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# Panflora outperforms in Royal Floraholland Consumer Value Test

November 23, 2022

HBA announced that garden hydrangea Panflora has won the benchmark Quality Garden Hydrangea 2022. The test shows that Panflora meets the consumer expectations best. Of all the plants entered, Panflora achieved the highest scores for shelf life and ornamental value. Panflora was submitted by HBA partner Kötterheinrich.

During Trade Fair 2022 Michel Verbeek, sales manager for RFH and Evelyn Beckers, researcher for Post Harvest Knowledge Center RFH, handed over a prize to Jürgen Gerdvordermark, sales manager for Kötterheinrich and Jan ten Brinke, sales manager for HBA.



Panflora is a paniculata hydrangea with dark green leaves and broad, cone-shaped panicles. The flowers are lime-colored. Later in the garden season, the color changes to green and red. Panflora is a compact growing plant, extra growth regulation isn't

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necessary. The forcing duration is approximately thirteen weeks.

HBA offers an extensive range of hydrangeas suitable for pot and garden. Since 2015, the company has also focused on breeding paniculatas. Besides Panflora, Pandora, Pandria and Panzola are among the successes of the HBA paniculata range. HBA's forcible garden hydrangeas can be marketed in bloom from May onwards.

21 entries participated in the Garden-Hydrangea 2022 Quality Benchmark. The benchmark was performed by the Post Harvest Knowledge Center of Royal FloraHolland. From July 8, 2022 onwards, plants were tested for 5 weeks – after a dark transport phase of 3 days at 15°C, a retail phase of 4 days and a consumer phase of 35 days followed at a Royal FloraHolland outdoor location in Naaldwijk.

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