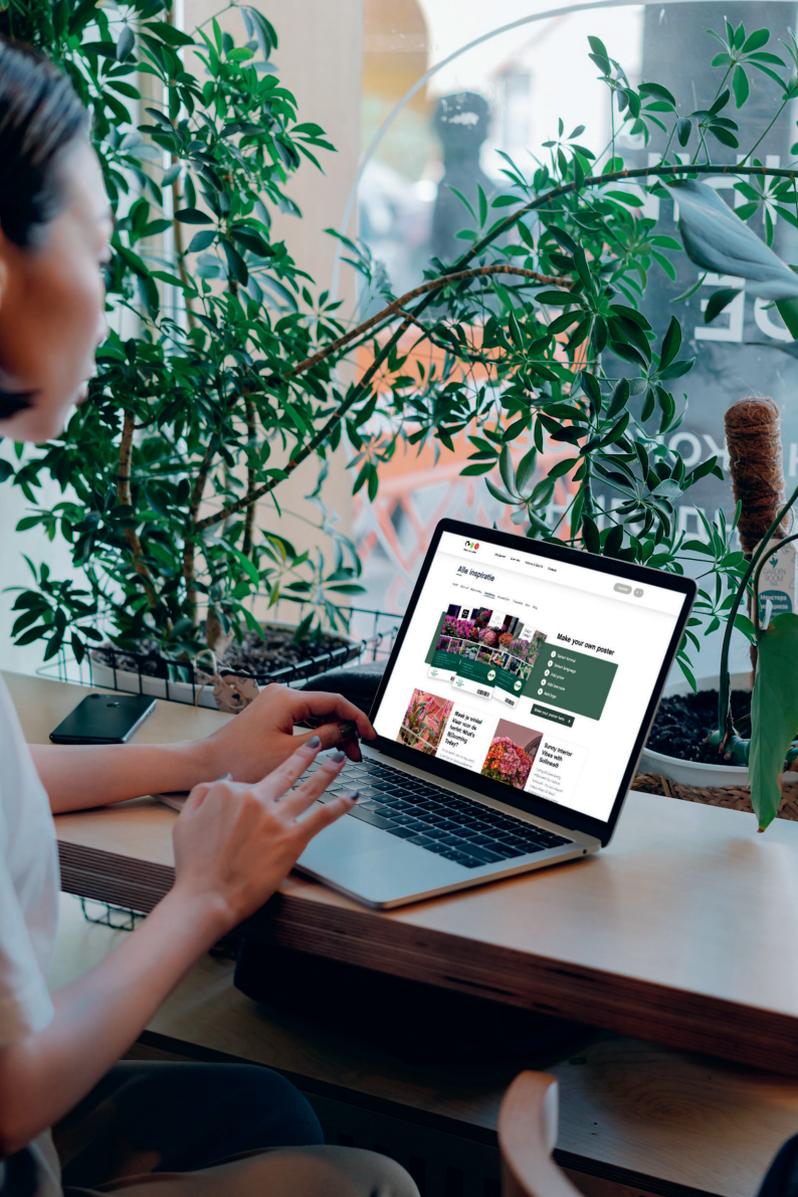




ROYAL COLLECTION

MULTIFLORA 2025



WHAT'S B(L)OOMING TODAY?®



For free content, inspirational
storytelling and images, visit
B(!)ooming Today



SUSTAINABILITY THAT BLOOMS

A new year brings exciting varieties, fresh brands and major steps in sustainability. Our Pot & Bedding team has been hard at work! With the help of our breeding team, we are introducing unique new varieties and advancing our CSR strategy, e.g. by developing varieties that need less or no growth regulators. This year, we are proud to introduce several new varieties! Here are a few you will not want to miss:

- Jellyfish®: A playful, pompon-shaped chrysanthemum in trendy colours. Fast-growing and long-lasting, it's the perfect addition to any space.
- Artistic® Jeff: The first-ever bi-coloured decorative pot chrysanthemum, available in three striking colour combinations. Artistic, bold and ready to shine in 2025.
- PaX: PaX creates a vibrant colour spectacle and is one of the longest-flowering garden mums, according to Royal FloraHolland research. A true pleasure for both garden and gardener!

