SUMMER)				
	NL: Tuinen	n.a.	PW GENERIC (SPRING)	HYDRANGEA ANNABELLE	HYDRANGEA ANNABELLE				
	NL: Landidee	n.a.	PW GENERIC (SPRING)	IDEAS BOOK	HYDRANGEA ANNABELLE				
		170.000		PW GENERIC (B.C.)					
	DENMARK								
	Haven	33.000 100.000	PW GENERIC (SPRING)	PW GENERIC (SUMMER)	HYDRANGEA ANNABELLE	PW GENERIC (SUMMER)			
	FRANCE								
	Décorer Jardin	200.000 n.a.	IDEAS BOOK						
GERMANY	L'ami des jardins et de la maison	80.000 n.a.							
	Stilleben ca. pousse	n.a.	PW GENERIC (SPRING)	DEUTZIA YUKO	HYDRANGEA ANNABELLE	PW GENERIC (SUMMER)			
	Mein Paradies Garten	150.000 n.a.							
ITALY	Gardenia	74.000 n.a.	IDEAS BOOK	PW GENERIC (SPRING)	HYDRANGEA ANNABELLE	PW GENERIC (SUMMER)			
POLAND	Gardeners World	6.000 n.a.	PW GENERIC (SPRING)	PW GENERIC (SUMMER)	HYDRANGEA ANNABELLE	PW GENERIC (SUMMER)			
	Moja Piękna Ogrod	100.000	IDEAS BOOK						
SWEDEN	Allt om trädgård	n.a.	PW GENERIC (SPRING)	HYDRANGEA ANNABELLE		PW GENERIC (SUMMER)			
		200.000							
UK	Gardeners World	n.a.	PW GENERIC (SPRING)	IDEAS BOOK	HYDRANGEA ANNABELLE				
	The Garden	400.000	PW GENERIC (SPRING)	PW GENERIC (SUMMER)	HYDRANGEA ANNABELLE	PW GENERIC (SUMMER)			
	The English Garden	51.000 170.000	PW GENERIC (SPRING)	PW GENERIC (SUMMER)	PW GENERIC (SUMMER)	PW GENERIC (SUMMER)			

marketing plan



#### LEGENDA

VARIETY	CODE
Buddieja Chip® series	BCHP
Buddieja Chip® Blue Chip	BCHP
Buddieja Miss Ruby	BRML
Buddieja Miss Violet	BRVJ
Buddieja Rocketstar® Indigo	BRND
Calycanthus Aphrodite	CAPH
Chaenomeles Storm series	
Deutzia Yuki serie	
Deutzia Yuki Cherry Blossom®	
Deutzia Yuki Snowflake®	
Diervilla Kodak® series	
Hydrangea Ruby Annabelle®	
Hydrangea Strong Annabelle®	
Hydrangea Bellafagosa® Lime	
Hydrangea Little Lime®	
Hydrangea Fire Light	
Rhododendron Hollywood®	
Hydrangea Double Play® series	
Hydrangea Double Play® Big Bang	
Hydrangea Double Play® Double®	

Have you seen this yet?







## POS MARKETING

Prefabricated as well as individually designed PW POS-materials for retail makes the brand unique.

Do you need POS material for your garden centre or your customers? Whether you need pallet covers, banderoles, beach flags, flyers, displays etc. we can help. Feel free to contact us and we will develop a suitable concept together with you.

POS



## Social YOUTUBE CHANNEL

Many helpful videos for the hobby gardener and numerous videos with detailed variety information.

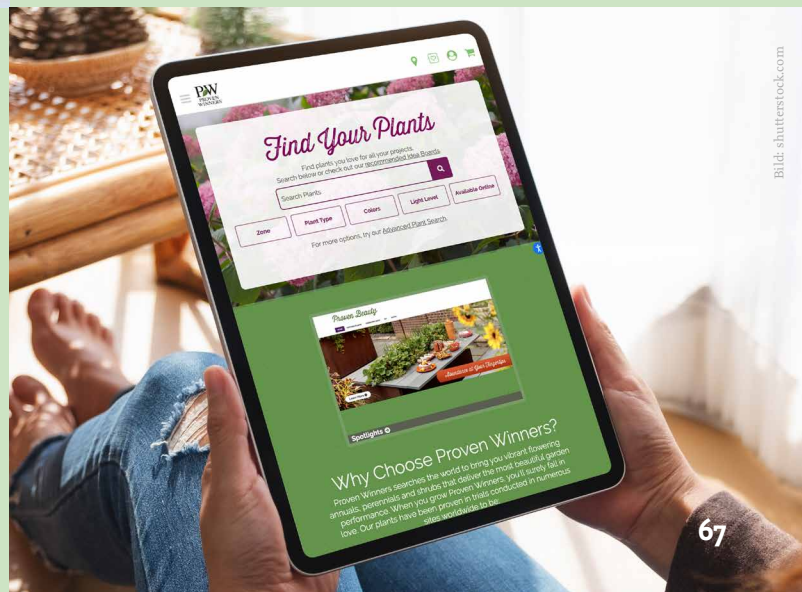


## WEBSITE

Also on the Proven Winners® webpages are a lot of information for consumers:

[www.provenwinners.com](http://www.provenwinners.com)  
[www.provenwinners.eu](http://www.provenwinners.eu)

Web







ARONIA melanocarpa

## REVONTULI MOUND®

**NEW****PW**  
PROVEN  
WINNERS™

Dwarf form by DR. MARK HENRY BRAND, University of CT, USA; growth flat-round, compact, ca. 40 to 60 cm tall and 60 to 90 cm wide; leaves glossy dark green, splendid yellow with red and purple in fall; flowers very numerous, white, 5 – 20 in umbels, in May; Fruits numerous, 5 to 10 mm thick, shiny black, edible, long lasting - an impressive, healthy, hardy and salt tolerant flowering machine, hardy, adaptable to almost all soils and climates, always pretty to look at, for single planting, groups, areas, beds, planters, patio, balcony and especially innovative landscaping.

- mini Aronia
- rich flowering, beautiful autumn color
- very adaptable to soils & climate



© Prov

BUDDLEJA

## BLUE CHIP® JR®

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

**PW**  
PROVEN  
WINNERS™

BUDDLEJA

## MISS PEARL®

- long flowering period
- reblooming
- compact semi-high growth
- not invasive, sterile

**PW**  
PROVEN  
WINNERS™





BUDDLEJA

## MISS RUBY®

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



BUDDLEJA

## MISS VIOLET®

- a "flower machine"
- intense flower color
- compact, semi-high growth
- non-invasive, sterile



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 fall; late bloom time and intense foliage and flower color attracts all 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 color
- attracts bees and butterflies

NEW







CARYOPTERIS incana

**SUNNY BLUE®**

SMNCVH©

- *bright yellow leaves*
- *improved winter hardiness*
- *pollinator friendly*



CALLICARPA

**PEARL GLAM®**

NCCX2©

New hybrid from Prof. Dr. THOMAS RANNEY, North Carolina State University, USA; growth tight-erect, 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-colored berries*
- *upright, space-saving growth*

**NEW**

CEPHALANTHUS occidentalis

**SUGAR SHACK®**

SMCOSS©

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







CHAENOMELES speciosa

## SCARLET STORM<sup>®</sup>

- very large, double filled flowers
- dense and compact growth
- rich flowering



DEUTZIA

## YUKI CHERRY BLOSSOM<sup>®</sup>

NCDX2<sup>®</sup>

The first pink flowered Deutzia 'Nikko' bred by THOMAS RANNEY, State University, Raleigh, North Carolina, United States; growth only 30 to 60 cm high and wide, compact, bushy, multi-stemmed, upright-roundish; flowers similar to cherry blossom, in short panicles, petals outside along the edges soft pink with white, inside white and purple, in May/June – the in contrast to other Deutzia attractive autumn coloring makes it a great landscape plant or suitable for mass planting.

