

KORDES

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

SEASON
2023/24

Hollywood in Holstein

“Making-Of” of
the Kordes film

Dolly Buster-Hydrangea

TASPO-Award
winner

Proven Winners & First Editions

More Marketing,
More Sales

Top-Nevelty:
Sambucus nigra
Laced Up®



ONLINE-
SHOP



INSPIRING, INNOVATIVE, IMPULSE- GIVING



“

A thrilling und inspiring
mix of great plants,
marketing and sales.



Dear Customer,

inspiring, innovative, impulse-giving – that is the Kordes Jungpflanzen magazine. With creative concepts, a unique product range of woody plants as well as valuable new varieties, the new magazine provides new impulses, product innovations and inspirations for production and point of sale.

That's why we present to you the right plants, brands and trends for your customers' individual wishes. At the same time, this magazine gives you valuable insights why the new 'Dolly Buster'-Hydrangea won the TASPO Award for "Best Marketing Activity" and why the brand is working in all channels with the right communication to push sales – beside this, it is also fully in line with the "Barbie" trend.

The importance of the garden has increased enormously in recent years. As a result, the lifestyle component, which goes hand in hand with "Good gardens, great life" (see p. 84) or "A better garden starts with a better plant" (see p. 66), is becoming even more the focus of consumers and thus also of the retail.

Hobby farming, which has become an ongoing trend, is pushing the assortments, and changing the choice of varieties. Diverse, natural gardening and harvesting fun

as an important counterbalance to the omnipresent flood of data are topics that concern the end consumer as much as producers and retailers. "Greatberry® – have a great berry!" is the right concept for super sales, super fruits and super fun!

Look forward to industry insights and topics like "Hollywood in Holstein – the Making-Of" of the new Kordes film, a review of IPM show 2023 and much more. The new magazine is an exciting and inspiring mix of great plants, marketing, and sales.

Always in focus: Trends and developments that are related to more added value.

Let yourself be inspired, focus on innovations, and give new impulses to the retail!

With the best wishes to a successful new season,



G. Kordes



C. Kordes

TOPIC
OF THE
SEASON

Hollywood in Holstein

The “Making-Of” of the
new Kordes film

→ 10



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

GET TO KNOW US

- 10** Hollywood in Holstein
“Making-Of” of the new Kordes film
- 12** Most wanted!
Preview of the Top 5 novelties
- 14** “OSCAR” of the green industry
TASPO Award for “Dolly Buster®-Hydrangea”
- 16** Place2B@IPM
This is the new Kordes booth
- 17** Pink Carpet Reloaded
Meet & Greet with Dolly Buster at the IPM show
- 98** Packaging & Transport
- 100** Service
Color labels, images, text files for your marketing
- 102** The Kordes principle
Easy order – Easy growing – Easy sales
- 103** Order form
Inquire and order all varieties quickly!

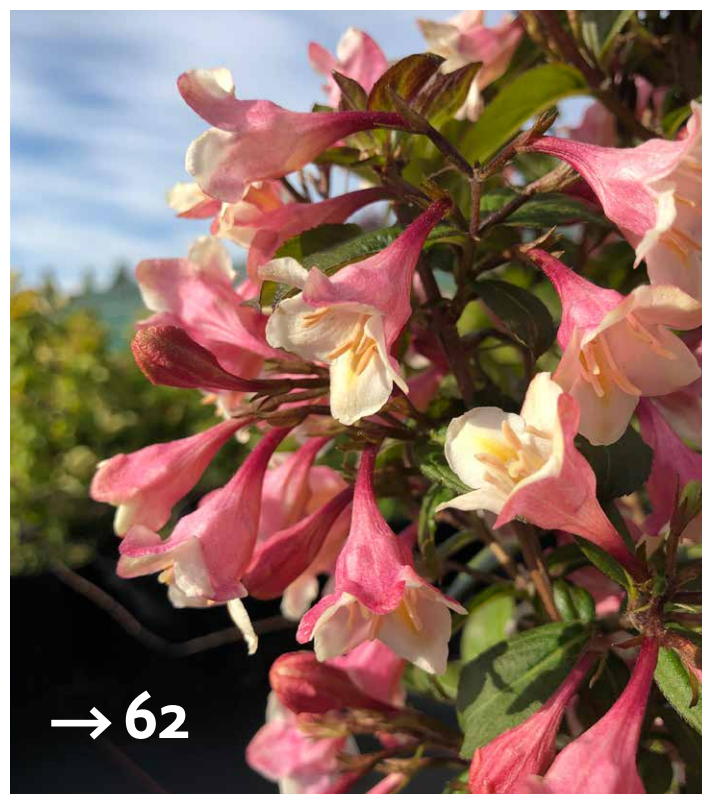
VERY WANTED – VARIETY HIGHLIGHTS

- 20** AMELANCHIER alnifolia ‘Greatberry’®
- 25** CARYOPTERIS clanodensis ‘Blue Balloon’®
- 32** FICUS carica ‘Firoma’®
- 49** PHOTINIA fraseri ‘Little Perfecta’®
- 50** PHILADELPHUS ‘Little White Love’®
- 62** WEIGELA florida ‘Vintage Love’®
- 97** VITEX agnus-castus ‘Galactic Pink’®



→ 50

PHILADELPHUS ‘Little White Love’®

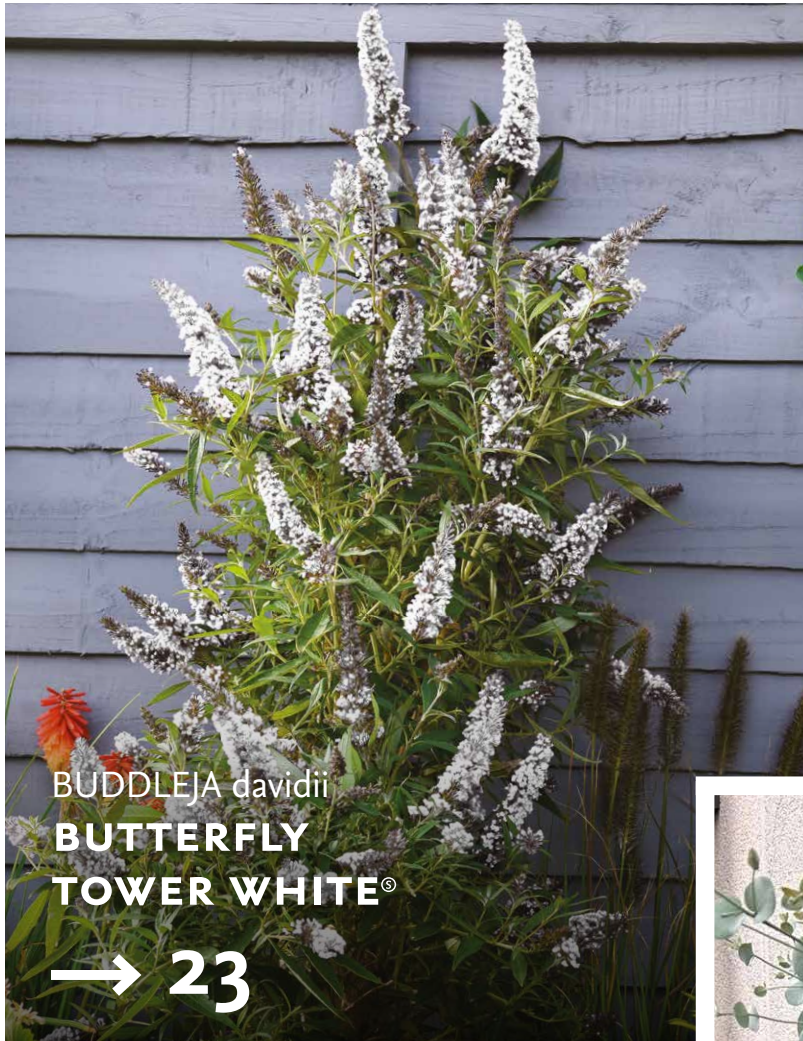


→ 62

WEIGELA FLORIDA ‘Vintage Love’®

NOVELTIES AND AND PLANT TRENDS

- 06** New varieties 2023/2024
At a glance
- 18** Have a GREAT Berry!
Greatberry® – The new “Superfruit”
- 23** Skyscraper
Buddleja ‘Butterfly Tower’® in pink and white
- 57** Laced up!
Sambucus nigra ‘Laced Up’®
- 68** More marketing, more sales
Proven Winners® runs the biggest campaign
- 76** BellaRagazza®
Little smooth Hydrangeas
- 86** Good gardens, great life
The First Editions® brand relaunch



