

# K O R D E S

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

SEASON  
2021/22

Quality right from the start

Grow with us –  
Wachsen Sie  
mit uns

Brand & marketing

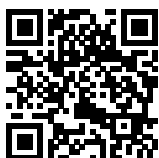
Proven Winners  
#The No. 1  
Plant Brand

“Your next buxus”

Green Empire  
as marketing  
concept

Top Novelties,  
Brands and  
HighLights

from p. 22



ONLINE-  
SHOP

PHYSOCARPUS OPULIFOLIUS 'MAGICAL® SWEET CHERRY TEA'





# NOT JUST NEW – “BETTER”



“

Worldwide we find  
new varieties for you  
which are really ‘better’.





## Dear Customer,

have you noticed that there is a connection between “green” and “happiness”? This connection goes far beyond four-leaf clover leaves. Good living, sustainably protecting the environment and improving the climate is no longer mutually excluded. Plants are giving here an important contribution. Planting more trees and shrubs is active climate protection. Worldwide people have come to know nature anew and have come to appreciate its value, so that gardening has now made the change from trend to lifestyle.

People are consuming differently, living healthier and greening their environment, which beside also increases the demand for plants. Contrary to popular beliefs, meaningful activities such as planting plants make you happier than prosperity. Horticulture has always known this. But now it is important to transport the happiness of greenery to the end customer. The topic of “garden” must no longer be complicated. Consumers need to be told how much fun it is and how easy it is – with the right shrubs and brands such as Proven Winners®, First Editions® or Greatberry®.

The new brands are offering orientation in a true “jungle” of plants for the consumer and also shrubs that works, which ensure success despite climate change and a lack of a “green thumb”. Picking up producers, retailers and end customers with new varieties that simply work – that’s what we do every day anew. Globally we are looking for new shrubs which are not only “new”,

but simply “better”. Better through fast, simple and resource-saving production – better through suitable POS concepts – better through fast and easy sales – and better for the end consumer, who only has to water and enjoy the plants.

Plants are almost always an impulse purchase. The new varieties showing their best side at the POS, so they are picked up very soon. Nevertheless, B2C and B2B customers inform themselves online before they are buying. Therefore the relevant content, such as video, text and image, is available, so that the brand and the plants are immediately recognized at the POS.

We believe that everyone has the chance to “make his own green happiness”, whether as an entrepreneur or as a private individual. We are happy to give you the right ideas and inspiration in the new magazine. With new varieties that are characterized by their quality and salability, but also creating a meaning, added value and happiness. This is the real message.

Enjoy reading the magazine –  
we wish you a successful season!

G. Kordes

C. Kordes





## TOPIC OF THE SEASON

# Proven Winners® —

The #1 plant brand  
trials plants more  
rigorously than nature

→ 62

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We are happy to help you.

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*PHYSOCARPUS opulifolius 'Magical® Sweet Cherry Tea'®*

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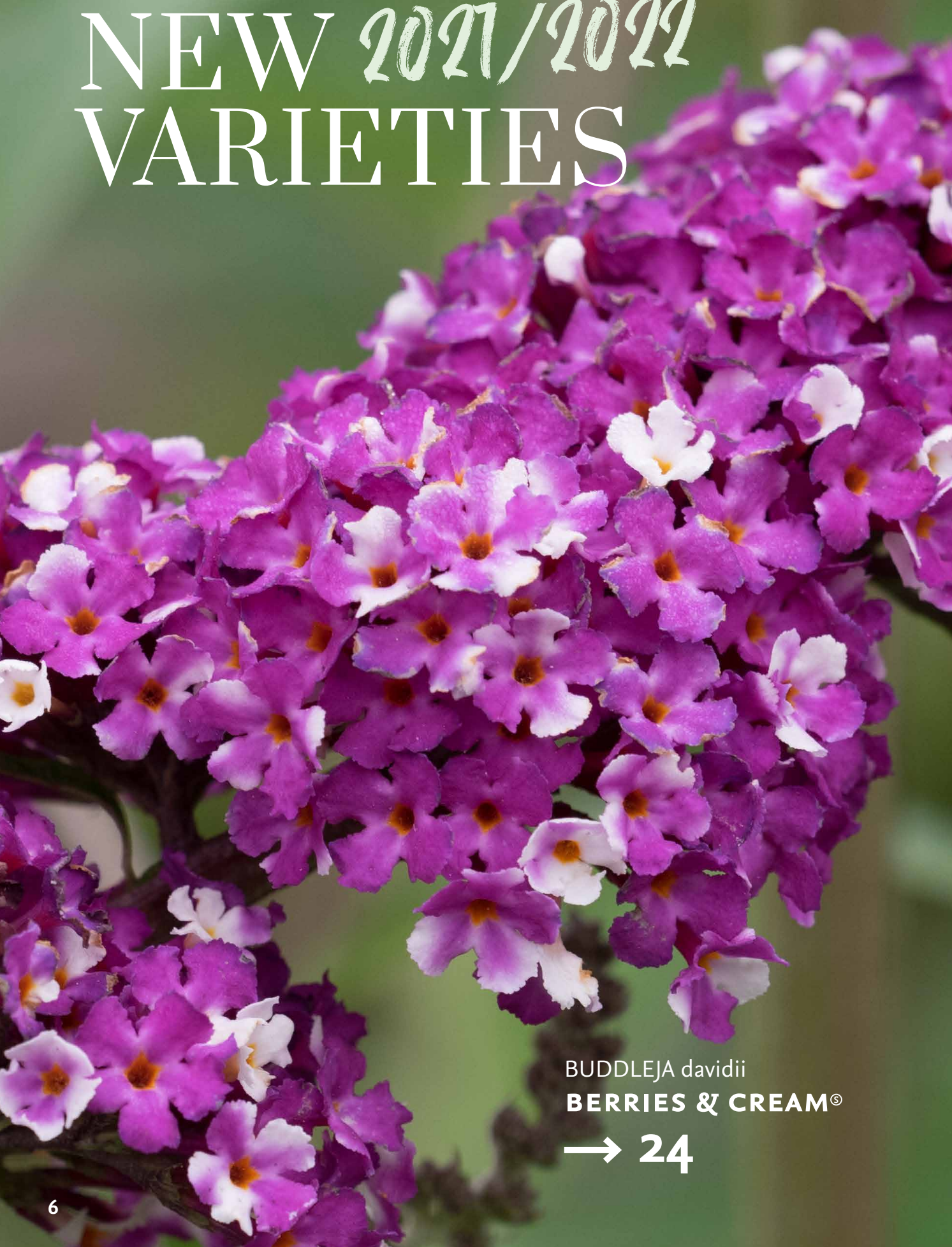
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At a glance

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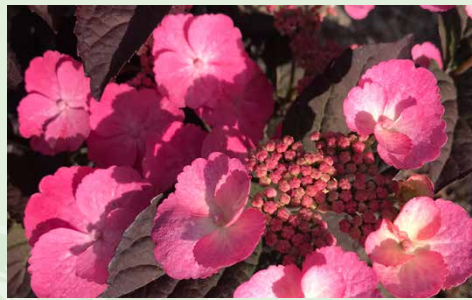
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VITEX agnus-castus  
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# THE KORDES PRINCIPLE

“

With strong plants for a quick and successful cultivation to a ready-for-sale plant, we are providing you the basis for your success.







Starting off with the best quality

# GROW WITH US

*consistent*



# 60 YEARS OF EXPERIENCE

→ **Leading nurseries in Germany and abroad rely on Kordes Jungpflanzen. For over 60 years, we have supplied “a quality start” and “first-class plants”, i.e. a contemporary assortment with many novelties and the very best customer service.**

Know-how and experience have made Kordes Jungpflanzen the go-to address for custom-curated varieties that are a perfect fit for our clients, and for the marketplace – thus ensuring substantial competitive advantages when purchasing liners. Therefore, we have been focusing more and more on only introducing new varieties that bring true added value to the table, promising long-term success in the market.

As a family-run enterprise in the third generation, growth is an inherent part of our company's identity. Every new season brings challenges, but also builds our pride in offering only the very best varieties in the very best quality, top-notch customer service and innovative brands. Our mission is to provide woody-plant nurseries, trading companies, garden centres and landscapers with the maximum value with our plants, thus guaranteeing that everyone is successful – and at the same time helping to create beautiful, diverse, and sustainable living areas.





# *ideal Commercialization*



**MAXIMUM  
CONVENIENCE  
THROUGH  
PERSONAL  
ADVICE**



## **PARTNERSHIP MEANS MORE THAN JUST PLANTS**

Cooperation in the spirit of partnership – offering solutions that help the players in the green industry stay ahead of the pack – means far more than merely supplying plants and plant-related services. Crucial for entrepreneurial success are products and resources that match your needs and goals. Focusing on which novelties and varieties are best suited for today's market means providing guidance and advice with one single goal that brings the most benefits for everyone: simply selling more plants.





*Hibiscus syriacus 'Starburst Chiffon'®*

**QUICK  
AND EASY  
CULTIVATION**

## NEW VARIETIES THAT YOUR CUSTOMERS WILL LOVE

For our clients, innovation means selecting the very best novelties from our own product development and collaborating with leading breeders from around the world. These novelties, with their superior characteristics, offer substantial added value: quick and easy cultivation in the nursery, guaranteed marketability through professional marketing tools at POS – and varieties that perform for the consumer.



