



Royal Van Zanten



ROYAL COLLECTION

Colorita® • Salt Lake® 2022/2023





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A NEW SEASON, A NEW CATALOGUE AND NEW INSPIRATIONAL CONTENT!

Design is more than just trends, it is a language which embraces innovation, inclusivity and cultural enrichment. We have created new content at one of the world's most famous capitals of culture: Barcelona. On a rooftop overlooking the Sagrada Familia, the designer created a sea of colour with Colorita®. Flip through the pages and enjoy the new photographs in our 2022/2023 catalogue.

WHAT'S NEW?

Claressa is our brand-new addition to our variegated Colorita® range. It has elegant white flowers and fresh green leaves with cream coloured variegation. Just like the other Colorita® varieties, it performs very well and blooms all summer long due to its unique hybrid genetics.

Print versus digital, reality versus virtual, offline versus online... The lines are blurring and we see that these opposites enhance each other. We have incorporated this trend in our catalogue. We have placed several QR-codes which you can easily scan with your phone, so you can enjoy our digital content as well.

THE PERFECT CITY BALCONY PLANTS: COLORITA®

Not everybody who loves plants has the luxury of a big garden. So... we decided to show off our patio champion Colorita® in a balcony setting. Scan the QR code to watch the video:



Scan the QR- code
to watch the video

DON'T FORGET OUR BUTTERFLY MAGNET: SALT LAKE®

Over the last two years, the popularity of our Salt Lake® pot Limonium has been blooming! Consumers not only love it for its unique appearance and purple colour, but also for its environmentally friendly character. Bumble bees and butterflies love the pollen and nectar it provides. The plants can easily be grown in a sustainable manner and, therefore, we can truly say it is a bee-friendly plant! Gardeners love its unique appearance and versatility. You can create a wild flower garden with Salt Lake®. Or you can opt for a more contemporary approach as we did for this season's photoshoot. We combined Salt Lake® with a clean balcony design, a pool and modern design elements.

SHARING = CARING

If you need content for your marketing and/or sales activities, please contact our marketing department via marketing@royalvanzanten.com. We love to share our beautiful photography and videography with you.

GET IN TOUCH

Are you interested in our products or concepts, and are you looking for inspiration on how you can make a difference with our varieties? Then please contact your Area Manager or Agent.



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#INSTAGRAMMABLE

Variegated leaves and plants are trending on social media. Especially with the millennial plantlovers on Instagram and TikTok. We offer you two unique potted alstroemerias with variegated leaves.

#variegatedplants 478.521 posts (+465% more than 2021) | #variegated 319.023 posts (+118% more than 2021) source: Instagram



Claressa®



Fabiana®



Katiana®



Scan
to watch video



Balcony inspiration





Colorita®

Boost your garden or terrace with an explosion of colours with Colorita®. Colorita® is available in seven striking colours, flowering continuously from spring until late autumn. For USA: all Colorita® varieties are well suited for growth between USDA hardiness zone 6 (for cold tolerance) and zone 9 (for heat tolerance and drought resistance).

Scan
to watch video



Take a look
at our greenhouse





RED

BESTSELLER



Variegated leaves



Kate®



Katiana®

PINK

BESTSELLER



Eliane®



Ivana®



Theresa®

PURPLE

BESTSELLER



Louise®



Tamara®



Mulan®

BICOLOUR



Diana®



Paola®



Sara®



ORANGE

BESTSELLER



Amina®



Eliane® Orange

YELLOW



BESTSELLER



Ariane®



Lisa®



WHITE

BESTSELLER



Claire®



Yentl®

Variegated leaves



Variegated leaves



NEW



Fabiana®



Claressa®





COLORITA® BLOOMS ALL SUMMER LONG!

DUE TO UNIQUE COLORITA® HYBRID GENETICS

What is the science behind our successful high-quality pot alstroemeria series Colorita®? We're happy to explain this to you, so you can share the story.

