



Only the best  
genetics.

By growers  
for growers.

*Bloom*<sup>®</sup>  
champion

Only the best genetics.

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## Joining forces for growth

Collaboration is key to growth in our industry. It's all about working together to meet the evolving needs for new hydrangea genetics, varieties and characteristics. This spirit of partnership is at the heart of BloomChampion.

The collaboration takes root in 2021 when two leading horticultural companies – Lendert de Vos B.V. and De Jong Plant B.V. – join forces to found BloomChampion. It's a perfect match. Both family companies bring complementary experience and expertise to the partnership.

Lendert de Vos B.V. & De Jong Plant B.V.  
Team BloomChampion





**“Collaboration is key to growth in our industry.”**



#### **Lendert de Vos B.V.**

Lendert de Vos has a 25-year track record of successfully breeding, testing, propagating and cultivating outstanding hydrangeas. Operating at the front of the development chain, Lendert de Vos specializes in providing growers with top-quality cuttings and young plants. Scouting new varieties around the world, it presents cultivars that can't be found anywhere else. Every step of the development process is focused on meeting your needs as a grower.

#### **De Jong Plant B.V.**

De Jong Plant brings more than 35 years' experience in developing and growing hydrangeas that are aligned to the needs of the retail trade. De Jong Plant constantly evolves its offering by presenting high-quality new varieties and innovative plant brands and concepts. By providing continually improved characteristics, tailor-made concepts and greater choice, De Jong Plant fulfils the changing needs of plant retailers, garden centers and big-box stores and their customers.









## We keep growing

BloomChampion serves you as a grower with the best genetics, great-looking plants and a wide selection. We make the difference by focusing on your needs as a grower during every step of the process. We keep growing so you can too. By growers for growers.

Creating hydrangeas that surpass your expectations doesn't happen overnight. We need ten years to develop a new variety that meets your criteria as a grower. And during that decade-long process, we constantly test, select and eliminate. So only the best make it to the finish.



# The ten-year journey to a new variety



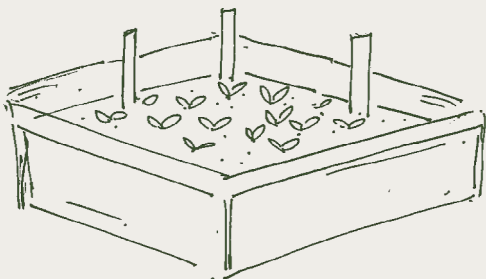
## 1 | Crossbreeding

Two or more plants are crossbred to develop a new cultivar with new traits.



## 2 | Harvesting seeds

Seeds are harvested from the new cultivar type and tested to determine quality and purity.



## 3 | Planting seeds

The selected seeds of the new cultivar are planted to cultivate plants that are replicas of the parent plants.



## 4 | Growing for one year

The plant grows in the first year, but only produces foliage. After this growth period, the plants are selected that proceed to the next stage.



## 5 | Growing for two years

The chosen plants go on to flower in the second year and once again the plants are selected that will go forward to the next stage.

## 6 | Cultivating cuttings

After four years, cuttings from the selected plants are cultivated in batches of ten. A selection is made from these batches, with only the successful plants proceeding to the next stage.

## 8 | Dawn of a new variety

After ten years of development, cultivation and testing, a new variety is born.

## 7 | 10 years of developing

The cultivars are grown and brought to flower on a larger scale during this intensive development stage that takes more than ten years. Throughout this decade-long period, they're subjected to extensive testing under various conditions, including lighting or no lighting, and assessed to see how they perform during transport and in cold storage. By multiplying the genetic material over many years, any flaws or weak points come to light.







## The newest genetics for champion results

Ten years of development goes into developing new varieties of hydrangea macrophyllas and paniculatas. But we don't stop there. We continue to critically assess the products and process in search of room for improvement. We don't outsource the preparation process but remain closely involved at every stage. Anticipating your needs as a grower, we ensure that you can minimize the use of plant growth regulators (PGR). This saves you time, money and effort and ensures optimum retail-ready plants.

Our painstaking development process has resulted in a unique range of new varieties of macrophyllas and paniculatas. With distinctive genetics, superior traits and blooming beauty, they've got everything it takes for growing success. BloomChampion is your source for the newest genetics, varieties and characteristics.

