



IDOLS

show & glow

LARGE
survivor idols | upright

MEDIUM
green idols | upright

DOUBLE
atlantic | trailing

SINGLE SPECIALTY
sarita | upright

COMPACT
savannah idols | upright

SINGLE
grand idols | trailing

SINGLE SPECIALTY
glory days | trailing

The Idols umbrella brand for Pelargonium is designed to offer a comprehensive, uniform, and high-performance assortment across multiple market segments, ensuring horticultural consistency and strong consumer appeal. This expansive collection of series provides targeted solutions for different grower needs and consumer preferences, from durable garden performers to early, opulent bloomers.



ADVANTAGES FOR TRADE

- Uniform, Compact Habit: Rounded, compact growth for easy care.
- Early, Reliable Production: Ideal for early season production due to early and reliable flowering.
- Flexible Planning: Consistent flowering enables quick turnover and adaptable scheduling.

ADVANTAGES FOR CONSUMERS

- Superior Visual Impact: Bold, vibrant blooms create an instant "wow" effect.
- Sun-loving plant: stunning blooms that handle heat with ease.
- Self-Cleaning: Single flowers that clean naturally.

OUR ASSORTMENT OF IDOLS

LARGE

survivor idols | upright

17 colours

Large flowers

Heat tolerant &

self-cleaning

12 -17 cm pots

MEDIUM

green idols | upright

13 colours

Medium-size flowers

Early flowering

10-13 cm pots

DOUBLE

atlantic | trailing

12 colours

Double flowers

Manageable growth

simple production

10-13 cm pots

17-27 cm hanging baskets

SINGLE SPECIALTY

idols | upright

5 colours

Single flowers

Heat tolerant &

self-cleaning

12-15 cm pots

COMPACT

savannah idols | upright

20 colours

Well branched -

deep dark foliage

Uniform series, ideal

for commercial production

10-13 cm pots

SINGLE

grand idols | trailing

5 colours

Single flowers

Well branched

10-13 cm pots

17-27 cm hanging baskets

SINGLE SPECIALTY

glory days | trailing

2 colours

Bicolour flowers

10-13 cm pots

17-27 cm hanging baskets

show & glow



Medium



Large



Double



Single Specialty



Compact



Single Specialty



Single



DÜMMEN ORANGE®