*Buddleja 'Butterfly Tower'®*

# Cooperation



# POS





## TOP-BRANDS SELL MORE PLANTS

High-value branded products are created by combining superior, innovative genetics with attractive containers and labels, and with marketing campaigns that offer the consumer true solutions. These can be found with brands such as Proven Winners®, First Editions®, Greatberry® and Green Empire®. Such brands build the consumer's trust and generate top-notch retail prices. The “point of sale” can benefit from a vast marketing toolbox – with perfectly customised marketing campaigns.

**Utilise the services that Kordes Jungpflanzen offers – benefit from our custom-tailored marketing tools to secure competitive advantages, both for your company and for your clients.**

Kordes Jungpflanzen's assortment is constantly setting new benchmarks with our premium brands and unique plant varieties – offering competitive advantages for your business, and for the entire industry. That is the true meaning of our slogan “Grow with us!”.

*high*







quality



Marketing

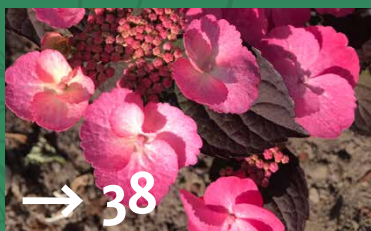




DEUTZIA 'Raspberry Sundae'®



EUONYMUS 'Green Empire'®



HYDRANGEA 'Daredevil'®



PHYSOCARPUS 'Magical® Sweet Cherry Tea'



VITEX 'Magical® Summertime Blues'

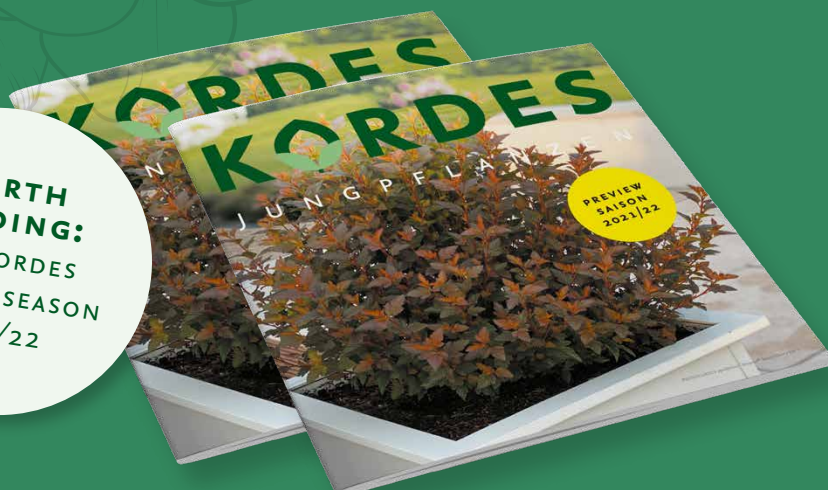
# The top five – preview for season 2021/2022



With Deutzia 'Raspberry Sundae'®, Hydrangea 'Daredevil' EUPBR, Euonymus 'Green Empire'®, Physocarpus 'Magical® Sweet Cherry Tea' EUPBR und Vitex 'Magical® Summertime Blues' EUPBR, Kordes Jungpflanzen is providing a sneak preview of the very best woody-ornamental novelties for the 2021/2022 season.

With this preview, it will be easy to decide which novelties will fit perfectly into your assortment. Woody-ornamental growers are convinced that the demand for garden plants will remain very strong. This past season it was clear that novelties and trendy woody plants sold out very quickly. It is of growing importance to follow garden trends and communicate these with clever marketing campaigns at the point of sale. Combining innovative products with great marketing ideas is the key to a novelty's success. Connecting with your target audience allows you to differentiate yourself from your competitors – for example with strong brands such as "Proven Winners® – The # 1 Plant Brand" or "First Editions®". Novelties and exciting assortments are ideal for showcasing at POS, resulting in brisk sales. Strong, recognizable plant brands instill trust on the consumer level, increase the general price levels and add value throughout the entire value and distribution chain – all the way to the home gardener.

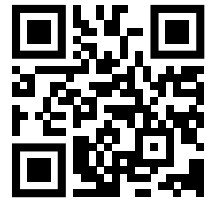
**WORTH  
READING:**  
THE KORDES  
PREVIEW SEASON  
2021/22







Being always up to date



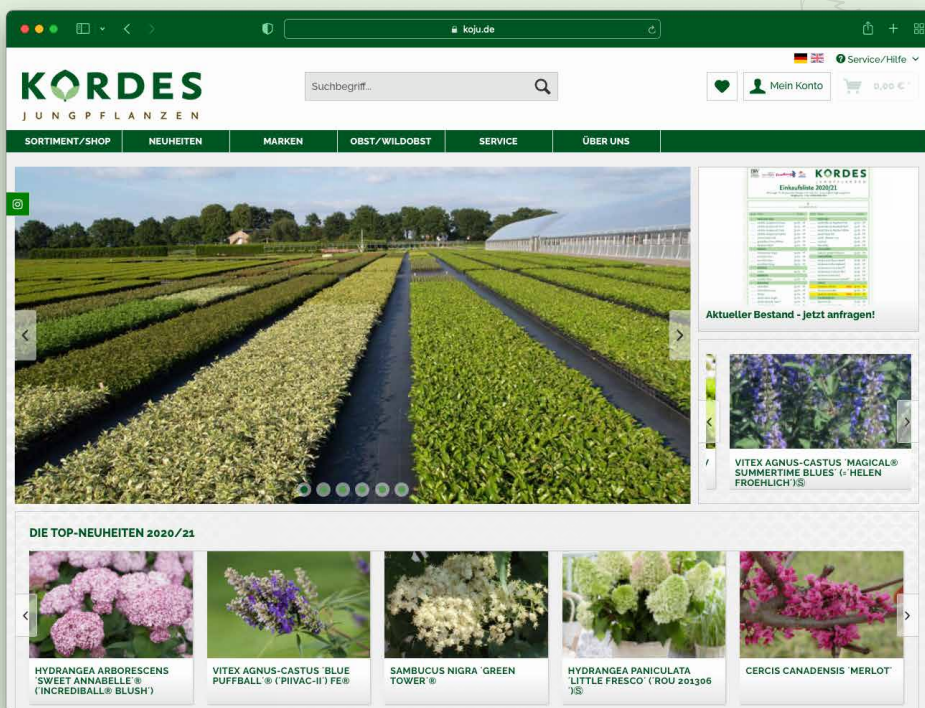
# THE WHOLE ASSORTMENT ON KOJU.DE/EN

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)



