



hibreeding

HYDRANGEA INNOVATION

CATALOG

ASSORTMENT

2023 | 2024

we innovate, we breed, we choose
we believe, we grow... with ambition





BRINGING HYDRANGEA TO A HIGHER LEVEL

HYDRANGEA INNOVATION

Permanently upgrading the Hydrangea assortment

Hydrangea has been hugely popular as both a house plant and garden plant, and for many years. To consolidate that status, innovation is indispensable. Consumers are mainly triggered by new varieties. Varieties that don't just offer more of the same, but that positively enhance the assortment. HiBreeding aims to play an important role in renewing the Hydrangea range.

Combining activities to achieve more clout

By combining our breeding and propagation activities, we will increase our clout. Sjaak van Schie B.V. and The Mastergrowers are contributing their expertise; not just as breeders, but also as growers and traders. Our comprehensive overview of the entire chain helps us to identify new trends more quickly. Trends that are then absorbed into our breeding policy.

Only the best varieties are good enough

Every year, thousands of seedlings grow and develop under professional conditions. But just a handful of varieties cross the finish line after a process of around eight years. At that point, a variety will have withstood the severest selection procedure imaginable. Among various criteria we apply are aspects such as firmness, longevity, re-blooming and flower head size.

As growers, we also seek to improve resistance against diseases such as botrytis. We also aim to create varieties that are more compact and therefore require less growth regulators. Low water consumption and rooting power are other important aspects.

A blooming future

The Hi-potentials that remain each year have a vibrant future ahead of them. Usually in limited numbers through fellow growers, in other cases as a specialty with Sjaak van Schie B.V. and The Mastergrowers.



MAY WE INTRODUCE
YOU TO OUR
HI-POTENTIALS?

HI SELECTION

Since the launch of HiBreeding, several varieties have already crossed into commercial production, and successfully so. However, our goal is never to achieve ‘more’ but to achieve ‘better’. Each new variety must prove itself, based on various strict selection criteria.

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NEW



Size
Medium



Cultivation Time
9 weeks



Re-blooms
After pruning and frost

I AM HI CANAL

MY COLOURS ARE VERY BRIGHT

If it's a stunning effect you're after, you're in the right place. I surprise you with a bouquet full of flowers and foliage. My bright colours are not the only thing that makes me recognisable; you can also rely on my sturdiness!

🌀	PBR name	HICANA14
🌀	Colour	Pink and Blue
🌀	Stem Sturdiness	Very strong
🌀	Flower Firmness	Sturdy
🌀	Shelf Life	Extend
🌀	Branching	Good
🌀	Habit	Upright
🌀	Flower Type	Mophead



HI CANAL

SPECIAL FEATURES

- 🌀 A medium vigor variety that works across a range of containers
- 🌀 Exceptionally strong stems don't require support
- 🌀 Re-blooming
- 🌀 Good for early forcing



Size
Large



Cultivation Time
9 weeks



Re-blooms
After pruning and frost

I AM HI CRYSTAL

I HAVE AN EXTRA-LONG SHELF LIFE

As you might have imagined, I am white. Crystal white. My flower is praised for its firmness, my stem for its strength. You can enjoy me for a very long time, since my longevity is incomparable.

🌀	PBR name	DICRY
🌀	Colour	White
🌀	Stem Sturdiness	Strong
🌀	Flower Firmness	Sturdy
🌀	Shelf Life	Extend
🌀	Branching	Good
🌀	Habit	Wide
🌀	Flower Type	Mophead



HI CRYSTAL

SPECIAL FEATURES

- 🌀 Ideal for larger containers
- 🌀 Exceptionally strong stems don't require support
- 🌀 Extra-long shelf life extends consumer value
- 🌀 Sturdy flowers hold up to the rigors of production



FIVE STEPS TO EXCELLENT HYDRANGEAS

WE TOGETHER

Collaboration as the basis of innovation

Two prominent parties in the world of Hydrangea joined forces. With HiBreeding, Sjaak van Schie B.V. and The Mastergrowers aim to make Hydrangea even more distinctive. With varieties that will continue to tempt consumers. Developed by breeders with vision.

