

zentoo
THE COLOURFUL COLLECTIVE

Tomorrow
grows here

AUTUMN-WINTER COLLECTION 2026



Ready,
set,
grow.



JAKE / NEXT GEN GROWER

Building healthy soil
with plant residues,
biostimulants and
circular fertilisers.



Fine-tuning the climate.

Temperature, water and
more – all adjusted to
what the crop needs.



Giving the crop a little
boost with water and
biostimulants.



Let the
growing
begin.



Tomorrow grows here

The future rarely announces itself.

It doesn't arrive with flashing lights or big promises. Most of the time, it starts quietly. In the first light that fills the greenhouse. In a climate setting that's just a little smarter. In a sensor hidden between the plants. In a better question. A smarter solution. One small improvement that becomes tomorrow's new standard.

That's how tomorrow grows.

While the world talks about what's next, growers are already making it happen. Fine-tuning the climate. Measuring instead of guessing. Finding ways to use less energy, less water and fewer resources - while growing flowers that are stronger, more resilient and more beautiful than ever.

Not because they have to. Because that's what growers do.

This season, we wanted to show what that really looks like. So we stepped behind the flowers. Into the greenhouse, where the real story begins. Where craftsmanship is strengthened by technology. Where every day brings another opportunity to improve. And where tomorrow grows, one smart decision at a time.

But no one grows the future alone.

That's what The Colourful Collective is all about. Growers moving forward together. Experienced hands sharing years of knowledge. Young minds bringing fresh ideas. Learning from each other. Challenging each other. Because the best progress doesn't belong to one generation - it grows between them.

Every flower in this catalogue tells that story.

Behind every stem lie hundreds of smart choices. Behind every variety are people who keep improving, season after season. And behind every greenhouse is a future that's already growing.

Not someday.
Today.
Welcome to Future Up.



PASTELA ROSÉ
40-1



LD 8
49-3



**The right light, at the right time.
That's how we keep our
chrysanthemums growing.**

08:00
LIGHTS ON

18.4°C
GREENHOUSE CLIMATE

WEEK 2
GROWING PHASE

JARI / NEXT GEN GROWER



**LISELOTTE / 22
STARTS
AT 5.30**

Next Gen Grower

QUICK PICKS

✓ **Early morning** or late afternoon in the greenhouse?



✓ **Robots** or hands-on work?

✓ **Creating content** or growing flowers?

The perfect flower or ✓ **behind the scenes?**

✓ **Data** or gut feeling?

✓ **Podcasts** or music while working?

Favourite chrysanthemum colour?

✓ **Pink**

Nearly every morning starts early for 22-year-old Liselotte van Os. By 5:30, she's already in the greenhouse, working as a crop specialist at her family's nursery, Van Os Chrysanten. Alongside her work, she's studying Communication. Two different worlds? Not really. For her, they go hand in hand. A fresh perspective, new ideas and plenty of curiosity. The next generation is already growing.

A DAY IN THE GREENHOUSE

What does an average day look like for you?

"My day starts at 5:30. I quickly get dressed and I'm at the greenhouse in no time. I usually start by helping to pack the flowers. After the first break, I move on to my other tasks."

On Tuesdays, I focus on biological crop protection. I start by scouting the chrysanthemums and then get to work with the biological controls in the greenhouse – usually with my dog Lucy by my side. Later, I enter the results into the system and discuss them with my dad. Based on what I've seen, we decide together how to adjust our approach."

NEVER THE SAME

What do you enjoy most about horticulture?

"The variety. No two days are the same and there's always something going on. I'm especially interested in biological crop protection and all the new ways we can protect our flowers naturally. I love seeing how new ideas, technology and nature come together."

FATHER & DAUGHTER

You work closely with your dad. What do you learn from each other?

"The best advice he's given me is: things will work out as long as you go for it. But I bring my own ideas too. Through my studies in communication, I sometimes look at things differently. I think more about how to get a message across and why people react the way they do. So yes, we definitely learn from each other."

BEHIND THE FLOWERS

What do you wish more people knew about horticulture?

"How much goes on behind the scenes! There's so much more behind a bunch of flowers than you might think."

It takes a lot of knowledge, technology and care.

I'd love to show more people around the greenhouse or let them join us for a day. That's when you really see how much goes into growing a flower."

A FRESH PERSPECTIVE

What does your generation bring to Zentoo?