BUDDLEJA davidii
**BUTTERFLY
TOWER WHITE®**

→ 23

OUR NEW VARIETIES 2022/2023



CHOISYA ternata
WHITE DAZZLER®

→ 27



EUCALYPTUS gunnii
SILVER DOLLAR®

→ 28



OSMANTHUS
burkwoodii

→ 47



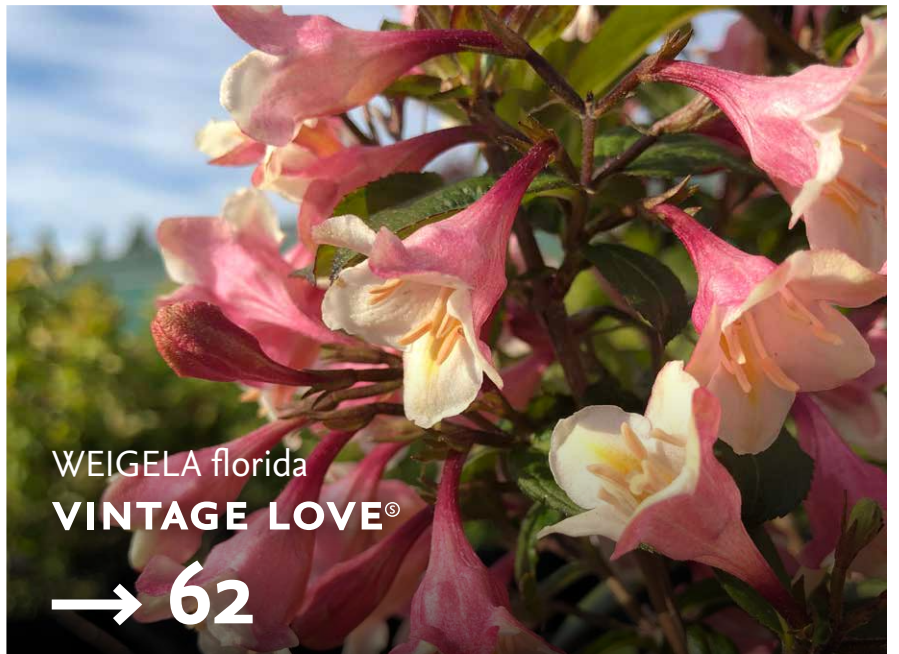
POTENTILLA fruticosa
BELLA APPLE®

→ 53



WEIGELA florida
PICOBELLA ROSSO®

→ 61



WEIGELA florida
VINTAGE LOVE®

→ 62

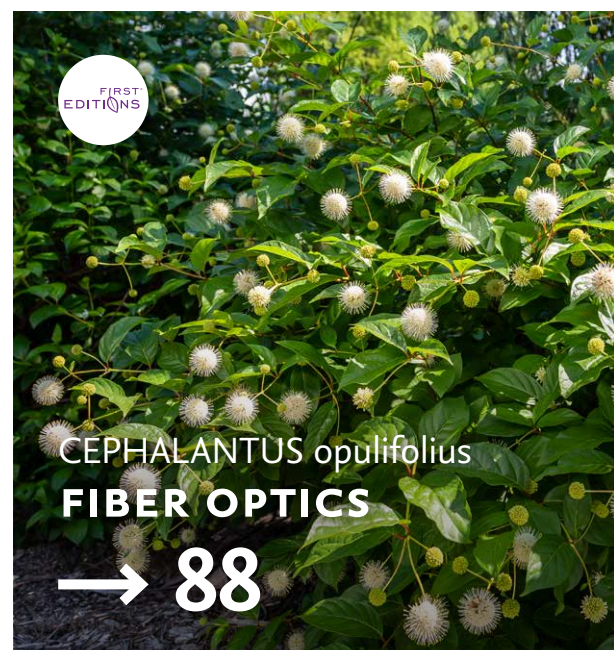
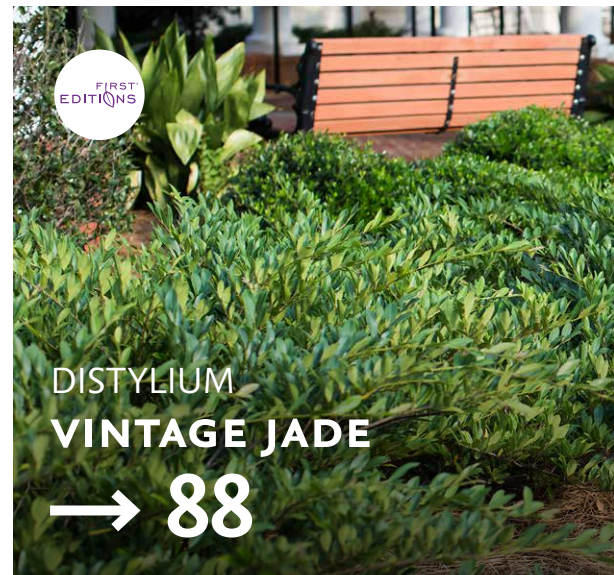


SAMBUCUS nigra
LACED UP®

→ 57

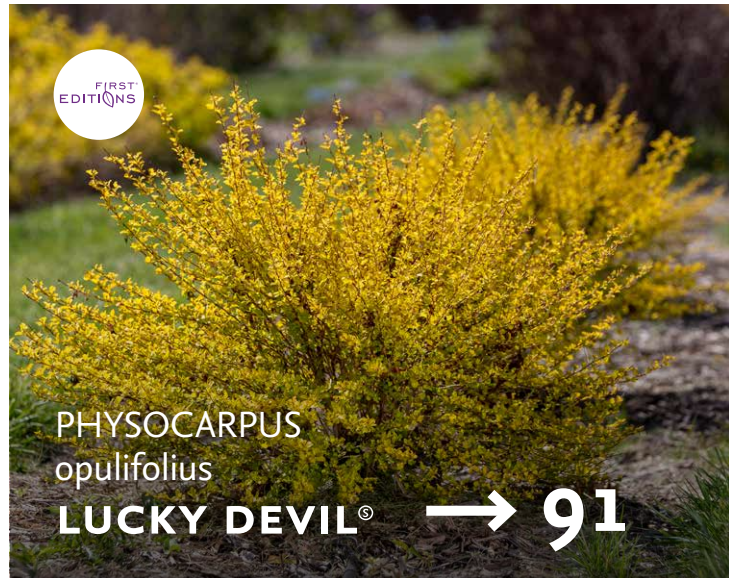
DISCOVER MORE
NEW VARIETIES
OF THIS SEASON!



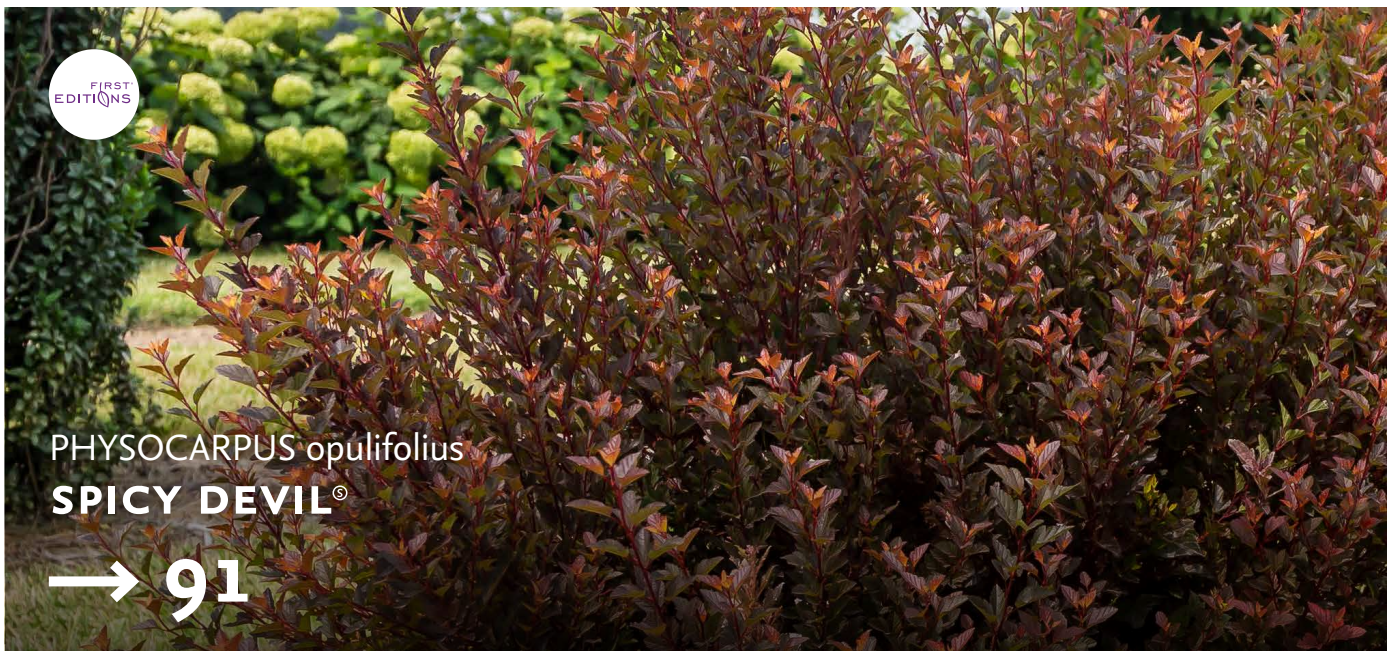




FIRST EDITIONS
HYDRANGEA paniculata
LITTLE HOTTIE®
→ 90



FIRST EDITIONS
PHYSOCARPUS
opulifolius
LUCKY DEVIL® → 91



FIRST EDITIONS
PHYSOCARPUS opulifolius
SPICY DEVIL®
→ 91



Hollywood in Holstein

THE “MAKING-OF” OF THE KORDES FILM



A film is always a challenge. Creativity and strategic thinking are equally required. The challenge was that the film should not only show beautiful pictures, but also should convey a message.

→ CONCEPTION

With a passion to our work and products and with the mission to capture “quality from the start” on the screen, the conception started. Before the first draft of the script, countless image films were watched, stylistic devices analyzed and ideas collected.

We wanted to tell our story in a way that the viewers would get the best impression of our nursery and products. After all, we are producing the best young plants with professional skills and know-how **since 1950 and in third generation**, just...

“QUALITY RIGHT
FROM THE START”





SHOOTING DAYS

On the shooting days, we have seen the nursery from completely new angles. How should we stage plants and their production that the message of the images is right?

The **Flora Film professionals Jan and Marcel**, who have already made the film of christening the “Dolly Buster-Hydrangea”, capture the images with the camera.

The entire Kordes team is the hero of the production. With their green thumbs and their joy in their job, they show how they are committed to “quality right from the start” every day.

THE FINAL TOUCH

The **voice-over by André Kuhnert** (Radio Hamburg) and the matching music gives the film the final touch. The premiere showed that the film fulfils its mission: It conveys the quality of our products, shows how much work and know-how goes into each young plant and underlines the importance of teamwork, service, new varieties and their marketing.