WE INNOVATE

for the future of Hydrangea

Popular as a house plant and as a garden plant. Innovation captures attention.

WE BREED

talented new varieties

We are active throughout the whole chain from grower to consumer. Hereby we know exactly what our consumers want.

WE CHOOSE

only the best quality

New varieties await a strict selection process. We choose only the most durable and strongest varieties for our selections.

WE BELIEVE

in unlimited possibilities

It's a fascinating product, Hydrangea. A product that colours people's lives.

WE GROW

with ambition

Taking the market forward. With varieties that have the future.



NEW



Size
Compact



Cultivation Time
9 weeks



Re-blooms
After pruning and frost

I AM HI DIAMOND

I AM THE DIAMOND AMONG HYDRANGEAS

I am also known as the diamond among Hydrangeas, mainly because of my delicate white and pink facets. And my beautiful, ever-changing colours mean that I am stunning throughout the season.

🌀	PBR name	HIDIAM65
🌀	Colour	White and Pink
🌀	Stem Sturdiness	Strong
🌀	Flower Firmness	Normal
🌀	Shelf Life	Extend
🌀	Branching	Normal
🌀	Habit	Upright
🌀	Flower Type	Mophead

THE STAGE OF THE PLANT

Week 9



Week 11



SPECIAL FEATURES

- 🌀 A compact variety ideal for smaller containers
- 🌀 Exceptionally strong stems don't require support
- 🌀 Re-blooming
- 🌀 Bicoloured: white and blue or white and pink
- 🌀 The colour will change during the season



HI DIAMOND



Size
Medium



Cultivation Time
9 weeks



Re-blooms
After pruning and frost

I AM HI FIRE

MY COLOUR WILL CHANGE

Just a quick word of caution: don't mess with me! Before you know it, I'll have you captivated. Come closer and you'll spot the vivid purple in my blue flower head. I will overwhelm you with my countless flowers, and I just won't stop blooming.

🌀	PBR name	HIFIR
🌀	Colour	Red and Purple
🌀	Stem Sturdiness	Strong
🌀	Flower Firmness	Normal
🌀	Shelf Life	Extend
🌀	Branching	Very good
🌀	Habit	Medium wide
🌀	Flower Type	Mophead



HI FIRE

SPECIAL FEATURES

- 🌀 A medium vigor variety that works across a range of containers
- 🌀 Strong stems don't require support
- 🌀 Extra-long shelf life extends consumer value
- 🌀 Re-blooming
- 🌀 The colour will change during the season



Size
Large



Cultivation Time
10 weeks



Re-blooms
After pruning and frost

I AM HI FLAME

MY DEEP COLOURS ARE VERY SPECIAL

I show you colours that you didn't know existed. Colours like the flames of a fire, which change colour from dark to even darker. My love for warmth means that I mainly flourish in sunny locations.

🌀	PBR name	HIFLA
🌀	Colour	Red (Dark Pink) and Purple
🌀	Stem Sturdiness	Strong
🌀	Flower Firmness	Sturdy
🌀	Shelf Life	Extend
🌀	Branching	Normal
🌀	Habit	Upright
🌀	Flower Type	Mophead



HI FLAME

SPECIAL FEATURES

- 🌀 Ideal for larger containers
- 🌀 Exceptionally strong stems don't require support
- 🌀 Exceptional good in sunny regions
- 🌀 Re-blooming
- 🌀 Nice purple colour after blueing
- 🌀 Dark leaves



**NEW VARIETIES
AWAIT A STRICT
SELECTION PROCESS**



Size
Compact



Cultivation Time
10 weeks



Re-blooms
After pruning and frost

I AM HI HAILSTONE

I HAVE AN EXTRA-LONG SHELF LIFE

When it hails, you see the pattern of the hailstones on the ground. The same pattern permeates my white flowers with tints of green. Colours to be enjoyed for a long time, because while hail disappears quickly, my beauty is lasting.