By growers for growers.





“Macrophylla works  
its magic.”

Our blooming

# *Macrophylla*

Our macrophylla varieties are magical in every way. With easy branching, compact growth and firm flowers, these cultivars have all the right stuff for great growth and top performance. Super strong stems mean they keep standing strong. And man can these babies bloom. We’re talking big, beautiful blooms that create a sea of flowers and rebloom every season. And with so many colors and varieties to choose from, you can turn every patio or border into a vibrant kaleidoscope.

Macrophylla Vibrant Verde Blue®





## Macrophylla Mysterious®

Our Mysterious variety has been developed with your needs in mind. You can make this variety retail ready much faster than other hydrangea varieties, with the plants flowering within nine weeks. This variety is also ideal for planting in the spring. Available in pink and blue, there are three different color shades on each plant. The colors also change to lighter, darker and green during the season. Mysterious develops compactly and branches and sets bud easily. With strong reblooming, Botrytis-resistance during cooling and suitability as both an indoor and outdoor hydrangea, it's the perfect variety for growers who want an easy-to-grow solution that can be produced in greater volumes and are ideal for retail sales. No wonder that the Mysterious hydrangea macrophylla was chosen as the best Plantarium Novelty 2017.

**Patent number:** US PP32.970 CAN'Jong01'

**"You can make this variety retail ready much faster than other hydrangea varieties."**



## Mysterious Blue®



**Colour flower** Blue & green



**Branching** Excellent



**Cultivation time** 9 weeks



**Size** Medium



**Flower Firmness** Good



**Stem Sturdiness** Good



**Shelf life** Good



**Re-blooming** Excellent



**Colour flower** Pink & Green



**Branching** Excellent



**Cultivation** 9 weeks



**Size** Medium



**Flower Firmness** Good



**Stem Sturdiness** Good



**Shelf life** Good



**Re-blooming** Excellent





## Doppio®

Doppio Macrophyllas are unique indoor flowering plants that look great in every home or office and are a sustainable substitute for cut flowers. They give you more flowers for longer – staying in full bloom for 100 days. Abundant and long-lasting blooms with a strong and compact plant bring a burst of color and beauty to every interior. The Doppio is also unique in that it's male/female sterile, making it exceptionally strong and robust. Our Doppio range features three unique cultivars:

Doppio® Azzuro  
Doppio® Rosato  
Doppio® Fredo



## Doppio® Azzurro

Brilliant double azure blue flowers with a long blooming period. Long-lasting, winter hardy and compact, it's all blue skies with Azzurro.

**Patent number:** Under Application



**Colour flower** Blue



**Branching** Good



**Cultivation time** 11 weeks



**Size** Medium



**Flower Firmness** Excellent



**Stem Sturdiness** Excellent



**Shelf life** Excellent



**Re-blooming** Excellent

**“Brilliant double  
azure blue flowers.”**





Doppio®

# Rosato

Rich double blossoms in light pink. Bursting with long-lasting flowers, easy to maintain and beautifully shaped and sized plants, Rosato is so pretty in pink.

Patent number: Under Application



Colour flower Pink



Branching Good



Cultivation time 11 weeks



Size Medium



Flower Firmness Excellent



Stem Sturdiness Excellent



Shelf life Excellent



Re-blooming Excellent

“Easy to maintain and beautifully shaped.”



Doppio®

# Fredo

Pure white double flowers that last and last. Winter hardy, strong and compact and high quality, Fredo makes macrophylla lovers’ hearts sing.

Patent number: Under Application



Colour flower White



Branching Good



Cultivation time 11 weeks



Size Medium



Flower Firmness Excellent



Stem Sturdiness Excellent



Shelf life Excellent



Re-blooming Excellent

“Winter hardy, strong and compact.”









## Vibrant Verde®

A festival of flowers. Strong branches and gorgeous blossoms from May through September. Whether you choose Vibrant Verde Pink or Vibrant Verde Blue, both colors are rich and vibrant. The color changes as the season progresses to create an evolving palette in your garden.

**Patent number:** Under Application

“Strong branches and gorgeous blossoms from May through September.”