"Fresh ideas and a different way of looking at things. For example, we care more about finding a good work-life balance. We're more conscious of how we want to work and live. I believe this fresh perspective can help us move forward."

For Zentoo, I hope we continue to work more closely together. By sharing what we know and learning from each other, we can grow stronger together. Maybe that also means thinking a little less about our own companies and a little more about what we can achieve together."

TELLING THE STORY

Where do you hope to make a difference?

"I'd love to play a part in Zentoo's communication. I'm especially interested in reaching the people who eventually buy our flowers. I want to show them what happens behind the scenes and how much goes into the flowers they take home."

In ten years, I hope people see Zentoo as a group that not only grows beautiful flowers, but also keeps moving forward in sustainability, innovation and collaboration."

TOMORROW GROWS HERE

What does that mean to you?

"For me, it's about growing the family business together and making it better every day. At home, we're already growing tomorrow."



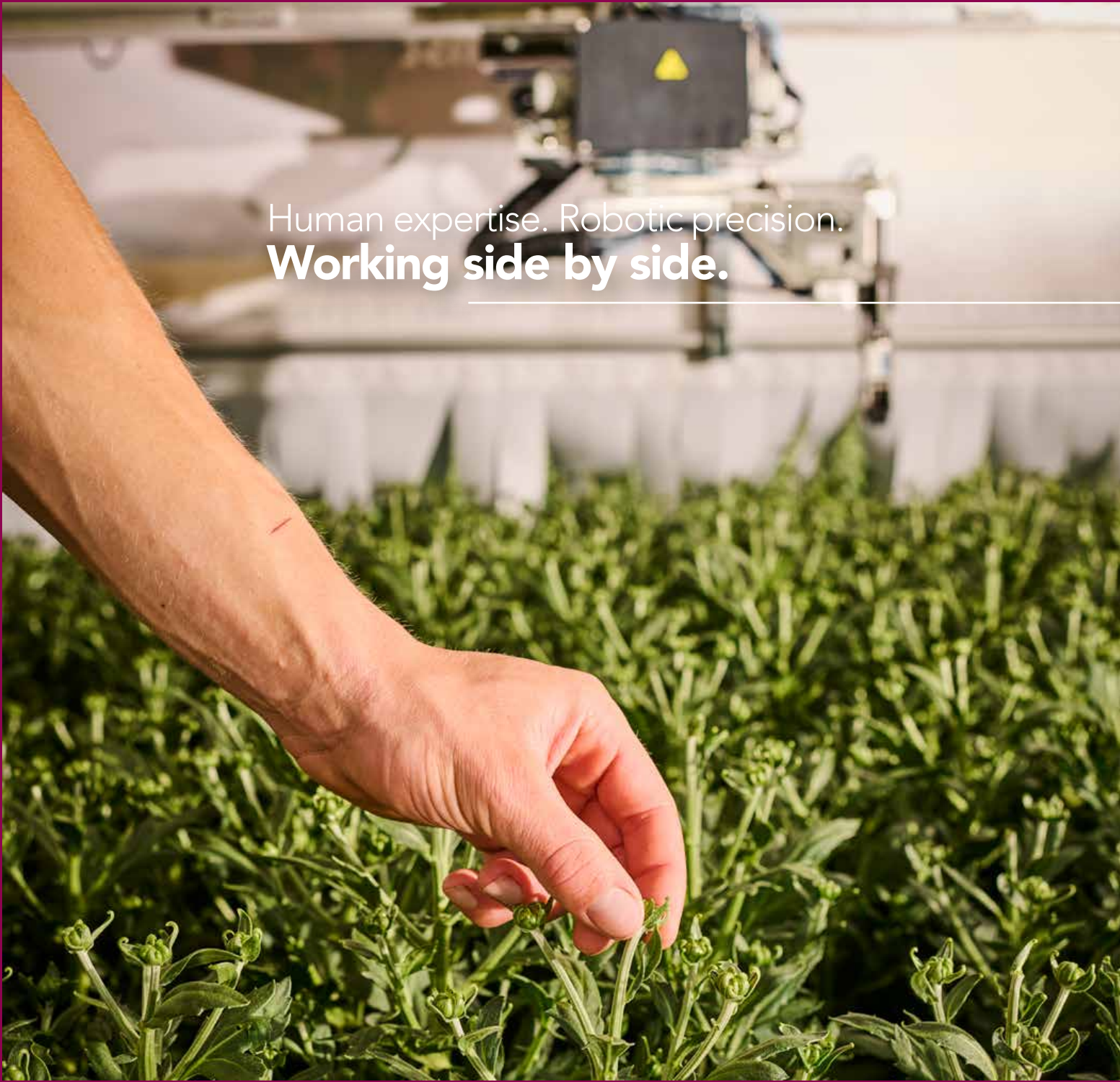
Rolling out
biology.