STRONG COMMUNICATION

“**Hollywood in Holstein**” sets the scene for the nursery and pushes the Kordes Jungpflanzen brand further. The film is another marketing tool that inspires people and presents us as a strong partner for our customers.

THIS IS FLORA FILM

Jan and Marcel plan and produce value-added content in our in-house studio and on location. Their repertoire includes complex and elaborate image films, TV-quality advertising clips or social media content with that certain extra from conception to implementation.

→ www.flora-film.de





BUDDLEJA davidii 'Butterfly Tower White'®



WEIGELA florida 'Vintage Love'®



HYDRANGEA arborescens 'BellaRagazza® Mauvette'®



HYDRANGEA paniculata 'Little Hottie'®



PHYSOCARPUS opulifolius 'Lucky Devil'®

SCAN ME!
GO HERE FOR
OUR NOVELTIES:



MOST WANTED!

Preview of the Top 5 novelties



With great energy, we track down plant trends from all over the world. We are searching for and finding innovative, new varieties, which are really creating a functional value. And in two respects: For you as our customer and in final use for the consumer. The demands of the market are becoming more and more diverse and thus also of the plant. Customers are better informed and have higher expectations than ever before in terms of benefits, service and quality.

The nursery industry is currently undergoing a restructuring phase, which will lead to further changes. That is precisely why our focus is your economic success. With strong products and strong novelties, it is literally a matter of growth.

Growing strong! – In the awareness of being committed to one of the most beautiful products in the world.

Being always up to date

THE WHOLE ASSORTMENT ON KOJU.DE/EN

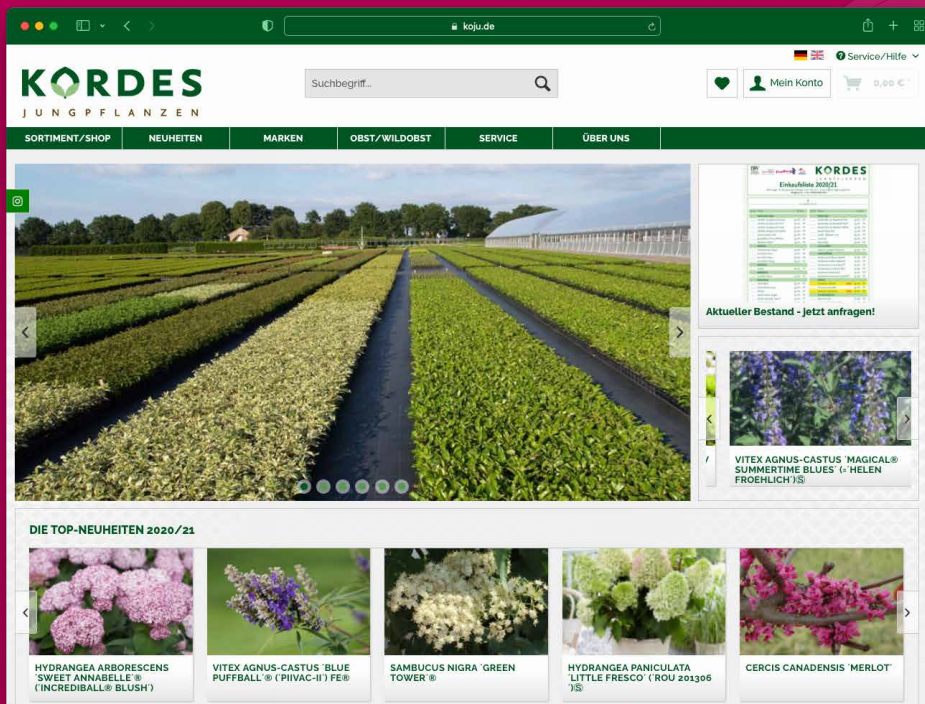


to our
website

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

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

ALL VARIETIES
AT A GLANCE:
KOJU.DE/EN



www.koju.de/en

Anfangsbuchstabe: A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Alle



TASPO Award

BEST MARKETING ACTIVITY FOR “DOLLY BUSTER-HYDRANGEA”

The christening of the “Dolly Buster-Hydrangea”
was honored with the coveted TASPO Award as
“Best Marketing Activity 2022”.



Watch the
christening movie of the
“Dolly Buster-Hydrangea”!





The award recognizes outstanding achievements in marketing and highlights companies that develop innovative and creative strategies to successfully market their products or services.

The “Dolly Buster-Hydrangea” is a remarkable novelty in the green industry for an outstanding and successful marketing concept. The idea behind the campaign was to combine the beauty and appeal of the hydrangea with the eye-catching personality of Dolly Buster.

“Plant brands have a high benefit and generate a high added value for all market participants in the green industry”, explained Christian Kordes during the award ceremony at the Grand Hyatt/Berlin, “with Dolly Buster, we have succeeded in creating a unique brand identity for the hydrangea.”

The creative connection between the hydrangea and Dolly Buster proved to be extremely successful. The media event, staged as a pop-pink plant christening, attracted a lot of attention, and generated a large media presence.

The TASPO Award jury was impressed by the unusual staging. The plant christening was original, courageous and effective. It showed how a unique brand strategy and a strong connection between a product and a celebrity can drive marketing successfully.

Receiving the TASPO Award for “Best Marketing Activity 2022” is a great recognition. The award shows us how a remarkable marketing campaign can be developed with commitment and creativity and how a product can be successfully positioned on the market. The “Dolly Buster-Hydrangea” will certainly go down in the history of the green industry as one of the best-known plant brands and as a great marketing project.



Premiere of the new booth at the IPM show 2023

THE PLACE2B@IPM



Premiere at the IPM show Essen: New varieties, new concepts and the new Kordes Jungpflanzen booth. The new designed booth with its new design perfectly showcased new varieties and concepts.

Kordes Jungpflanzen put *Hydrangea macrophylla* 'Dolly Buster'® in the spotlight: Honored with the TASPO Award as the best marketing activity, the concept was also the center of attention at the fair thanks to a Meet & Greet with star guest Dolly Buster.

The brand relaunch of First Editions® – was just as much a highlight as the new marketing concept *Hydrangea mac.* 'Cherry Explosion'® and the Proven Winners® novelty *Callicarpa* 'Pearl Glam'®.

A new "Place2B" at the IPM was the Kordes Jungpflanzen booth also due to the bundled competence with Bruns Pflanzen and W. Kordes' Söhne on a shared presentation area. The nurseries are among Europe's leading companies in their respective specializing and create valuable synergies at a jointly organized stand. A broad spectrum of horticulture was covered, from young plants to roses and large trees.





Meet & Greet with Dolly Buster at IPM show

A special guest caused big attention at the IPM: Dolly Buster, the namesake of the “Dolly Buster-Hydrangea” visited the event and attracted visitors and customers.

As always in her little dress, she showed great interest in the various plants at the Kordes Jungpflanzen booth and the exhibition itself. Many visitors were thrilled by her unexpected appearance and took the opportunity for selfies with the celebrity.



“

The hydrangea just pops out. Always the maximum attention, just like me. It's nice, isn't it, to give your name to a flower you really like!”

— Dolly Buster

Meet &



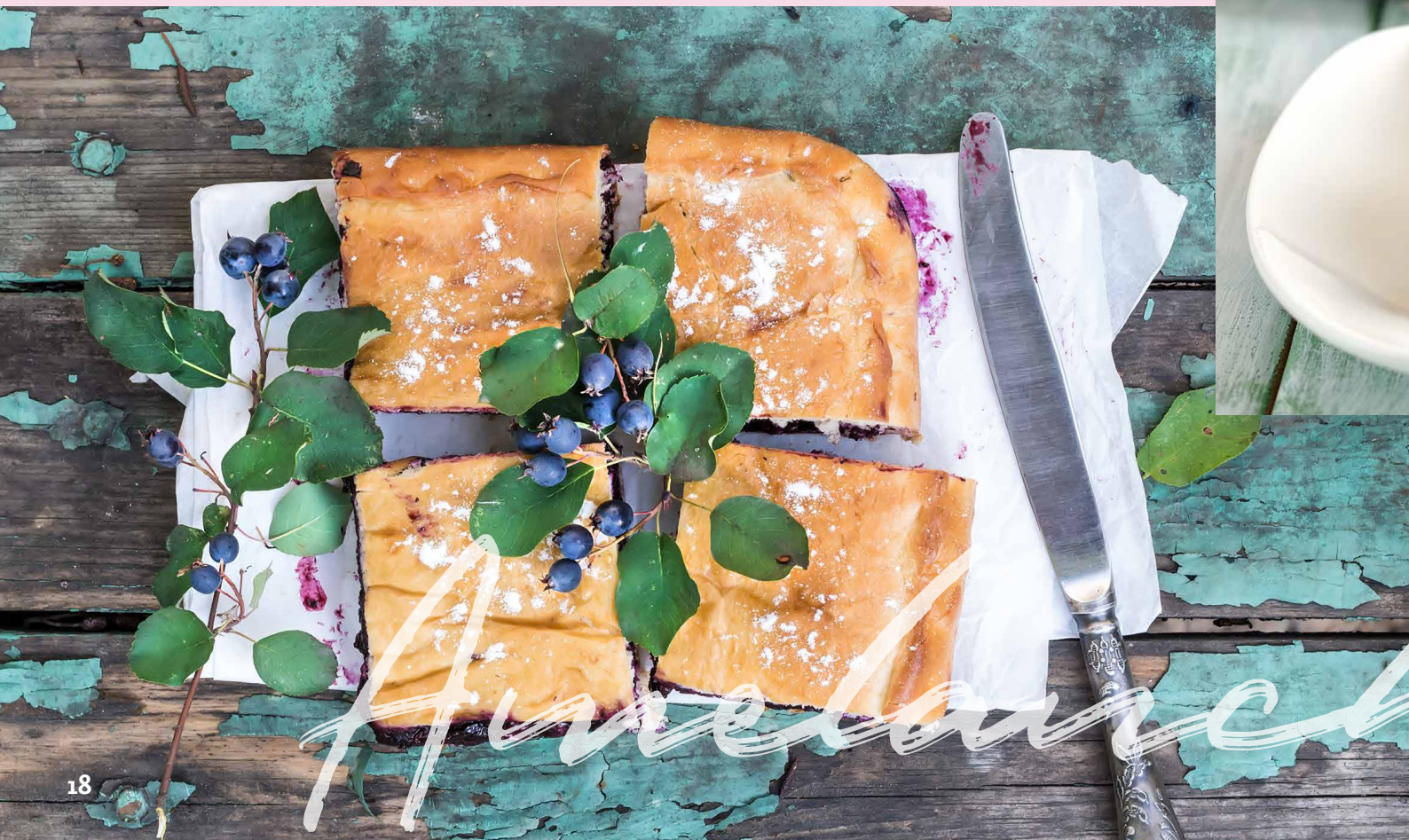
Greet



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 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