### Vibrant Verde Blue®



**Colour flower** Blue & Green - Red



**Branching** Excellent



**Cultivation time** 14 weeks



**Size** Medium



**Flower Firmness** Good



**Stem Sturdiness** Excellent



**Shelf life** Excellent



**Re-blooming** Excellent



### Vibrant Verde Pink®



**Colour flower** Pink & Green - Red



**Branching** Excellent



**Cultivation time** 14 weeks



**Size** Medium



**Flower Firmness** Good



**Stem Sturdiness** Excellent



**Shelf life** Excellent



**Re-blooming** Excellent





## Rosso Glory®









This compact plant with strong branches is a big bloomer. You'll love the glorious firm flowers that gradually change their hue with time. Both variants – Rosso Glory red and Rosso Glory purple – boast rich and interesting shades that make them stand out in every garden.

**Patent number:** PP 30,893

**"Strong branches and gorgeous blossoms from May through September."**











### Rosso Glory Red®

-  **Colour flower** Red & Green
-  **Branching** Good
-  **Cultivation time** 12 - 13 weeks
-  **Size** Medium
-  **Flower Firmness** Good
-  **Stem Sturdiness** Excellent
-  **Shelf life** Good
-  **Re-blooming** -



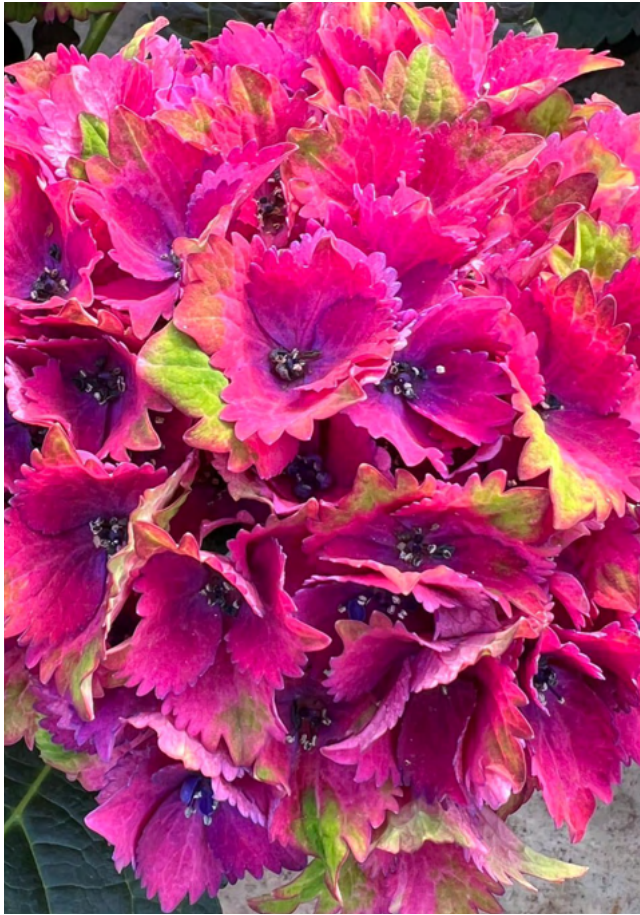
### Rosso Glory Purple®

-  **Colour flower** Purple & Green
-  **Branching** Good
-  **Cultivation time** 12 - 13 weeks
-  **Size** Medium
-  **Flower Firmness** Good
-  **Stem Sturdiness** Good
-  **Shelf life** Good
-  **Re-blooming** -









Hydrangea macrophylla

## Wizard®

Let Wizard cast its spell. This variety gives you the works: super firm flowers, strong branches and unique bright color combinations. It flowers within 12 weeks and stays in bloom for 100 days. The Wizard's jagged flowers change their hue en route to autumn.

**Patent number:** Under Application



**Colour flower** Green - Bright Pink



**Branching** Good



**Cultivation time** 12 - 14 weeks



**Size** Medium



**Flower Firmness** Excellent



**Stem Sturdiness** Excellent



**Shelf life** Excellent



**Re-blooming** Medium

**"Super firm flowers,  
strong branches."**



Hydrangea macrophylla

## Passion®

Fall in love with Passion. Its unique deep red or purple flowers add a heartfelt touch to every patio or garden. With its super firm flowers and strong branches, it's a lasting love. And if it's the color purple you're after, you can turn the Passion blue to get a magnificent deep magenta color.