🌀	PBR name	HIHAI
🌀	Colour	White
🌀	Stem Sturdiness	Strong
🌀	Flower Firmness	Sturdy
🌀	Shelf Life	Very extend
🌀	Branching	Average
🌀	Habit	Wide
🌀	Flower Type	Mophead

SPECIAL FEATURES

- 🌀 A compact variety ideal for smaller containers
- 🌀 Exceptionally strong stems don't require support
- 🌀 Extra-long shelf life extends consumer value
- 🌀 Very strong flowers
- 🌀 Very uniform growth



HI HAILSTONE



Size
Medium



Cultivation Time
9 weeks



Re-blooms
After pruning and frost

I AM HI HORIZON

MY RE-BLOOM IS VERY SPECIAL

You should already know me. My characteristic upward growth is fairly unique. But combined with the distinctive dark pink and blue of my firm flowers, I am something else altogether.

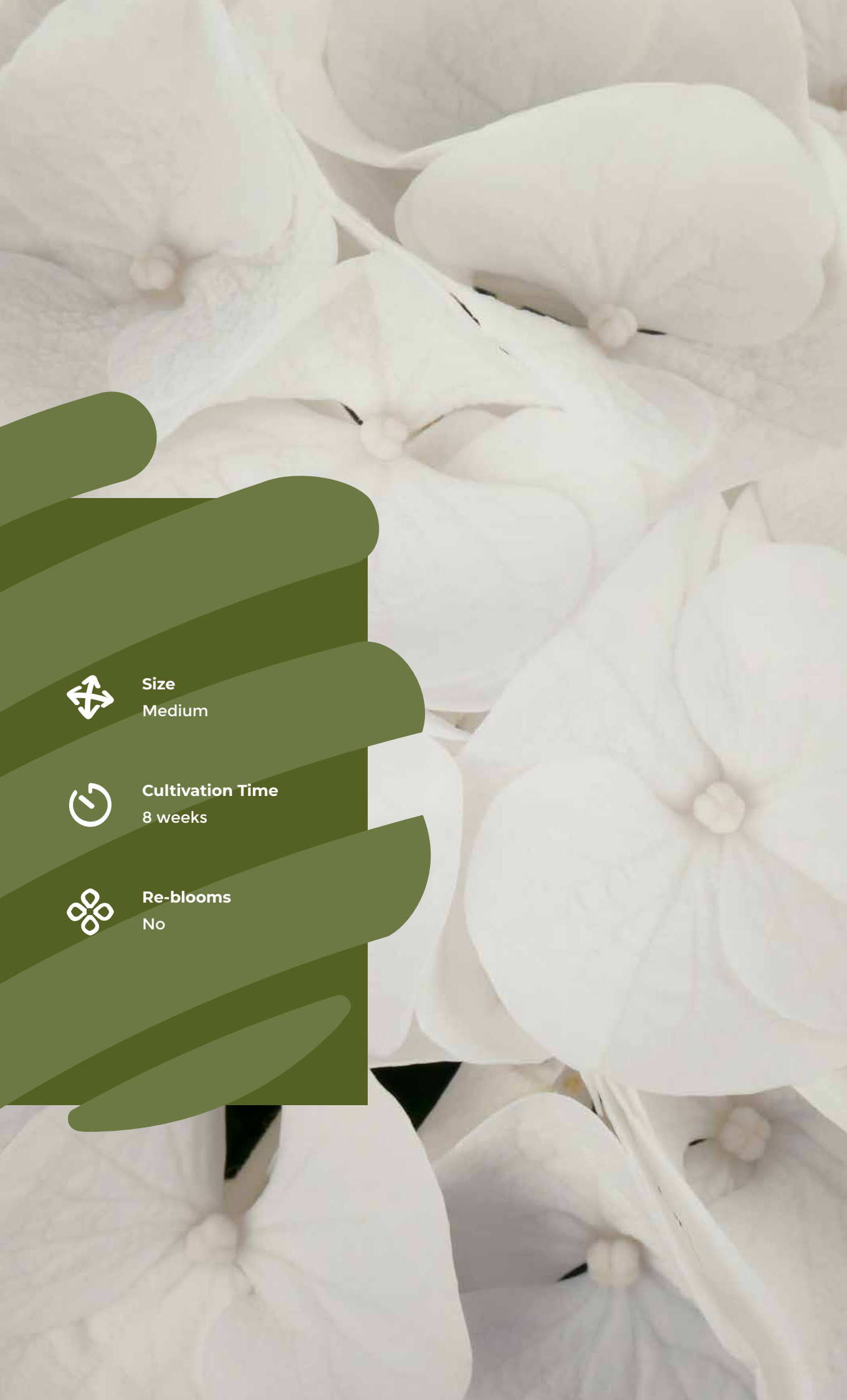
🌀	PBR name	HIHOR
🌀	Colour	Pink and Blue
🌀	Stem Sturdiness	Strong
🌀	Flower Firmness	Sturdy
🌀	Shelf Life	Extend
🌀	Branching	Good
🌀	Habit	Upright
🌀	Flower Type	Mophead