- First pink flowering deutzia 'Nikko'
- enormous flower fullness
- beautiful autumn colouring



DEUTZIA

## YUKI SNOWFLAKE<sup>®</sup>

NCDX1<sup>®</sup>

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







HIBISCUS syriacus

**SUGAR TIP®**

AMERICA IRENE SCOTT

Breeding of Sharon GERLT, Independence, MO, USA; growth medium-sized, compact, 1.5 – 1.8 m high and 1.2 – 1.8 m wide; foliage variegated, blue-green with irregular cream-white leaf edge; flowers double filled, almost sterile, delicate rose, basal spot dark pink, early July to early September; formation of seed capsules low – first Proven Winners® Hibiscus and first Variegata form; richly flowering, due to half-height growth also suitable for small gardens and terraces.

- *white-green foliage*
- *double-filled flowers*
- *half-sized, compact growth*

**NEW**

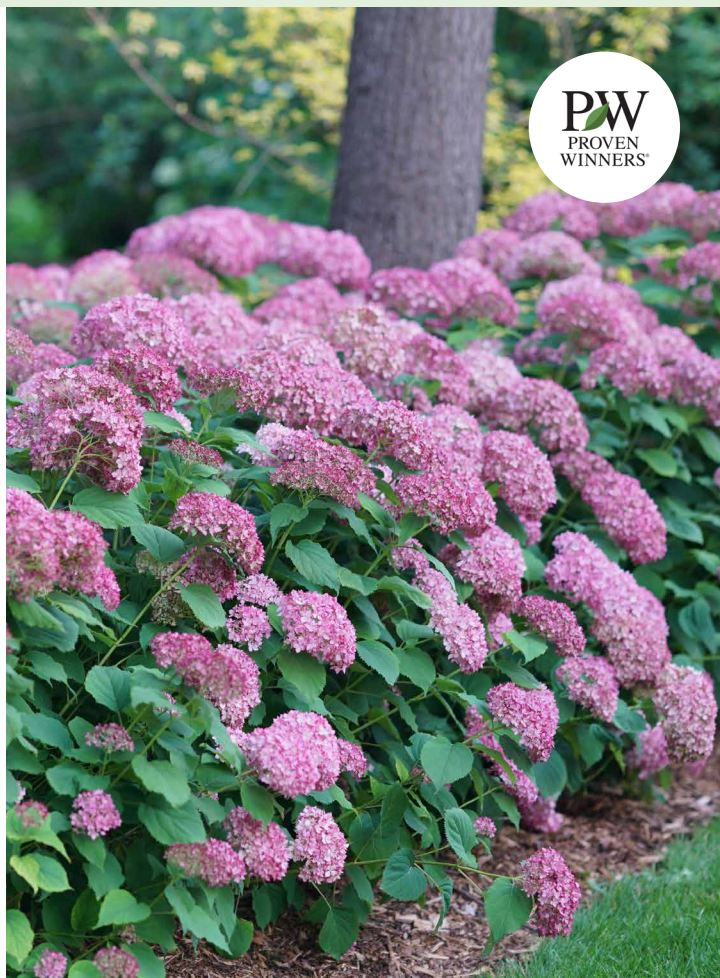
HYDRANGEA arborescens

**PINK ANNABELLE®**

INVINCIBELLE® SPIRIT II NCHA2®

Strong reblooming flowering new breed of Prof. Dr. THOMAS RANNEY, North Carolina State University, USA. Well branched habit, up to 1.5 m high and wide. Foliage like the variety. Large flower balls with 20–25 cm diameter in dark pink to pink from July until the first frost. After cutting back the plant forms immediately new flowers. Very hardy and adaptable to most soils. Rich flowering shrub for hedges, mass planting, mixed borders and containers. An American success story with the same potential for Europe.

- *improved type, more stable shoots*
- *blooms richer and intense*
- *healthy foliage*







HYDRANGEA arborescens

## RUBY ANNABELLE®

INVINCIBELLE® RUBY NCHA3®

New breeding of Prof. Dr. THOMAS RANNEY, North Carolina State University, USA; growth 0.9 to 1.2 m high and 0.6 to 1.2 m wide; leaves slightly darker, good-looking; flower balls intense ruby red with silver-pink segments on stable shoots from July-November; a very healthy, hardy and cut-compatible flowering shrub, after pruning new flowers are formed immediately, without special soil requirements, first-class plant for individual position, for planters, as hedge and surface plant.

