



**Microflor**

Fascinated by strong plants

Catalogue  
viv<sup>®</sup> hellebores  
**2020**





## ABOUT US

Microflor is an expert and innovator in breeding, tissue culture techniques and acclimatisation of gloxinias, hellebores and orchids.

Microflor stands for: sustainable and customer-focused cultivation which enables us to produce strong, innovative young plants. Expect nothing less than fast-growing, high-quality young plants for your nursery, delivered as ordered and on time.

You'll be amazed by our plant varieties – healthy, strong and innovative. They are the result of continuous innovation and open communication with customers. Through expertise, persistence and creativity we create varieties which enrich your assortment portfolio. These varieties are developed in the most hygienic environment, with a focus on environmentally friendly process technologies.



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## BREEDING exclusive varieties

Microflor continually seeks innovation to enrich your assortment offering and delight your customers. Our aim? Continuous innovation. Based on research, experience and market trends, the Microflor breeding team creates an attractive assortment of innovative varieties.

To guarantee high-quality and efficient breeding of plant varieties, Microflor has its own advanced greenhouses.

## Advanced in-vitro tissue CULTURE TECHNIQUES

With the latest tissue culture techniques, advanced in-house laboratories and strong production controls, Microflor produces millions of plants every year. As a pioneer in tissue culture techniques, we produce plant varieties based on quality-focused methods.



## ACCLIMATISATION of strong young plants

As an expert in acclimatisation, Microflor supplies you with high-quality young plants that perfectly match your needs. The hellebores are acclimatised in state-of-the-art cultivation greenhouses in compliance with hygiene standards.

Our specialised cultivation knowledge ensures we bring you acclimatised young plants that can be potted straight away. And thanks to our MPS-GAP certification, you can rest assured that we run our business in an environmentally-friendly and socially responsible way.

## ViV® Collection: Joie de Vivre

Following years of intensive cross-breeding, the ViV® Collection has been created from the most innovative and high-quality hellebore varieties. It takes eight to ten years to develop a new ViV® cultivar and bring it onto the market. This process requires a huge amount of patience and expertise. Only top varieties that pass the strictest quality controls make it into the ViV® Collection.

The cultivars from the ViV® Collection are grown only at nurseries that are passionate about the product. Here, the plants are given all the time they need to grow, meaning that the ViV® label is a guarantee of the highest quality.

You'll be amazed by our range of strong hellebore varieties in this catalogue.

As well as offering you our varied assortment, we aim to be your stable, trusted partner for supplying top-quality young plants and lab plants. Our ambition is to present you with a great offering of strong-growing and productive plants, making it easy for you to produce beautiful and robust end products. Because just like you, we are fascinated by strong plants.







**VIV® VERA**

The ViV® Vera stands out with its beautiful double red flowers. Blooming starts early, from November.

code	<b>HE00087</b>
type	<b>orientalis</b>
potsize	<b>P15-P19</b>
plant height	<b>45-55 cm</b>
shape of flower	<b>double</b>
pattern	<b>uniform</b>
flowering period	<b>nov-dec</b>

**VIV® VICTORIA**

The ViV® Victoria stands out with its cool green leaves and intense dark purple flowers that grow above the plant. What is unique about this variety is its lavish flowers from September to April.

code	<b>HE00091</b>
type	<b>orientalis</b>
potsize	<b>P15-P19</b>
plant height	<b>35-45 cm</b>
shape of flower	<b>single</b>
pattern	<b>uniform</b>
flowering period	<b>sep-oct</b>



**VIV® VALENTINA**

The ViV® Valentina is a true spring rose which yields very beautiful, bright red flowers from January to the end of March.

code	<b>HE00113</b>
type	<b>orientalis</b>
potsize	<b>P15-P19</b>
plant height	<b>35-45 cm</b>
shape of flower	<b>single</b>
pattern	<b>uniform</b>
flowering period	<b>jan-feb</b>



**VIV® ROSA**

ViV® Rosa has a subtle pink blush in the flowers, and exudes elegance. The ViV Rosa is in bloom from January.

code	<b>HE00137</b>
type	<b>orientalis</b>
potsize	<b>P15-P19</b>
plant height	<b>35-45 cm</b>
shape of flower	<b>single</b>
pattern	<b>blush</b>
flowering period	<b>jan-feb</b>





**VIV® VALERIA**

The ViV® Valeria stands out because of its lavish flowers, which are in bloom from November. This strong variety provides colour in the winter months.

code	<b>HE00202</b>
type	<b>ericsmithii</b>
potsize	<b>P15-P19</b>
plant height	<b>35-45 cm</b>
shape of flower	<b>single</b>
pattern	<b>uniform</b>
flowering period	<b>nov-dec</b>



**VIV® GEORGIA**

ViV® Georgia has beautiful round flowers with contrasting spots in its heart. The flowers are on sturdy stems.

code	<b>HE00139</b>
type	<b>orientalis</b>
potsize	<b>P15-P19</b>
plant height	<b>35-45 cm</b>
shape of flower	<b>single</b>
pattern	<b>stip</b>
flowering period	<b>jan-feb</b>