Triploid varieties develop seedpods just like tetraploid ones; the main difference is that the pods of triploid varieties do not contain seeds. This encourages plants to keep flowering while they're desperately trying to produce seeds. In other words, triploid varieties do not flower in stages, but bloom continuously.

Standard pot alstroemeria varieties are tetraploid. This means they produce flowers in flushes that then set seeds, after which they finally will go into dormancy (preparing for the winter).

Alstroemeria Colorita® varieties are triploid. This means that they have more energy to spend on producing new flowers and therefore bloom easier and longer than tetraploid varieties.

YOUNG PLANTS

104 Cell tray



35 Cell tray

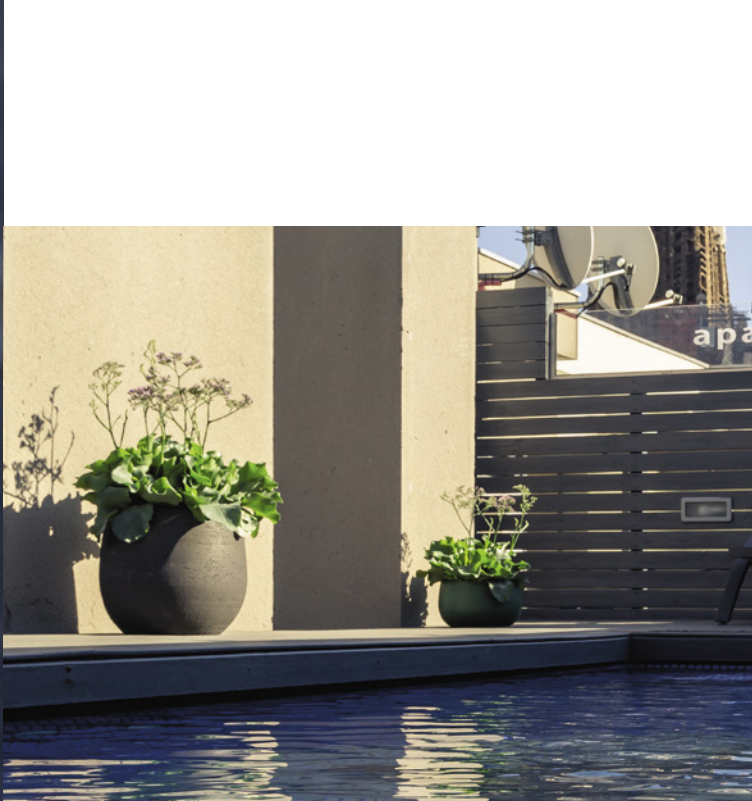


50 Cell tray (U.S.A.)



Variety		Color	Availability North America	Height (cm)*	Flowersize (cm)*	Croptime (weeks)
COLORITA®						
● Kate®	zaprikate	Red	•	20 25 30 35 40	3 4 5 6 7 8	15 16 17 18
● Katiana®	zaprikatia	Red	•			
● Eliane®	zaprielia	Pink	•			
● Ivana®	staprivane	Magenta				
● Theresa®	zapriteres	Pink				
○ Claire®	zapriclare	White	•			
○ Claressa® NEW	zapriclare	White	•			
○ Fabiana®	zaprifabi	Cream yellow	•			
○ Yenti®	zapriyen	White yellow	•			
● Louise®	zaprilou	Lilac	•			
● Tamara®	zapritama	Lilac	•			
● Mulan®	zaprimu	Lilac	•			
● Diana®	zapridapal	Yellow Red	•			
● Paola®	stapripal	Pink Yellow				
● Sara®	staprisara	Yellow pink				
● Ariane®	zapriari	Yellow	•			
● Lisa®	zaprilisa	Yellow	•			
● Amina®	zapriamin	Orange	•			
● Eliane® Orange	zaprieliarange	Orange	•			