- *intense ruby-red flower*
- *very healthy, strong shoots*
- *compact growth*



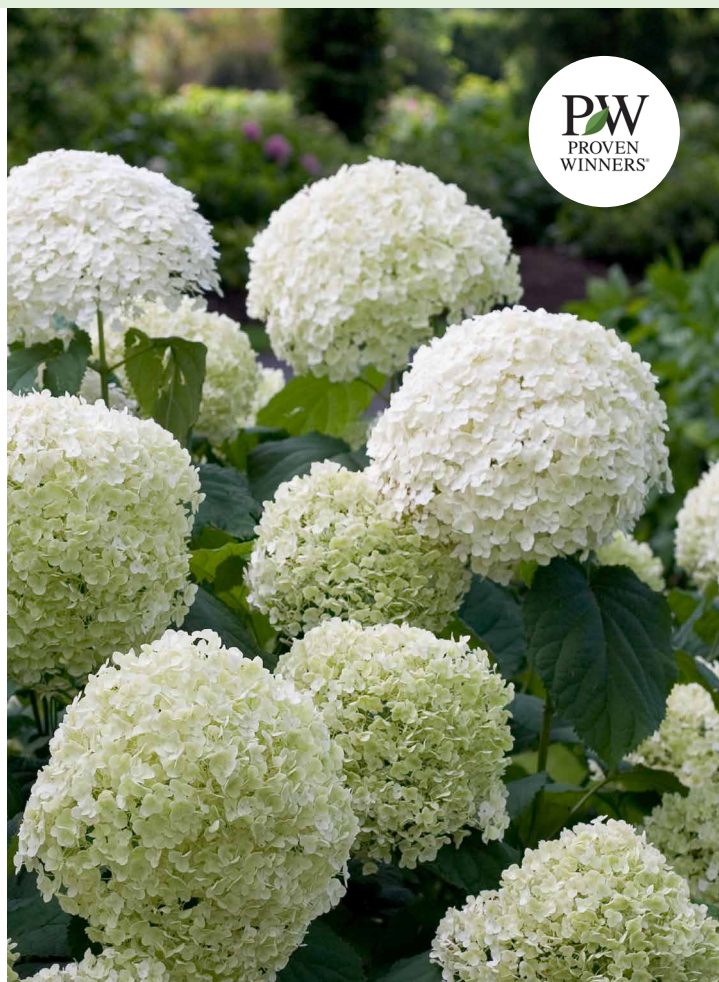
HYDRANGEA arborescens

## STRONG ANNABELLE®

INCREDIBALL® ABETWO®

Extraordinary big and rich flowering novelty from the same breeding program like H. a. 'Pink Annabelle'®. Well branched habit, about 1.2 to 1.5 m high and wide. Foliage like the variety. Very large flower balls (up to 30 cm diameter), in the beginning lime-green, later clear white, on strong shoots which are hardly laying down even when it rains. A premium flowering shrub which beats H. a. 'Annabelle' in time and richness of flowering, Robust flowering shrub, adaptable to most soils, for hedges, mass planting, mixed borders and containers. An American success story with the same potential for Europe.

- *giant blossoms*
- *surpasses H. arb. Annabelle*
- *stable shoots*







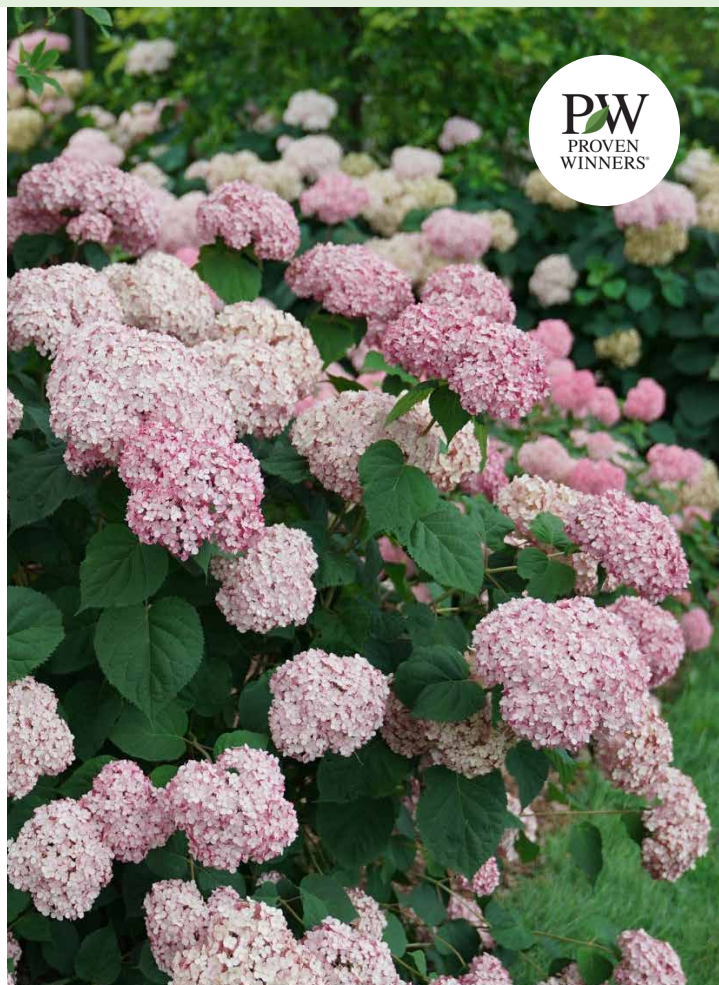
HYDRANGEA arborescens

## SWEET ANNABELLE®

INCREDIBALL® BLUSH NCHA4®

The 'Strong Annabelle'® in pink, bred by Prof. Dr. THOMAS RANNEY, North Carolina State University, USA; growth well branched, 1.2 to 1.5 m high and wide; foliage like 'Strong Annabelle'®; flower balls silver-pink, up to 30 cm in diameter, on solid shoots, which hardly bend even in rain – a very healthy, hardy and cut-compatible premium flower shrub without special soil requirements, which surpasses H. a. 'Annabelle' in flowering time, flowering pleasure and robustness; for hedges, surfaces, planters.

- *very big flowers*
- *reblooming*
- *stable stems*



HYDRANGEA paniculata

## FIRE LIGHT

SMHPFL®

Promising breeding of TIMOTHY D. WOOD, Spring Meadow Nursery, Grand Haven, USA; growth compact, 1.8 to 2.0 m high and wide; flower panicles upright, initially cream-white, later over pink glowing to pomegranate red – a new standard of an attractive, robust, flowering and healthy variety with great market potential as hedge, single, surface plant and for planters.

- *strong stems and useful habit*
- *best flower coloring*
- *floriferous*







PW  
PROVEN  
WINNERS®

HYDRANGEA paniculata

## LITTLE LIME®

JANE®

Dwarf form of the well-known and very popular H. p. 'Limelight'®, selected by TIM WOOD, SPRING MEADOW NURSERY, USA. Achieves with its compact growth up to 0.9 – 1.2 m in height and 1.8 m in width. The lime green conical panicles changing their color to pink at the end of the summer, flowers from July to September. Robust and hardy variety which fits even in small gardens and is also suitable for mass plantings or small hedges; Container growers in the USA calling it a 'Thriller'.

- dwarf of 'Limelight'®
- stable shoots



HYDRANGEA paniculata

## PINKACHU®

Growth only 1.2 – 1.5 m wide and high; two-toned flowering panicles turn from white to a clear pink – a charming Hydrangea that blooms in early summer on new wood and before most H. paniculata varieties start to flower; a very early and rich flowering ornamental, as a result of the compact growth also suitable for flower pots and smaller gardens.

- very rich flowering
- compact growth, early, beautiful flower coloring
- ideal for containers, balcony, terrace

PW  
PROVEN  
WINNERS®







**PW**  
PROVEN  
WINNERS®

HYDRANGEA serrata

## COTTON CANDY

MAK20®

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

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 colored with white-yellow center, or blue with white-yellow center – depending on the pH level of the soil. The blue-flowering plants are also named as 'Blueberry Cheesecake'®. Both types are available under the 'Flair & Flavours'-Hydrangea brand. 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.

BEAUTIFUL  
ABUNDANT  
FLOWERING  
VARIETY





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; 'Tiny Wine'® grows in nearly all types of soil needs only low-maintenance, is very healthy, winter-hardy and mildew resistant; the compact growth and intensive foliage color 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 coloring



SAMBUCUS racemosa

## LEMONY LACE

SMNSRD4®

- unique foliage
- color stable in sunny locations
- ideal for balcony & terrace

NEW



SPIRAEA japonica

## DOUBLE PLAY® BLUE KAZOO

SMSMBK®

- bluish leaves
- white flowers
- red autumn colouring







SPIRAEA japonica

## DOUBLE PLAY® RED

SMNSJMF®

- color breakthrough
- extreme red flowers
- dark-burgundy shoots



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



WEIGELA florida

## MY MONET SUNSET®

- colourful
- orange-red autumn colouring
- compact growth





”

The secret of success:  
Proven Winners plants  
are not just new,  
they are ‘better’.

