



Royal Van Zanten



ROYAL COLLECTION

COLORITA® • SALT LAKE® 2023-2024



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Introducing our new catalogue for the 2023/2024 season, filled with fresh content and inspiration.

WHAT'S NEW: MEET CLAESSA, THE LATEST ADDITION TO COLORITA® RANGE

Exciting new additions to our variegated Colorita® range include Claessa, with elegant white flowers and fresh green leaves with crème variegation. Like all Colorita® varieties, Claessa is a great performer and blooms all summer long due to our unique hybrid genetics.

PERFECT FOR BALCONIES: COLORITA® AS THE IDEAL CITY PLANT

For those without the luxury of a large garden, we've showcased our terrace champion Colorita® in a balcony setting. Check out the video by scanning the QR code at page 8 and see how Colorita® can be the perfect city balcony plant.

GARDEN DESIGN AS A LANGUAGE: INNOVATION, INCLUSIVITY, AND CULTURAL ENRICHMENT

Design is not just about following trends, it's a language that promotes innovation, inclusivity, and cultural enrichment. To showcase our commitment to these values, we have created new content in one of the world's most famous cultural capitals - Barcelona. The designer has created a sea of colours with the Colorita® at a rooftop overlooking the iconic Sagrada Familia.

SALT LAKE®: THE POT LIMONIUM THAT'S TAKING THE WORLD BY STORM

Our Salt Lake® pot Limonium has become increasingly popular over the last two years. It's loved not only for its unique appearance and purple colour but also for its environmentally friendly character. Bumblebees and butterflies are drawn to it for its pollen and nectar, making it a bee-friendly plant. Our photoshoot this season showcases the versatility of Salt Lake® as it's combined with a clean balcony design, a pool, and modern design elements.

WHATS B(L)OOMING TODAY

Royal Van Zanten has launched "What's b(l)ooming today", an inspiration platform showcasing their exclusive and high-quality varieties of flowers and plants. The platform features beautiful images and creative applications. Discover the latest trends and gain inspiration for your projects by exploring this new resource. This catalogue features QR codes that enable easy access to our digital content. Scan the codes with your phone and enjoy their beautiful photography and videography at your convenience. For marketing and sales activities, please contact our marketing department at marketing@royalvanzanten.com.

GET IN TOUCH

If you're interested in our products and concepts and want to learn how you can make a difference with our varieties, please get in touch with 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 652.021 posts | #variegated 391.327 | #variegatedplantsinstagram 10.386 posts | #variegatedleaves 37.336 posts 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).

COLORITA®
happy garden days



Scan
to watch video



Take a look
at our greenhouse





RED

BEST SELLER



KATE®

Variegated leaves



KATIANA®

PINK

BEST SELLER



ELIANE®



IVANA®



THERESA®

PURPLE



LOUISE®

BEST
SELLER



TAMARA®



MULAN®

BICOLOUR



DIANA®



PAOLA®



SARA®



ORANGE

BEST SELLER



AMINA®



ELIANE® ORANGE

YELLOW

BEST SELLER



ARIANE®



LISA®





WHITE

BEST SELLER



Variegated leaves



Variegated leaves



NEW



CLAIRE®



YENTL®



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.

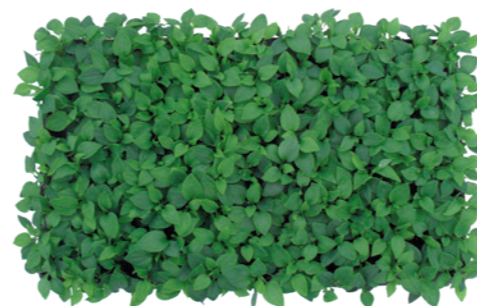
Triploid varieties develop seedpods just like tetraploid ones; the main difference is that the pods of triploid varieties do not contain seeds. This encourages plants to keep flowering while they're desperately trying to produce seeds. In other words, triploid varieties do not flower in stages, but bloom 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 / 72 Cell tray (U.S.A.)



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

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