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 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

PMOORE14[®]

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

MINI-
BUDDLEJA
for terrace
and for balcony

'Butterfly Candy'®-Collection



'Butterfly Candy Lila Sweetheart' ©



'Butterfly Candy Little Lila' ©



'Butterfly Candy Little Pink' ©



'Butterfly Candy Little Purple' ©



'Butterfly Candy Little Ruby' ©



'Butterfly Candy Little White' ©

BUDDLEJA davidii

BUTTERFLY TOWER WHITE

TOBUD1305®

NEW

- "white version" of first Buddleja column
- butterfly magnet
- tolerates drought



BUDDLEJA davidii

BUTTERFLY TOWER

TOBUD1305®



BUDDLEJA alternifolia

UNIQUE

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



BUDDLEJA davidii

GULLIVER®

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



BUDDLEJA davidii

BERRIES & CREAM

PMOORE14®

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 bourn 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



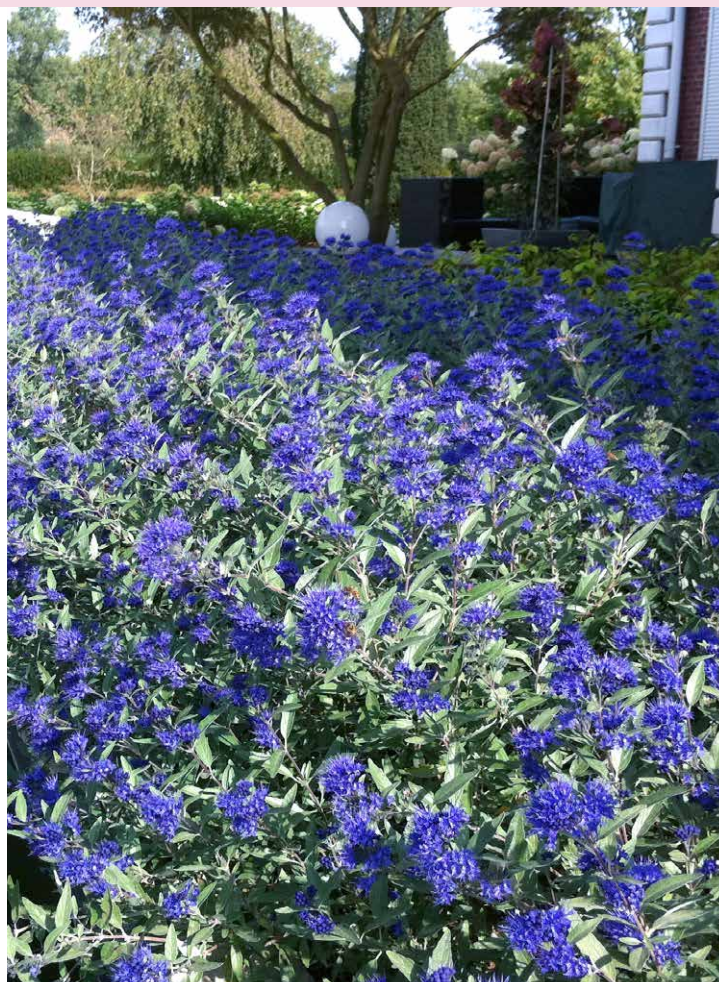
CARYOPTERIS clandonensis

BLAUER SPATZ®

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.

- 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

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

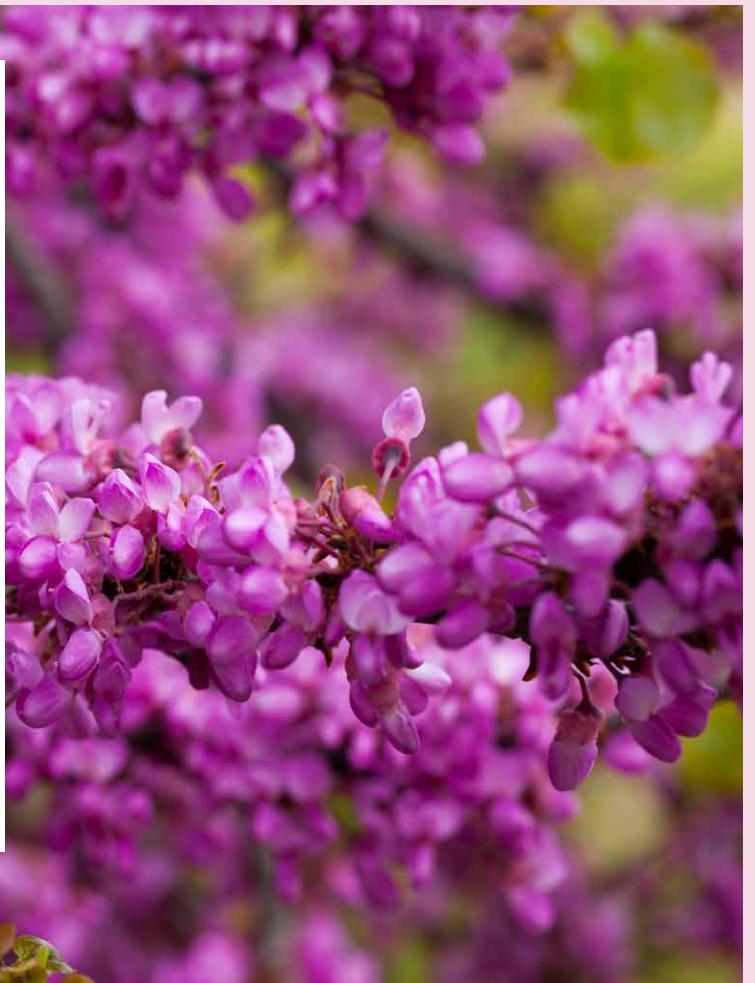


CERCIS chinensis

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



CHOYSIA ternata

WHITE DAZZLER

LONDAZ®

NEW

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 3 cm 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



DISTyliUM

BLUE CASCADE

PIIDIST-II[®]

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



EUCALYPTUS gunnii

SILVER DOLLAR[®]

Evergreen, fast-growing, slender, upright tree, medium-dense crown, over 2.0 m tall in our latitudes, otherwise 15.0–25.0 m tall; bark in grey shades, firmly attached at the bottom, dropping further up, new bark whitish yellow; foliage fragrant, silvery-bluish, grey-green, ovoid-round when young, ovoid-elliptical when old; from bright bluish-green buds, cream-colored to whitish flowers develop in umbels from September onwards, followed by reddish-brown capsule fruits; this interesting woody plant is characterized by its wide site tolerance with regard to climate and soil conditions; as a tub plant, it sets trendy accents on patios or balconies.

- mediterranean
- evergreen
- broad climate and site tolerance



Plant-Highlights of the year

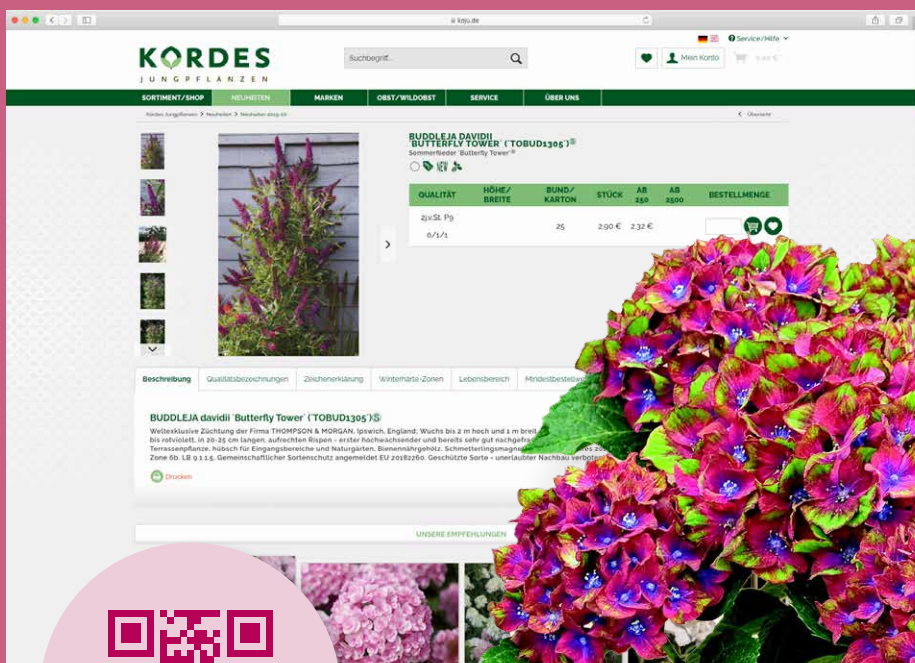
NEW VARIETIES AND TOP SELLERS

On our website 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



visit our
website





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



**TOP
SELLER**



Your next Boxwood
is an GREEN EMPIRE®



Garden & Food Trend

FRUIT-FULL SELLS

FICUS carica

FIROMA®

KOJUFCE

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

Highly branched selection, up to 3.0m 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[®], 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 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.