Successful





# FIRST<sup>®</sup> EDITIONS



## GOOD GARDENS GREAT LIFE<sup>™</sup>

Get to know them all [firsteditionsplants.com](https://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 good marketing is 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 available optionally

## RETAIL, GARDEN & LANDSCAPE

- unique alternatives to previously planted varieties



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

Our service:  
C5 INCLUSIVE







*innovative*

First Editions®

# SHRUBS & TREES IS NOT A CATCH- ALL BRAND!

And it's not a collection that puts out tens of new varieties each year. The First Editions® breeding team takes a measured approach to breeding and selecting new varieties.

A new plant will only be introduced if it is different and better than what's already commercially available and when it's been tested enough to show that it's unique attribute or attributes hold up over time. First Editions® is in this for the long haul, and so being really picky about what makes it into the collection, is important and can take time.

*attractive*





## THE FIRST EDITIONS® STARS:

HYDRANGEA quercifolia

→ 88

### JETSTREAM

compact growth, very healthy foliage with fantastic fall color, rich flowering

PHYSOCARPUS opulifolius

→ 89

### AMBER JUBILEE®

unique foliage color, bright shoots, compact growth

RHUS typhina

→ 92

### TIGER EYES®

spectacular foliage, intense fall color, ideal for urban areas, undemanding and lime tolerant

VITEX agnus-castus

→ 95

### BLUE PUFFBALL®

for balcony and terrace, fragrant flowers, bee friendly, very heat and drought resistant



## NEW PLANTS COME FROM A VARIETY OF SOURCES

Natural discovery, breeder partners around the world, or through intentional breeding work done at Bailey Innovations™, a state-of-the-art facility in Athens, Georgia. This broad approach allows to not only control certain species' roadmaps from concept to consumers, but also allows for the spontaneity and creativity of external discovery or submission.

It takes time to collect, create, test, and develop market research before giving the green light.

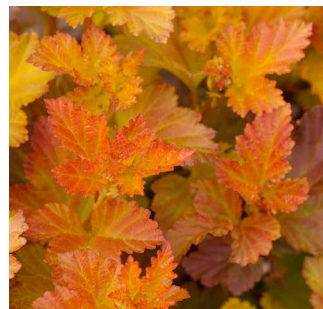
Fortunately, First Editions® has a network of breeders and plant hunters around the world that are keeping an eye out – or intentionally breeding – for plants with mass appeal that have unique characteristics. Some of our best-selling Rock Stars have come from those friends.

**To earn their place in the First Editions® Shrubs & Trees collection, a new variety must have one or more of these attributes:**

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



HYDRANGEA quercifolia 'Jetstream'



PHYSOCARPUS o. 'Amber Jubilee'®



RHUS typhina 'Tiger Eyes'®



VITEX agnus-castus 'Blue Puffball'®





## How it works

# THE FIRST EDITIONS® SELECTION PROCESS

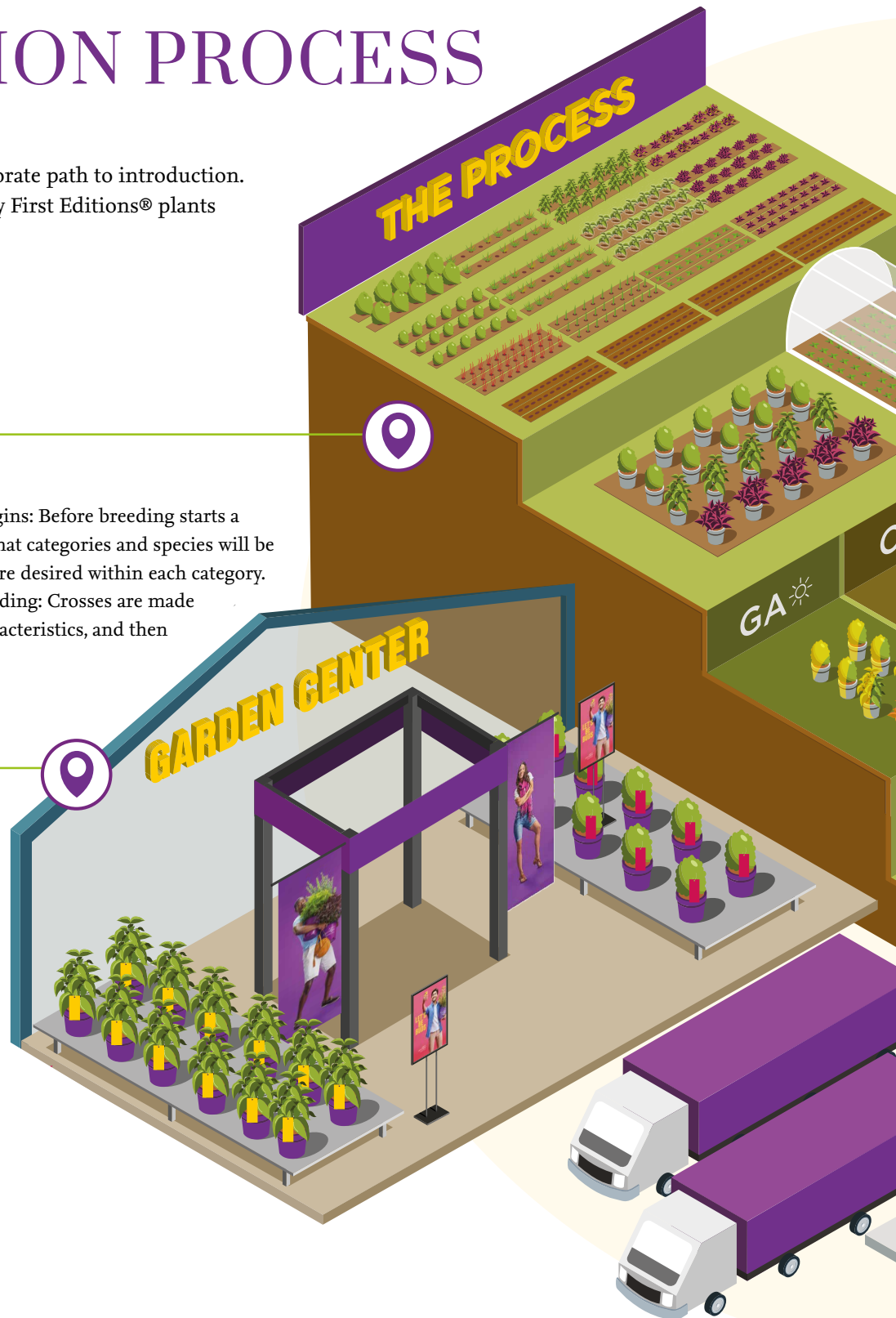
Every plant follows its own elaborate path to introduction. Here is an example of how many First Editions® plants find their way to market.