We Care, So We Act

Did you know that we planted four hectares of native trees in Uganda for the second time? This initiative contributes to restoring biodiversity in the area and has a positive impact on both the environment and the local community. It's just one of the many ways in which we improve every day to become more sustainable. Taking responsibility for our future and future generations – we care, so we act. You can read our Corporate Social Responsibility report by scanning the qr code, if you want to find out more.

Growing Success Together

In this catalogue, you will find an overview of our existing Pot & Bedding collections as well as our Introductions for 2025. We are here to help you make the best choice for your business and help you decide which varieties are right for your growing methods. Feel free to reach out for more information or any inquiries, or check out our inspiration platform What's B(l)ooming Today® for more ideas!

We Care,
So We Act





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Multiflora

A true autumn must-have! Bring a splash of colour and happiness to the gardens when summer has ended. We offer you a wide range of colours for single or mixed arrangements.



CONCEPT

PAX

PaX creates a vibrant colour spectacle in outdoor areas. And you'll enjoy these flowers for a long time to come. According to independent research by Royal FloraHolland, PaX is one of the longest-flowering garden mums.

A pleasure to work with and to look at!



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BLACK CLOTH

PAX SERIES ▼



PAX WHITE | 4370

PAX YELLOW | 6932

PAX ORANGE | 6929

Boost sales with the PaX series!

- The ideal series for smaller pot sizes from packs up 15 cm pots!
- Available in 7 vibrant colours
- Longest-flowering garden mums
- Uniform cultivation and flexible in packaging: ideal for promotional programmes