HIPPOPHAE rhamnoides

SIROLA®

- robust cultivar with columnar growing habit
- slightly thorny
- just very few root runners



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.

- a lot of vitamin C
- high yield
- strong growth



HYDRANGEA

CLOUDI®

ILVOCLOU®

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





Cherry

HYDRANGEA macrophylla

CHERRY EXPLOSION®

- large, bright cherry red(!) flowers, color stable
- in acid soils the flower colour 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.





DOLLY BUSTER
HORTENSIE

GARDEN STAR

HYDRANGEA macrophylla

DOLLY BUSTER®

BODALAN®

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

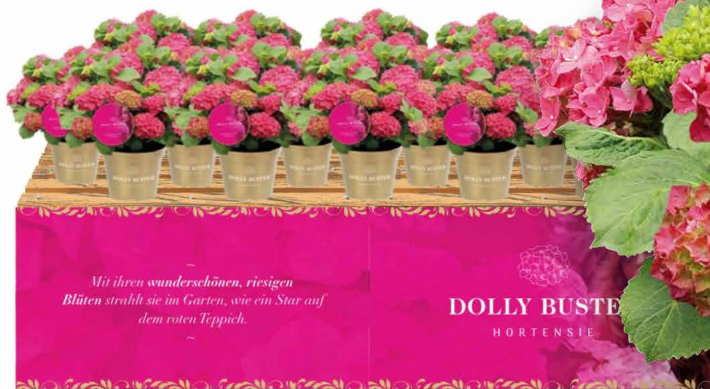
The 'Dolly Buster'®-Hydrangea looks everywhere like freshly styled. Suitable as a flowering shrub in the garden bed, as a flowering hedge and in a planter on the patio, balcony and in entryway areas. As a lush bouquet of flowers in the vase it decorates the house.



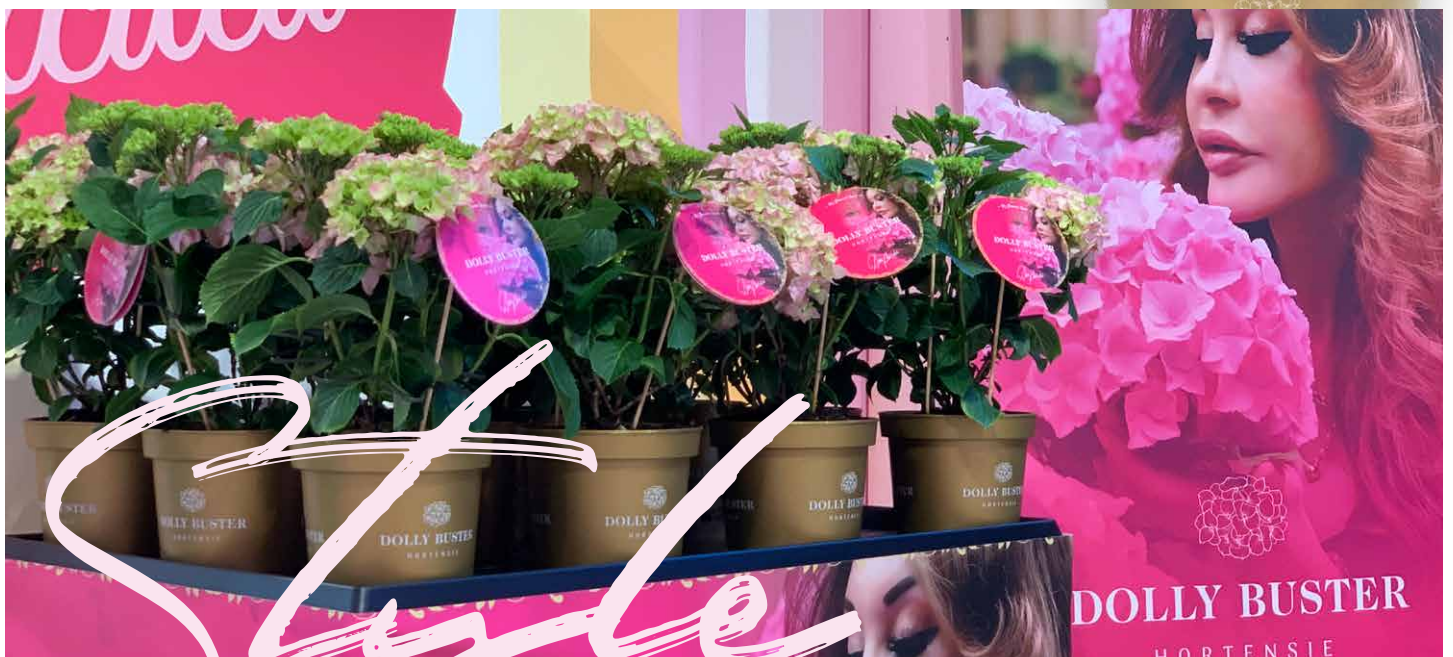
→ THE “DOLLY BUSTER-HYDRANGEA” AT THE POS

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 also decorate the house indoor as a stylishly **flower-decoration** on the table or as a lush flower bouquet in the **vase**.



POS-Material: Roll-Up, Pallet banners and labels





The “Dolly Buster®-Hydrangea”:
Wow in the web!

TO ME YOU ARE PERFECT!



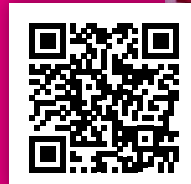
The “Dolly Buster®-Hydrangea” has an outstanding marketing concept and, due to the unusual name, arouses curiosity and attention. The association with the well-known personality provides talking points and media attention.

The pink of the blossoms and the pink and gold of the brand simply shows enjoyment of life, light-heartedness and also opulence as well as exclusivity. In addition, the Hydrangea is perceived as unique through its marketing, which increases demand and positively influences sales figures.

WOW means today: Brands and companies must show on all channels that they are making a real difference.

Website, film and Instagram account are showing emotional added value and uniformly communicate the brand message. The **extraordinary brand story** convinces retailers and consumers and promotes sales. Experiences determine the relationship between point-of-sale, consumer, and brand.

watch
the film here



visit
the website



up-to-date
on instagram



rie



nam

TO ME
YOU ARE
PERFECT

Web



HYDRANGEA macrophylla

INTENSE SEDUCTION®

YYY MAFOUR®

- dense, solid flowers
- stable shoots
- compact growth



HYDRANGEA macrophylla

LOVE

YOUME H1917®

- flowers double filled
- leaves in spring and autumn bordeaux colored
- 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

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 FRESCO

ROU 201306®

- big flowers on a small plant
- beautiful flower colouration



Bestseller for garden & terrace

MAGNET FOR BEES AND HUMMING- BIRDS

HYDRANGEA paniculata

MAGICAL® VESUVIO

KOLMAVES®

- white to deep-red flowers
- richly flowering, stable shoots
- compact growth
- the “small” ‘Pinky Winky’®

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®

Grows 1.25 to 1.5 m tall, with upright and stiff shoots. Inflorescence large, cone-shaped, white at first turning intensively dark pink to red, appearing from end July – October. A striking cultivar suitable as specimen plant or for mass planting, hedges and pots, very winter hardy and whose inflorescences are equally suitable as dried flowers.

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



HYDRANGEA paniculata

SKYFALL®

FRENNE®

- *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 colouration
- white to pink flowers



HYDRANGEA quercifolia

RUBY SLIPPERS

- compact with many shoots
- big flowers
- intense colouration



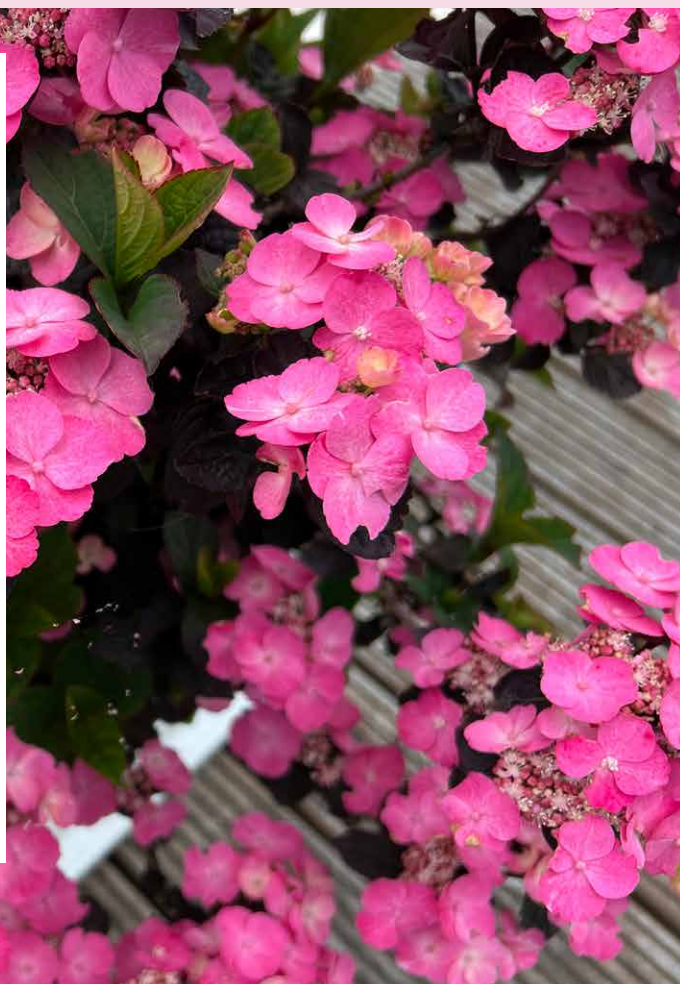
HYDRANGEA serrata

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
- eye-catcher



ILEX meserveae

LITTLE PIRATE®

MONNIEVES®

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



LONICERA kamschatica

MYBERRY SWEET

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



OSMANTHUS burkwoodii

Broadly bushy, densely branched shrub to about 2.0 m tall and wide; evergreen leaves 2–4 cm long, ovate-elliptic, glossy dark green; flowers milky white in 5–7 in axillary clusters, strongly sweet-scented, April to May – a handsome, pruning-tolerant ornamental shrub that perfumes a larger area spectacularly well, like an outdoor perfumery, for hedges, planters, balconies, patios, entryways, etc., prefers sheltered sites.

