

**zentoo**  
THE COLOURFUL COLLECTIVE

**Never  
Stop  
Growing**

FALL-WINTER COLLECTION 25-26





**Fall-Winter**  
COLLECTION 25-26





# Welcome to The Colourful Collective!

This year, we've turned 18 - and we're still growing every single day. We're in the heart of a story that keeps unfolding. And this chapter? It's all about growth. Not just in flowers or square meters, but in mindset. In how we work together, learn from each other, and keep pushing boundaries.

At Zentoo, growth is in our roots. It's in the soil, in our greenhouses, and in the way we show up: curious, creative and always open for change. As a collective of growers, we challenge each other daily. To be smarter, more sustainable, more daring. We try, fail and try again. We learn from science and innovation, from each other, from our children – and yes, even from the flowers.

With our autumn-winter collection '**Never Stop Growing**', we celebrate that spirit. A season full of cosy moments, colourful bouquets, and imagination that knows no limits. We embrace change as naturally as the leaves fall and we see a fresh start in every touch of frost.

And our collection reflects just that. With warm shades like rich orange, soft buttery yellow, creamy whites and cheerful pops of colour, every variety has its own story. And behind each story is a grower who never stops asking: *What's next?*

In this catalogue, you'll meet some of them. Grower Dennis Ammerlaan shares what growth means to him – both in the greenhouse and beyond. Floral designer Tiffany van Lenten brings colour, creativity and seasonal styling. And the next generation? Bursting with ideas, energy, and dreams that move faster than we can follow. And that's exactly how we like it.

We hope this new collection brings you inspiration, colour and a little spark to keep growing too. So go ahead: mix, match and play. Because in our colourful playground, the only rule is: never stop growing.

And the next chapter? That one's up to us.

Happy reading!  
**Team Zentoo**



# NUMBERS & CO

We are a passionate group of **14 growers** and colleagues.  
Grow the best chrysanthemums together, that's what drives us every day.  
All with one goal: **to make everyone as crazy about chrysanthemums as we are!**

# FOUNDED IN 2007

Over **80** varieties  
of chrysanthemums.

In our one-stop shop we offer a  
wide range of colours and types.  
**Santini, disbud** and **spray**.

Our collection is available **24/7**  
in our webshop. And packed with  
care, just for you.

**111** hectares divided over  
**23** production locations.

We produce **27.5%** of  
all chrysanthemums  
in **the Netherlands**.

**60%** of all newcomers  
are introduced  
by Zentoo.

By the end of this year, **85%** of  
our locations will be **equipped**  
with **insect screens**.

**1.000.000**  
flowers are produced every day.

In **2024**, we used **3.527.036**  
reusable packages.

This season we will calculate  
**our full footprint** per  
production location.

This season we're expanding our  
**spray chrysanthemum**  
production with **7 hectares**.

Every year we **test** more  
than **250 new varieties**  
in our greenhouses.

It's our goal to produce  
**100% green** by **2030**.



## GROWER IN THE SPOTLIGHT:

# DENNIS AMMERLAAN

Every grower has a story, and this time it's Dennis's turn. He is co-owner at two of our nurseries: U GRAND and Ammerlaan Flowers. He'll share more about his past, present and dreams for the future.



### CHILDHOOD MEMORIES

*Let's go back in time! How did you grow up?*

Dennis: "As a kid, my crib was right in the greenhouse," he laughs. "So yeah, I basically grew up between the chrysanthemums. My dad had a greenhouse, so I was surrounded by the scent of flowers, the hum of fans, and the rhythm of planting and harvesting from a young age." Sweet memories? Plenty. And somehow, that early spark never left me."

Fast forward a few decades, and Dennis now co-owns U GRAND together with his team. "I tried other crops during my studies, but the chrysanthemum kept calling me back. In the end, it just fits me."