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

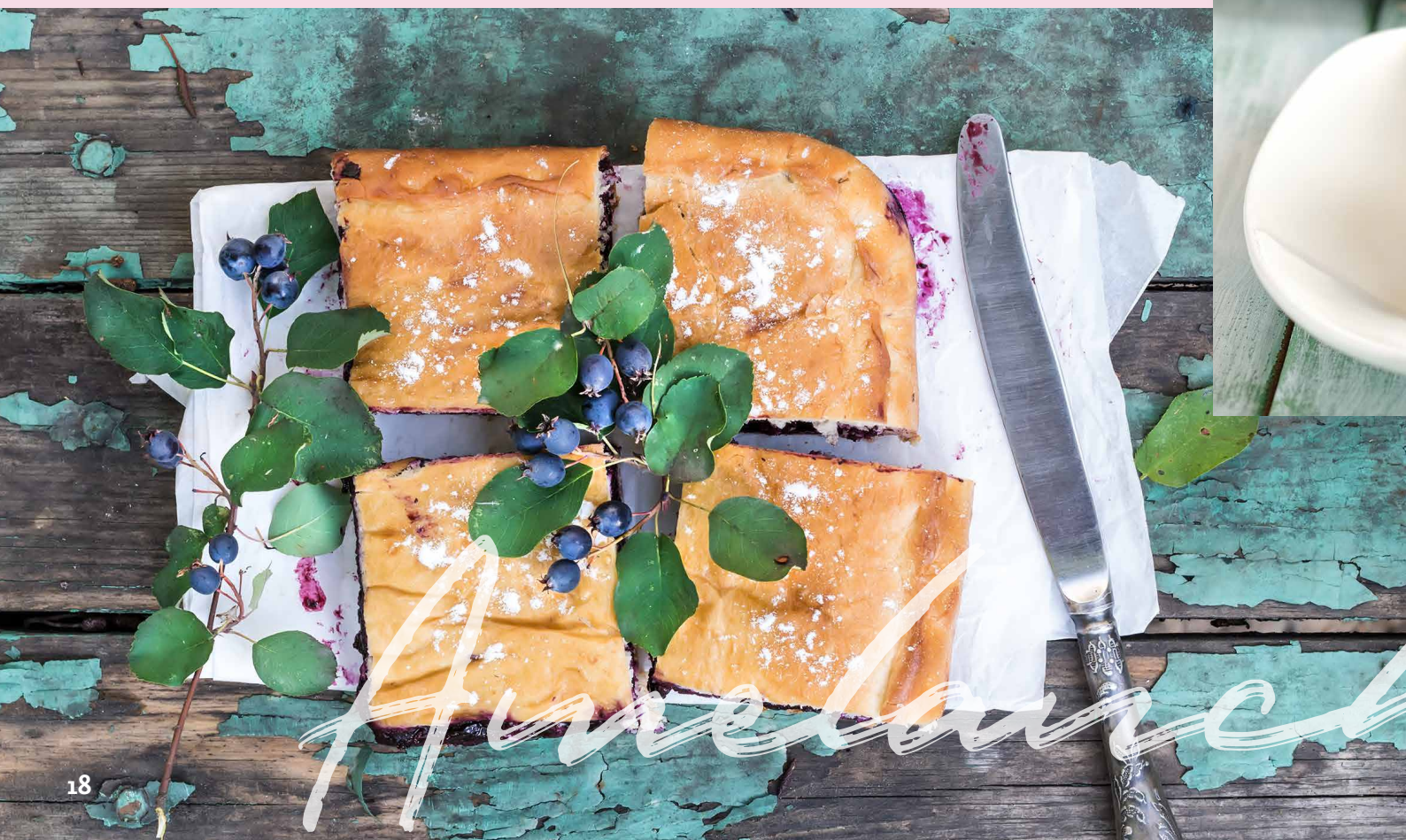




# HAVE A GREAT BERRY!

## 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**







# 'GREATBERRY'® IS THE NEW "SUPERFOOD"



Also known as Saskatoon Berry or June Berry, this wild-fruit has been cultivated in plantations in its native region Canada since decades in a large scale. *Amelanchier alnifolia* reliably delivers high yields with easy harvesting of the fruits. Among Canadians, this woody plant enjoys great popularity because of attractive flowering, fruiting and fall color. The berries have a high concentration of antioxidants, flavonoids and vitamin C. In Canada, the fruits are enjoyed as a you-pick snack and also processed into jams, juice, cakes or ice cream.

- *ideal for emotional staging*
- *works online, on social media and at POS*
- *perfect for online tutorials and "how to" videos*
- *serves current topics such as self-catering, bee-friendliness, food, flower hedge, windbreak, close to nature, small animals*
- *attracts new target groups with a wide range of topics*







### 'GreatBerry'® is absolutely "Instagrammable"

"Healthy food" has become a lifestyle. Many millennials call themselves "foodies". They wait in line for the perfect smoothie, coffee or salad. And with hashtags like *#food* and *#forkyeah*, they are sharing it with the whole world on Instagram. "Instagrammable food" is a big trend and 'GreatBerry'® is great for posting pictures on social media. The juicy berries, delicious cakes, healthy smoothies and sweet marmalades are perfect to serve this trend. It's worth creating a setting that expertly showcases the Greatberrys. Because all users who are photographing and posting 'GreatBerry'® at the POS, in their garden or in their kitchen, provide lots of free promotion! Another consequence is that it becomes easier to set trends yourself, because Instagram creates its own food trends themes, like *#berrycake* or *#berrysmoothie*.



## MMMMH.... GREATBERRY® JAM!

### Ingredients

- 4 cups of "Greatberrys"
- 3 1/4 cups of sugar
- 1/4 cup of water
- 1/2 lemon (juice and peel)

### Preparation

Bring berries, sugar and water to boil over medium heat, while stirring constantly. Add lemon juice and peel and boil for another 15 minutes. Quickly pour the jam into prepared jars and immediately close with the cap, let the jam cool down and enjoy it.







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*





AMELANCHIER

## RAINBOW PILLAR®

GLENNFORM

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



BUDDLEJA alternifolia

## UNIQUE

PMOORE12®

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



BUDDLEJA davidii

## BUTTERFLY TOWER

TOBUD1305®

- first Buddleja-tower
- butterfly-magnet
- healthy



BUDDLEJA davidii

## GULLIVER®

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







BUDDLEJA davidii

## RÊVE DE PAPILLON® LAVENDER

BOSTULU®

- true blue colored
- compact
- healthy



BUDDLEJA davidii

## RÊVE DE PAPILLON® RED

BOSCRANZ®

- cranberry colored flowers
- fragrant
- healthy



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 borne 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.

- two-tone flowers
- bee- and butterfly-magnet
- very winter hardy

**NEW**

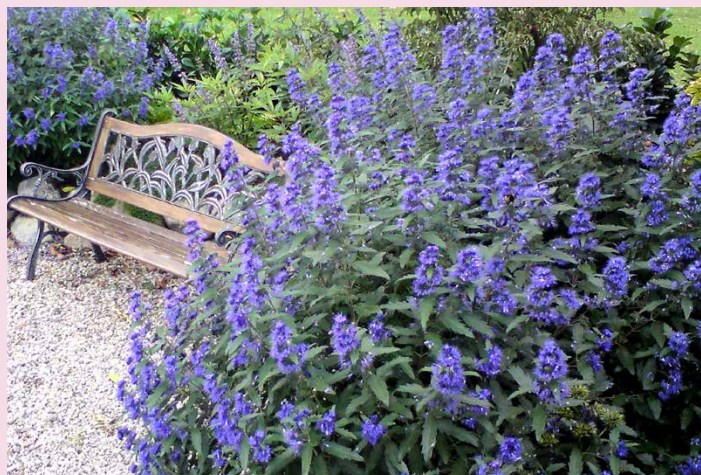


CARYOPTERIS clandonensis

## BLUE BALLOON®

KOJUCCBB

- dense, balloon-like growth
- richly flowering
- for planters



CERCIS canadensis

## MERLOT

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



CERCIS chinensis

## AVONDALE

A small-growing cultivar of the Chinese Redbud, originating from New Zealand, hardly growing over 2.0 m 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*



COTINUS coggygia

**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*

**NEW**





DISTYLIIUM

# BLUE CASCADE

PIIDIST-II®

Well-branched plant habit, broadly upright, about 0.9m tall and 1.2m 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
- heat and drought resistant

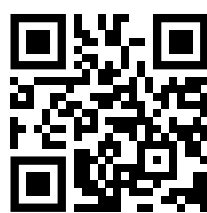


Being always up to date

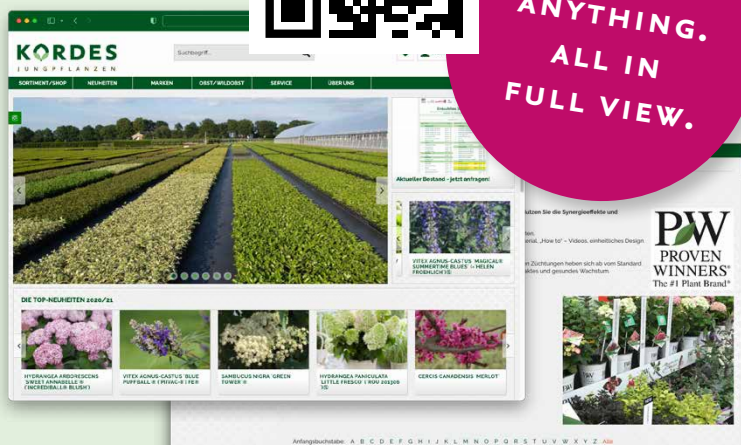
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ANYTHING.  
ALL IN  
FULL VIEW.







# PERFECT BUXWOOD SUBSTITUTE



VIEW  
P. 90

*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 – particularly frost hardy and robust selection, ideal for low hedges, cemetery, rock gardens, planters, borderias, ornamental gardens and very good as a cuttable alternative to buxus borders.



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' ©*





NEW

*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 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

**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



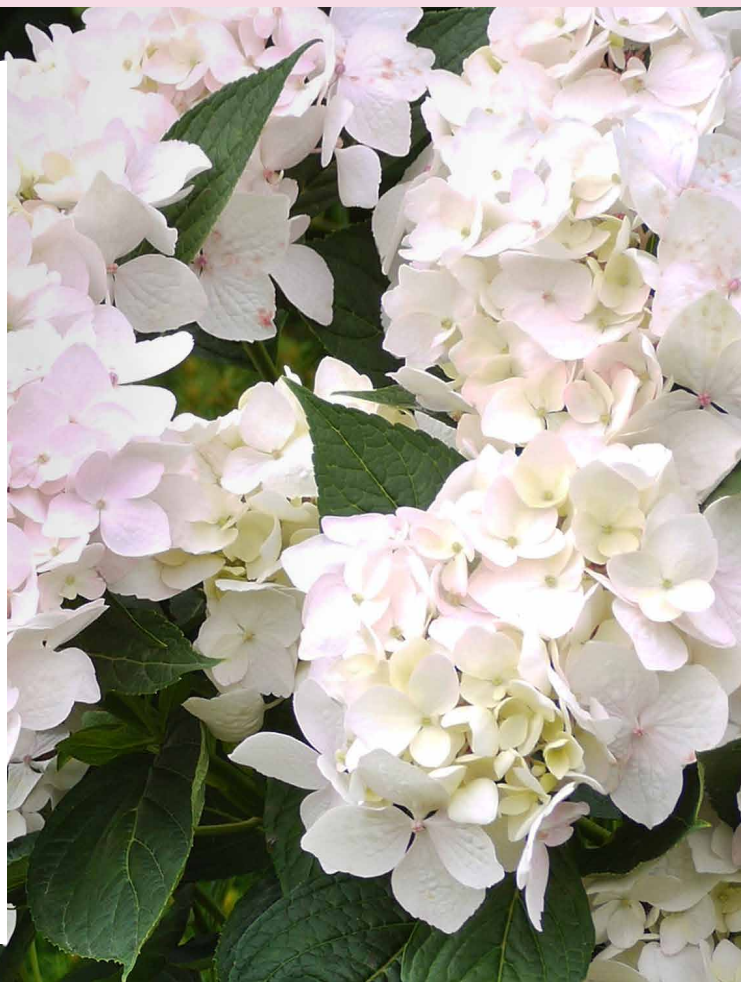
HYDRANGEA

**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







HYDRANGEA macrophylla

## EARLY SEDUCTION®

Compact form of the very successful chinese 'Seduction' breeding programme. Plant habit compact, with large, intense pink flower heads on strong, firm stems – a true highlight, early-flowering and with great potential, also for floristic purposes.