PAX SALMON | 6126

PAX PINK | 6928

PAX PURPLE | 6931

PAX RED | 6935



ALEXIA WHITE | 6942 | wk 32-34



ALEXIA YELLOW | 6939 | wk 32-34



ALEXIA ORANGE | 6936 | wk 32-34



ALEXIA LIGHT PINK | 6938 | wk 32-34



ALEXIA PINK | 6897 | wk 32-34



ALEXIA PURPLE | 6940 | wk 32-34



HARLEM PURPLE | 4753 | wk 34-36



HARLEM RED | 6554 | wk 34-36





TRIBECA WHITE | 6890 | wk 34-36



TRIBECA YELLOW | 6889 | wk 34-36



TRIBECA PINK | 6598 | wk 34-36



TRIBECA DARK PINK | 6888 | wk 34-36



TRIBECA SUNSET | 6833 | wk 34-36



PLAYA SUNNY | 4749 | wk 34-36





SEMINOLE ORANGE | 6808 | wk 37-38



NEW
2025



SEMINOLE YELLOW | 6809 | wk 37-38



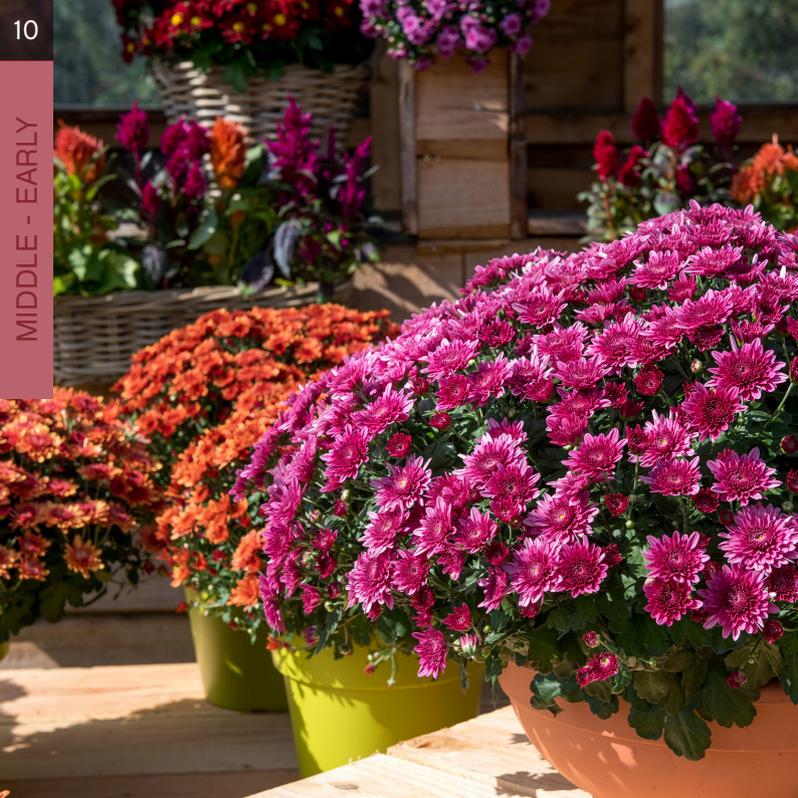
NEW
2025



COPPERCOIN | 6575 | wk 37-38



GOLD CUP | 6490 | wk 37-38



10
MIDDLE - EARLY



FLAMINGO CRANBERRY | 4592 | wk 37-38



DENIRO WHITE | 3076 | wk 39-40





ASTRIX WHITE | 6138 | wk 39-40



ASTRIX YELLOW | 6104 | wk 39-40



ASTRIX ORANGE | 6101 | wk 39-40



ASTRIX PINK | 6100 | wk 39-40



ASTRIX PURPLE | 6103 | wk 39-40



ASTRIX RED | 6105 | wk 39-40





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4558
Autumn Dream
P.O.

4558
Autumn Dream
P.O.

4558
Autumn Dream
P.O.

4558
Autumn Dream
P.O.



PARADISO WHITE | 4788 | wk 39-40



PARADISO YELLOW | 4823 | wk 39-40



PARADISO AMBER | 6483 | wk 39-40



PARADISO PINK | 6482 | wk 39-40



PARADISO PURPLE | 4090 | wk 39-40



PARADISO MIX |

Can also
be grown as
trio-mix



PARADISO ORANGE | 4760 | wk 39-40





XENYA SERIES ▼



NEW
2025



XENYA WHITE | 4374 | wk 39-40



NEW
2025



XENYA YELLOW | 4373 | wk 39-40



NEW
2025



XENYA ORANGE | 4372 | wk 39-40



NEW
2025



XENYA PINK | 4371 | wk 39-40



AMADORE® WHITE | C460 | wk 40-41



AMADORE® YELLOW | 6580 | wk 40-41



AMADORE® ORANGE | 4363 | wk 40-41



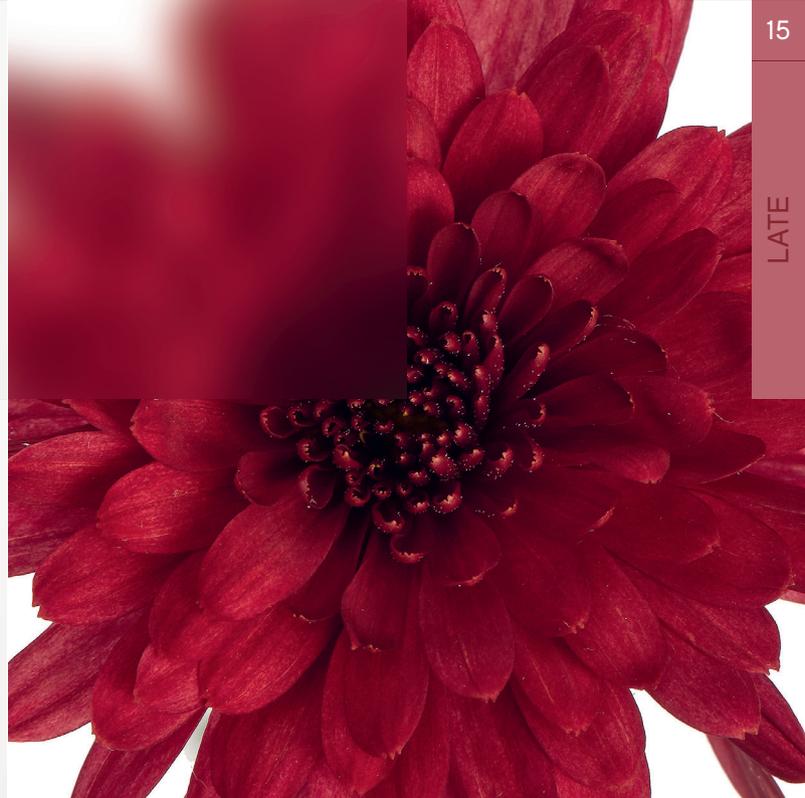
AMADORE® PINK | 6439 | wk 40-41



AMADORE® PURPLE | 6494 | wk 40-41



AMADORE® RED | 6601 | wk 40-41



CONCEPT

MILKSHAKE®

Have you discovered all the flavours of our Milkshake® series yet? A joyful family of compact, colourful flowers with a stable growth. Their names evoke fruity milkshake flavours, and their deeply coloured centres really catch the eye. With their summery look and packaging, they kick-start sales early in the year, shining a spotlight on the pot mum season.