### A GREENHOUSE FILLED WITH WHITE

*You start your day at 5:45 AM. What are you most proud of when you step inside every morning?*

Dennis: "At U GRAND, it's all about Altaj - the stunning white spray chrysanthemum we have in The Colourful Collective for 5 years now. We used to grow different colours here, which made the greenhouse look super cheerful. I do miss that splash of colour sometimes. But Altaj? It's strong, reliable, and truly beautiful. A greenhouse filled with white has its own kind of magic. What really strikes me when I walk in isn't just the size - over 10 hectares - but the super clean and uniform crop. Growing only Altaj might seem simple from the outside, but don't be fooled. It's like top-level sport. When I see our flowers standing out in a bouquet at the store, I just think: "That's ours. We did that."

### TEAM SPIRIT

*Together we grow every day.*

*What key lessons have you learned?*

Dennis: "You can't do it all alone. At some point, you need to trust your team and step back - without stepping away. That's been a big lesson for me: trusting your team, while staying connected to what's happening on the floor." And how do you keep growing throughout the year? "By asking questions. Can we do this smarter? More efficiently? More sustainably? That kind of mindset keeps everyone sharp. We talk, tweak, and try new things. That's how you grow together."

Besides U GRAND, Dennis also co-owns Ammerlaan Flowers in Bleiswijk with his parents. "Working with my dad is something truly special. His experience, my fresh perspective - we're building the future of the company together."

### NEVER STOP GROWING

*If you could fast-forward five years, what would you hope to see?*

"At Zentoo, we want to grow 100% green by 2030 - without chemicals, using only natural resources and resilient plants that thrive on their own strength. We're already making big steps with insect screens, healthy soil management and biological crop protection. Every step we take together brings us closer to our goal. We're learning every day: it's like running a marathon, but for growing flowers in the most sustainable way!"



## FABIENNE SWEET

Colour: Soft Blush

*So sweet, so soft! Fabienne Sweet brings a gentle warmth to your autumn bouquets - perfect for brightening up those darker days. A little sweetness goes a long way.*

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## FONTINA

Colour: Lime Juice

*This season, we're going green - lime green! Fontina brings freshness and fun to your bouquets. Bright, zesty, and made to stand out when it's chilly outside. Go get it!*

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## LIONKING

Colour: Sunset Orange

*A bold burst of orange with attitude! Lionking spices things up with its fierce look and playful shape. The perfect pop of colour for your bouquets. Like a little sunshine on a crisp day.*



Our blooming varieties



## ROSSI CREAM

Colour: Buttercream

*Butter yellow? Yes, please! Rossi Cream is soft, trendy, and oh-so-perfect for chilly autumn and winter days. A gentle pop of colour to brighten up any bouquet.*

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## MILLER ORANGE

Colour: Joyful Orange

*We're falling for Miller Orange! She adds a cheerful pop to grey days and pairs perfectly with the soft pastels and moody winter tones from our Colourful Collective. Ready to mix and match?*

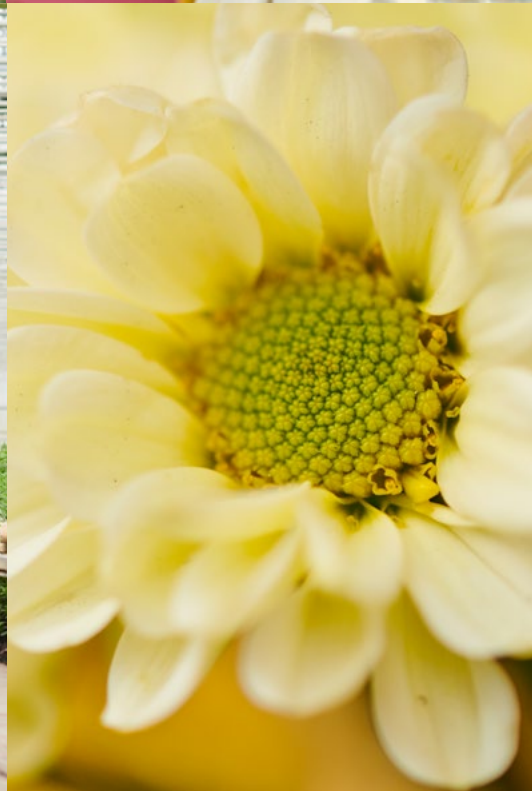
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## MILLER SMOKEY