**Patent number:** Under Application



**Colour flower** Red & Purple



**Branching** Medium



**Cultivation time** 12 - 14 weeks



**Size** Medium



**Flower Firmness** Excellent



**Stem Sturdiness** Excellent



**Shelf life** Excellent



**Re-blooming** Medium

**"Unique deep red or  
purple flowers."**



“The result of long-term testing and extensive selection.”

Our blooming

# Paniculata

Our paniculata varieties are the result of long-term testing and extensive selection. These cultivars are distinctively strong, compact and winter hardy, with a long blooming period. As such they are perfect as eye-catching patio plants and for planting in borders. Expect abundant blossoms creating a sea of flowers, with the color changing through the season. Add in rich branching, flowering on one-year-old wood and suitability for all climates and you’ve got a perfect paniculata.



Paniculata

## Fresh Pink®

Fresh pink is beauty in motion, staying strong and healthy during transport. It bursts into bloom in July with sturdy white flowers. The flowers then gradually turn to pink through October. They stay in bloom all winter for a welcome dash of color on dark days.

“Sturdy white flowers.”

**Patent number:** Under Application



**Colour flower** Light pink - pink



**Branching** Excellent



**Cultivation time** 14 - 16 weeks



**Size** Medium



**Flower Firmness** Excellent



**Stem Sturdiness** Excellent



**Shelf life** Good



**Re-blooming** Excellent





Paniculata

# Fresh White®

Strong and beautiful – Fresh White stays fit and healthy during transport. With its gorgeous big ball-shaped white flowers, it adds a striking touch to any garden. The flowers last from early July through September. They then change from white to dusty rose in fall – it’s a beautiful sight.

Patent number: PP 31,237



**Colour flower** White - light pink



**Branching** Excellent



**Cultivation time** 14 - 16 weeks



**Size** Medium



**Flower Firmness** Excellent



**Stem Sturdiness** Excellent



**Shelf life** Good



**Re-blooming** Excellent

“A striking touch  
in any garden.”



Paniculata

# Fresh Green® Van Belle exclusive

Another paniculata that’s ready to hit the road, staying fresh and happy during transport. Kicks off the season in early June with lovely green flowers. It’s the start of a color transformation, with the flowers ultimately turning to variegated red in the fall.

Patent number: Under Application



**Colour flower** Green - old pink



**Branching** Excellent



**Cultivation time** 14 - 16 weeks



**Size** Medium



**Flower Firmness** Excellent



**Stem Sturdiness** Excellent



**Shelf life** Good



**Re-blooming** Excellent

“Kicks off the season  
in early June.”









Paniculata

# Bubble Bath®

Van Belle exclusive

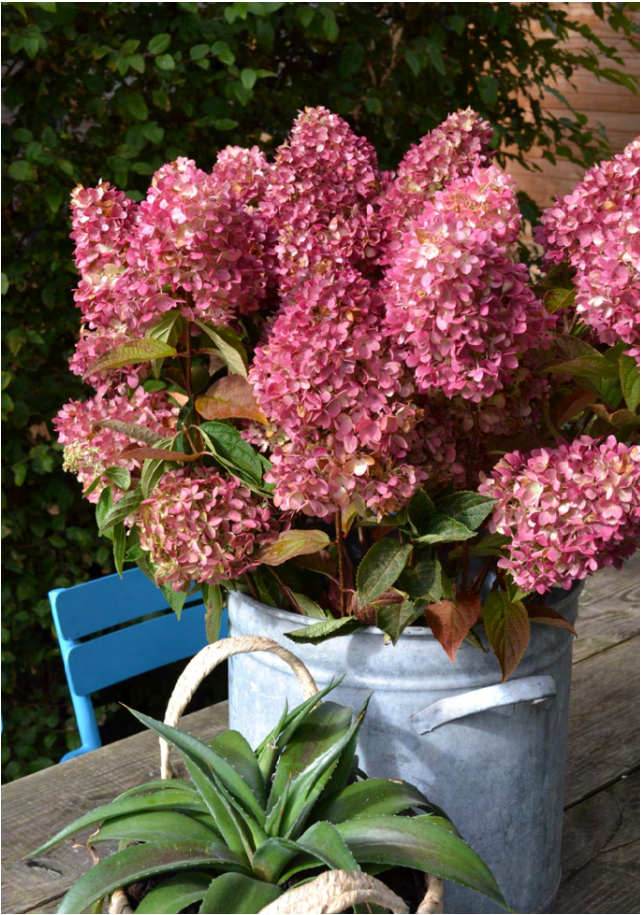
One big bubbling ball of brilliant flowers. It's so packed with blooms from top to bottom that you can barely see the branches at the base. The plant is strong enough to keep this flower powerhouse standing proud.