Bubbling colours!



MILKSHAKE® SERIES ▼



MILKSHAKE® SNOWBERRY | 4362 | wk 41-42



MILKSHAKE® BANANA | 6872 | wk 41-42



16
LATE



MILKSHAKE® PAPAYA | 6871 | wk 41-42



MILKSHAKE® CHERRY | 6876 | wk 41-42



MILKSHAKE® RASPBERRY | 6873 | wk 41-42



MILKSHAKE® STRAWBERRY | 6886 | wk 41-42



- Sustainable choice without PGRs
- Compact shape for lower transport costs
- Flowers open one by one, ensuring a longer sales period
- Available in all commercial colours and five different 'flavours'
- Great colour retention with an excellent shelf life
- Can be grown in pots up to 14-15 cm



AVALON® CREAM | 4536 | wk 41-42



AVALON® YELLOW | 4696 | wk 41-42



AVALON® ORANGE | 4524 | wk 41-42



AVALON® PURPLE | 4697 | wk 41-42



AVALON® RED | 4546 | wk 41-42





AMÉLIE® WHITE | 6646 | wk 43



AMÉLIE® YELLOW | 6917 | wk 43



AMÉLIE® ORANGE | 6918 | wk 43



AMÉLIE® LIGHT PINK | 6916 | wk 43



AMÉLIE® PINK | 6645 | wk 43



AMÉLIE® RED | 6919 | wk 43





BLANCHETT WHITE | 3074 | wk 43



BLANCHETT YELLOW | 3075 | wk 43



BLANCHETT ORANGE | 3071 | wk 43



BLANCHETT PINK | 3072 | wk 43



BLANCHETT RED | 3073 | wk 43



BLOMSKI WHITE | 6606 | wk 43



BLOMSKI YELLOW | 6607 | wk 43



SUPERBA PINK | 6611 | wk 43





CONCEPT

SKYFALL®

Colour your garden in the SKY with Skyfall®, the original hanging garden chrysanthemum.

Choose a hanging pot or basket or a wall planter and start vertical gardening! The flowers trail playfully over the pot, creating a lush floral look.

Royal van Zanten pioneered trailing garden mums with Skyfall®, and we'd even venture to say that it's been a beloved choice among garden enthusiasts for years. Skyfall® is available in six colours, including this year's latest addition: vibrant orange!

The first and original
trailing garden mum!



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HANGING BASKETS





SKYFALL® WHITE | 6523



SKYFALL® YELLOW | 4361



SKYFALL® PINK | 4827



SKYFALL® PURPLE | 4181



SKYFALL® RED IMPROVED | 6578



SKYFALL® MIX |



SKYSCRAPER ORANGE | 4377



SKYFALL® MIX |

SKYFALL® SERIES ▲

- Unique trailing Multiflora
- Original trailing garden mum
- Available in hanging pot (23 cm) or wall hanger
- Exceptional genetics for an abundance of flowers
- Available in 6 colours; **NEW: orange!**







Multiflora

Code	Variety	Status	Plant Week	Colour	Flower-size	Flowering Time (wk)	Vigour	Grown Outside	Grown Inside	Packs	9-12 (cm)	14-15 (cm)	17-23 (cm)	RT (wk)	Page
Early (week 32-36)															
6938	Alexia Light Pink		15 - 34	 light pink	< 3	32 - 34	compact	x	x		x	x	x	6.0	8
6936	Alexia Orange		15 - 34	 orange	< 3	32 - 34	compact	x	x		x	x	x	6.0	8
6897	Alexia Pink		15 - 34	 pink	< 3	32 - 34	compact	x	x		x	x	x	6.0	8
6940	Alexia Purple		15 - 34	 purple	< 3	32 - 34	compact	x	x		x	x	x	6.0	8
6942	Alexia White		15 - 34	 white	< 3	32 - 34	compact	x	x		x	x	x	6.0	8
6939	Alexia Yellow		6 - 34	 yellow	< 3	32 - 34	compact	x	x		x	x	x	6.0	8
4753	Harlem Purple		14 - 26	 purple	3 - 4	34 - 36	medium	x					x		8
6554	Harlem Red		14 - 26	 red	3 - 4	34 - 36	medium	x					x		8
4749	Playa Sunny		14 - 26	 yellow	3 - 4	34 - 36	medium	x					x		9
6888	Tribeca Dark Pink		14 - 26	 dark pink	3 - 4	34 - 36	medium	x					x		9
6598	Tribeca Pink		14 - 26	 pink	3 - 4	34 - 36	medium	x					x		9
6833	Tribeca Sunset		14 - 26	 dark orange	3 - 4	34 - 36	medium	x					x		9
6890	Tribeca White		14 - 26	 white	3 - 4	34 - 36	medium	x					x		9
6889	Tribeca Yellow		14 - 26	 yellow	3 - 4	34 - 36	medium	x					x		9

