

# The word for Astilbe is AMAZING!

When you're looking to rebrand your product, you'll probably brainstorm quite a few ideas. When that product is the exquisitely textured, feathery plumed Astilbe, then there's one word that immediately comes to mind – amazing! And that's exactly what breeders Rutgrink Holland chose when they announced their new label earlier this year ... **Amazing Astilbe**.

Based in Lisse, south west of Amsterdam, brothers Marc and Frank Rutgrink come from a family of growers; both their grandfathers and father were bulb growers, later diversifying into different kinds of summer flowers, including Astilbe. As the cultivation of Astilbe expanded over a larger part of the year the other varieties of flowers one by one disappeared from the cultivation plan. Today this family business specialises solely in growing not *just* Astilbe but Amazing Astilbe!

Amazing Astilbe are available in nine different varieties, with a colour palette ranging from white, soft pink through to purple and red. Five are available for all (or most) of the year: the pure white Astilbe '**Washington**' and soft, baby pink '**Europa**' are popular for bridal bouquets; the distinctive candy pink '**Erika**' probably the best known of the pink varieties; the full-flowered '**Else Schluck**' described as candy pink, yet interestingly the tone varies from pink to red depending on the combination of flowers used with it; and the similarly opulent and also probably the best of the red Astilbes '**Paul Gaarder**' – you can identify it by its red stem!

Available for a shorter season are Astilbe '**Black and Blue**', '**Maggie Dailey**', '**Glitter and Glamour**' and '**Loud and Proud**'.

*Amazing*  
— RUTGRINK HOLLAND —  
**ASTILBE**

Left to right – Astilbe '*Washington*', '*Europa*', '*Erika*', '*Glitter and Glamour*', '*Loud and Proud*', '*Else Schluck*', '*Paul Gaarder*', '*Maggie Dailey*', '*Black and Blue*'





Not only are Rutgrink market leaders in the cultivation of these elegant cut flowers, but they are also constantly searching for yet more new varieties to add to their range.

For the most part, Rutgrink cultivate their Amazing Astilbe in The Netherlands, but some production in Andalusia, Spain means that they are able to deliver quality flowers – and their flowers are probably the best quality on the market – all year-round.

The growing cycle, Marc Rutgrink explained starts with specially selected perennial growers nurturing Rutgrink's young plants. At the end of that first year, the plants are picked out and delivered to the Lisse nursery, where Rutgrink will sort and store them at -2°C prior to cultivation the following season.

# Quality is the key

The shorter varieties, Astilbe 'Washington' and 'Europa' are always grown in the greenhouses to achieve a longer stem length and these will be harvested when flowers are 20-40% open. Field cultivated flowers, including 'Else Schluck' and 'Paul Gaarder', both introduced by Rutgrink, will be cut when 50-70% open. Marc Rutgrink added "a quality Astilbe is one that's grown on a new plant and then cut at just the right time".

Post-harvest, the cut flowers are placed in clean water with the addition of Chrysal Grow 20 to keep them looking beautiful for longer.



## A colour palette from white to pink to red



Design – Marek Jakobi

Each year, Rutgrink will produce more than 6 million stems of cut flowers, flowers that are then exported to wholesalers and florists all over the world. Their popularity is well-deserved and endorsed by labels from different breeders, all verifying the quality of Amazing Astilbe; labels that have been gained thanks to a perfect product, logistics and price. And that's because Rutgrink are totally focused on cultivating and delivering the best quality flowers to the florist.

### CARE TIPS

- Remove all leaves in contact with water.
- Always use flower food.
- Astilbe drink a lot of water, check vase levels daily.



See a field of Astilbe, gently swaying in the breeze of a late summer's day (as Floral Fundamental Ambassadors did last year). See them used at weddings and events – they're perfect for both sophisticated and elegant occasions and with country-style event decor. See them incorporated into table settings, bridal bouquets or in combination with other flowers in a beautiful handtied design. See ... and the word will always be AMAZING ASTILBE!

[www.amazing-astilbe.com](http://www.amazing-astilbe.com)