HI HORIZON

SPECIAL FEATURES

- 🌀 A medium vigor variety ideal for a range of container sizes
- 🌀 Dark leaves
- 🌀 Sturdy flowers good for outdoor cultivation
- 🌀 Extra-long shelf life extends consumer value
- 🌀 Re-blooming
- 🌀 The colour will change during the season
- 🌀 Deep dark blue colour



Size
Medium



Cultivation Time
8 weeks



Re-blooms
No

I AM HI ICE

I HAVE THE MOST WHITE COLOUR OF ALL

It may be the whitest white you have ever seen. The white of ice, frozen deep in the glacier. White cannot be any purer. And it also couldn't be more decorative. The whitest white is especially striking, due to the sharp contrast with the dark leaf colour.

🌀	PBR name	HIICE
🌀	Colour	White
🌀	Stem Sturdiness	Strong
🌀	Flower Firmness	Sturdy
🌀	Shelf Life	Extend
🌀	Branching	Average
🌀	Habit	Upright
🌀	Flower Type	Mophead

SPECIAL FEATURES

- 🌀 A medium variety that works across a range of containers
- 🌀 Exceptionally strong stems don't require support
- 🌀 In cool storage, it is resistant to botrytis
- 🌀 Dark leaves
- 🌀 Pure white colour
- 🌀 Good for early forcing



HI ICE



NEW



Size
Medium



Cultivation Time
11 weeks



Re-blooms
After pruning and frost

I AM HI ISLAND

MY STEMS ARE EXCEPTIONALLY STRONG

Flower shapes you've never seen before make me who I am. Flowers that provide endless enjoyment because of my sturdy flowers and stems. My long life is therefore something I'm very well known for!

🌀	PBR name	HIISLA51
🌀	Colour	Pink and Purple
🌀	Stem Sturdiness	Very strong
🌀	Flower Firmness	Very sturdy
🌀	Shelf Life	Very extend
🌀	Branching	Good
🌀	Habit	Wide
🌀	Flower Type	Mophead



HI ISLAND

SPECIAL FEATURES

- 🌀 A medium vigor variety that works across a range of containers
- 🌀 Exceptionally strong stems don't require support
- 🌀 Re-blooming
- 🌀 Extra-long shelf life extends consumer value
- 🌀 Unique shape of flowers





Size
Medium



Cultivation Time
8 weeks



Re-blooms
After pruning and frost

I AM HI MEADOW

I AM ONE OF THE FASTEST GROWERS

Blue has always been a colour that radiated reliability. You can also rely on my blue, the fact that I am a variety that is snatched up quickly in the shop, and that I am one of the fastest growers in the greenhouse.