Note: RT measured under Dutch conditions. White varieties grown outdoors may sometimes turn pink.

Multiflora

Code	Variety	Status	Plant Week	Colour	Flower-size	Flowering Time (wk)	Vigour	Grown Outside	Grown Inside	Packs	9-12 (cm)	14-15 (cm)	17-23 (cm)	RT (wk)	Page
Middle - Early (week 37-38)															
6808	Seminole Orange	NEW	14 - 26	orange	3 - 4	37 - 38	medium	x					x		10
6809	Seminole Yellow	NEW	14 - 26	yellow	3 - 4	37 - 38	medium	x					x		10
6575	Coppercoin		14 - 26	orange	3 - 4	37 - 38	medium	x					x		10
4592	Flamingo Cranberry		14 - 26	red	4 - 5	37 - 38	medium	x					x		10
6490	Gold Cup		14 - 26	yellow	4 - 5	37 - 38	medium	x					x		10
Middle - Late (week 39-40)															
6101	AstriX Orange		14 - 34	orange	3 - 4	39 - 40	compact	x					x		11
6100	AstriX Pink		14 - 34	pink	3 - 4	39 - 40	compact	x					x		11
6103	AstriX Purple		14 - 34	purple	3 - 4	39 - 40	compact	x					x		11
6105	AstriX Red		14 - 34	red	3 - 4	39 - 40	compact	x					x		11
6127	AstriX Salmon		14 - 34	salmon	3 - 4	39 - 40	compact	x					x		-
6138	AstriX White		14 - 34	white	3 - 4	39 - 40	compact	x					x		11
6104	AstriX Yellow		14 - 34	yellow	3 - 4	39 - 40	compact	x					x		11
4866	Belvedere		14 - 28	white	5 - 6	39 - 40	medium	x					x		-
3076	DeNiro White		14 - 28	white	4 - 5	39 - 40	medium	x					x		10
4869	Majesty Purple		14 - 28	purple	3 - 4	39 - 40	medium	x					x		-
6483	Paradiso Amber		4 - 34	orange	3 - 4	39 - 40	medium	x	x	x	x	x	x	5.5	13
4760	Paradiso Orange		4 - 34	orange	3 - 4	39 - 40	medium	x	x	x	x	x	x	5.5	13
6482	Paradiso Pink		4 - 34	pink	3 - 4	39 - 40	medium	x	x	x	x	x	x	5.5	13
4090	Paradiso Purple		4 - 34	purple	3 - 4	39 - 40	medium	x	x	x	x	x	x	5.5	13
4788	Paradiso White		4 - 34	white	3 - 4	39 - 40	medium	x	x	x	x	x	x	5.5	13
4823	Paradiso Yellow		4 - 34	yellow	3 - 4	39 - 40	medium	x	x	x	x	x	x	5.5	13
4372	Xenya Orange	NEW	14 - 28	orange	4 - 5	39 - 40	medium	x					x	x	14
4371	Xenya Pink	NEW	14 - 28	pink	4 - 5	39 - 40	medium	x					x	x	14
4374	Xenya White	NEW	14 - 28	white	4 - 5	39 - 40	medium	x					x	x	14
4373	Xenya Yellow	NEW	14 - 28	yellow	4 - 5	39 - 40	medium	x					x	x	14
Late (week 41-42)															
6810	Makrut	NEW	14 - 28	green	3 - 4	41 - 42	medium	x					x		
4363	Amadore® Orange		14 - 28	orange	3 - 4	40 - 41	medium	x	x				x	x	6.0 15
6439	Amadore® Pink		14 - 28	pink	3 - 4	40 - 41	medium	x	x				x	x	6.0 15
6494	Amadore® Purple		14 - 28	purple	3 - 4	40 - 41	medium	x	x				x	x	6.0 15
6601	Amadore® Red		14 - 28	red	3 - 4	40 - 41	medium	x	x				x	x	6.0 15
C460	Amadore® White		14 - 28	white	3 - 4	40 - 41	medium	x	x				x	x	6.0 15
6580	Amadore® Yellow		14 - 28	yellow	3 - 4	40 - 41	medium	x	x				x	x	6.0 15
4536	Avalon® Cream		14 - 28	cream	4 - 5	41 - 42	medium	x					x		18
4697	Avalon® Purple		14 - 28	purple	4 - 5	41 - 42	medium	x					x		18
4524	Avalon® Orange		14 - 28	orange	4 - 5	41 - 42	medium	x					x		18
4546	Avalon® Red		14 - 28	red	4 - 5	41 - 42	medium	x					x		18
4696	Avalon® Yellow		14 - 28	yellow	4 - 5	41 - 42	medium	x					x		18
6872	Milkshake® Banana		6 - 34	yellow	3 - 4	41 - 42	compact	x	x		x	x	x	6.0	16
6876	Milkshake® Cherry		6 - 34	purple	3 - 4	41 - 42	compact	x	x		x	x	x	6.0	17
6871	Milkshake® Papaya		6 - 34	orange	3 - 4	41 - 42	compact	x	x		x	x	x	6.0	17

