

PLANTS TO READ ABOUT

Rojojo white hydrangea: pale flower balls in a light garden corner

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AI-created scene from original: one compact mophead in illustrative flowering phase. 1 plant · 23 cm pot · approx. 55 cm total height including pot · offer describes 7-12 heads. Not scaled product photograph; setting and accessories not included.

Grow with knowledge.

A collection for observation and reference. Detailed explanations to help you make care decisions suited to your plant and its position.

Issue October 2026

PLANT PORTRAIT

Hydrangea macrophylla 'Rojojo' (Forever & Ever White)

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Botanical name	Hydrangea macrophylla 'Rojojo' (Forever & Ever White)
Delivery size	1 plant · 23 cm pot · approx. 55 cm total height including pot · offer describes 7–12 heads
Habit	Deciduous well-branched shrub with strong shoots and round mopheads
Expected height	About 1–1.5 m high and wide in suitable garden culture; limited containers affect growth
Flowering	Summer to autumn; June–October described for cultivar depending on climate, growth and care
Flower colour	Green–white to pure white; visible tone changes with head development
Planting time	Prefer spring or mild early autumn; frost-free soil neither waterlogged nor dried out
Spacing	Allow about 1–1.5 m diameter for freely developed shrub; use later width for groups

Care at a glance

Observe, check and adapt care to the position and season. This table provides guidance for everyday practice.

Topic	What to do	Why it helps
Position	Light shade or partial shade sheltered from hot midday sun.	Large foliage loses more water in hot positions.
Arrival	Check root moisture, let water drain and protect shoots during unpotting.	Flower stalks should not carry heavy rootball.
Soil	Humus-rich moisture-holding soil with reliable drainage.	Moist root soil and permanent standing water differ.
Planting	Keep existing ball height, loosen lateral ground and water in.	New roots should grow beyond narrow pot outline.
Space	Allow later 1–1.5 m width and stable containers.	Offered 55 cm plant is not a mature garden shrub.
Water	Check roots regularly in summer, potentially daily in hot containers.	Water reserve ends sooner in pots than well-explored ground.
Feeding	Moderate garden supply; container fertiliser by compost and label.	Excess nitrogen promotes soft shoots.
Pruning	Remove dry heads above healthy buds in spring; thin individual old canes as needed.	Current-year and older wood contribute flowering structure.
Winter	Free drainage; protect pot from hard freezing and new growth from late frost.	Rest does not protect young buds from every cold night.

Knowledge that grows

A pale ball of many small surfaces

White heads look soft and rounded from a distance. Close up they consist of broad overlapping flower parts with small pale centres, younger green-white surfaces between. Strong shoots below carry large green leaves with marked veins and serrated margins. Rojojo belongs to mopheads of *Hydrangea macrophylla*, family Hydrangeaceae. Forever & Ever White, Weiß in German, is cultivar trade name. White balls and ability to bloom on current-year and older wood show its character.

Check roots first after unpacking

Offer describes one plant in twenty-three-centimetre pot, about fifty-five centimetres total height including pot and seven to twelve heads. Flowers and leaves develop seasonally; images show possible flowering condition. Later one to one-and-a-half metre garden height is separate. Initially place bright and sheltered, check soil and drain nursery pot. Slowly evenly moisten a dried ball. Hold roots when unpotting so shoots and flower stems need not bear weight.

Morning light, some midday rest

Light or partial shade suits. A little morning or evening sun highlights white flowers, while hot midday position by warmed wall increases water requirements. Garden soil should hold moisture and drain excess. Well-structured clay can suit, not a permanently wet hollow. Plan about one to one-and-a-half metres developed width. Under large trees check root competition alongside light: shade alone supplies no moist soil.

Plant with lateral root room

Spring or mild early autumn are useful. Choose workable ground; frost, sodden earth and severe summer heat complicate establishment. Moisten ball and loosen beyond narrow pot outline. Its surface stays level with surrounding soil. Water thoroughly and keep controlled moisture over following weeks. Loose organic mulch can reduce losses while staying away from shoot base. Container growing needs stable pot with free drainage and enough room for new soil around existing roots.

Keep moist without decorative-pot reservoir

Hydrangea foliage may consume much water in heat. Check ball regularly by finger and water slowly as needed to reach inner soil too. Summer container checks may be daily; actual state is better than fixed calendar. Drainage must not remain in a closed decorative pot. Assess hanging leaves together with soil: wet and dry roots need different reactions. Good garden soil generally needs no abundant extra feeding. Container plants receive suitable feed by dosage; too much nitrogen supports soft foliage instead of balanced development.

Scissors follow living buds

Rojojo can flower on older and current-year shoots. This enables a long display but makes no strong yearly cutting prerequisite. Leave dry heads over winter if unobtrusive. Remove above a strong healthy bud pair in spring. Cut clearly dead or frosted sections to live wood. In older dense shrubs individual very old basal canes may be removed for younger room. After growth assess actual damage first. Later hard pruning alters flowering structure without guaranteeing repeat bloom.

Protect winter position and spring shoots

Deciduous shrub can overwinter in garden. Fresh buds and young spring shoots remain late-frost sensitive. Shelter helps; suitable fleece can temporarily protect forecast cold night. Container roots are more exposed. Shelter from wind with reliable drainage and avoid prolonged frozen ball; very harsh areas suit bright cool protected winter position. On frost-free days water sparingly as needed. Winter shrub needs less than leafy summer image, but roots should not become entirely dry.

Pictures and details

Images and descriptions from this portrait. Decorative items are not included in the offer.



Unchanged clean original: one white mophead in illustrative bloom. Woven pot and garden are decoration, not delivery contents. 1 plant · 23 cm pot · approx. 55 cm total height including pot · offer describes 7-12 heads.



AI-created detail from original: later flowering phase as example, not promised current delivery bloom. Setting not included.

Good to know

Is Forever & Ever White the same cultivar as Rojojo?

It is trade name listed for *Hydrangea macrophylla* 'Rojojo', a white mophead.

Why are some flowers still greenish?

Cultivar is described changing green-white to pure white; younger heads need not be equally pale.

Can blue treatment make it blue?

White hydrangeas do not turn blue through soil-pH changes like suitable blue/pink cultivars. Structure and moisture matter here.

Does the pot need daily water?

Daily checks can be sensible on hot summer days. Water by root moisture and weather, not calendar automatically.

Must it be cut hard for new flowers?

No. Rojojo can flower on current-year and older wood. Remove dry heads and damaged sections selectively; hard cutting is no guarantee.

Why do leaves hang despite moist soil?

Heat can temporarily stress foliage; persistently wet soil can damage roots. Check place, drainage and ball before adding water.

How big will the 55 cm plant become?

About 55 cm describes delivery total including pot. Suitable garden culture may reach about 1-1.5 m high and wide.

The matching offer

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English portrait



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