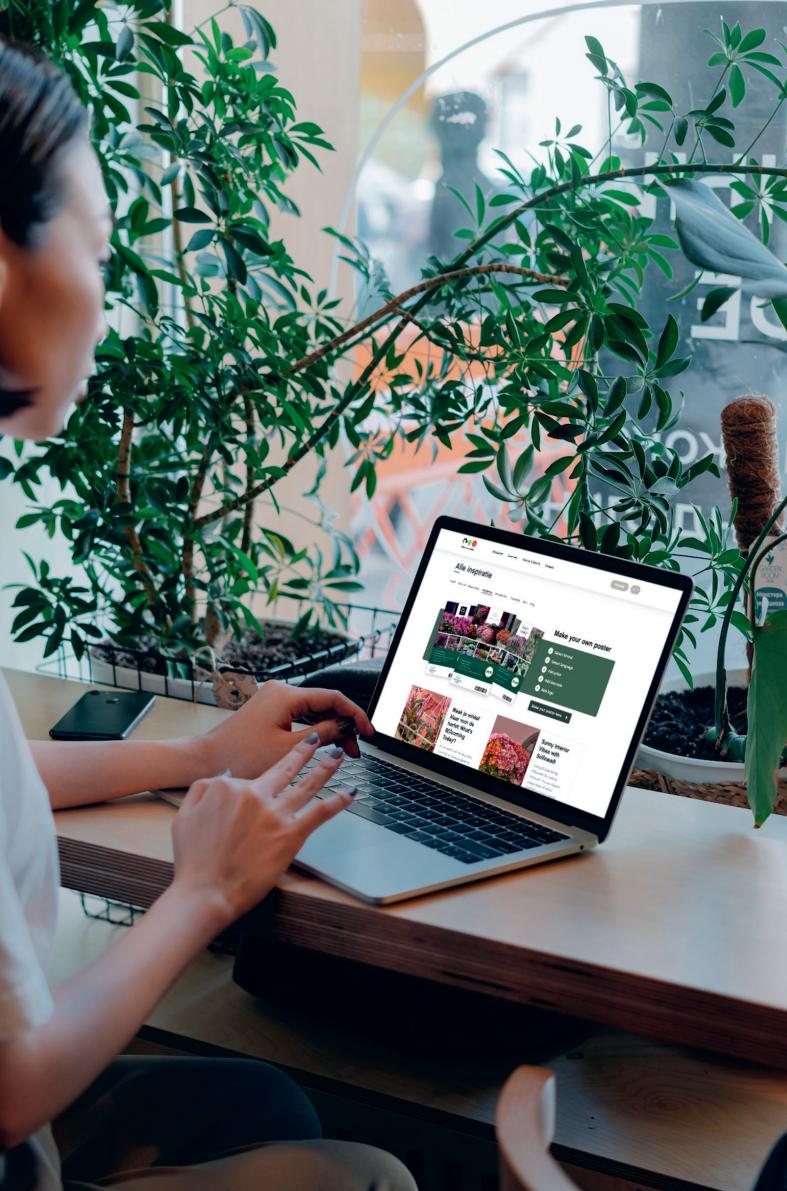


The background of the image is a close-up photograph of purple chrysanthemum flowers. The flowers are in sharp focus in the foreground, with a soft, out-of-focus background of more flowers. The petals are a vibrant purple color.

# ROYAL COLLECTION

## SHOWMAKERS 2025



WHAT'S B(L)OOMING TODAY?®



For free content, inspirational  
storytelling and images, visit  
B(l)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





# Aster

Fluffy pompons and long-lasting flowers in the most intense colours.

Asters are certainly 'value for money' autumn bloomers. Beside these strong unique selling points, they attract bumblebees and butterflies for a healthier ecosystem.



## CONCEPT

# SHOWMAKERS®

Showmakers® are the star in the decorative Aster firmament. Thanks to their fully double flowers, with no open centre, they last longer than conventional single-flowered varieties. These stunning flowers are uniform and easy to grow, thanks to their consistent response time. They produce striking blooms against a lush green backdrop, flowering from late summer right through to the end of autumn.

Where others  
stop blooming...  
Showmaker®  
blooms on!



SHOWMAKERS® POLAR WHITE | 5156



NEW  
2025

SHOWMAKERS® SWEET PINK | 5385



SHOWMAKERS® BABY PINK | 5348

SHOWMAKERS® MAGENTA | 5349



SHOWMAKERS® PRETTY PINK | 5206

SHOWMAKERS® SILVER BLUE | 5158

NEW  
2025



- Beautiful double-flowered Asters
- Long shelf life
- Uniform, consistent production
- Striking blooms





SHOWMAKERS® BLUE BAYOU | 5296



SHOWMAKERS® LAVENDER | 5379



SHOWMAKERS® INDIGO ICE | 5353

Also  
available  
as a Mix



SHOWMAKERS® MIX |





# Aster

Code	Variety	Status	Plant Week	Colour	Flowertype	Flower-size	Vigour	Response Time (wk)	Potsize (cm)	Page
<b>Showmakers®</b>										
5331	Showmakers® Arctic White		8 - 36	○ white	decorative	medium	medium	6.0	9 - 17	-
5348	Showmakers® Baby Pink		8 - 36	● light pink	decorative	medium	medium	6.0	9 - 17	7
5296	Showmakers® Blue Bayou		8 - 36	● dark blue	decorative	medium	medium	6.0	9 - 17	9
5353	Showmakers® Indigo Ice		8 - 36	● dark blue	decorative	medium	medium	6.0	9 - 17	9
5379	Showmakers® Lavender		8 - 36	● lilac	decorative	medium	medium	6.0	9 - 17	9
5289	Showmakers® Lilac Sunset		8 - 36	● lilac	decorative	medium	medium	6.0	9 - 17	-
5349	Showmakers® Magenta		8 - 36	● magenta	decorative	medium	medium	6.0	9 - 17	7
5156	Showmakers® Polar White		8 - 36	○ white	decorative	medium	medium	5.0	9 - 17	6
5206	Showmakers® Pretty Pink		8 - 36	● dark pink	decorative	medium	medium	6.0	9 - 17	7
5158	Showmakers® Silver Blue	NEW	8 - 36	● purple	decorative	medium	medium	6.0	9 - 17	7
5385	Showmakers® Sweet Pink	NEW	8 - 36	● light pink	decorative	medium	medium	6.0	9 - 17	6

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](mailto: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](mailto:b.koeze@royalvanzanten.com)  
+31 6 51984639



## Rick Kroon

Director Sales &  
Marketing

[r.kroon@royalvanzanten.com](mailto: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](mailto: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](mailto: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.

©2024 Royal Van Zanten, Rijsenhout - NL. No part of this brochure may be reproduced or transmitted by means of print, photocopy, digital or any other means without our written permission.



# driven by passion



Royal Van Zanten

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

[customerservice@royalvanzanten.com](mailto:customerservice@royalvanzanten.com)

[www.royalvanzanten.com](http://www.royalvanzanten.com)

+31 (0)297 38 70 00

