



HEUGER GARTENBAUBETRIEBE

THE WORLD LEADER IN PROPAGATION
OF HELLEBORUS YOUNG PLANTS



HIGH-QUALITY VARIETIES OF CHRISTMAS ROSES

Heuger Gartenbaubetriebe is a German family-owned company founded in 1950 by Josef Heuger, based in Glandorf in northwestern Germany. With over 70 years of experience, Heuger has developed more than 200 plant varieties with plant breeders' rights and patents.

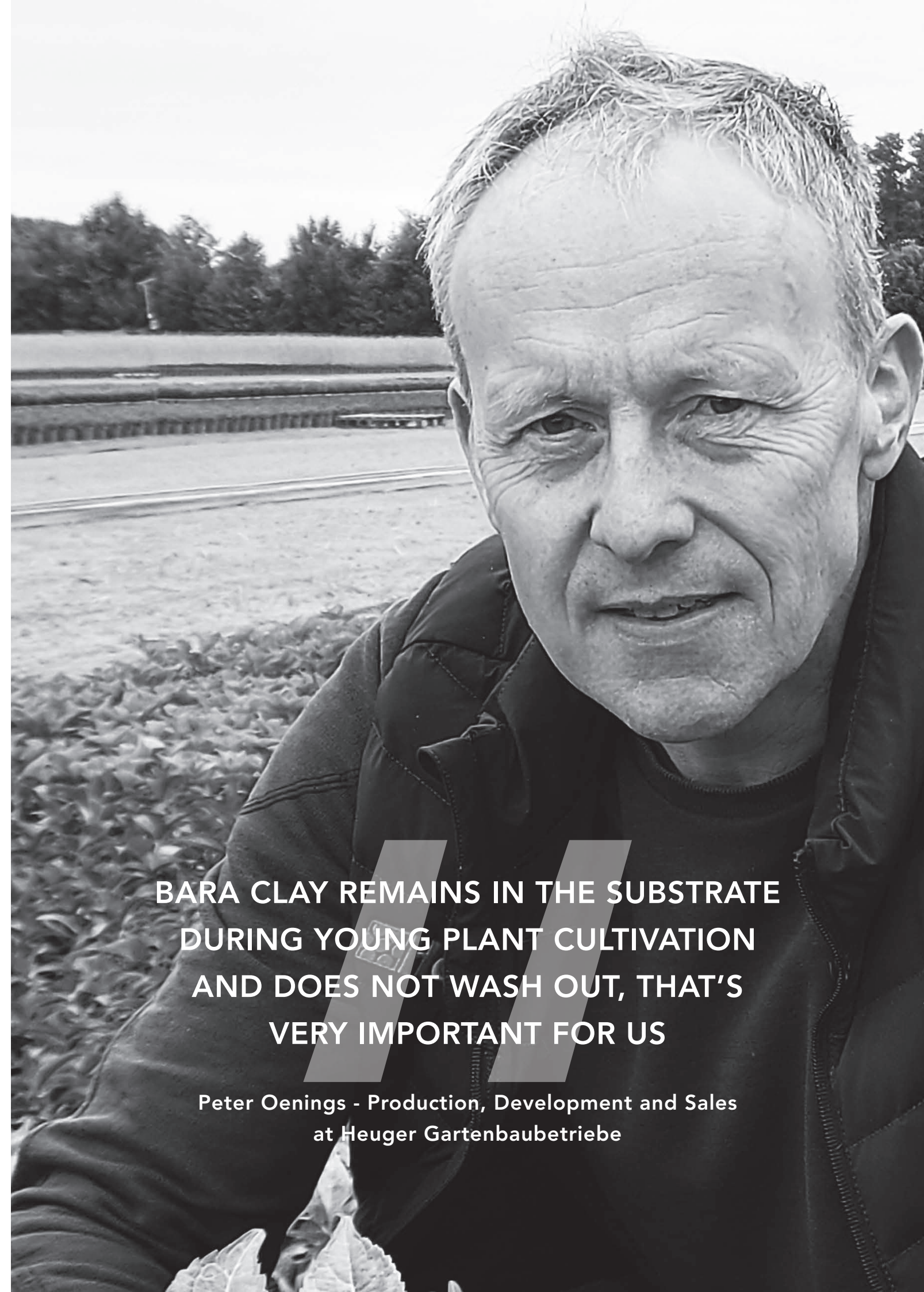
The company specializes in the breeding and cultivation of Helleborus (commonly known as Helleborus or Christmas roses), Hydrangeas, and other ornamental plants. Heuger has become internationally renowned for its Helleborus Gold Collection® (HGC), which includes high-quality varieties of Christmas roses.

Heuger produces young plants, semi-finished plants, and fully flowering plants across three facilities, covering a total of approximately 35 hectares, with 7 hectares under greenhouse cultivation. The company supplies customers across Europe, North America, and Asia.

Heuger is committed to the highest standards of quality in its production, with a strong focus on sustainability and innovation. The company also collaborates with Hydrangea Breeders Association b.v. for the breeding of Hydrangeas.

We asked Peter Oenings, who has been part of Heuger since 2001 and is responsible for production, development, and sales, about his experience with Bara Clay.

– In our young plants, we find the addition of Bara Clay important for retaining nutrition. In addition, the clay provides (micro) elements. It's very important that the clay in the small pots doesn't wash out. We have also found that Bara Clay binds well in the substrate and does not leach out, he explains.



**BARA CLAY REMAINS IN THE SUBSTRATE
DURING YOUNG PLANT CULTIVATION
AND DOES NOT WASH OUT, THAT'S
VERY IMPORTANT FOR US**

**Peter Oenings - Production, Development and Sales
at Heuger Gartenbaubetriebe**



Frank Kuipers, German Sales manager at Pindstrup Mosebrug A/S, explains why he recommend Bara Clay:

Bara Clay retains water better. By using Bara Clay the easily available water is reduced, so plants must work harder to get their water, which has the advantage that the plant remains more compact. The potting soil with Bara Clay also absorbs water faster after the potting soil has dried. Another advantage with Bara Clay is that it has a good buffer for nutrients. This is important to retain the nutrients in the pot and avoid leakage.

"The use of Bara Clay in Heuger's production has been carefully evaluated, and now Bara Clay is included in many substrates. Nutrient buffering and access to micronutrients are important advantages, and it has also been discovered that the Bara Clay does not leach out of the substrate but remains fixed within it."



WE HAVE DISCOVERED THAT
BARA CLAY 'STICKS' IN THE SUB-
STRATE AND DOES NOT LEACH OUT

Peter Oenings - Production, Development and Sales
at Heuger Gartenbaubetriebe



BARA CLAY 0 - 1

BARA
MINERALER