Colour: Smokey Charm

*This season, we're turning up the heat - with smokey orange! Miller Smokey adds a chic, subtle twist to your autumn and winter bouquets. Totally unforgettable. Don't miss out!*





**Growing  
together**







# SPRAY CHRYSANTHEMUMS

## **Autumn-winter ready in 3, 2, 1...**

Snuggle season is here – and it comes with fresh new varieties. Say hello to Fabienne Sweet, Fontina and Lionking – your new floral crushes. From soft and sweet to bold and bright, they'll keep your bouquets bursting with colour all season long.

Mix, match and play with over 40 varieties – because cosy days call for colourful flowers. Keep it playful, keep it bold – and never stop growing.

**Find your favourites and let the season do its thing!**





# Spray specialties



Newton



Daydream



Abbey



Pastela Rosé



Babe



Serenity Sweet  
Peach



Lionking



Korona



Letitbe



Bonus



Pastela Pink



Serenity Sweet



Letsgo Pink



Commander Pink



Fabiënne



Fontina



Fabiënne Purple



Fabiënne Sweet



Serenity Purple



Serenity



Pastela Orange



# Spray essentials



Altaj



Baltica



Pina Colada



Mirana



Commander



Kaya



Baltica Cream



Pina Colada  
Yellow



Celebrate



Altaj Yellow



Kennedy



Chic



Chic Cream



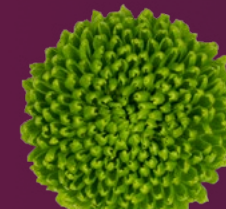
Katinka



Precious



Limoncello



Deligreen



Haydar



Purple Star



Ruby Star



Mexicano



Katinka Salmon





# SANTINI

## **Here come the santinis!**

Miller Orange, Miller Smokey and Rossi Cream bring all the colour you need this season. Together, they turn any bouquet into a story bursting with warmth, playfulness and unforgettable moments.

In our Colourful Collective, you'll find over 25 santinis – a rainbow of colours, shades and possibilities. Perfect for mixing, matching and making every bouquet totally you.

**Ready to sprinkle some magic?  
Your next bouquet is waiting.**





# Santini specialties

# Santini essentials



Yin Yang



Sun Up



Rossi Cream



Miller Pearl



Yin Yang Pink



Rossi White



Lassie



Baykal



Ferry



Pizarro



Bluff



Melissa Red



Melissa



Rossi Smokey



Babette



Rossi Pink



Kismo Pink



Purpetta



Purpetta Red



Mexx



Yin Yang Smokey



Miller Apricot



Miller Smokey



Miller Orange



Yin Yang Golden



Aurinko



Peptalk



Bumper





# DISBUD CHRYSANTHEMUMS

**Step into the playful world of  
our disbud chrysanthemums.**

This season, it's all about cosy vibes, crisp flowers,  
bright colours, and creativity that never sleeps.

Tutu, Laporta or Poker? Can't decide? Don't!  
Tutu is your go-to for that perfect cozy touch.  
Laporta brings a fresh twist. And Poker?  
That's the one that makes your bouquets  
pop and say, "look at me!"

**So go ahead, get creative, mix it up.  
Ready to join the fun?**





# Disbud specialties

# Disbud essentials



NEW

Tutu



NEW

Laporta



Superbowl



NEW

Skystar



Rossano  
Charlotte



Aleman



Topspin



Magnum



Rossano



Magnum  
Yellow



Playtime



LIMITED

Playtime  
Orange



NEW

Roxo



Poker



Parker Red



Brasiliana



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