**Patent number:** Under Application

-  **Colour flower** White
-  **Branching** Excellent
-  **Cultivation time** 14 - 16 weeks
-  **Size** Compact

-  **Flower Firmness** Excellent
-  **Stem Sturdiness** Good
-  **Shelf life** Good
-  **Re-blooming** Excellent

“One big bubbling ball of brilliant flowers.”







Paniculata

# Dragon Baby®

Van Belle exclusive

A showstopper in every garden. Dazzling flowers change from white to deep red during the season. Keeps on blooming into the fall.

**Patent number:** Under Application

-  **Colour flower** White - deep red
-  **Branching** Excellent
-  **Cultivation time** 14 - 16 weeks
-  **Size** Compact

-  **Flower Firmness** Excellent
-  **Stem Sturdiness** Good
-  **Shelf life** Good
-  **Re-blooming** Excellent

“Keeps on blooming into the fall.”





## Coming Soon

We see growth as an ongoing process at BloomChampion. That's why we always have exciting new varieties in the pipeline.

Only the very best make it to the finish.

We've got a couple of new top varieties that have jumped all the hurdles and are about to cross the finish line. Take a sneak peek at these beauties.





## Partnering for excellence

Let's grow together. BloomChampion believes great things happen when we join forces. Our partnerships with Bloomin' Easy and Creekside in North America show that collaboration brings benefits that keep on growing.

### Blooming' Easy

Bloomin' Easy® has its headquarters in British Columbia, Canada. The company has a clear mission: to make gardening easier and more inviting for young homeowners. They do this by providing them with premium, easy-care varieties and tailored support resources.

Bloomin' Easy says partnering with world-class programs like BloomChampion is vital for achieving this aim. The collaboration with BloomChampion enables them to fulfil their vision by introducing top-tier new and improved low-maintenance varieties to North America.

Bloomin' Easy Founder President DeVonne Friesen explains: "We realized early on that we needed to partner with the best breeders to bring top-tier varieties to our markets. BloomChampion was a clear choice after getting to know their team and seeing their plants winning awards and gaining momentum around Europe. We're proud to introduce their work to North America through Bloomin' Easy and we're excited about the future of this partnership we've cultivated over many years."





# Partnering for excellence

## Creekside Greenhouses

BloomChampion and Creekside Greenhouses have a shared passion for hydrangeas. Creekside Greenhouses is a third-generation family business that grows over 2 million dormant high-quality plants annually and is located in Jordan Station, Canada.

Creekside Greenhouses relies on partnerships for genetics to grow high-quality plants. It prefers to partner with breeders who are also growers. That’s why Creekside Greenhouses and BloomChampion are a perfect match. Thanks to the partnership with BloomChampion, Creekside Greenhouses can tap into the growing popularity of hydrangeas by being the first to market with new and innovative varieties.

Creekside Greenhouses Sales Manager Scott Winslade explains the benefits of partnering with BloomChampion: “At Creekside Greenhouses we are passionate about growing high quality dormant plants. Teaming up with BloomChampion helps us provide strong, grower-proven varieties. Quality plants with great genetics helps our customers be successful.”





## Partnering for excellence

BloomChampion is proud to partner with Bloomin' Easy and Creekside to serve the North American market.

BloomChampion hydrangeas are available via your preferred broker.

Would you like to be a partner of BloomChampion? We look forward to hearing from you.

## Contact BloomChampion

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*Bloom*<sup>®</sup>  
champion