

zentoo
THE COLOURFUL COLLECTIVE

*The
Unexpected*

SPRING-SUMMER COLLECTION 2026



Every flower starts its journey in the greenhouse,

where the unexpected begins.





Welcome to The Colourful Collective!

Spring and summer are seasons of plans. Of fresh starts. Of knowing exactly what you're going to grow and how it's going to bloom. But what if we shake that up? This season, we decided to look at our world from a different angle. A little lower to the ground. A little closer to tomorrow. Because sometimes the most surprising ideas don't come from experience, but from curiosity. From voices that are unafraid to ask, "Why?" Or even better: "What if?"

Welcome to **The Unexpected**.

In this catalogue, the spotlight doesn't just shine on our flowers. It shines on the next generation. Teenagers who grew up between rows of chrysanthemums. Who know the names of varieties like other kids know football players. Who've heard a thousand conversations about climate, quality and timing. And who are now adding their own voice to the story.

They challenge us. They remix our routines. They ask questions we never thought to ask. And somewhere between a serious talk about sustainability and a spontaneous TikTok idea, something shifts. We start seeing our own work differently.

At Zentoo, we're a collective of growers. We share knowledge, experience, and sometimes strong opinions about the perfect shade of pink. But growth has never been about standing still. It's about perspective. About daring to let new energy in. About trusting that the future might colour outside the lines.

Our spring-summer collection captures exactly that spirit. Airy whites that feel effortless. Zesty tones that wake up a bouquet. Soft pastels next to unexpected contrasts. Varieties that surprise you. Combinations that make you look twice and then think: yes, this works.

Behind every flower stands a grower. And behind many of them, a teenager already dreaming bigger, greener, smarter. So take a look through their eyes. Mix what feels unusual. Pair what feels slightly risky. Start conversations. Start something new.

Because this season, the unexpected isn't a twist in the story. It is the story.

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.

112 hectares across over **24** production locations.

For many of us, growing flowers is a true family story. A **new generation** is now leading the business, with the **next generation** already preparing to step in.

Average age of our growers is **46** years, ensuring long-term continuity.

This season all our locations will be equipped with **insect screens**.

365 million flowers are produced every year.

In **2025**, we used **3.060.591** reusable packages.

Our single-use boxes are made from an average of **60%** recyclable material.

Two growers are jointly building a new greenhouse, adding **six hectares** of santini production.

Our goal is to produce **100% green** by **2030**.

Every year we **test** more than **150 new varieties** in our greenhouses.



GROWER IN THE PICTURE:

Michel & Jake Grootscholten

A few quick questions:

Tradition or experiment?

Michel: "Tradition as a base."

Jake: "Experiment on top of that."

Think first or act first?

Michel: "Think."

Jake: "Act, then optimise."

Take over or reinvent?

Michel: "Build further."

Jake: "Reinvent."

Favourite colour right now?

Jake: "Zentoo pink."

Michel: "I expected that."

*One variety that should
always stay?*

Both: "Commander Pink."

Nearly 30 years ago, Michel Grootscholten stepped into his parents' family business. Over the years, the company grew into 20 hectares of chrysanthemums in Monster and Ridderkerk, plus another 10 hectares at U GRAND. A few months ago, his son Jake joined the team. No shortcuts, just starting in the greenhouse and learning by doing. What's new? A second pair of eyes. Different questions. A bit more speed. The next generation has arrived and that always brings something unexpected.

ROOTS IN THE GREENHOUSE

Where did it start for you?

Michel: "I didn't just choose chrysanthemums, I grew into them. Over the years, the greenhouse became second nature. You walk in, take one look, and you know what needs attention. It's not just work. It's part of who you are."

Jake: "I grew up surrounded by flowers. When the big sliding door to the greenhouse opens, you instantly see the scale, the colours and you catch that typical greenhouse scent. For me, that's just daily life. I probably open that door a thousand times a day without thinking about it. But when friends come over, they just stop and stare. That's when I realise how special this world actually is."

WORKING SIDE BY SIDE

What changed when you started working together?

Michel: "I had to slow down. I'm usually in a hurry. When we walk through the greenhouse, I move fast because everything feels routine to me. For Jake, those same moments are learning moments. So now I explain more. Why we do something, not just what we do."

Jake: "He still walks too fast," he laughs. "But it's good. You see how much experience he has. One look and he knows what's going on. I'm still learning to read a crop like that. At the same time, I sometimes look at things differently. Maybe a bit faster, maybe a bit more focused on what could be improved."

PASSING IT ON

What makes working with the next generation special?

Michel: "I've always enjoyed sharing knowledge with young entrepreneurs in the company. Seeing people grow is rewarding. With a new generation, it becomes two way traffic. New insights coming back to me. That's how you stay sharp. I hope to experience that with Jake

as well. What I didn't fully expect is how quickly different perspectives come up. Questions about automation, data, efficiency. It keeps you alert. I like that."

Jake: "I like that we talk things through. Open communication and a direct way of working. If it's good, it's good. If it's wrong, it's wrong. Clear and straightforward."