Beneficial insects,
help us keep the
crop naturally
strong.



Ready to
spread.





Human expertise. Robotic precision.
Working side by side.



STIJN / NEXT GEN GROWER



Scouting
every day.



Releasing the
good guys.



Measuring
growth.



Time to
harvest!

MILLER CHERRY

Colour: Cherry Pop

Bright, juicy and full of energy. Miller Cherry brings vibrant cherry red to every bouquet. Sweet without being sugary, bold without trying too hard. Naturally eye-catching.

KISMO AMBER

Colour: Amber Glow

Kismo Amber lights up every bouquet with its rich amber glow. Vibrant, full of energy and impossible to overlook. A fresh favourite for florists who love what's next.

BLUFF PURPLE

Colour: Berry Pink

A pop of colour. Endless possibilities. Bluff Purple adds texture and a playful twist to every bouquet. Easy to combine, fun to work with and always ready to spark new ideas.



WICKED

Colour: Pink & Lime

With soft pink petals and a vibrant green heart, Wicked does things differently. Fresh, playful and full of personality. The perfect bloom for bouquets that dare to surprise.

RESQ LUCIE

Colour: Cherry Blush

ResQ Lucie brings a soft cherry blush that shines in every season. Easy to combine, easy to love and always ready for the next trend. A colour you'll keep coming back to.

DEJAVU

Colour: Berry Plum

Dejavu delivers a rich berry tone with a subtle purple glow. Eye-catching on its own, beautiful in every mix. The kind of colour that never goes out of style.

A FRESH TAKE ON CHRYSANTHEMUMS



Every time Tiffany van Lenten works with our flowers, we're curious to see what she'll create. And somehow, she always surprises us. At just 26, the floral designer has a style that's creative, playful and never the same. She mixes colours, shapes and varieties in ways we wouldn't always think of ourselves. Which is exactly why we keep asking her back. This time, we turned the tables and asked Tiffany what inspires her – and how she looks at our flowers.

LOOK AGAIN

You've worked with Zentoo chrysanthemums on several projects now. What still surprises you about our flowers?

"The choice! There are so many colours, shapes and different looks. Chrysanthemums are sometimes still seen as a bit old-fashioned, but I think they're anything but. I use them in all kinds of designs, and that's what makes them so much fun to work with. You can create something big and bold, but just as easily use them for smaller, detailed work. And of course, the fact that they last so well is a big plus."

When you look at the Zentoo assortment, which colours, shapes or varieties feel like 'the future' to you?

"I'm a big fan of the Miller collection. I love the colours: they're easy to mix and blend with other flowers. They also work really well in glued designs, which gives you even more ways to use them. I also love using Tutu for bridal work. It has that beautiful, almost dahlia-like look, but lasts much longer. Those are the kinds of varieties I find interesting: flowers that give you different ways to work with them."



COLOUR FIRST

What do you look for in a new variety?

"Colour, for sure. Good vase life is important, of course, but beautiful, unusual colours are what really get me excited. I'm always looking at how a colour will work with other flowers and how I can blend different shades in a design.

Large, round flower shapes and santinis always catch my eye too. I'd love to see even more of those in the future."

Is there a Zentoo variety you keep coming back to?

"There are quite a few varieties I really love working with. I usually start with colour, and that's what I like about the Zentoo assortment. There are so many different shades to work with and combine in my designs. My favourites change with the seasons. In autumn, I love the deep burgundy tones and Parker Red fits right in. In summer, I'm more into the soft peach colours. A new season usually means a new favourite."

TRY SOMETHING DIFFERENT

Has working with Zentoo changed the way you look at chrysanthemums?

"Absolutely. I use them in so many more ways now. One variety can be great for small details in bridal work, while another works best in a big floral piece. Working with Zentoo also pushes me to use varieties I might not pick straight away. And that's actually the fun part. You start working with them, try something different and suddenly see a flower in a completely new way."



○ ResQ Lucie

Painted Altaj ○



SPRAY CHRYSANTHEMUMS

Colour never stands still.