### PHASE 1

The strategic planning phase begins: Before breeding starts a special breeding matrix direct what categories and species will be bred, and which characteristics are desired within each category. The next phase is the actual breeding: Crosses are made from parents with desirable characteristics, and then the seed is set and harvested.

### FINALE PHASE

Once the supply chain is fulfilled, plants begin to hit the market. Re-wholesalers and retailers stock the new plants and they make their way into consumer landscapes!





# FIRST EDITIONS®

## PHASE 2

Once harvested, seedlings are potted up and evaluated by the characteristics for which they were bred. Those that don't meet the criteria are tossed, while others are evaluated over multiple years.



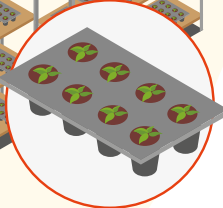
## PHASE 3

Once the best performing seedlings are selected, they are put through propagation trials to ensure the plants are viable for growers, as well as in-ground and container trials across the country to ensure garden performance for the end consumer.



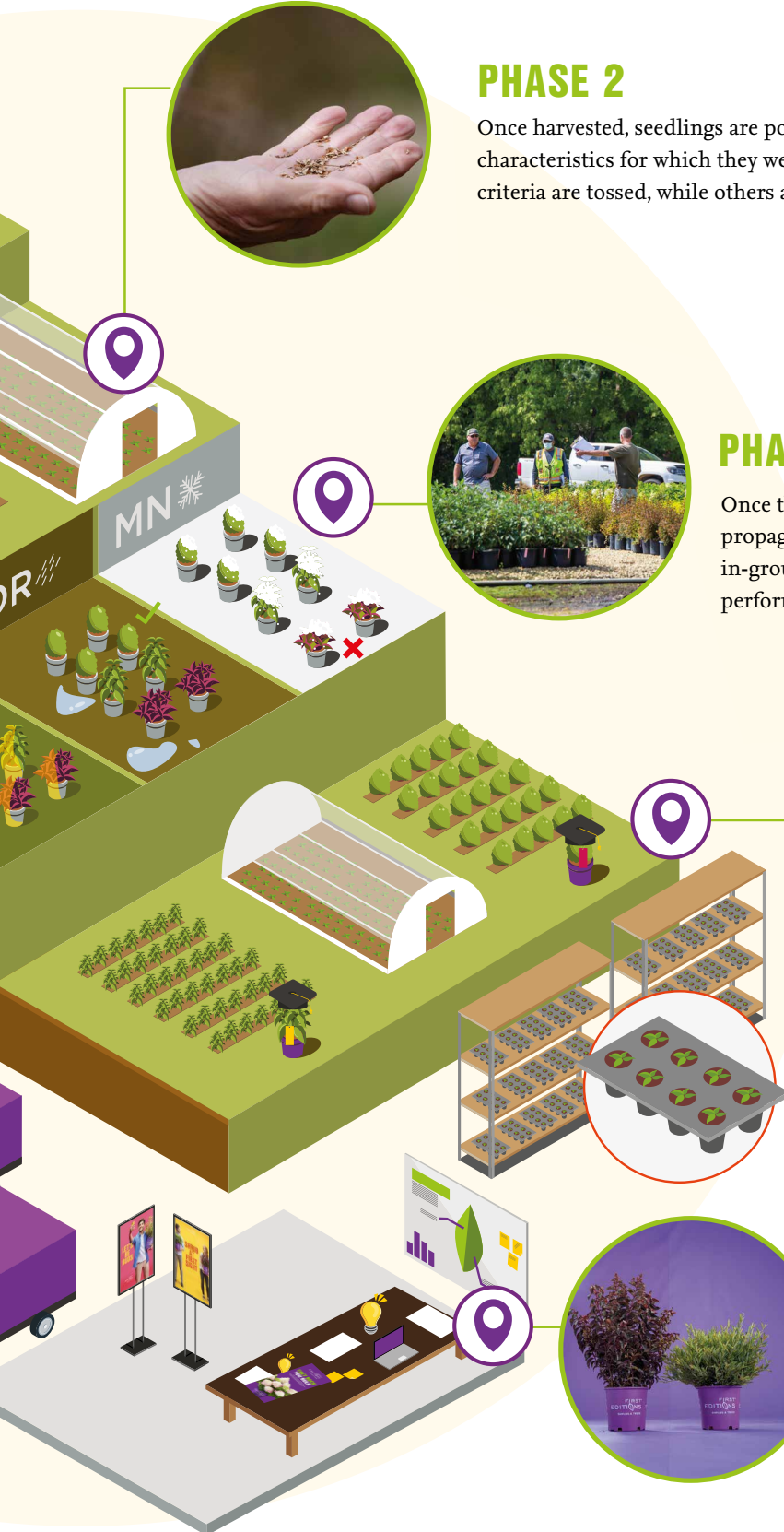
## PHASE 4

The Plant development team chooses the best plants from the trials and makes a plan to introduce them to the brand. Liners are propagated and made available to the network of growers to begin production.



## PHASE 5

The First Editions® team develops a commercial introduction and marketing plan. They choose a name, create a description, and design graphic and support materials. Then promotion begins to drive interest and demand.







BUDDLEJA davidii

## FUNKY FUCHSIA

PIIBD-II

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



DIERVILLA sessilifolia

## COOL SPLASH®

LPDC PODARAS®

- *healthy foliage*
- *flowers in June/July*
- *compact growth*
- *ideal for group and mass plantings*



DISTYLUM

## LINEBACKER

PIIDIST-IV®

- *evergreen*
- *very healthy, heat and drought resistant*
- *flowers in early spring*



DISTYLUM

## COPPERTONE

PIIDIST-III®

- *perfect for mass-plantings*
- *very healthy, heat and drought resistant*
- *evergreen*

**NEW**







IDEAL FOR  
THE SUMMER-  
SALE



**NEW**

*Hibiscus syriacus* 'Bali'®



**NEW**

*Hibiscus syriacus* 'Fidji'®



**NEW**

*Hibiscus syriacus* 'Hawaii'®



**NEW**

*Hibiscus syriacus* 'Tahiti'®

**HIBISCUS syriacus**

## BALI, FIDJI HAWAII, TAHITI

Selection of MINIER, Angers, France; grew 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, July to October; formation of seed capsules low; richly flowering, tolerates drought, attractive for butterflies, suitable for narrow hedges and small gardens.