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

**NEW**

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*

**NEW**





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

**MAGICAL®  
MONT BLANC**

KOLMAMON®

- *slow and small growing*
- *snow-white flower panicles*
- *richly flowering*





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*



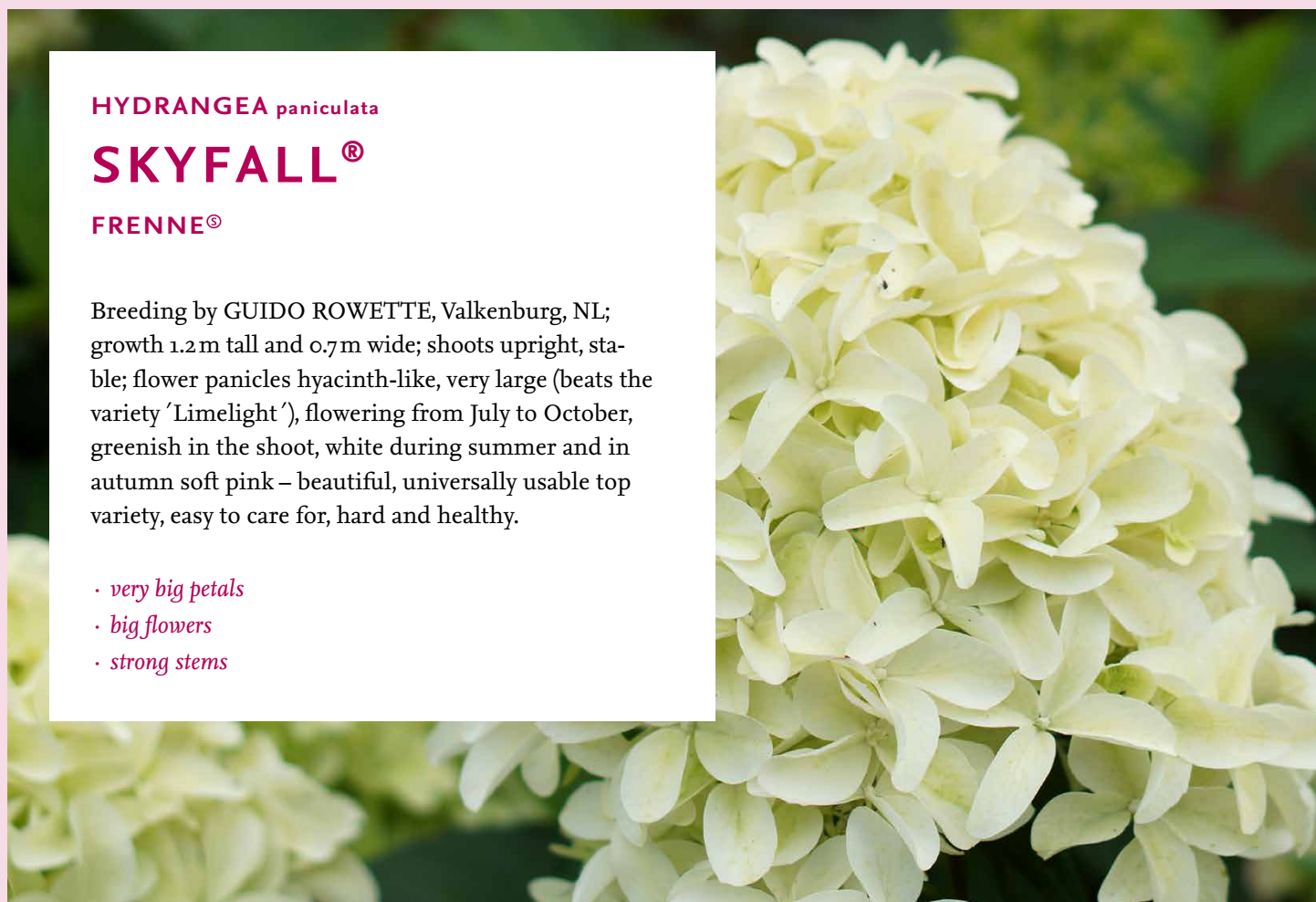
HYDRANGEA paniculata

## 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

## RUBY SLIPPERS

A crossing of 'Pee Wee' X 'Snow Queen' originated in the U.S. National Arboretum; compact growth, up to 1.2 m high and 1.8 m wide; nice, 8–10 cm long leaves, feathery lobed, with 2–3 egg-shaped to triangular pointed lobes on each side, dark green, wrinkled, white-tomentose underneath, in autumn with a striking brown-red; flowers in up to 20 cm large panicles are first white, then pink and later dark pink – stable small flowering shrub for single setting, groups and small hedges.

- compact and 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

NEW







HYDRANGEA serrata

**WHITE ON WHITE**HSOPRO14<sup>®</sup>

Bred by Plant Select n.v. Compact habit, only 70 cm in height and width. Flowers pure white and fully double, with yellowish centres, in umbrella-like umbels. Sterile flowers on the previous season's stems turn pink to reddish in autumn, flowering season from June to September. A striking small shrub with a long flowering season, highly desirable for the garden, in containers for balconies and terraces, or in bulk bedding; very pollinator-friendly!

- *compact growth*
- *filled flowers*
- *rich and long flowering*

**NEW**

ILEX meserveae

**LITTLE PIRATE<sup>®</sup>**MONNIEVES<sup>®</sup>

Dwarf, a sport of 'Little Rascal'™, selected by NIEVES GARCÍA, McMinnville, Oregon, United States; upright compact, up to 1.2 m high and 0.9 m wide; leaves darkgreen, glossy, in autumn and winter burgundyred – a very robust, healthy dwarf, will not produce berries and because of its unusual attractive foliage and structure of leaves for all season evergreen accents, especially suitable for planters, little gardens, groups and borders.

- *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



LYCIUM barbarum

## NO.1 LIFE BERRY®

KOJULBN

- No.1 Goji-Plant
- garden and enjoyment
- lifestyle plant



PEROVSKIA atriplicifolia

## LACEY BLUE

LISSLITT®

Growing up to 50 cm high, particularly compact; flowers light to dark violet-blue in densely florescences in July/August; beautiful and most compact variety, selected by P. CATT, Liss Forest Nurseries, Great Britain, from seedlings of 'Blue Spire'.

- very compact
- deep blue flowers
- magnet for insects







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



Being always up to date

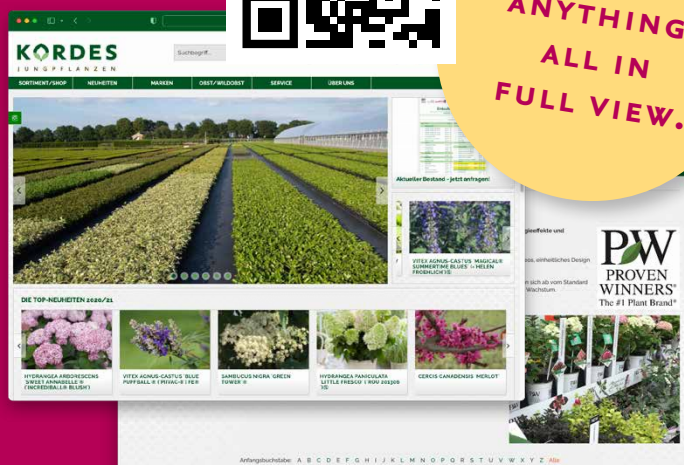
# THE WHOLE ASSORTMENT ON KOJU.DE/EN

On our website [www.kordu.de/en](http://www.kordu.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.





'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 hardiness, 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**

## **GENOLIA®**

**MARIBLON®**

A cultivar from F. BLONDEL, Pépinières GENOLIER, Switzerland, with multiple branching, narrow and upright growth pattern, growing to about 3.5 m tall and about 80 cm wide. A winter hardy newcomer suitable for hedges that saves pruning works due to its slim and dense growth.

- *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.