**VIV® VIVIANA**

ViV® Viviana is a strong variety that is best suited to smaller pots. Its abundant flowers bloom from November.

code	<b>HE00203</b>
type	<b>ericsmithii</b>
potsize	<b>&lt;P15</b>
plant height	<b>25-35 cm</b>
shape of flower	<b>single</b>
pattern	<b>uniform</b>
flowering period	<b>nov-dec</b>





**NEW** Coming up



**VIV® ELOISA**

Eloisa stands out for its spontaneous growth and beautiful dark flowers in the autumn.

code	<b>HE00209</b>
type	<b>orientalis</b>
potsize	<b>P15-P19</b>
plant height	<b>45-55 cm</b>
shape of flower	<b>single</b>
pattern	<b>blush</b>
flowering period	<b>sep-oct</b>



**VIV® 117**

code	<b>HE00117</b>
type	<b>orientalis</b>
potsize	<b>P13-P17</b>
plant height	<b>30-40 cm</b>
shape of flower	<b>single</b>
pattern	<b>stip</b>
flowering period	<b>jan-feb</b>



**VIV® 166**

code	<b>HE00166</b>
type	<b>orientalis</b>
potsize	<b>P15-P19</b>
plant height	<b>35-45 cm</b>
shape of flower	<b>anemone</b>
pattern	<b>uniform</b>
flowering period	<b>jan-feb</b>

**VIV® ELENA**

The ViV® Elena is a variety that grows into a majestic plant, adorned with dark red flowers from October.

code	<b>HE00225</b>
type	<b>orientalis</b>
potsize	<b>P15-P19</b>
plant height	<b>35-45 cm</b>
shape of flower	<b>double</b>
pattern	<b>uniform</b>
flowering period	<b>oct-nov</b>







**VIV® 172**

code  
type  
potsize  
plant height  
shape of flower  
pattern  
flowering period

**HE00172**  
**orientalis**  
**P15-P19**  
**35-45 cm**  
**double**  
**uniform**  
**jan-feb**



**VIV® 176**

code  
type  
potsize  
plant height  
shape of flower  
pattern  
flowering period

**HE00176**  
**orientalis**  
**P15-P19**  
**35-45 cm**  
**double**  
**blush**  
**nov-dec**

**VIV® 194**

code  
type  
potsize  
plant height  
shape of flower  
pattern  
flowering period

**HE00194**  
**orientalis**  
**P15-P19**  
**45-55 cm**  
**double**  
**uniform**  
**nov-dec**



**VIV® 192**

code  
type  
potsize  
plant height  
shape of flower  
pattern  
flowering period

**HE00192**  
**orientalis**  
**P15-P19**  
**35-45 cm**  
**double**  
**blush**  
**sep-oct**







**VIV® 206**

code  
type  
potsize  
plant height  
shape of flower  
pattern  
flowering period

**HE00206**  
**orientalis**  
**P15-P19**  
**35-45 cm**  
**double**  
**blush**  
**sep-oct**



**VIV® 207**

code  
type  
potsize  
plant height  
shape of flower  
pattern  
flowering period

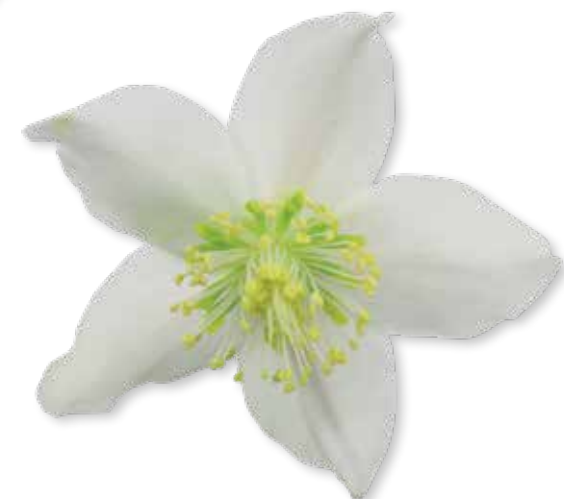
**HE00207**  
**orientalis**  
**P15-P19**  
**35-45 cm**  
**double**  
**blush**  
**sep-oct**



**VIV® 208**

code  
type  
potsize  
plant height  
shape of flower  
pattern  
flowering period

**HE00208**  
**orientalis**  
**P15-P19**  
**35-45 cm**  
**double**  
**uniform**  
**sep-oct**



**VIV® 325**

code  
type  
potsize  
plant height  
shape of flower  
pattern  
flowering period

**HE00325**  
**niger**  
**P15-P19**  
**30-40 cm**  
**single**  
**uniform**  
**nov-dec**





**Founded on expertise, driven by innovation**

Microflor is part of the Floré Group, a family-run horticultural business with its headquarters in Lochristi (Belgium). We breed, propagate, produce, trade and distribute horticultural products.

With a consolidated revenue of 122 million euros and 550 employees, we are the market leader in Belgium and one of Europe's leading horticultural businesses.

**Floré**  
Innovating Horticulture Together



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