

Ideal for combo plantings

Given their compact plant habit, BLOOMULUS is ideally suited for bowls, larger containers, window boxes, specialty bedding and for table decoration purposes. BLOOMULUS thus opens totally new distribution channels such as Florist shops, in which Hydrangea paniculata was hitherto rarely seen.

Cloud Hydrangea
BLOOMULUS®



The production network

Optimal starter material is the prerequisite for success at the grower level. Kötterheinrich Hortensienkulturen is the exclusive producer of high-quality starter material for the grower network, thus ensuring uniform quality at retail.

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KÖTTERHEINRICH
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www.bloomulus.com

BLOOMULUS® is a registered trademark and may only be used exclusively in conjunction with these varieties. Furthermore, all BLOOMULUS® varieties are protected by EUPBR; all propagation for commercial purposes is explicitly prohibited.

„The only Hydrangea paniculata series that can be grown and marketed **Flowering** in 14-cm pots“

Cloud Hydrangea
BLOOMULUS®



New for 2025 – Cloud Hydrangea **BLOOMULUS®**

- compact, yet natural plant habit through innovative breeding
- ideal for bulk sales
- perfect for plant combos on balconies and terraces
- broad, attractive marketing package

Cloud Hortensia BLOOMULUS®

Exceptional
in production
and at retail

BLOOMULUS® is the first and only series in the huge Hydrangea paniculata assortment that is so compact and floriferous that it can be produced and marketed in 14-cm pots. Even at this pot size, they will produce four to seven flower heads that are reminiscent of fluffy cumulus clouds. In addition to the 14-cm pot size, BLOOMULUS® will also be produced in 18- and 23-cm branded pot sizes – a guarantee that BLOOMULUS® will be attractive to all consumer budgets and retail channels.



Benefits for the consumer:

- Ideal for combo plantings
- Unique flower shapes
- Extremely compact, natural plant habit
- Comprehensive care info on labels
- Consumer-oriented website www.bloomulus.com

Benefits for the grower:

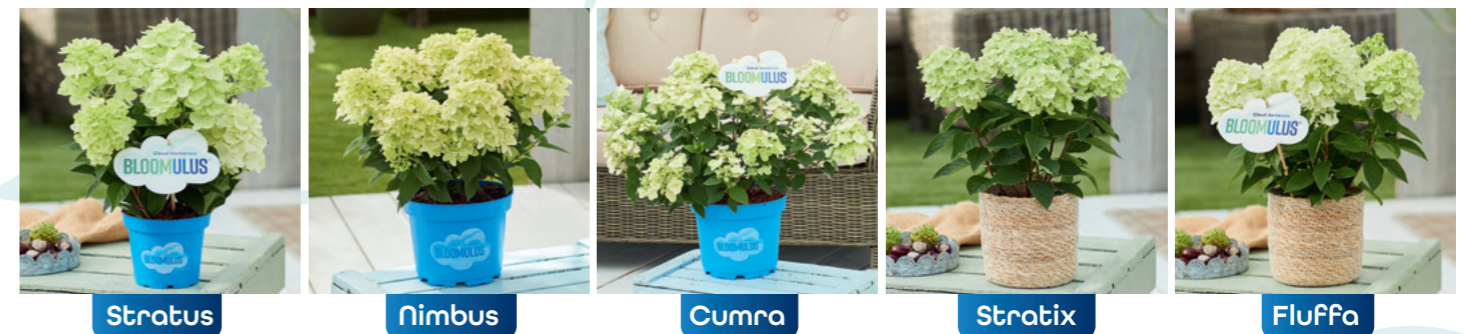
- Strong, sturdy stems – no need for staking
- Excellent branching habit
- Early-flowering, sales from May onwards possible
- Both lace-cap and mophead varieties within the series



Cloud Hortensia BLOOMULUS®

The BLOOMULUS® assortment

Characteristic for the BLOOMULUS® series are the cloud-like flower heads – which have led to the name BLOOMULUS® for this innovative breeding line. The individual varieties are each spectacular and unique in their own right:



Marketing support for retail

Our communication concept encompasses attractive professional photography, labels, branded pots, a consumer-oriented website and POS marketing tools.