RUBUS

**GLEN COE**

- thorn free
- attractive fruit color
- high yield



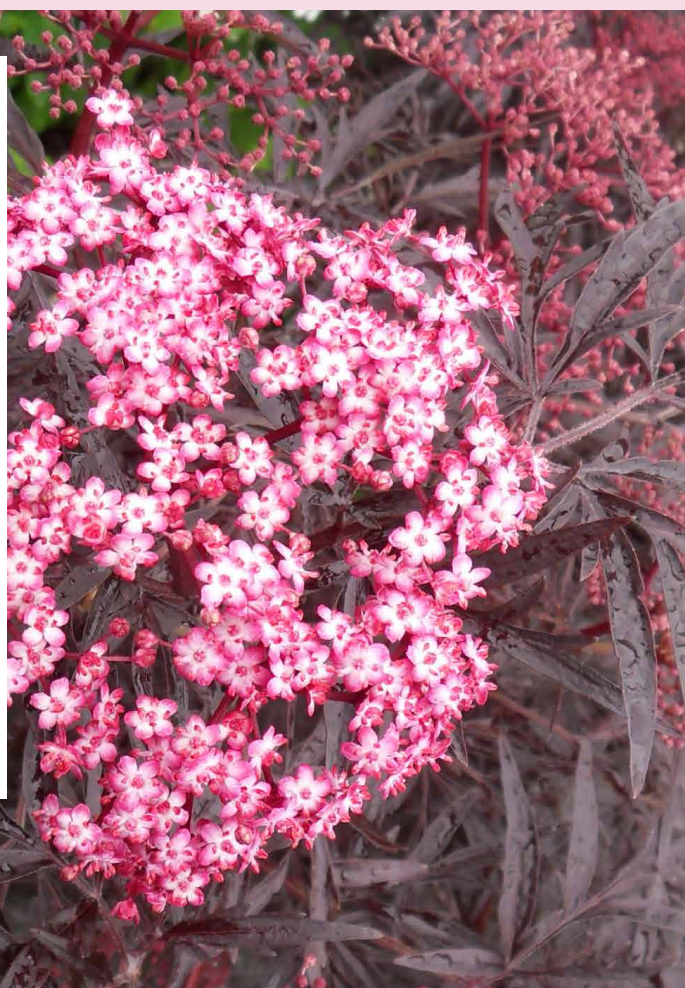
SAMBUCUS nigra

**CHERRY LACE**

HYFJOLAIS®

Growth only 1.0–1.5 m tall and wide; foliage deeply slit, reminiscent of *A. japonicum*, greenish red in shoots, then dark-cherry-red, slightly shiny; bright cherry pink inflorescences, May–June, in pretty contrast to the leaves – especially because of the compact growth an enrichment in the assortment of red-leaved *Sambucus*.

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



SAMBUCUS nigra

**HASCHBERG**

- healthy
- high yielding







SPIRAEA betulifolia

## PINK SPARKLER®

COURISPI1®

Pink-flowered variety bred by JACQUES COUTURIEUX in Moyennoutier, France. Compact-rounded plant habit, 0.5–0.7 m in height and 0.6–0.8 m in width. Foliage bright chartreuse, new growth bronzed, autumn colours range from cream, pink to reddish brown. Pink flowers in compact umbels are produced from May to June, the individual florets have dark pink centres and yellow stamens that contrast beautifully with the bright foliage – a fully hardy, robust, care-free selection that tolerates trimming well – stunning as a specimen, as a low hedge, in containers and particularly well-suited as a large-scale ground cover, tolerant of all soil types.

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


 NEW


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

## MAGICAL<sup>®</sup> SUMMERTIME BLUES

HELEN FROEHLICH<sup>®</sup>

- big and floriferous late summer flowers
- drought tolerant
- improved winter hardiness
- for garden, landscape, mobile green

NEW

VITEX agnus-castus

## FLIP SIDE<sup>®</sup>

BAILTEXONE<sup>®</sup>

- deep dark purple, fragrant flowers
- floriferous bee magnet
- drought tolerant, improved winter hardiness
- top for mobile green
- release 2022

NEW

VITEX agnus-castus

## GALACTIC PINK<sup>®</sup>

BAILTEXTWO<sup>®</sup>

- “galactic” pink, fragrant flowers
- big and floriferous bee magnet
- smaller than ‘Delta Blues’<sup>®</sup>
- drought tolerant, improved winter hardiness
- for garden, landscape, mobile green

NEW

FIRST  
EDITIONS

FIRST  
EDITIONS





Exciting new Vitex

# CHASTE TREE LIKES IT “X-TRA DRY”



VITEX agnus-castus  
'Blue Puffball'

For the past few years scientists, breeders and nurseries have been busy searching for new, promising woody ornamentals that can provide gardening solutions in the face of mounting climate change. Therefore, Vitex is of far greater importance now than in past years – pollinator-friendly and very drought tolerant. These new, compact selections are suitable for a wide range of garden and urban applications.

## Compact varieties for small gardens

Focusing on a plant's “added value”, these Vitex selections are particularly attractive. They tolerate adverse weather conditions exceptionally well and bring attributes such as compact plant habit, more profuse flowering, intense flower colours, and/or showy foliage.

## Your benefits

- the new vitexes are more compact, top in container, quick and easy for cultivation
- new varieties with a wide range of colors
- drought tolerant
- bee-friendly / butterfly magnet



VITEX agnus-castus 'Blue Diddle'®



VITEX agnus-castus 'Delta Blues'®



VITEX agnus-castus 'Pink Pinnacle'®





SYRINGA meyeri

**LILLIFEE®**

KOJUBELLA©

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



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, 0.9–1.2 m high and 1.2–1.5 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*

**NEW**



WEIGELA florida

## ALL SUMMER® MONET

VERWEIG 8®

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

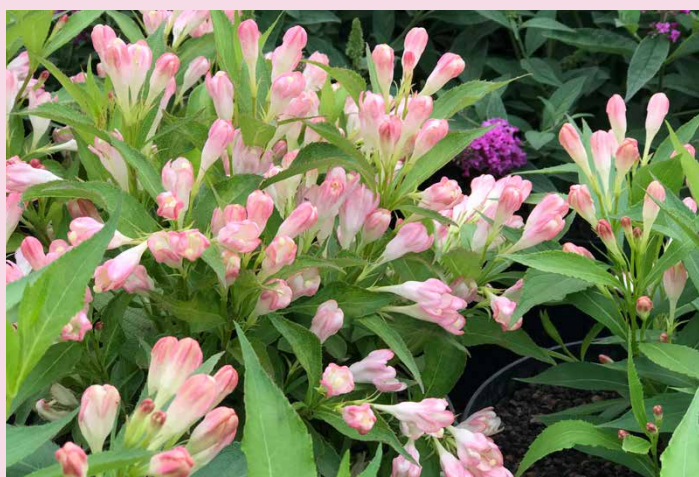


WEIGELA florida

## ALL SUMMER® PEACH

SLINGPINK®

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



WEIGELA florida

## ALL SUMMER RED®

SLINCO®

- 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®

Breeding of BERT VERHOEF, The Netherlands;  
Grows very compact, 40 cm to 60 cm high and wide; leaves fine, light green; Flowers trumpet-shaped, bright pink with bright dust vessels, very rich and flowering from May to October – a universal, hard and easy-care small shrub, and a flower spectacle for countless garden areas and planter arrangements.

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



WEIGELA florida

## PINK POPPET

PLANGEN®

Dwarf form, bred at the RESEARCH INSTITUTE OF ORNAMENTAL GARDENING, Pruhonice, Czechoslovakia. Growth compact-round, 40–60 cm high and wide. Elliptic oval and toothed leaves, dark green, stable in color. Flowers funnel-shaped up to 6 cm long, pale pink in April/May, reblooming in August/September – an abundant flowering, frost tolerant small shrub for small flower beds, hedges and pots.

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







Plant-Highlights of the year

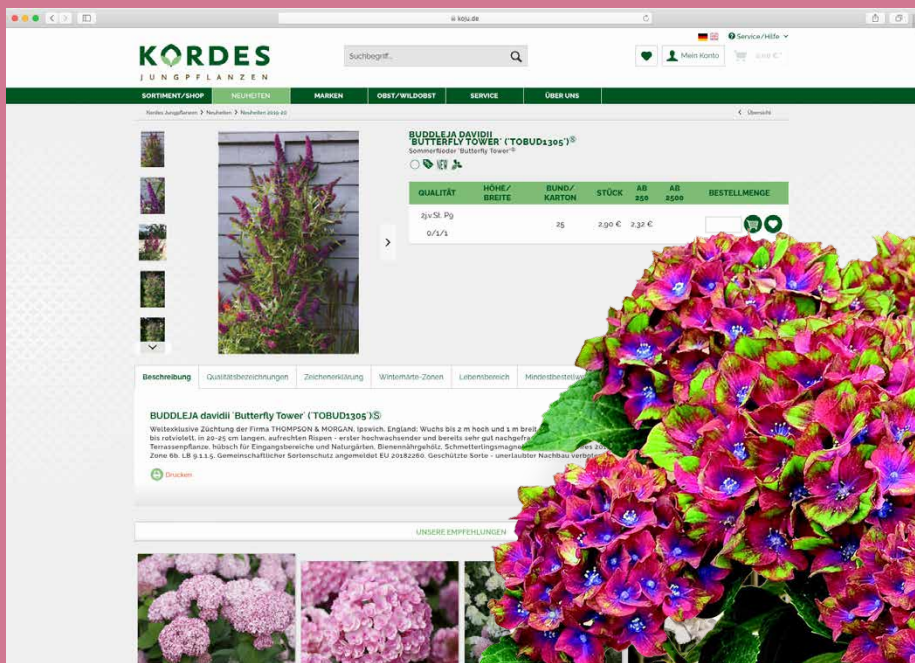
# NEW VARIETIES AND TOP SELLERS

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

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

DON'T MISS  
ANYTHING.  
ALL IN  
FULL VIEW.