🌀	PBR name	HIMEA
🌀	Colour	Pink and Blue
🌀	Stem Sturdiness	Strong
🌀	Flower Firmness	Sturdy
🌀	Shelf Life	Extend
🌀	Branching	Average
🌀	Habit	Very upright
🌀	Flower Type	Mophead



HI MEADOW

SPECIAL FEATURES

- 🌀 A medium vigor variety that works across a range of containers
- 🌀 Fast blooming variety, good for early forcing
- 🌀 Re-blooming
- 🌀 Very upright variety. Therefore, it is easy to grow many plants per square meter
- 🌀 Intense blue colour



Size
Large



Cultivation Time
8 weeks



Re-blooms
No

I AM HI MOON

MY ROOTS ARE VERY GOOD

I am inspired by the celestial body that changes colour, and which is so close but yet so far. This is also how my colours change. And with my coloured edge around the flowers, I look just like a lunar eclipse.

🌀	PBR name	HIMOO
🌀	Colour	White and Red or White and Purple
🌀	Stem Sturdiness	Strong
🌀	Flower Firmness	Sturdy
🌀	Shelf Life	Extend
🌀	Branching	Good
🌀	Habit	Wide
🌀	Flower Type	Mophead

SPECIAL FEATURES

- 🌀 Ideal for larger containers
- 🌀 Exceptionally strong stems don't require support
- 🌀 Specialty with good roots
- 🌀 Dark leaves
- 🌀 Unique colours/bicolour
- 🌀 Fast blooming variety



HI MOON

**OUR ROOTS, DEEP
IN THE HISTORY OF
HYDRANGEA**





Size
Medium



Cultivation Time
8 weeks



Re-blooms
After pruning and frost

I AM HI OCEAN

I AM EASY IN CULTIVATION

It is the rhythm of ebb and flow, a rhythm that never stops. In the same way, I can never stop creating flowers, time and time again. And I make it easy for you in the greenhouse by making few demands in terms of cultivation.

🌀	PBR name	HIOCE
🌀	Colour	Pink and Blue
🌀	Stem Sturdiness	Strong
🌀	Flower Firmness	Sturdy
🌀	Shelf Life	Extend
🌀	Branching	Very good
🌀	Habit	Wide
🌀	Flower Type	Mophead



HI OCEAN

SPECIAL FEATURES

- 🌀 A medium vigor variety that works across a range of containers
- 🌀 Strong stems don't require support
- 🌀 Very reliable variety and easy in cultivation
- 🌀 Re-blooming
- 🌀 Intense blue colour



NEW



Size
Medium



Cultivation Time
8 weeks



Re-blooms
No

I AM HI PEARL

I HAVE BLACK STEMS

The luxury of pearl with a touch of pink contrasts beautifully with my black stems. Experience the glitter I can bring to the greenhouse. And with my colour combination of white with a pink edge, I am also super romantic.

🌀	PBR name	HIPEAR81
🌀	Colour	White with Pink
🌀	Stem Sturdiness	Strong
🌀	Flower Firmness	Normal
🌀	Shelf Life	Extend
🌀	Branching	Normal
🌀	Habit	Upright
🌀	Flower Type	Mophead

SPECIAL FEATURES

- 🌀 A medium vigor variety that works across a range of containers
- 🌀 Exceptionally strong stems don't need require support
- 🌀 Fast blooming variety
- 🌀 Bicoloured: white and pink
- 🌀 Black stems
- 🌀 The colour will change during the season



HI PEARL

OUR STORY

HiBreeding is a new name. But one with a long history. HiBreeding combines the many years of experience and expertise of two well-known names in the sector: Sjaak van Schie B.V. and The Mastergrowers. As two specialists on Hydrangeas, we know each other, and respect each other. And we share a passion for a product that still has so much unexplored potential. Potential to drive innovation. As partners within HiBreeding, we are active throughout the chain.