- strongly fragrant
- especially richly flowering
- versatile ornamental shrub

NEW





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

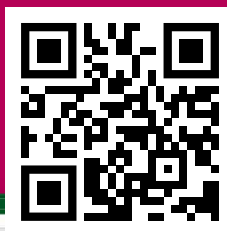


Being always up to date

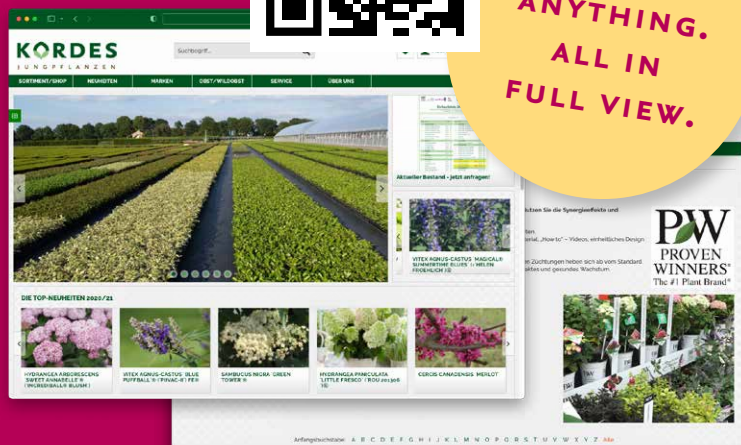
THE WHOLE ASSORTMENT ON KOJU.DE/EN

On our website 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.



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



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.

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

TOP VARIETY WITH GREAT MARKET POTENTIAL

PHYSOCARPUS opulifolius

MAGICAL® SWEET CHERRY TEA

ZLEBIC5®

- 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.





POTENTILLA fruticosa

BELLA[®]-SERIE

NEW

- compact growth
- flowers big, plenty, bright
- up to 50cm high

Potentilla fruticosa 'Bella Apple' ©



Potentilla fruticosa 'Bella Apple' ©



Potentilla fruticosa 'Bella Bianca' ©



Potentilla fruticosa 'Bella Sol' ©



Potentilla fruticosa 'Bellissima' ©



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



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

ROP007©

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



Eye-Catcher

LACED UP!

SAMBUCUS nigra

LACED UP

SNR1292®

NEW

- **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 color 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

BLOOMERANG® DARK PURPLE

SMSJBP7©

The flowering sensation from the United States; shrub, approximately 1.5m high and 2.0m wide; the dark purple, numerous, roundish, fragrant florescence 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

TINKERBELLE®

BAILBELLE

Growing up to 2.0 m tall and 1.25 m wide, flowers wine red as buds, but dark pink in bloom, showing a very beautiful contrast to the lime green foliage, and having an oriental fragrance. A remarkable newcomer from BAILEY Nurseries, St. Paul, MN, USA (resulted from a cross between *S. meyeri* 'Palibin' and *S. microphylla* 'Superba'); a very lovely, free-flowering and healthy looking dwarf lilac with great potential.

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

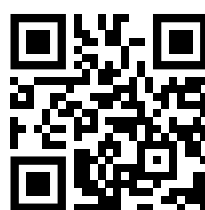


Being always up to date

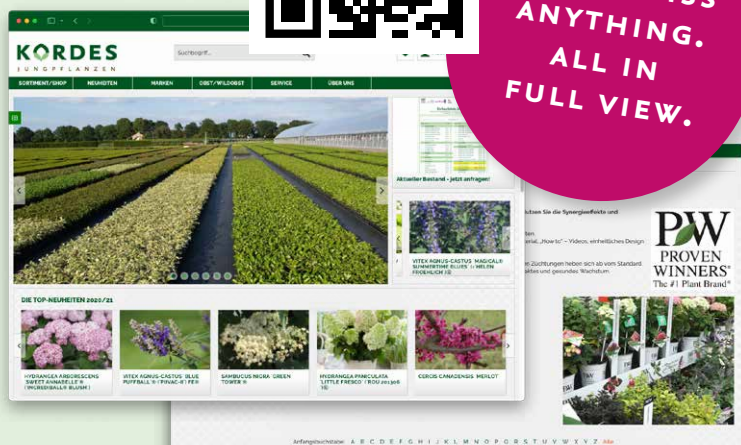
THE WHOLE ASSORTMENT ON KOJU.DE/EN

On our website 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.



VITEX agnus-castus

PINK PINNACLE

V07 SC OP 4®

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



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
- perfect for balcony & terrace



WEIGELA florida

ALL SUMMER® PEACH

SLINGPINK®

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

PICOBELLA ROSSO

TVP3®

- long and rich flowering
- compact dwarf form
- perfect for balcony & terrace

NEW



WEIGELA florida

PINK POPPET

PLANGEN®

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



Dwarf Weigelia

LIKE A CLOUD OF FLOWERS

WEIGELA florida

VINTAGE LOVE®

TVP₁®

- dwarf Weigela
- fireworks of flowers and colours
- 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 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, continuously from spring to autumn. For small hedges, areas, balcony, terrace, and all garden areas where colour diversity is desired.

NEW



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.

TO THE
WEBSITE





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



POTENTILLA fruticosa 'Happy Hearts® Pink Star®

**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

> **10** Mio.
PLANTS SOLD
in Europe

PW
PROVEN
WINNERS®

COLOR CHOICE®
FLOWERING SHRUBS



INVINCIBELLE®
Ruby

**TWO-TONE
BLOOMS**

Smooth Hydrangeas

PW
PROVEN
WINNERS®



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 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 consumer.

Our current PW bestsellers

HYDRANGEA arborescens

STRONG ANNABELLE® → 79

HYDRANGEA arborescens

PINK ANNABELLE® → 78

HYDRANGEA paniculata

LITTLE LIME® → 80

PHYSOCARPUS opulifolius

TINY WINE® → 82

HYDRANGEA arborescens

RUBY ANNABELLE® → 78

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.





A better garden starts with a better plant



Hydrangea arborescens Strong Annabelle® (H04001)

Bevor diese Pflanzen Ihren Garten erreichen, werden **PROVEN WINNERS®** - Gehölze jahrelang hinsichtlich Blütenfarbe, Blüenduft und Resistibilität sowie Blattschmuck und Pflegeleichtigkeit geprüft. Nur die besten bestehen diese Tests und beweisen, dass sie eine echte **PROVEN WINNERS®** - Pflanze sind.

Um die beste Qualität zu erhalten, fragen Sie Ihr lokales Gartencenter nach **PROVEN WINNERS®** oder halten Sie Ausschau nach dem unverkennbaren, weißen **PROVEN WINNERS®** - Topf.

www.provenwinners.eu



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 2023

PRINT ADVERTISING

	Circulation / Audience	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
BENELUX													
NL-BB: Turnhoutseweg	n.a. 100.000				PW GENERIC (DISPLAY)	PW GENERIC (DISPLAY)	PW GENERIC (DISPLAY)						
NL-BB: Turnhoutseweg	n.a. 60.000			PW GENERIC (DISPLAY)			HYDRANGEA ANNABELLE						
NL-LUX	n.a. 74.000					PW GENERIC (DISPLAY)							
NL-Landliden	n.a. 170.000				PW GENERIC (DISPLAY)	PW GENERIC (DISPLAY)	HYDRANGEA ANNABELLE						
DENMARK													
Haven	53.000 100.000				PW GENERIC (DISPLAY)	PW GENERIC (DISPLAY)	HYDRANGEA ANNABELLE			PW GENERIC (DISPLAY)			
FINLAND													
Tenaset	n.a. 100.000				PW GENERIC (DISPLAY)	HYDRANGEA ANNABELLE		PW GENERIC (DISPLAY)					
FRANCE													
Cami des jardins et de la maison	80.311 n.a.				PW GENERIC (DISPLAY)	PW GENERIC (DISPLAY)	HYDRANGEA ANNABELLE			PW GENERIC (DISPLAY)			
Sélection de plantes	n.a. 130.000												
						DEUTZIA YUKO							
									SPONSORING COMPETITION LE PLUS BEAU JARDIN 2023				
										PW GENERIC (DISPLAY)			
GERMANY													
Garten Flora	14.000 90.000				PW GENERIC (DISPLAY)	PW GENERIC (DISPLAY)	HYDRANGEA ANNABELLE	PW GENERIC (DISPLAY)					
Garten	46.200 n.a.					PW GENERIC (DISPLAY)	HYDRANGEA ANNABELLE						
Meister-schöner Garten	232.040 1.200.000					PW GENERIC (DISPLAY)	HYDRANGEA ANNABELLE						
Mein Paradies Garten	100.000 n.a.				PW GENERIC (DISPLAY)	PW GENERIC (DISPLAY)		HYDRANGEA ANNABELLE			PW GENERIC (DISPLAY)		
ITALY													
Gardenia	74.000 n.a.				PW GENERIC (DISPLAY)	PW GENERIC (DISPLAY)	HYDRANGEA ANNABELLE	PW GENERIC (DISPLAY)					
POLAND													
Gardeners World	8.000 n.a.				PW GENERIC (DISPLAY)	PW GENERIC (DISPLAY)	HYDRANGEA ANNABELLE	PW GENERIC (DISPLAY)					
SWEDEN													
Allt om trädgård	n.a. 204.000				PW GENERIC (DISPLAY)	PW GENERIC (DISPLAY)	HYDRANGEA ANNABELLE			PW GENERIC (DISPLAY)			
UK													
The Garden	480.000 n.a.				PW GENERIC (DISPLAY)	PW GENERIC (DISPLAY)	HYDRANGEA ANNABELLE	PW GENERIC (DISPLAY)					
The English Garden	53.300			PW GENERIC (DISPLAY)		PW GENERIC (DISPLAY)	HYDRANGEA ANNABELLE	PW GENERIC (DISPLAY)					



Marketing plan

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 POS with everything what is needed.