# 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.

> 5,5 Mio.  
**SOLD PLANTS**  
in Europe

## TRUE WINNERS

40 x international  
awards with  
10 gold medals

**PW**  
PROVEN  
WINNERS®

COLOR CHOICE®  
FLOWERING SHRUBS







*SPIRAEA jap. 'Double Play® Artist' / 'Double Play® Gold'*



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



*CEPHALANTHUS occ. 'Sugar Shack'®*

## → 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.



*HYDRANGEA paniculata 'Fire Light'®*



## OUR PROVEN WINNERS BESTSELLERS

*DEUTZIA 'Yuki Cherry Blossom'®*

→ 70

*HYDRANGEA arborescens 'Pink Annabelle'®*

→ 71

*HYDRANGEA arborescens 'Strong Annabelle'®*

→ 72

*HYDRANGEA paniculata 'Fire Light'®*

→ 73

*PHYSOCARPUS opulifolius 'Tiny Wine'®*

→ 76





NOW  
IN MANY  
LEADING  
GARDEN  
CENTERS

Proven  
Quality







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



## 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)







multi

## MARKETING UND POS-SUPPORT

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







again **>20%**

## SALES INCREASES OF PW-FINISHED PLANTS

in Europe 2020/2021

**PW**  
PROVEN  
WINNERS®  
The #1 Plant Brand®

A better garden starts  
with a better plant

- protected  
quality plants
- broad  
assortment
- continuous  
innovation
- recognizable  
packaging
- marketing  
support







*unique*  
*Novelties*



Test & Trial – Only the best novelties

# PROVEN WINNERS® – THE #NO. 1 PLANT BRAND TRIALS PLANTS MORE RIGOROUSLY THAN NATURE



**The brand Proven Winners® stands for unique novelties that offer growers, retailers and consumers significant benefits.**

Only the very best varieties are placed under the Proven Winners® brand and only after five to ten years of stringent trials. Crucial for the selection of PW® varieties is their superiority to comparative varieties already on the market. Only about 15% of the plants that are trialed extensively under tough conditions are considered to be Proven Winners® – hence, only the very best varieties are added to the Proven Winners® assortment.



“

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

*Tim Wood*





# WORKING WITH THE BEST BREEDERS

## PHASE ONE

Proven Winners® works with the very best breeders world-wide; potential new Proven Winners® selections are first selected and trialed at secure facilities in the USA, in Europe and Japan. These experienced breeders have an eye for superior, unique genetics. Selections are trialed for at least four years by the breeders themselves to ascertain whether the variety is truly superior and whether the breeding goals have been achieved. Only then do further trials at the international Proven Winners® trial sites commence; only the selections with true potential are then further trialed for up to six more years there.

## A NEW VISION FOR FLOWERING SHRUBS

- *performance*
- *interesting foliage*
- *seasons of color*
- *new or unique use*
- *dwarf or compact growth*
- *low maintenance*
- *long blooming or reblooming*
- *retail appeal*
- *eco-friendly*
- *disease resistance*



# CONTAINER TRIALS

## PHASE TWO

The criteria for container trials at Proven Winners® are ease of propagation, quick finishing and problem-free cultivation – plus of course attractive presentation of the finished product in containers at POS. In the initial trials, 30 plants of the candidate variety are propagated and

are trialed against other competitive varieties from the very onset. The best commercial varieties on the market are used as comparative benchmarks for the successful presentation of potential novelties at POS.







## OUTDOOR IN- GROUND TRIALS

### PHASE THREE

In the end, the market potential of a new variety is defined by its presentation and vigour at its final location – whether it is in home gardens or in public gardens and parks. In-ground trials are conducted parallel to the container trials. Five plants of each candidate variety are trialed in open fields, exposed to wind and weather, and three plants are planted in the Proven Winners® trial garden to simulate an environment similar to a home garden or a public park.



*In all three phases, candidate varieties are continuously evaluated in order to select only the very best – a task that requires extensive experience, broad plant knowledge and stamina. Following this selection process, a potential introduction date is set for the three best varieties, and further mother stocks of these selections are bulked. In some cases the selections are further whittled down to only one actual introduction in the end. During this process, professional photography is prepared, plant breeders rights and/or patent applications are filed and an attractive name is chosen.*







“

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



Success





*ful*

## GROWER FEEDBACK

### PHASE FOUR

Does this new selection have market potential? Is this novelty easy and quick to propagate and finish? Does this new variety have bench appeal at POS? Does this candidate work well in garden and in landscape? And is this new selection an improvement in comparison to established varieties already available in the industry? If all of the above questions can be affirmatively answered with “YES!”, then feedback from growers is sought after. Every year, the top 100 growers in North America and Europe are involved in the selection process. They provide their evaluation in regard to cultivation, market potential of the candidate variety, and whether this selection meets the expectations and needs of the end consumer. Growers need plants that can be successfully propagated, grown and finished with minimal input, and within an acceptable crop time. The candidate varieties also need to be suitable for longer shipping periods and have a quick turnaround at POS. If these criteria are not met, the novelty will most likely not be successful in the marketplace.

## A NEW VARIETY HITS THE MARKETPLACE

### PHASE FIVE

Finally: a new variety is introduced to the market! Decisions are made internally as to whether a novelty is included in the magazine of Kordes Jungpflanzen. Even after the magazine is printed and shipped, the destiny and career of a new introduction is still uncertain – it must be a success for everyone in the value chain, be it the breeder, the grower, the retailer, all the way to the home gardener. If the variety fails to perform for any of the above players, it will not be successful in the marketplace. Only the very best plants are deemed Proven Winners® – and in the end the market decides. The role of a novelty is not only to be new, but also to be better than the rest. That is why Proven Winners® is so successful.





## 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*

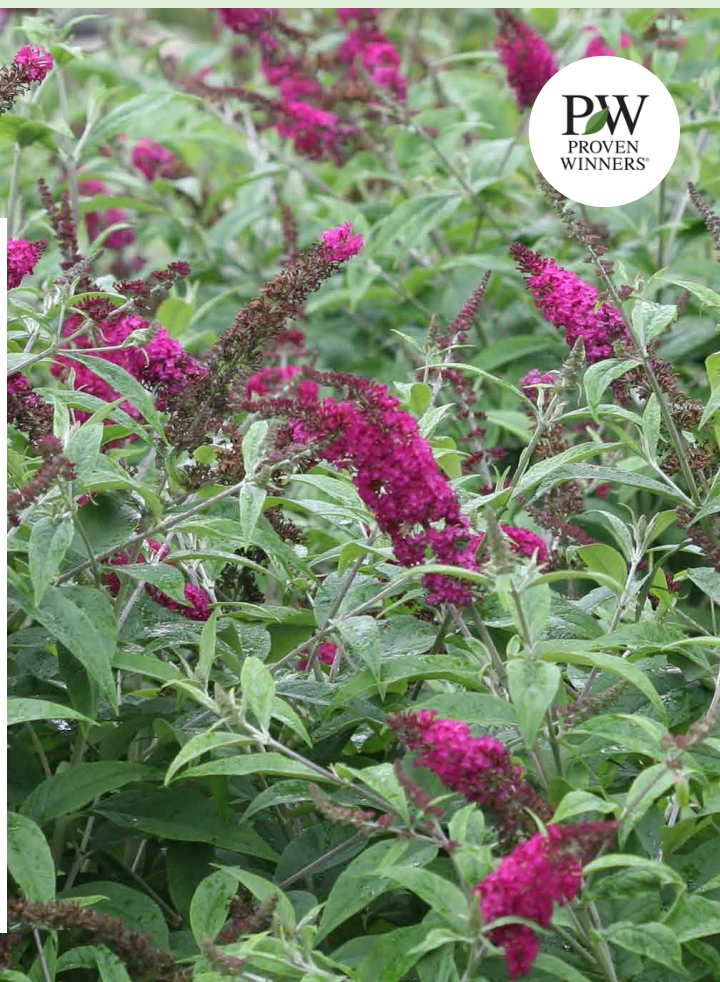


## BUDDLEJA

**MISS RUBY®**

Minature Buddleja, selected by Dr. DENNIS WERNER und LAYNE SNELLING, North Carolina State University; growth upright compact, about 1.0–1.5 m high; flowers sterile (!), dark magenta, fragrant, numerous, July–October; attracts bees, for use in perennial beds, wildlife gardens and mixed borders as well as in containers.