A unique market player

It is especially the combination of specialisations and expertise that makes HiBreeding stand out in the market. Our buyers can be found throughout the chain, from growers to retailers, garden centres and florists. Our familiarity with all aspects of cultivation and sales enables us to breed efficiently, with a consistent focus on aspects that are important to growers and buyers.

Our drive to innovate runs throughout all our activities. Our collaboration in HiBreeding enables us, as independent companies, to have an increasing impact on the market. This way, we can guarantee a vibrant future for a product with such a long history in horticulture.



**A LOVE FOR
HYDRANGEA
BROUGHT US
TOGETHER**



BREAKING NEW GROUND WITH OUR VARIETIES

About Sjaak van Schie B.V.

Sjaak van Schie B.V. is specialised in the cultivation and propagation of both half-finished and finished products. Thanks to our own propagation centre in Portugal, we can cultivate independently of all climate conditions. In Maasdijk, Sjaak van Schie B.V. grows Hydrangea as a garden plant, with pot sizes of 14 centimetre and larger. The company is one of Europe's biggest suppliers in this range.

About The Mastergrowers

The Mastergrowers resulted from the merger of Dijk van Dijk and De Bonfut, both specialised in growing Hydrangea. Dijk van Dijk's breeding activities stretch back to 2009, when Leen van Dijk – already an experienced breeder – decided to concentrate on Hydrangea. At De Lier we have ideal facilities to breed new varieties. But The Mastergrowers is also a production firm, specialised in Hydrangea as a house plant with pot sizes of 8, 10, 12 and 14 centimetre.



Size
Medium



Cultivation Time
8 weeks



Re-blooms
After pruning and frost

I AM HI RIVER

MY COLOUR WILL CHANGE

See my waterfall of flowers, in pink and blue, and you understand why my name is Hi River. But my strong stems and almost perfectly round flower shape will surprise you.

🌀	PBR name	HIRIV
🌀	Colour	Pink and Blue
🌀	Stem Sturdiness	Strong
🌀	Flower Firmness	Normal
🌀	Shelf Life	Extend
🌀	Branching	Very good
🌀	Habit	Wide
🌀	Flower Type	Mophead



HI RIVER

SPECIAL FEATURES

- 🌀 A medium vigor variety that works across a range of containers
- 🌀 Strong stems don't require support
- 🌀 Re-blooming
- 🌀 Fast blooming variety, good for early forcing
- 🌀 Good branching for more stems and flowers



Size
Medium



Cultivation Time
9 weeks



Re-blooms
No

I AM HI ROAD

MY COLOUR WILL CHANGE

When you are on the road for hours, you see the landscape change with every kilometre. My landscape also changes in the same way, with flowers that change colour while growing.

🌀	PBR name	HIROA
🌀	Colour	Red and Green
🌀	Stem Sturdiness	Strong
🌀	Flower Firmness	Sturdy
🌀	Shelf Life	Extend
🌀	Branching	Average
🌀	Habit	Medium wide
🌀	Flower Type	Mophead

THE STAGE OF THE PLANT

Week 9



Week 11



SPECIAL FEATURES

- 🌀 A medium vigor variety that works across a range of containers
- 🌀 Bicoloured: green and red tips
- 🌀 The colour will change during the season



HI ROAD





Size
Large



Cultivation Time
11 weeks



Re-blooms
After pruning and frost

I AM HI SKY

MY FLOWERS ARE VERY BIG

My longevity is often described as: the sky's the limit. With my large pink-blue flowers, I need enough room to grow sky-high. And my stems are strong enough to not need any support.

🌀	PBR name	HISKY
🌀	Colour	Pink and Blue
🌀	Stem Sturdiness	Extra strong
🌀	Flower Firmness	Sturdy
🌀	Shelf Life	Extend
🌀	Branching	Good
🌀	Habit	Very upright
🌀	Flower Type	Mophead



H I S K Y

SPECIAL FEATURES

- 🌀 Ideal for larger containers
- 🌀 Exceptionally strong stems don't require support
- 🌀 Extra-long shelf life extends consumer value
- 🌀 Exceptionally good in sunny regions
- 🌀 Dark leaves
- 🌀 Big flowers



Size
Large



Cultivation Time
10 weeks



Re-blooms
No

I AM HI TORNADO

I HAVE DARK TIPS ON MY FLOWERS

Watch me spin through the assortment like a whirlwind. No other variety can compare to my flowers with continuously changing colours during the flowering period. And in the end you'll see me turn a warm deep red.