Contact us. We will develop your concept together with you.

POS



YOUTUBE CHANNEL

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

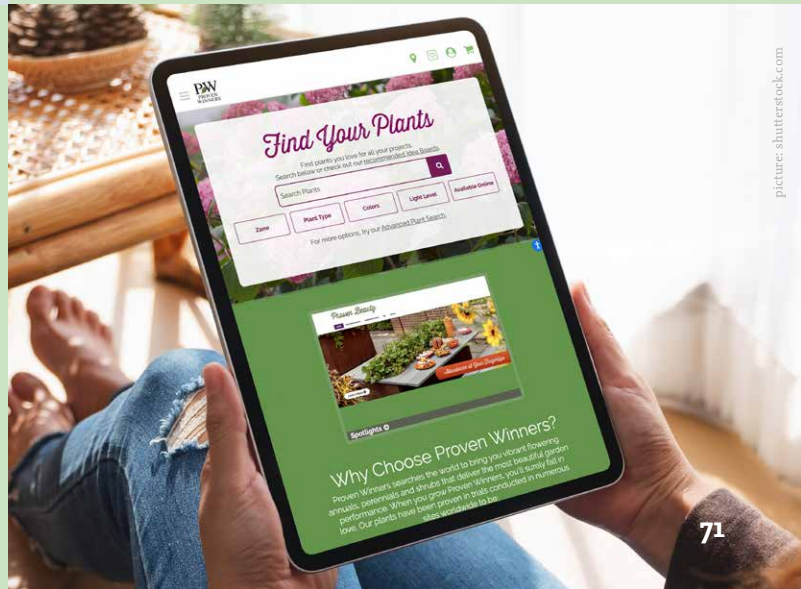


WEBSITE

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

www.provenwinners.com
www.provenwinners.eu

Web





BUDDLEJA

BLUE CHIP® JR®

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



BUDDLEJA

MISS PEARL®

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



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 colour*
- *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 colour 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 colour
- attracts bees and butterflies



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-coloured berries
- upright, space-saving growth





CEPHALANTHUS occidentalis

SUGAR SHACK®

SMCOSS®

- half-sized
- large fragrant flowers
- glossy foliage



CHAENOMELES speciosa

SCARLET STORM®

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



DEUTZIA

YUKI CHERRY BLOSSOM®

NCDX2®

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 colouring 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®

NCDX 1 ©

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



DIERVILLA rivularis

KODIAK® BLACK

SMNDRSF ©

- foliage particularly dark in spring and autumn
- very undemanding
- fast growing



HIBISCUS syriacus

SUGAR TIP®

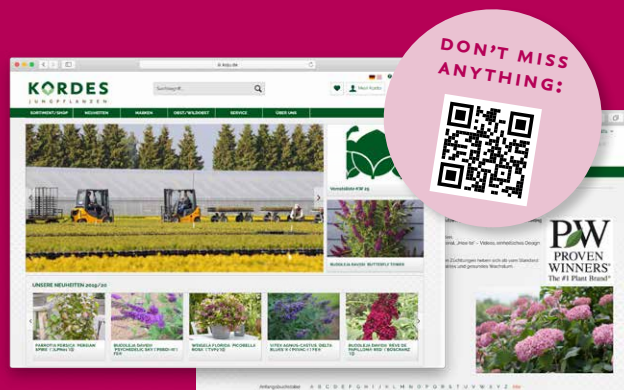
AMERICA IRENE SCOTT

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



Being always up to date

THE WHOLE
ASSORTMENT
ON KOJU.DE/EN





Small size – Big blooms

New *Hydrangea arborescens*
'BellaRagazza'®



The first “mini” snowball Hydrangeas are a real Hydrangea highlight.

The new varieties offer large, spherical flowers with compact growth of only 50 to 75 cm in height. Other features are high pruning tolerance and perfect suitability for small gardens, patio and balcony.

Your advantages

- new dwarf forms of the snowball Hydrangea
- small, compact growth
- big blooms for small gardens and planters
- topseller for POS



HYDRANGEA arborescens

BELLARAGAZZA®
BLANCHETTA®

- only 40–70 cm high and wide
- first pale pink flowers turn pure white

NEW

PW
PROVEN
WINNERS®



HYDRANGEA arborescens

BELLARAGAZZA[®] LIMETTA[®]

- only 90–120 cm high and wide
- fresh lime green flowers turn white-green

NEW

PW
PROVEN
WINNERS[®]



HYDRANGEA arborescens

BELLARAGAZZA[®] MAUVETTE[®]

- only 60–90 cm high and wide
- strong branches
- flowers pink-mauve

NEW

PW
PROVEN
WINNERS[®]

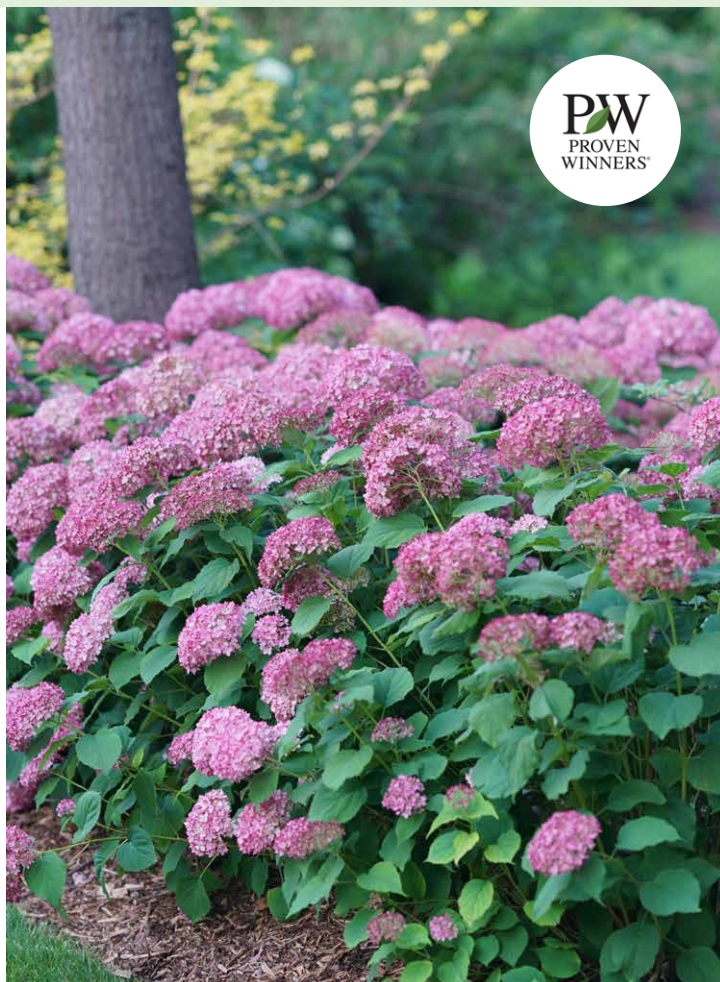
HYDRANGEA arborescens

PINK ANNABELLE®

INVINCIBELLE® SPIRIT ILY 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



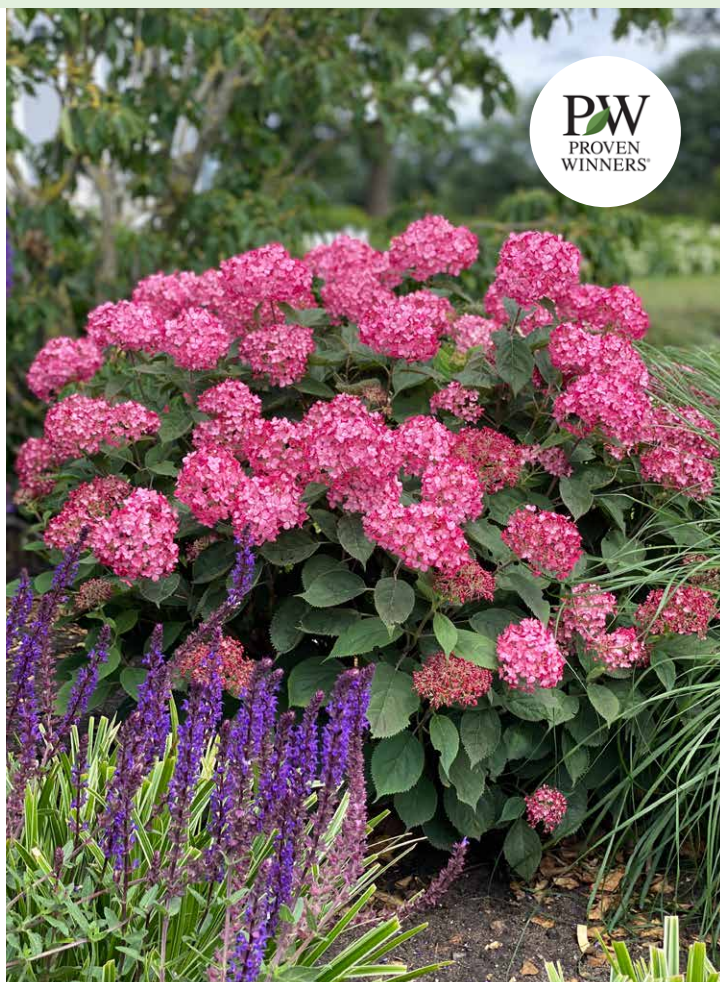
HYDRANGEA arborescens

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





An american success story



BIG AND RICH FLOWERING HYDRANGEA

HYDRANGEA *arborescens*

STRONG ANNABELLE

INCREDIBALL® ABETWO®

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©

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



HYDRANGEA paniculata

FIRE LIGHT

SMHPFL©

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



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 colour 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®