* 1 cm = 0,4 inch



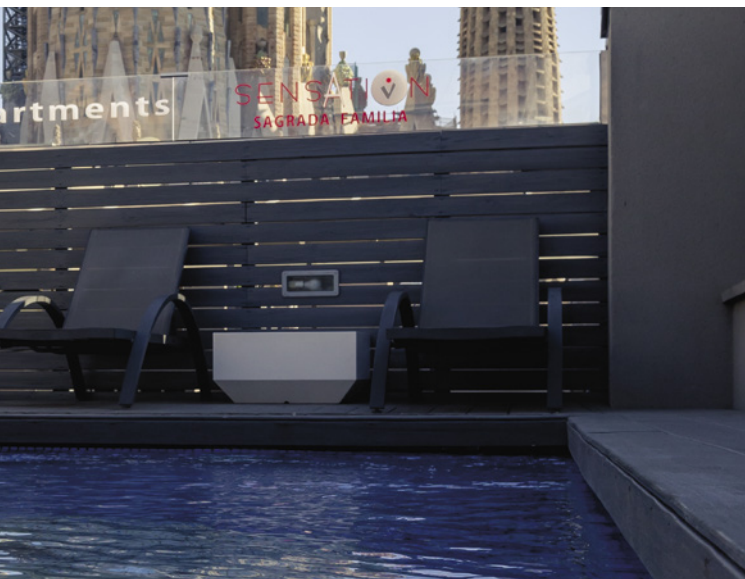
Salt Lake[®]

- Attracts butterflies
- Easy care
- Flowers all summer long
- Drought and heat tolerant
- Sparkling salt crystals

Scan
to watch video



Balcony inspiration



Limonium Salt Lake®

Height 30-40 cm / 12-16 inch

Croptime 16-18 weeks

Potsize 20 cm / 8 inch

Low energy impact

BEE-FRIENDLY PLANTS

Bee-friendly is a trend, but is every plant melliferous? We can confidently say our Colorita® and Salt Lake® plants are! Why? Let us explain!

Due to the amount of nectar and pollen, our Colorita® varieties are definitely favourable plants for bees. The visible nectar guidelines on the petals lead the bees towards the source of their food, while the open flower shape provides them easy access and protection from the wind.

Salt Lake® is a true butterfly favourite due to several reasons, namely:

- A gathering of multiple florets containing a large amount of nectar and pollen that is easily accessible for butterflies.
- The striking blue and white colour pattern of the flowers makes them easy to spot in flight.
- The fact that Salt Lake® incessantly flowers from early summer till temperatures drop in the autumn, makes it a continuous source of food for butterflies, which they need to survive.

Other pollinator insects such as bees also love Salt Lake® for its nectar, as well as for the high amount of pollen that are a great source of protein for the larvae.





SALT LAKE® A PLANT WITH A MEMORABLE YET SUSTAINABLE STORY

What makes Salt Lake® truly unique, are its 'salt crystals'. The plant is a halophyte, which means that it excretes salts through its leaves. This salt sparkles like crystals when the sun shines on it. But that's just the nice appearance; if we take a look into the future, we understand that this property of excreting salts could be a valuable asset.

FUTURE PROOF

Melting polar caps, rising sea levels and bone-dry summers: the consequences of climate change are becoming visible in more and more places. And all these changes, from higher temperatures to extreme weather, can have one very unpleasant consequence: a shortage of fresh water.

No one can say for sure what the future holds, but experts predict that the soil in certain regions continues to become more saline. This means that the groundwater is salty, making it much harder to grow crops on the land above. Salt-tolerant plants like Salt Lake® thrive on salty soils. Combined with its low energy impact cultivation, this contributes to the sustainable and environmentally friendly character of Salt Lake®.

driven by passion



Royal Van Zanten

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

sales.breeding@royalvanzanten.com

www.royalvanzanten.com

+31 (0)297 38 70 00



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