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







HYDRANGEA macrophylla

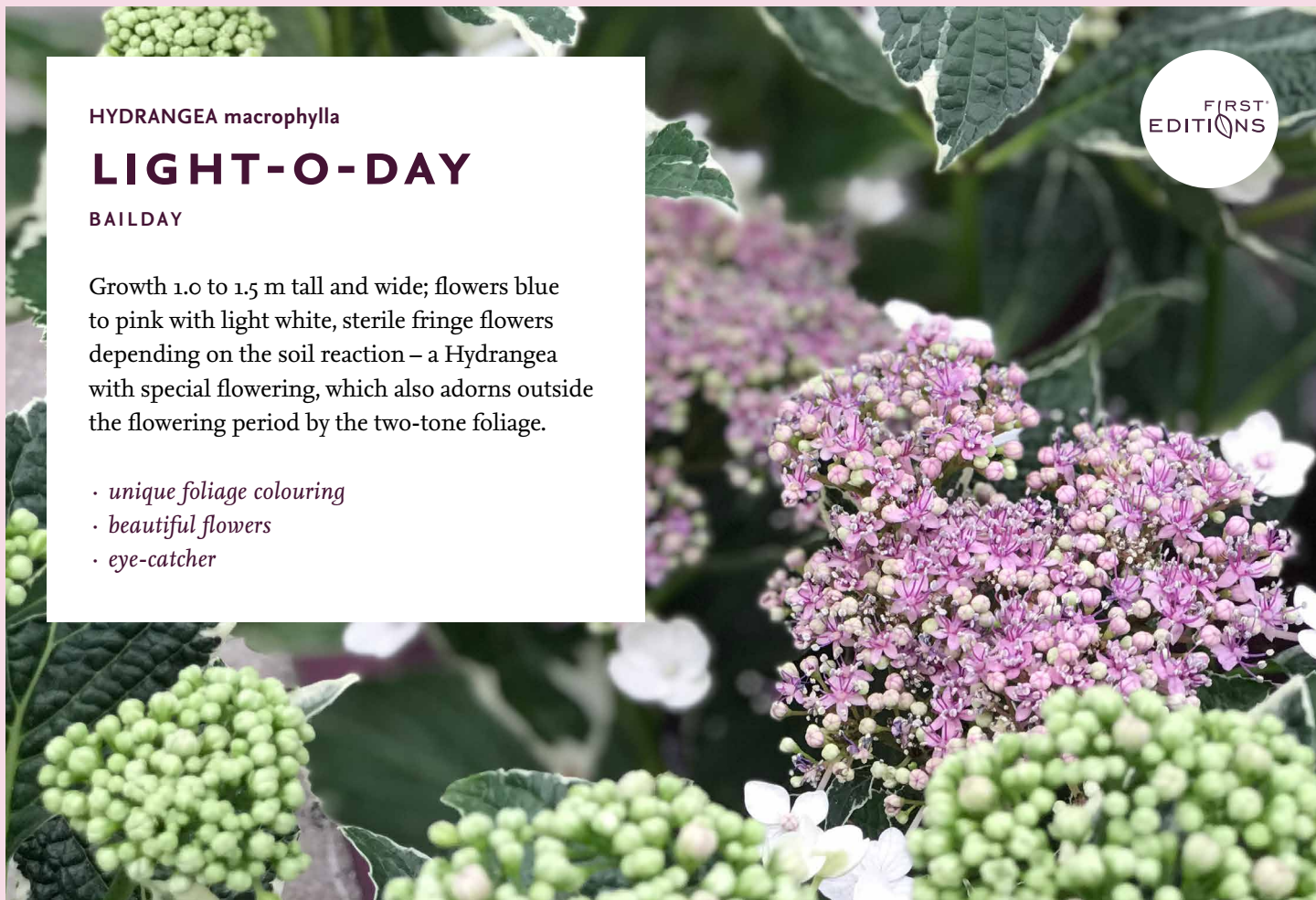
## LIGHT-O-DAY

BAILDAY

Growth 1.0 to 1.5 m tall and wide; flowers blue to pink with light white, sterile fringe flowers depending on the soil reaction – a Hydrangea with special flowering, which also adorns outside the flowering period by the two-tone foliage.

- *unique foliage colouring*
- *beautiful flowers*
- *eye-catcher*

FIRST  
EDITIONS



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 coloring in autumn; flowers on strong stems in cone-shaped risp, 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 m high and 1.5 m wide; leaves in the output yellow, during vegetation over yellow orange, amber and red to violet; bossoms in white to cream-colored 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 m 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, color-stable compared to other varieties in summer – a medium-sized Physocarpus for all uses, selected by the impressive foliage coloring.

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

FIRST  
EDITIONS





POTENTILLA (=DASIPHORA) fruticosa

**CITRUS TART**

BAILCITRUS

- *filled flower*
- *hardy and undemanding*



POTENTILLA (=DASIPHORA) fruticosa

**CRÈME BRÛLÉE**

BAILBRULE

- *filled, pure white flower*
- *ideal for containers, balcony and terrace*
- *winter hard and healthy*



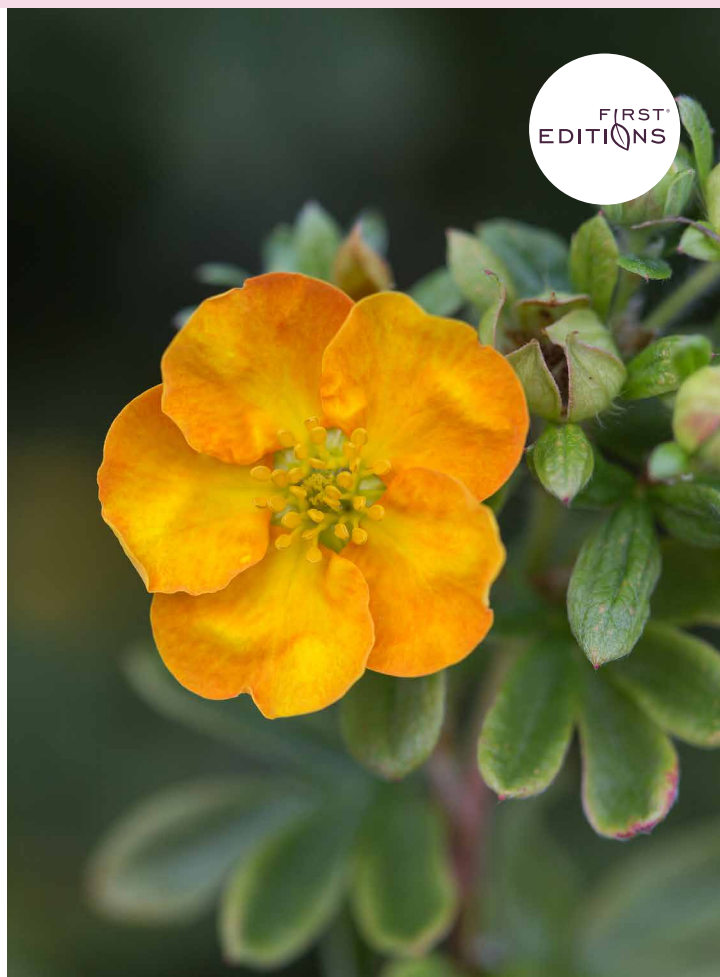
POTENTILLA (=DASIPHORA) fruticosa

**MANDARIN TANGO**

JEFMAN®

Very dense, compact round growth, only up to approx. 30 cm high and wide; foliage dark green; flowers orange with red segments from the parent variety 'Red Robin', from early summer to autumn – a pretty, richly flowering dwarf shrub with an interesting colouring for garden, landscape, small hedges, planters, terrace and balcony.