Multiflora

Code	Variety	Status	Plant Week	Colour	Flower-size	Flowering Time (wk)	Vigour	Grown Outside	Grown Inside	Packs	9-12 (cm)	14-15 (cm)	17-23 (cm)	RT (wk)	Page
6873	Milkshake® Raspberry		6 - 34	● pink	3 - 4	41 - 42	compact	x	x		x	x	x	6.0	17
4362	Milkshake® Snowberry	NEW	6 - 34	○ white	3 - 4	41 - 42	compact	x	x		x	x	x	6.0	16
6886	Milkshake® Strawberry		6 - 34	● red	3 - 4	41 - 42	compact	x	x		x	x	x	6.0	17
4141	Rosanna Dark Pink		14 - 28	● dark pink	< 3	41 - 42	medium	x	x		x	x	x	6.5	-
4123	Rosanna White		14 - 28	○ white	< 3	41 - 42	medium	x	x		x	x	x	6.5	-
6527	Rosanna Yellow imp.		14 - 28	● yellow	< 3	41 - 42	medium	x	x		x	x	x	6.5	-
Extra Late (week 43)															
6916	Amélie Light Pink		14 - 28	● light pink	4 - 5	43	medium	x	x				x	6.0	19
6918	Amélie Orange		14 - 28	● orange	4 - 5	43	medium	x	x				x	6.0	19
6645	Amélie Pink		14 - 28	● pink	4 - 5	43	medium	x	x				x	6.0	19
6919	Amélie Red		14 - 28	● red	4 - 5	43	medium	x	x				x	6.0	19
6646	Amélie White		14 - 28	○ white	4 - 5	43	medium	x	x				x	6.0	19
6917	Amélie Yellow		14 - 28	● yellow	4 - 5	43	medium	x	x				x	6.0	19
6637	Atlanta White		14 - 28	○ white	5 - 6	43	medium	x					x	-	
3071	Blanchett Orange		19 - 28	● orange	4 - 5	43	large	x	x		x	x	x	7.0	20
3072	Blanchett Pink		19 - 28	● pink	4 - 5	43	large	x	x		x	x	x	7.0	20
3073	Blanchett Red		19 - 28	● red	4 - 5	43	large	x	x		x	x	x	7.0	20
3074	Blanchett White		19 - 28	○ white	4 - 5	43	large	x	x		x	x	x	7.0	20
3075	Blanchett Yellow		19 - 28	● yellow	4 - 5	43	large	x	x		x	x	x	7.0	20
6606	Blomski White		19 - 28	○ white	4 - 5	43	medium	x					x	20	
6607	Blomski Yellow		19 - 28	● yellow	4 - 5	43	medium	x					x	20	
6611	Superba Pink		19 - 28	● dark pink	5 - 6	43	large	x					x	20	
Black Cloth															
6929	PaX Orange		6 - 34	● orange	3 - 4		compact		x	x	x			5.5	6
6928	PaX Pink		6 - 34	● pink	3 - 4		compact		x	x	x			5.5	7
6931	PaX Purple		6 - 34	● purple	3 - 4		compact		x	x	x			5.5	7
6935	PaX Red		6 - 34	● red	3 - 4		compact		x	x	x			5.5	7
6126	PaX Salmon		6 - 34	● salmon	3 - 4		compact		x	x	x			5.5	7
4370	PaX White		6 - 34	○ white	3 - 4		compact		x	x	x			5.5	6
6932	PaX Yellow		6 - 34	● yellow	3 - 4		compact		x	x	x			5.5	6
4992	Baby Mum® Purple		6 - 34	● purple	< 3		compact		x	x				6.0	-
6422	Baby Mum® White		6 - 34	○ white	< 3		compact		x	x				6.0	-
6551	Baby Mum® Yellow		6 - 34	● yellow	< 3		compact		x	x				6.0	-
4196	Blooming Beauty™ Red		6 - 34	● red	3 - 4		compact		x	x	x			6.0	-
4198	Blooming Beauty™ Yellow		6 - 34	● yellow	3 - 4		compact		x	x	x			6.0	-
Skyfall® Series - Hanging Baskets															
4827	Skyfall® Pink		6 - 34	● pink	< 3		medium		x					6.0	23
4181	Skyfall® Purple		6 - 34	● purple	< 3		medium		x					6.0	23
6578	Skyfall® Red Improved		6 - 34	● red	< 3		medium		x					6.0	23
6523	Skyfall® White		6 - 34	○ white	< 3		medium		x					6.0	23
4361	Skyfall® Yellow		6 - 34	● yellow	< 3		medium		x					6.0	23
4377	Skyscraper Orange	NEW	6 - 34	● orange	< 3		medium		x					6.0	23