BUILDING THE FUTURE

How do you see the next few years?

Michel: "We agreed Jake would first spend a year as an employee. Manage a full location. Focus on one thing: growing good flowers. After that, he can decide how he wants to move forward. We won't map out his future for him. But one thing is certain, you can't run a greenhouse alone. Teamwork is everything."

Jake: "I want to build a strong team around me. That's what takes an organisation to the next level. In the end, it shouldn't just run well. It's also about enjoying working together. My parents already work closely with the location managers, but I see opportunities to grow that team even further. I'd love to expand one day. In the Netherlands, maybe even beyond."

TRADITION & EXPERIMENT

What should stay, and what could change?

Michel: "Tradition is the foundation. How you treat people. The standards you set. The way you look at quality. That should never change."

Jake: "I'd like to experiment more. I think our generation can add not only commitment, but also extra energy and technical knowledge. I'm interested in automation, robotics, software and data. That's where I see opportunities. For example, running one experiment per month at every location. Testing a new biological solution, a machine or a data driven adjustment. Just to improve step by step."

SUPERBOWL YELLOW

Colour: Power Yellow

Big, bright and ready to shine. Superbowl Yellow brings a strong yellow tone that speaks for itself. Easy to mix, hard to miss, and always in a good mood.

LIONKING

Colour: Sunset Orange

Warm orange with a strong stance. Lionking adds depth and a bold twist, without overdoing it. Perfect when your bouquet needs a little extra heat.

SUGARBUNNY

Colour: Candy Pink

Sweet, but not shy. Sugarbunny pops in bright candy pink and brings instant fun. Just one stem and your bouquet is already smiling.



ZEMBLA LIME

Colour: Electric Lime

Green with a fresh spark. Zembla Lime brings a crisp pop that wakes everything up. Bright, bold and ready to mix.

MILLER LAVENDER

Colour: Dark Pink

Deep pink with character. Miller Lavender mixes easily with pastels, contrasts beautifully with brights, and elevates every neutral. Subtle? Yes. Boring? Never.

YIN YANG CREAM

Colour: Vanilla Cream

Soft, creamy and balanced. Yin Yang Cream keeps colourful mixes grounded. The quiet shade that makes the rest pop.





SPRAY CHRYSANTHEMUMS

Spring and summer, we're ready. Sugarbunny and Lionking set the tone, joined by Let's Go Pink, Fontina and Fabienne Sweet. From soft pink to fresh lime and warm orange, colour simply does its thing.

With over 40 spray varieties, mixing is where it gets interesting. Play with contrast, build in layers, see what happens.

Part of *The Unexpected*. Simple combinations, surprising impact.



Spray specialties



Newton



Daydream



Abbey



Pastela Rosé



Babe



Dejavu



Lionking



Korona



LetItBe



Fontina



Sugarbunny



Pastela Pink



Serenity Sweet



Letsgo Pink



Commander Pink



Fabienne



Fabienne Purple



Fabienne Sweet



Serenity Purple



Serenity

Spray essentials



Altaj



Baltica



Pina Colada



Mirana



Commander



Baltica Cream



Pina Colada Yellow



Celebrate



Altaj Yellow



Limoncello



Kennedy



Chic



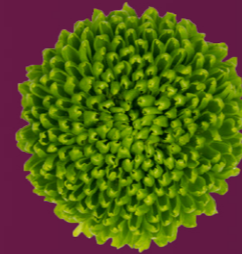
Chic Cream



Katinka



Precious



Deligreen



Haydar



Purple Star



Mexicano



Katinka Salmon



Kaya



SANTINI

Small flowers, big plans. Miller Lavender joins as the fifth Miller, bringing pink power to the family. Yin Yang Cream keeps it smooth and balanced.

Both come in a santini mix of five family members, giving you instant variation in one bunch. Easy to combine, made to stand out.

A subtle twist. That's where *The Unexpected* begins.



Santini specialties

Santini essentials



Yin Yang



Sun Up



Rossi Cream



Yin Yang Cream



Miller Pearl



Rossi White



Lassie



Baykal



Ferry



Pizarro



Yin Yang Pink



Miller Lavender



Bluff



Rossi Smokey



Babette



Rossi Pink



Kismo Pink



Purpetta



Purpetta Red



Aurinko



Yin Yang Smokey



Miller Apricot



Miller Smokey



Miller Orange



Yin Yang Golden



Peptalk



Bumper



DISBUD CHRYSANTHEMUMS

Looking for something that stands out? Zembla Lime and Superbowl Yellow bring fresh green and bright yellow into the mix. Crisp, cheerful and full of character.

Perfect for eye-catching bouquets or modern mono designs with a twist. Just a few stems and the whole look shifts.

This is *The Unexpected* in full colour.



Disbud specialties

Disbud essentials



Tutu



Superbowl



Rossano Charlotte



Playtime



Roxo



Alemani



Topspin



Magnum



Rossano



Magnum Yellow



Poker



Brasiliana



Superbowl Yellow

NEW



Zembla Lime



Rossano Elizabeth

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