- *dwarf form*
- *double, red-orange flowers*
- *very healthy and cold resistant*







POTENTILLA (=DASIPHORA) fruticosa

## MARMALADE

JEFMARM®

Breeding of DR. W. RONALD, Jeffries Nursery, Winnipeg, Canada; growth very compact, only up to 30 cm high and wide; foliage dark green, flower with intense orange tint, very rich flowering – a pretty dwarf wood for garden, landscape, small hedges, planters, terrace and balcony.

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

FIRST  
EDITIONS



POTENTILLA (=DASIPHORA) fruticosa

## LEMON MERINGUE

BAILMERINGUE

Breeding of the MORDEN RESEARCH CENTRE, Manitoba, Canada; growth upright, round, compact, 0.6 – 0.9 m high; foliage dark green; flowers light yellow, double reminiscent of a rose, numerous throughout the summer – a rich flowering variety with beautiful flowers, winter hardy and healthy, perfect for pots, balcony, terrace, garden and landscape.

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

FIRST  
EDITIONS







Eye-catcher

# DESIGNER-PIECE

*RHUS typhina*

**TIGER EYES®**

BAILTIGER®

- spectacular foliage
- intensive autumn colouring
- ideal for urban areas
- undemanding and lime tolerant

1.8 to 2.0 m high and tall, loosely branched shrub or little tree with thick shoots; older aged plants with an umbrella like top, building suckers which are forming close colonies; shoots are covered with dense, pink-rose hairs; leaves pinnate, shorter than of the species, deeply cutted, new growth lively green, then golden yellow, in autumn bright orange to scarlet red; flowers greenish in dense, terminal panicles, June-July; red fruits equally packed in dense, club-shaped panicles – an undemanding, ornamental plant that adapts well to calcareous sites, tolerates humid areas as well as dry ones; ideal for urban climate and giving an oriental look with the deeply cutted hanging leaves.





SORBARIA sorbifolia

## MATCHA BALL

LEVGREEN®

Breeding of DENIS LEVAC, Quebec, Canada; growth very dense, round, compact, 0.6 to 0.9 m tall and wide; leaves coloring reminiscent of fresh matcha tea, reddish to orange-peach-coloured in shoots; flowers white, in June to August – a pretty, striking, completely hard dwarf wood, growth even weaker than 'Sem', interesting for planters, small groups, hedges, areas.

- *perfect for little gardens*
- *leaves fernlike*
- *very healthy and drought resistant*

FIRST  
EDITIONS



VIBURNUM plicatum

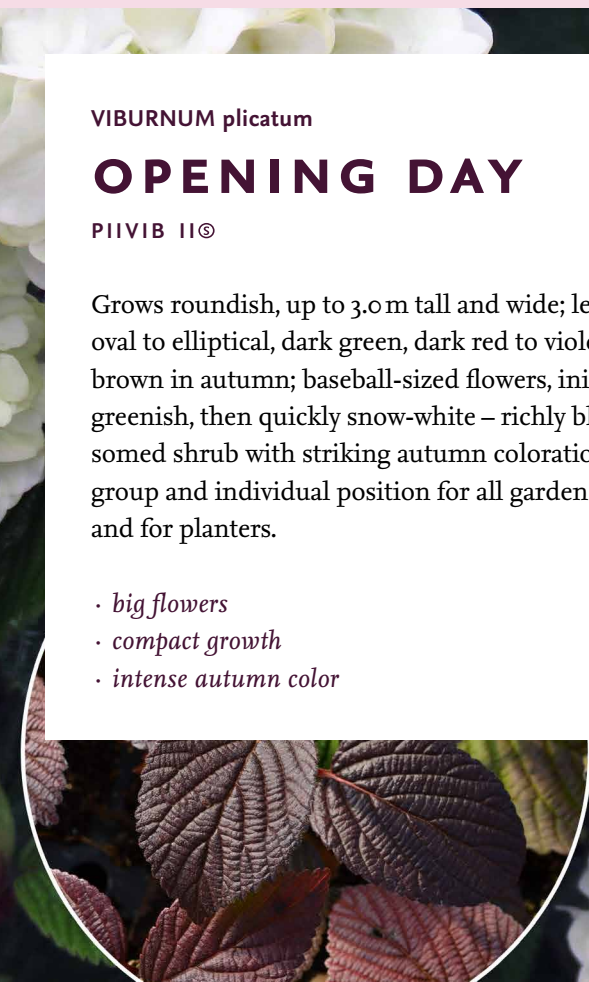
## OPENING DAY

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 coloration for group and individual position for all garden areas and for planters.

- *big flowers*
- *compact growth*
- *intense autumn color*

FIRST  
EDITIONS







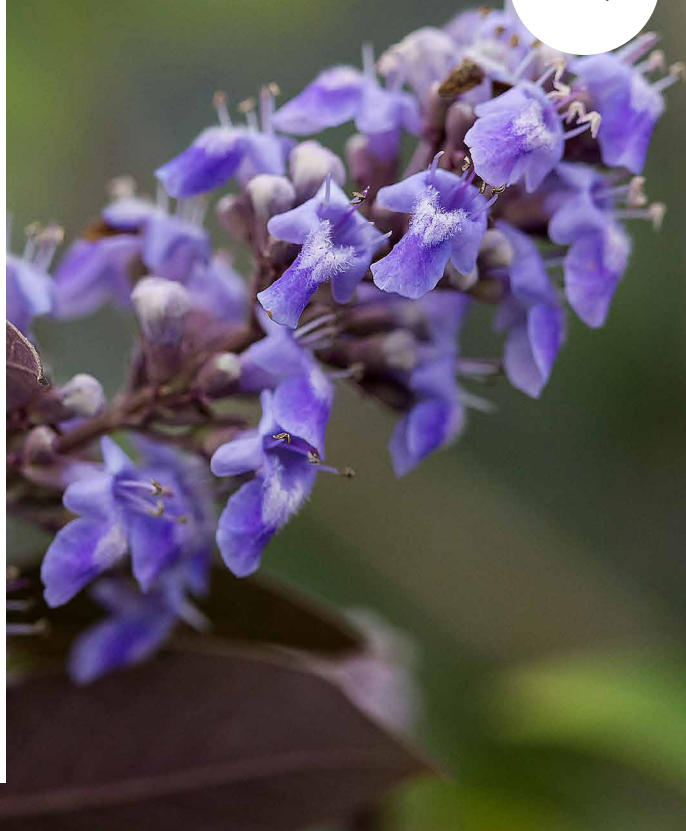
VITEX

**FLIP SIDE®**

BAILTEXONE®

Bred by Dr. MICHAEL DIRR, Bogart, GA / USA. Plant habit 1.5 to 1.8 m in height and width, well-rounded; aromatic foliage, fingered, grey-green on the surface with deep violet-purple undersides, creating a beautiful contrast to the intense violet-blue, scented flowers that are produced from August to October in racemes up to 20 cm long, followed by conspicuous peppercorn-like fruits. An attractive late-summer bloomer for the garden, in the landscape and especially well-suited for containers – drought and salt tolerant, performs well in all soil types, a pollinator magnet.