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







BUDDLEJA

## MISS VIOLET<sup>®</sup>

- a “lower machine”
- intense flower color
- compact, semi-high growth
- non-invasive, sterile



CARYOPTERIS incana

## SUNNY BLUE<sup>®</sup>

SMNCVH<sup>®</sup>

A significant improvement over the well-known variety ‘Sunshine Blue’, bred by TIMOTHY D. WOOD, Spring Meadow Nursery, Grand Haven, MI/ USA. Very compact, rounded habit, approximately 0.9m in height and width. The aromatic foliage is bright yellow, forming a pleasant contrast to the violet-purple, up to 7 cm large flower heads that are produced from August to October – a brilliant magnet for pollinators – tough, adaptable and drought tolerant, suitable as a specimen plant, planted in bulk, for containers, small hedges, balconies or terraces.

- bright yellow leaves
- improved winter hardiness
- pollinator friendly

NEW



CEPHALANTHUS occidentalis

## SUGAR SHACK<sup>®</sup>

SMCOSS<sup>®</sup>

- half-sized
- large fragrant flowers
- glossy foliage







CHAENOMELES speciosa

## SCARLET STORM<sup>®</sup>

Double flowering novelty of the breeding program of 'Double Take' series by DR. THOMAS RAMNEY, North Carolina State University, United States. Compact, broad-round, 1.2–1.5 m high and wide growing ornamental shrub. Leaves oval, shiny, dark green. Flowers double, up to 5 cm in diameter, scarlet red with 17–25 flower petals, abundant flowers on the one-year old wood in April – unpretentious, hard shrub with no fruits and high ornamental value for dry locations, excellent for cut flower production, suitable for mass plantings, single deployment, hedges, pots.

- *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 cm 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*







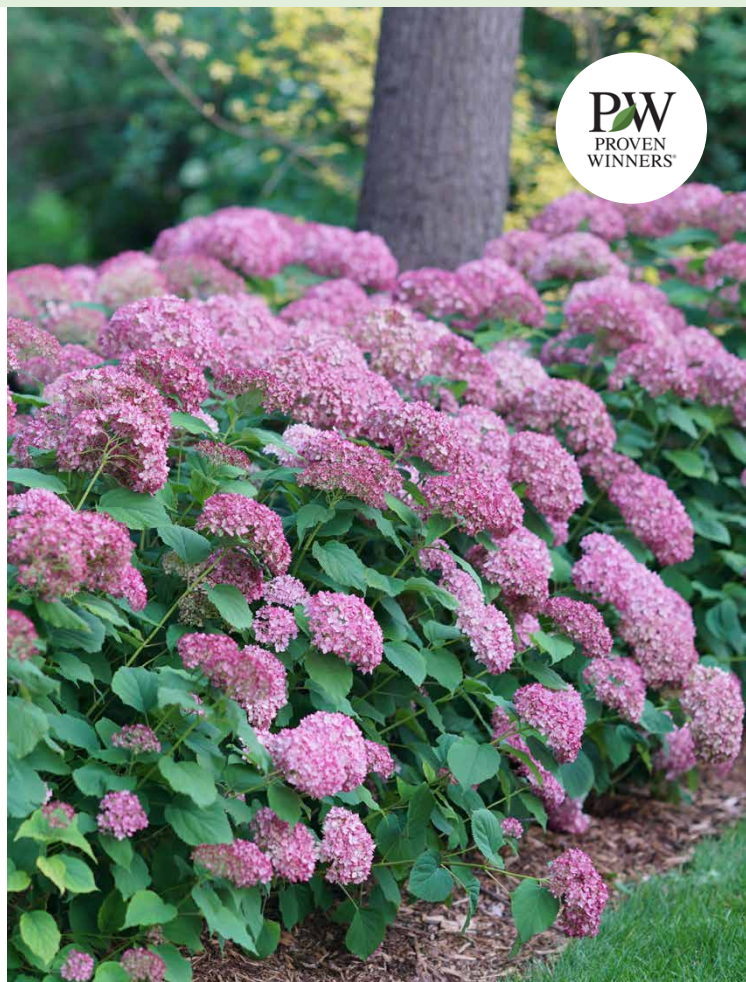
HYDRANGEA arborescens

## 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*







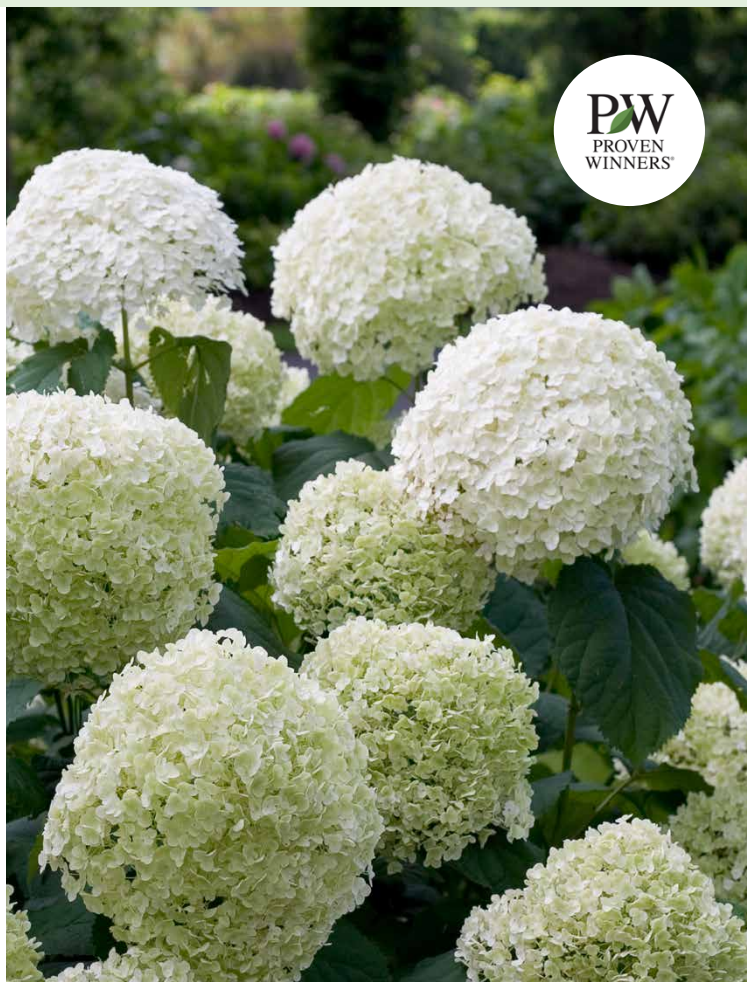
HYDRANGEA arborescens

## STRONG ANNABELLE®

INCREDIBALL® ABETWO®

Extraordinary big and rich flowering novelty from the same breeding program as H. a. 'Pink Annabelle'®. Well branched habit, about 1.2 to 1.5 m high and wide. Foliage the same as 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, 1.2–1.5 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*





'Fire Light' sets benchmark in range

# TOP VARIETY WITH HIGH MARKET- POTENTIAL

HYDRANGEA paniculata

## **FIRE LIGHT**

SMHPFL®

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

Promising breeding of TIMOTHY D. WOOD, Spring Meadow Nursery, Grand Haven, USA; growth compact, 1.8–2.0 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.





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 are 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

PW  
PROVEN  
WINNERS®

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 colouring
- 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 0.9–1.2 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 colouring*
- *winter hardy*
- *easy caring*
- *great for containers*



SPIRAEA japonica

**DOUBLE PLAY®  
BIG BANG**

TRACY®

- *extra-large flowers*
- *no Spiraea is blooming bigger!*
- *orange coloured shoots*



SPIRAEA japonica

**DOUBLE PLAY®  
BLUE KAZOO**

SMSMBK®

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







VIBURNUM

## SHINY DANCER®

NCVX1®

Extraordinarily compact breeding by DR. TOM RANNEY, North Carolina State University, USA; growth 0.9 to 1.2 m tall and wide; leaves shiny dark green, reddish brown changed, waxy, strongly structured; in autumn deep burgundy red; flowers in numerous white umbels in late spring – an attractive wood for garden, landscape, planters.