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



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*



POTENTILLA fruticosa

HAPPY HEARTS® PINK STAR

SMNPSS®

- *bushy, compact, semi-circular*
- *flowers like small stars, cherry-pink with white centre*
- *rich and long-flowering highlight*

NEW



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*



SAMBUCUS racemosa

LEMONY LACE

SMNSRD4®

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



SPIRAEA japonica

DOUBLE PLAY® BLUE KAZOO

SMSMBK®

- *bluish leaves*
- *white flowers*
- *red autumn colouring*



SPIRAEA japonica

DOUBLE PLAY® RED

SMNSJMFR®

- colour 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



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 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 AND LANDSCAPE

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



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

Our service:
C5 INCLUSIVE





First Editions®

attract

RELAUNCH OF THE BRAND



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

The presented concept will be 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 Europe. 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 characterized 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 generate high rotation rates.



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



CEPHALANTHUS occidentalis

FIBER OPTICS®

BAILOPTICS®

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

NEW



DIERVILLA sessilifolia

COOL SPLASH®

LPDC PODARAS®

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



DISTYLIIUM

VINTAGE JADE®

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

NEW





IDEAL
FOR SUMMER-
SALE



Hibiscus syriacus 'Bali'®



Hibiscus syriacus 'Fiji'®



Hibiscus syriacus 'Hawaii'®



Hibiscus syriacus 'Tahiti'®

HIBISCUS syriacus

BALI, FIJI 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, attractive for butterflies, suitable for narrow hedges and small gardens.

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





HYDRANGEA paniculata

LITTLE HOTTIE®

BAILPANONE®

NEW

FIRST EDITIONS

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 fall – 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*



HYDRANGEA quercifolia

JETSTREAM

PIIHQ-I

FIRST EDITIONS

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 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*

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

LUCKY DEVIL®

ZLE MICHAEL©

- *colour-stable, yellow foliage*
- *drought tolerant, robust, bee-friendly*
- *attractive garden, landscape and pot plant*

NEW

FIRST
EDITIONS

PHYSOCARPUS opulifolius

SPICY DEVIL®

ZLE MICHAEL©

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

NEW

FIRST
EDITIONS



PHYSOCARPUS opulifolius

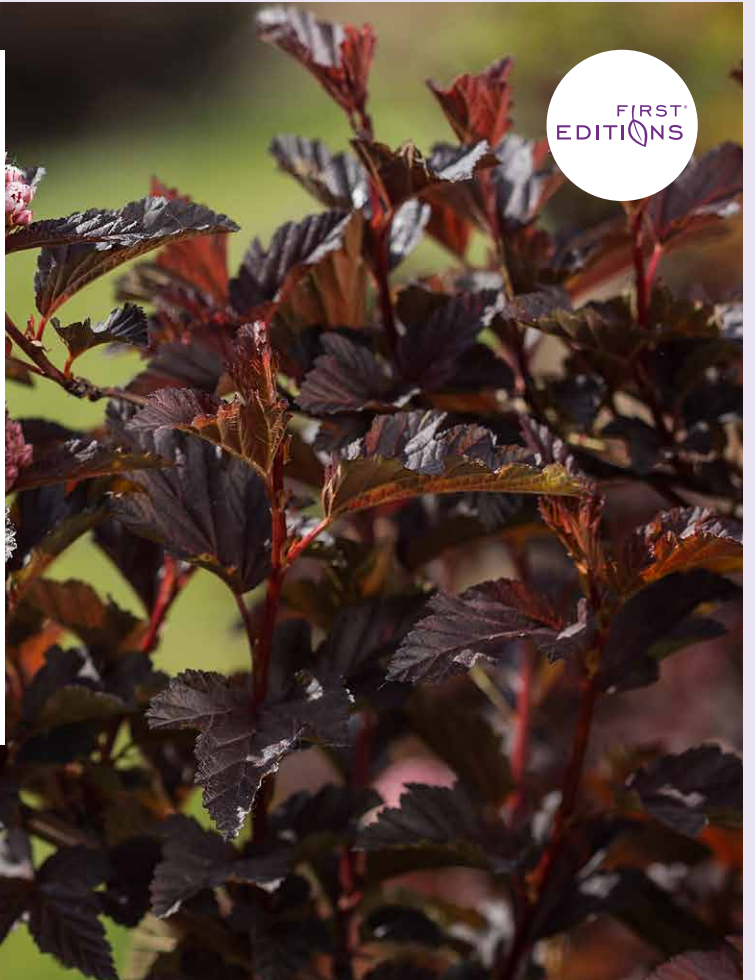
FIRESIDE

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, colour-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*
- *winter hardy and undemanding*

FIRST
EDITIONS



POTENTILLA (=DASIPHORA) fruticosa

CRÈME BRÛLÉE

BAILBRULE

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

FIRST
EDITIONS



POTENTILLA (=DASIPHORA) fruticosa

MANDARIN TANGO®

JEFMAN®

- *very dense, compact growth*
- *filled 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.

- *very dense, compact growth*
- *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*



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, shorten then 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, 0.6–0.9 m tall and wide; leaves coloring reminiscent of fresh matcha tea, reddish to orange-peach-coloured in shoots; flowers white, June–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®

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

FIRST
EDITIONS

VITEX

BLUE PUFFBALL®

PIIVAC-II

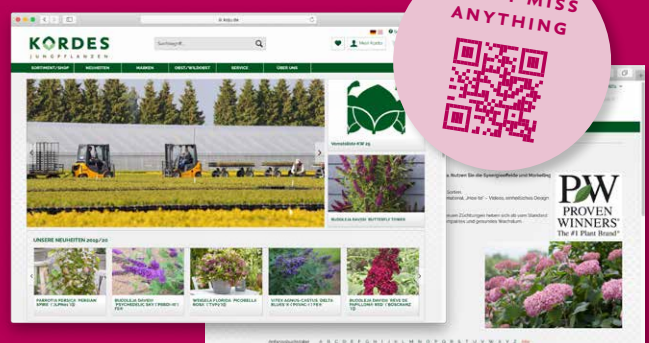
Breeding of PLANT INTRODUCTIONS INC., Watkinsville, GA, USA; Growth half spherical, 0.8 – 1.2 m high and wide; leaves thicker than the type, medium green, without leaf stains; blossoms dark blue, fragrant, in panicles on the new wood, June – September – the first dwarf Vitex with compact growth suitable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

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

FIRST
EDITIONS

Being always up to date

THE WHOLE ASSORTMENT ON KOJU.DE/EN

DON'T MISS
ANYTHINGPW
PROVEN
WINNERS®
The #1 Plant Brand®

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



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 2023 to 30th June 2024.

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:	3,20 €
--------	---------------

Free of charge, if value of order is 1000,- €.



PLASTIC-CRATES

(60x40x25 cm = Euro-measure)

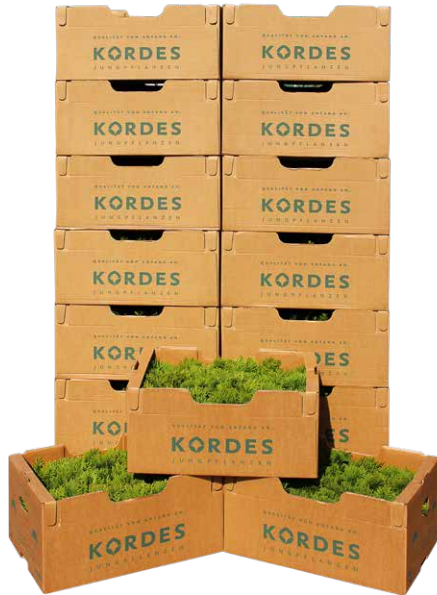
Capacity P9x9x9,5:

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

Price:	4,50 €
--------	---------------

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	80,00 €
1 Pallet	125,00 €
2 Pallets	210,00 €
3 Pallets	265,00 €
4 Pallets	325,00 €
5 Pallets	365,00 €

(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

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

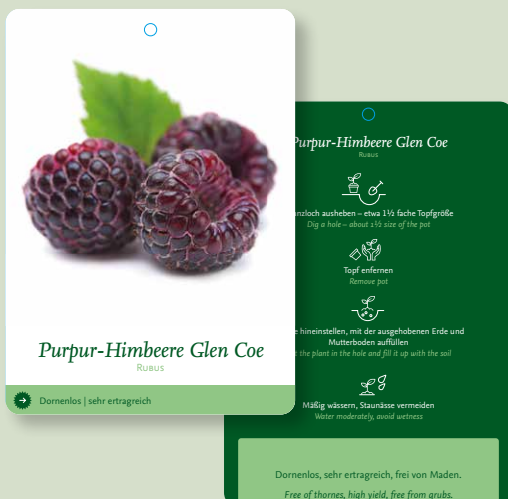


Labels for protected varieties

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



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.





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