Note: RT measured under Dutch conditions. White varieties grown outdoors may sometimes turn pink.

Special Days

New Year	1 January
Chinese New Year	29 February
Valentine's Day	14 February
International Women's Day	8 March
Mother's Day (UK)	30 March
Easter	20-21 April
King's Day (NL)	26 April
Mother's Day (US, NL, DE)	11 May
Mother's Day (FR)	25 May
Mother's Day (PL)	26 May
Ascension Day	29 May
Pentecost	8 June
Whit Monday	9 June
Assumption Day	15 Aug
Halloween	31 October
All Saints' Day	1 November
Christmas	25 December
Christmas/Boxing Day	26 December
New Year's Eve	31 December

Exhibitions

IPM Essen	28-31 January
FlowerTrials	10-13 June
Trade Fair Aalsmeer	4-6 November



Monic Verbeek

Area Export Manager
Pot & Bedding
The Netherlands

m.verbeek@royalvanzanten.com
+31 6 27882238



Bert Koeze

Area Export Manager
Pot & Bedding The Netherlands,
Central Europe, Western Europe,
Southern Europe, Australia and
New Zealand

b.koeze@royalvanzanten.com
+31 6 51984639



Rick Kroon

Director Sales &
Marketing

r.kroon@royalvanzanten.com
+31 6 23227444



Nico Laan

Area Export Manager Pot & Bedding
The Netherlands, Northern
Europe, Central Europe and
Eastern Europe

n.laan@royalvanzanten.com
+31 6 83521849



Nick Nieuwesteeg

Market Manager
Pot & Bedding Europe

Area Export Manager Pot & Bedding
USA & Canada

n.nieuwesteeg@royalvanzanten.com
+31 6 14418348



This brochure contains general information about our products. The specifications merely serve as an indication of the properties of the varieties described. Royal Van Zanten therefore accepts no liability with regard to the accuracy or completeness of the information in this brochure. The information and images in this brochure relate to varieties cultivated under optimum growing conditions in the Netherlands. Cultivation results for our varieties may be affected by the cultivation method, treatment and environmental factors.

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driven by
passion



Royal VanZanten

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

customerservice@royalvanzanten.com

www.royalvanzanten.com

+31 (0)297 38 70 00