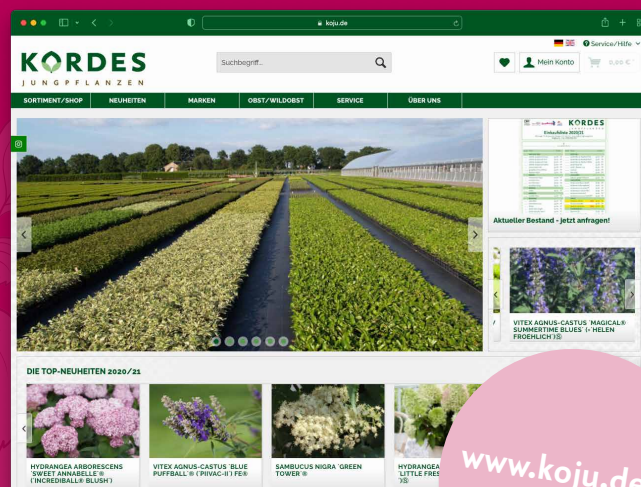
- leaf underside violet-purple
- numerous fragrant flowers
- very heat and drought tolerant

FIRST  
EDITIONS

Being always up to date

# THE WHOLE ASSORTMENT

EVERYTHING AT A GLANCE:

[www.koju.de/en](http://www.koju.de/en)





FIRST  
EDITIONS

VITEX

## **BLUE PUFFBALL®**

PIIVAC-II

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

Breeding of PLANT INTRODUCTIONS INC.,  
Watkinsville, GA, USA; Growth half spherical,  
0.8–1.2 m high and wide; leaves thicker than the  
type, medium green, without leaf stains; blossoms  
dark blue, fragrant, in panicles on the new wood,  
June-September – the first dwarf Vitex with com-  
pact growth suitable for balcony, terrace and small  
gardens, requires winter protection.

# THE MINI-VITEX





VITEX agnus-castus

## DELTA BLUES

PIIVAC-I

Selection by MATTHEW A. DIRR, presented by Plant Introductions Inc., GA, USA; compact growth, round to wide upright, 0.9 – 1.8 m high and wide; leaves dark green, without leaf stains; blossoms deep purple-blue, fragrant, in panicles on the new wood, June-October; fruits small, shiny, red – the first medium-sized Vitex in the assortment with dense-compact growth for garden, landscape and planters, soil tolerant and salt tolerant, requires winter protection.

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

FIRST  
EDITIONS

VITEX agnus-castus

## GALACTIC PINK®

BAILTEXTWO©

Pink-flowering (!) selection; upright-bushy plant habit, reaching a height of up to 2.0 m; slender dark-green foliage. Flowers are pink in upright racemes, scented and produced from July to October – a unique late-summer bloomer for gardens, in the landscape and especially well-suited for containers. Drought- and salt-tolerant, does well in all soil types.

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

FIRST  
EDITIONS



FIRST<sup>®</sup>  
EDITIONS

PRODUCTS



**GOOD GARDENS**  
**GREAT LIFE<sup>™</sup>**

Get to know them all [firsteditionsplants.com](https://firsteditionsplants.com)





## IMPORTANT INFORMATION

### Prices

Please find the current prices in our on-line shop ([www.koju.de/en](http://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 2022 to 30th June 2023.

### Minimum order value

For single items 200,- € (one variety), for variety orders 500,- € (several variety) 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 protected certification and all necessary customs clearance papers.

# 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:	<b>3,20 €</b>
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*Free of charge, if value of order is 1000,- €.*



## PLASTIC-CRATES

(60x40x25 cm = Euro-measure)

Capacity P9x9x9,5:

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

Price:	<b>3,70 €</b>
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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	<b>120,00 €</b>
1 Pallet	<b>200,00 €</b>
2 Pallets	<b>260,00 €</b>
3 Pallets	<b>320,00 €</b>
4 Pallets	<b>360,00 €</b>

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

Half-(EUR)-pallet with cardboard box  
 (8 pcs., height 1,25 m) 100 kg

EUR-pallets with plastic-crates  
 (28 pcs., height 1,90 m) 330 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.

### 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



Labels for protected varieties

## 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 5.000 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.

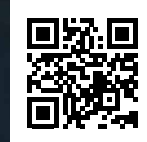
**Firoma®**  
Feines Aroma

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







www.greatberry.de

## Consumer Websites

BEST  
BRAND  
EXPERIENCE

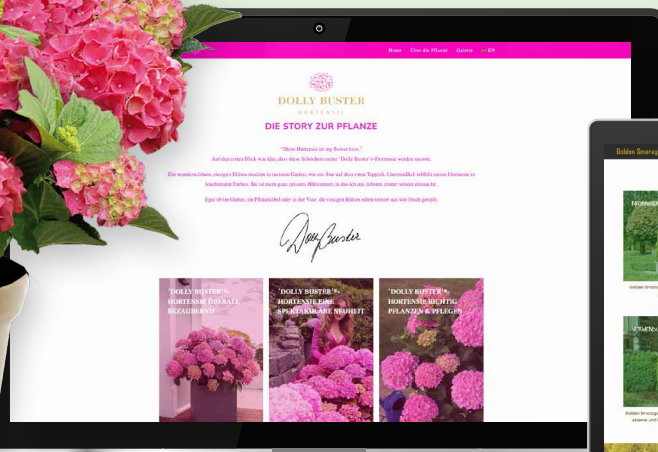
→ The “plant experience” is also a top priority on the web. Novelties that are particularly trendy are integrated into concepts and thus become brand ambassadors. The aim is to present the new variety as best as possible.

To ensure that these overall packages are successful in the long term, Kordes Jungpflanzen relies on professional brand management. This means anchoring the novelty as a brand in the minds of customers for the long term and creating trust.

This includes ensuring that the branded products are standing out visibly at the POS from promotional and standard products – with appealing advertising material such as colorful printed pallet covers and information boards. Secondly, the brand and its strengths are also played on digital communication channels, reaching a wide audience.



www.dollybuster-hortensie.de



www.golden-smaragd.de



# KORDES

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

SEASON  
2022/23

First Editions® –  
Breeding & Selection

Proven Winners® –  
Marketing Campaign

Explosive –  
Hydrangea macrophylla  
'Cherry Explosion'®



## DOLLY BUSTER

HORTENSIE

*Dolly Buster*



ONLINE-  
SHOP

HYDRANGEA MACROPHYLLA 'DOLLY BUSTER'® ('BODALAN')®





# MOVING FASTER AND FURTHER AHEAD TOGETHER



”

Successfully shaping the future  
with a passion for green  
and cooperative partnerships.









**K O R D E S** Jungpflanzen Handels GmbH  
Mühlenweg 8 | D - 25485 Bilsen  
phone: +49 (0) 4106 - 4011  
fax: +49 (0) 4106 - 4013  
info@koju.de, www.koju.de