- *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<sup>®</sup>  
EDITIONS  
SELECTED FOR SUCCESS

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*
- *attractive assortment for retail*



## GET TO KNOW THE NEW INNOVATIVE BRAND

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



Our service:  
**C5 INCLUSIVE**







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*



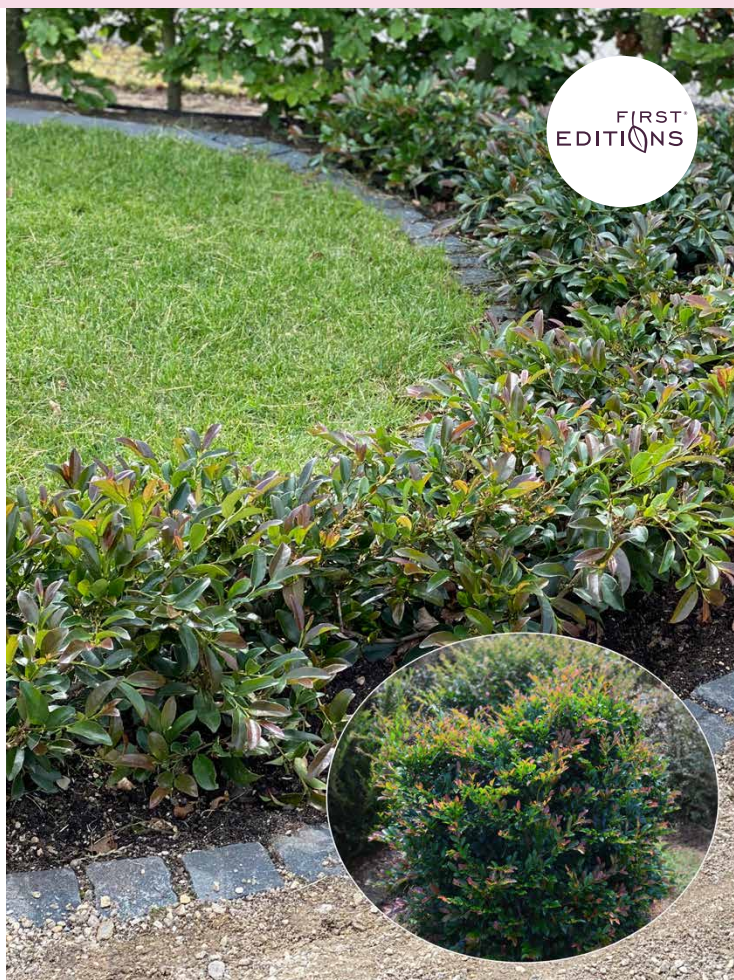
DISTYLUM

**LINEBACKER**

PIIDIST-IV®

Another recommended breeding hybrid of this genus; growth branched, more upright, about 2.5 m high and 2.0 m wide; leaves alternate, shiny dark green, full-edged, thick, leathery, in shoots bronze-coloured, later green; flowers conspicuously red to maroon, in short grapes on the leaf axels of the previous years' branches, February to April – this interesting wood will legitimately acquire more importance in future, robust, healthy, free of diseases without special soil requirements, tolerates cutting and drought, for areas, small hedges, planters and wherever in the garden and landscape an easy-care, evergreen shrubs are desired.

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







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 colouring in autumn; flowers on strong stems in cone-shaped risps, initially white, later pink – a jump in the range of new oak leaf hydrangeas.

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

FIRST  
EDITIONS







PHYSOCARPUS opulifolius

## AMBER JUBILEE®

JEFAM®

Selection of JEFFRIES Nursery, Manitoba, Canada; growth bushy upright 1.5 to 2.0 m high and 1.5 m wide; leaves in the output yellow, during vegetation over yellow orange, amber and red to violet; blossoms in white to cream-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 colouring.

- *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 hardy and healthy*



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*







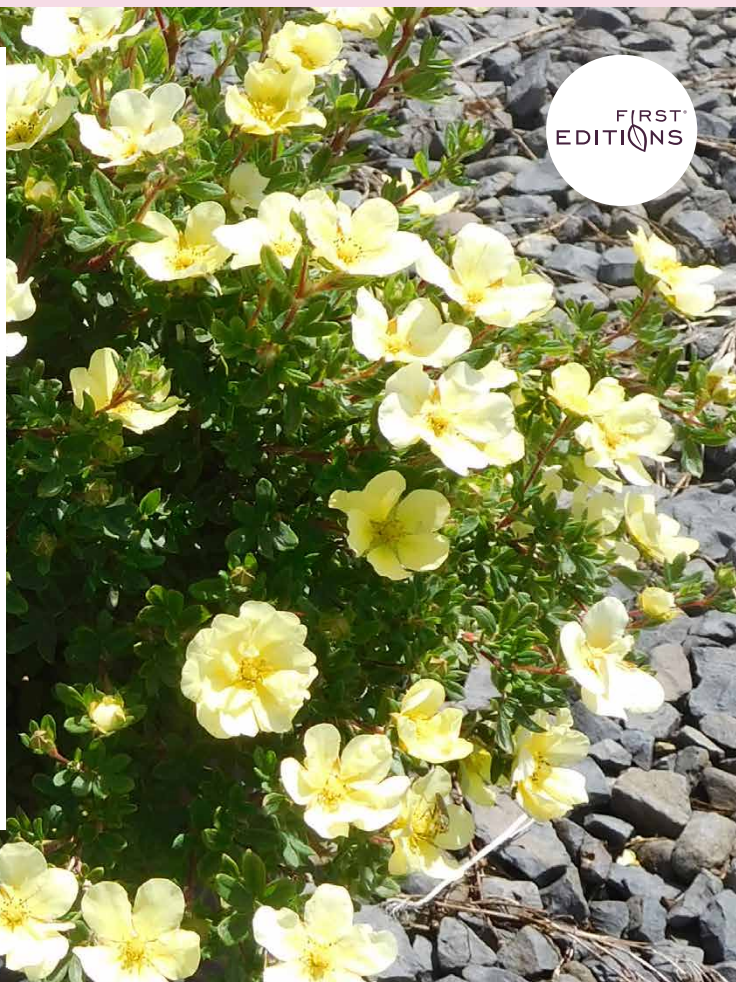
POTENTILLA (=DASIPHORA) fruticosa

## 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*



RHUS typhina

## TIGER EYES®

BAILTIGER®

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.

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







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 colouring 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 3.0m 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®

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. A cool plant for warmer climates; named the best container plant at the IPM in 2019.

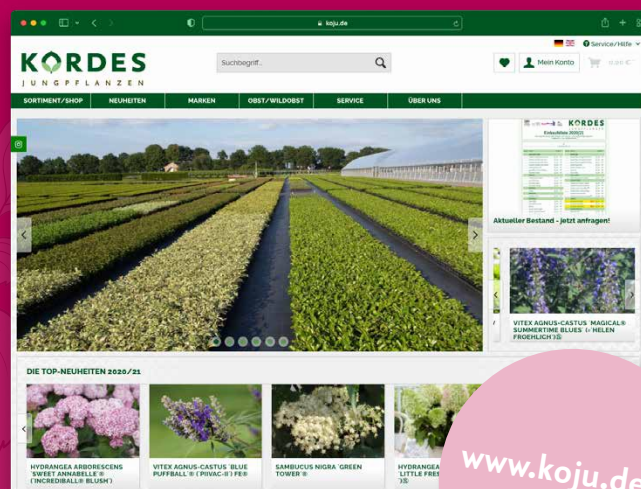
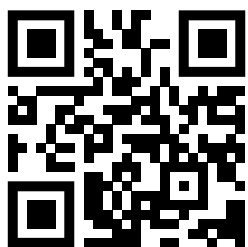
- leaf underside violet-purple
- numerous fragrant flowers
- very heat and drought tolerant

**NEW**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 compact 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*

NEW

FIRST  
EDITIONS



FIRST  
EDITIONS







# 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®







## 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 2021 to 30th June 2022.

### 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>2,70 €</b>
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*Free of charge, if value of order is 1000,- €.*



## PLASTIC-CRATES

(60x40x25 cm = Euro-measure)

Capacity P9x9x9,5:

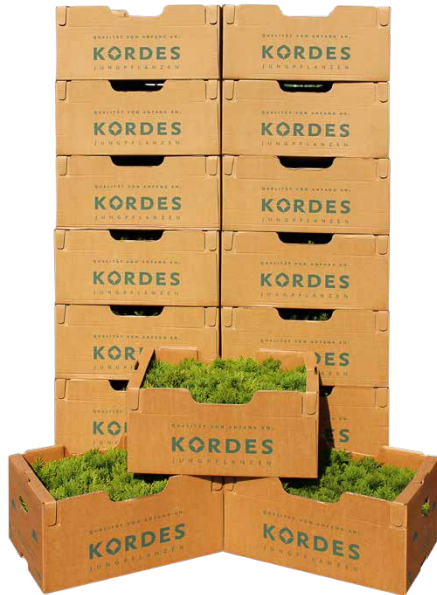
upright:	25 pieces
lying:	32 pieces
ø weight with plants:	11–13 kg

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: 0,38 €

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	110,00 €
2 Pallets	180,00 €
3 Pallets	240,00 €
4 Pallets	290,00 €
5 Pallets	330,00 €

Delivery within Germany is free of charge from an order value of 2.500,- € 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*





Social Media

# “Nature” is trending on Instagram



The second issue of the digital magazine “Insider”, in which Instagram regularly reports on the newest trends on their social media platform, proves which trend is wildly popular with the community: **#nature**.

If you want to stay abreast with the topics that are trending today and tomorrow on Instagram, you should check out their digital “Insider” magazine. This app points out the latest trends within the IG community by analysing content based on user activities and interests.

In their latest edition, Instagram reports:

*“The autumn trends of 2021 mirror the past 18 months with an enhanced respect for nature, art and self-identity. A year filled with strolls and hikes outdoors points towards a rapidly developing appreciation of outdoor aesthetics. Furthermore, there is enhanced appreciation for things that are simply “happy” (comments from the editor: for example, colourful flower beds, flowering shrubs and trees, garden parties, barbeques etc.), and we call this trend ‘Come on get happy’”.*

**#plants provide ideal and emotional photo material – it couldn’t get any better!**



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**#Instagram** is an excellent instrument for companies in the green industry to position themselves favourably if they can successfully convey their stories and products in photos or videos.

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