Autumn and winter bring fresh faces to our Spray collection. Meet the new ResQ family: five colours made to mix, match and inspire. With over 40 spray varieties, our collection is ready for every arrangement.

Part of Future Up. Fresh colours. Countless combinations.

Spray specialties



Newton



Daydream



Abbey



Pastela Rosé



Babe



Pastela Orange



Lionking



Babe Orange

NEW



Korona



Dejavu

NEW



NEW

Sugarbunny



Pastela Pink



Serenity Sweet



Letsgo Pink



Commander Pink



Fabienne



Fabienne Purple



Fabienne Sweet



Serenity Purple



Serenity

Spray essentials



Altaj



Baltica



Pina Colada



Commander



Kennedy



ResQ Salmon



ResQ Lucie



ResQ Cherry



Kaya



Pina Colada
Cream



Chic



Medusa



ResQ Cream



Katinka



ResQ Pink



Pina Colada
Yellow



Celebrate



Altaj Yellow



Limoncello



Deligreen



Haydar



Hardwell



Purple Star



Mexicano



Mera



☐ Purpetta Red

Miller Lavender ☐



SANTINI

CHRYSANTHEMUMS

Colour keeps moving.

This season welcomes fresh shades from Miller and Bluff. The opening of our new location brings even more colours back into the collection. Familiar favourites meet exciting newcomers, creating a palette that's bigger, bolder and ready to inspire.

Part of Future Up. More colours.
More creativity.

Santini specialties

Santini essentials



Yin Yang



Sun Up



Rossi Cream



Miller Yellow



Miller Pearl



Rossi White



Floky



Baykal



Ferry



Pizarro



Miller Lavender



Yin Yang Pink



Bluff



Bluff Purple



Wicked



Rossi Pink



Mexx



Pinkpop



Kismo Pink



Purpetta



Melissa Red



Melissa



Rossi Smokey



Babette



Bluff Salmon



Purpetta Red



Aurinko



Peptalk



Bumper



Insta



Yin Yang Smokey



Miller Apricot



Miller Orange



Kismo Amber



Miller Cherry

Santini in the mix



Miller mix



Blossom mix

Miller mix



Miller Pearl
Miller Orange
Miller Lavender
Miller Cherry
Miller Apricot

Breeze mix



Ferry
Floky
Baykal
Peptalk
Bumper

Blossom mix



Miller Pearl
Pinkpop
Purpetta
Yin Yang Pink
Miller Lavender

Pompon mix



Aurinko
Peptalk
Miller Lavender
Ferry
Purpetta

Santini in the mix

Wildmix



Miller Yellow
Floky
Peptalk
Pinkpop
Purpetta Red

Blushmix



Babette
Bumper
Miller Apricot
Miller Pearl
Rossi Cream

Happymix



Babette
Bluff
Yin Yang Smokey
Peptalk
Purpetta

Breezemix



Blushmix





Painted Superbowl

Painted Tutu

DISBUD

CHRYSANTHEMUMS

Texture takes the lead.

This season, Tutu and Poker bring soft texture and playful volume, while Superbowl Yellow adds a bold pop of colour. Together, they create a collection that's made to stand out, yet easy to combine.

Part of Future Up. Bold texture.
Lasting impact.



Disbud specialties



Tutu



Superbowl



Rossano Charlotte



Roxo



Poker



Parker Red



Brasiliana



Superbowl Yellow

NEW

Disbud essentials



Alemani



Topspin



Magnum



Rossano



NUMBERS & CO

THE COLOURFUL COLLECTIVE

14 growers, 115 hectares,
24 production locations.

30 MILLION SANTINIS

Grown every year in our
new 5-hectare greenhouse.

MIN. 11,5 HOURS SLEEP

Lights out. Time to grow.

±70 GROWING DAYS

From a tiny cutting to a full-
grown spray chrysanthemum.

250.000 BIOLOGICAL HELPERS

And that's just one bucket.

ONE PILOT. THREE NEXT STEPS.

Our 100% Growing Green
approach is expanding to
three more Zentoo locations.

2030: 100% GROWING GREEN

That's where we're heading.
Step by step, location by location.

DO YOU WANT TO KNOW MORE ABOUT THE COLOURFUL COLLECTIVE?

Follow us here:



www.zentoo.nl



[@zentoo_chrysanthemums](https://www.instagram.com/zentoo_chrysanthemums)



[zentoo.chrysanthemums](https://www.facebook.com/zentoo.chrysanthemums)

zentoo