🌀	PBR name	HITOR
🌀	Colour	Red
🌀	Stem Sturdiness	Strong
🌀	Flower Firmness	Normal
🌀	Shelf Life	Extend
🌀	Branching	Average
🌀	Habit	Upright
🌀	Flower Type	Mophead



HI TORNADO

SPECIAL FEATURES

- 🌀 Ideal for larger containers
- 🌀 Dark tips on the flowers

A photograph of two men working in a large greenhouse. They are surrounded by rows of plants, likely flowers, growing in long beds. One man is holding a bunch of harvested flowers. The image has a green tint and a dark overlay.

**TEMPTING
THE CONSUMER
WITH STEADY
INNOVATION**



Size
Medium



Cultivation Time
9 weeks



Re-blooms
After pruning and frost

I AM HI VALLEY

MY COLOUR WILL CHANGE TO SWEET PINK

Step by step, you descend into the valley. And with each step, it seems as if a different colour pattern catches your eye. Experience the same sensation when you see my colour change step by step, from fresh lemon white at first to sweet light pink.

🌀	PBR name	HIVAL
🌀	Colour	White (Green)
🌀	Stem Sturdiness	Strong
🌀	Flower Firmness	Sturdy
🌀	Shelf Life	Extend
🌀	Branching	Good
🌀	Habit	Wide
🌀	Flower Type	Mophead

THE STAGE OF THE PLANT

Week 9



Week 11



SPECIAL FEATURES

- 🌀 Exceptionally strong stems don't require support
- 🌀 The colour will change during the season
- 🌀 A medium vigor variety that works across a range of containers
- 🌀 Lemon white colour
- 🌀 Re-blooming
- 🌀 Strong dark leaves
- 🌀 Perfect for outdoor growing, not easily burns in direct sun light



HI VALLEY



Size
Large



Cultivation Time
9 weeks



Re-blooms
After pruning and frost

I AM HI WHITE SUN

MY STEMS ARE EXCEPTIONALLY STRONG

The sun lent my white for its vibrant crown. My flower head, with its perfectly regular shape, also resembles the sun's corona. I never stop blooming, and with my dark leaves as a backdrop, I am a real eyecatcher.

🌀	PBR name	HISUN
🌀	Colour	White
🌀	Stem Sturdiness	Strong
🌀	Flower Firmness	Normal
🌀	Shelf Life	Extend
🌀	Branching	Very good
🌀	Habit	Wide
🌀	Flower Type	Mophead

SPECIAL FEATURES

- 🌀 A vigor variety that works across a range of containers
- 🌀 Extra-long shelf life extends consumer value
- 🌀 Re-blooming
- 🌀 Good branching for more stems and flowers



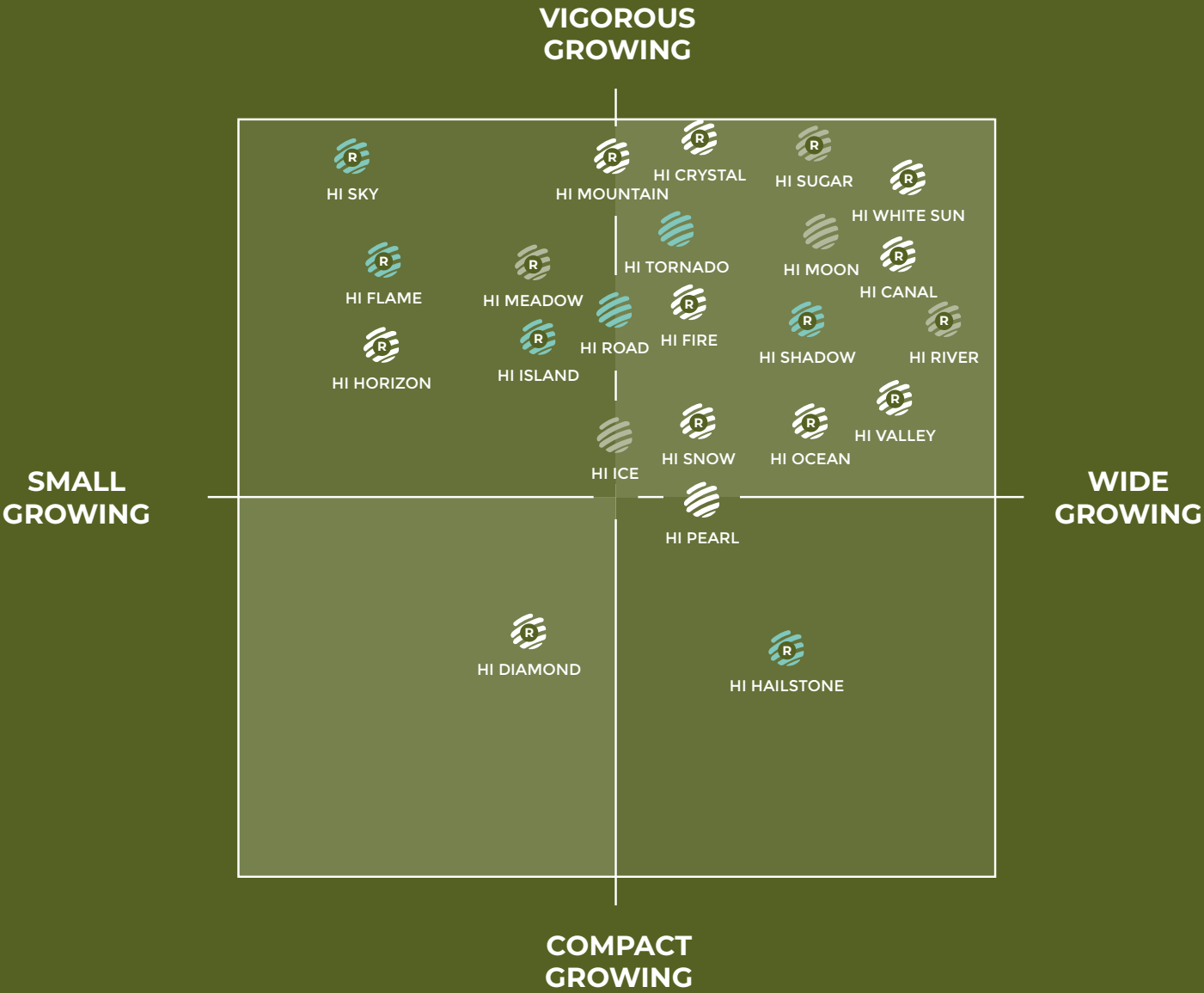
HI WHITE SUN

VBN CODES

NAME	INDOOR NR	OUTDOOR NR
Hi Crystal	125077	366240
Hi Fire	125075	366239
Hi Ice	129249	371662
Hi Meadow	129247	371661
Hi Moon	127923	370638
Hi Mountain	126602	367573
Hi Ocean	129248	371663
Hi River	125076	366238
Hi Snow	125287	366268
Hi Sweet Sugar	125288	366269
Hi Tornado	125342	366295
Hi White Sun	128014	370737

VARIETY MATRIX

WHICH VARIETY DO YOU CHOOSE?



How fast they grow
Fast (< 7/8 weeks) Medium (8/9 weeks) Slow (> 9/10 weeks)

Which varieties re-bloom
Re-blooming



WE GROW

with ambition
Taking the market forward.
With varieties that have
the future.



**LET'S GROW
TOGETHER**

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