

**DIRECT SALES TEAM**

+31 243 010 017 | [sales@floriusflowers.com](mailto:sales@floriusflowers.com)

Auction # **33532**

Reach us from 4AM to 6PM, daily

**FLORIUS**  
*fresh & colourful*

# INFORMATION PACKAGE FOR DIRECT SALES



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## WHO WE ARE

We, at **Florius**, supply a wide-range of fresh flowers grown in the highlands of Kenya and Ethiopia. These flowers are cultivated with high standards that make them always fresh, healthy, and can last longer than any other flower.

As a multi-national company, we are scattered in different parts of the world to work hand-in-hand and deliver our one ultimate goal:

**“Bringing the best flowers to any place in the world while maintaining the quality and delivery schedules.”**

We breed, produce and pack every flower by ourselves to make sure that our customers receive a product of great value and beauty.

## OUR FARMS

Twenty years ago, the opportunities for Florius opened up to pioneer in growing unique year-round flowers in Africa, which grew out into five well-sized beautiful production areas.

Our farms are situated in the great highlands of Kenya and Ethiopia, where the altitude and climate are perfect for producing premium flowers.



# THE FLORIUS DIRECT SALES

For over 20 years in participating at the FloraHolland auction, we, the entire Florius team have finally decided to launch the Florius Direct Sales Program. You can now purchase your weekly summer flower needs depending on your convenience, whether through a weekly standing order program, web shop ordering or FloraMondo.



## HIGH QUALITY FLOWERS

In our **20 years** in floriculture business, we maintain our promise by keeping our world-class standards in quality. We guarantee that you will receive our flowers as fresh as how we harvest them.



## EASY ORDERING PROCESS

We offer 3 ways on how you can order from us, through Standing Order, Farm Direct and FloraMondo.



## FAST AND EASY DELIVERY

We can deliver in different FloraHolland locations, from Aalsmeer to Bleiswijk. We are also partnered with Kuehne + Nagel and IP Handlers.

As we progress the new Florius direct sales program, new varieties will be added in the list including the always colourful **Veronica Smart Series** and other premium summer flowers. We will also introduce buying in buckets as an option for those who purchase using buckets and many more.

**This is just the beginning and more great things will come along the way.**


# HYPERICUM COCO

Known for their colourful berries, our **Hypericum Coco Series** bring an amazing aura to any bouquet. Its perfectly green leaves and marvelous stem, complete a nice and beautiful flower arrangement.



## COCO CASINO

The true pink Hypericum you can ever find. The color itself gives an impeccable look to any light-colored bouquets. Its exceptional robust stems and gorgeous leaves complete the amazing look of the Hypericum Coco Casino.

Colour   
Size Medium  
Grade 70, 60, 50



## COCO DIABLO (SPRAY)

This red-coloured Hypericum gives an intense feel to any kind of bouquet. Perfect for Christmas and Valentines, or even for anniversaries and birthdays.



Colour ●  
Size Medium  
Grade 70, 60, 50

## COCO BAMBOO

A very unique green Hypericum variety which gives fresh touch to any bouquet.




Colour ●  
Size Large  
Grade 70, 60, 50

# COCO CALYPSO

Coco Calypso is a one of a kind red Hypericum Coco which has larger berries and robust stems. Its glossy-red with almost perfectly rounded shape berries, give a unique blend to a bouquet.




Colour   
Size Large  
Grade 70, 60, 50

# COCO TANGO

An even larger berry with a striking red colour, the Hypericum Coco Tango is indeed a great and top of the line variety.



Colour   
Size Extra Large  
Grade 70, 60, 50

# HOW DOES THE DIRECT SALE WORK?

There are three (3) easy ways on how and where you can purchase our lovely premium flowers. These steps depend on your convenience and your supply requirement every day.

## STANDING ORDER

Standing Order program requires to have at least **six (6) months** of weekly orders to be eligible.

Here are the awesome benefits you can get from this program:

- ☒ **Unlimited Program** - it's your call to whether continue or stop your standing order after six (6) months
- ☒ **VIP Priority** - being our loyal customer, you will then receive our highest priority in customer service and availability
- ☒ **Weekly Standard Pricing** - being enrolled in SO program means you will get a standard pricing (fixed price per week) which is your advantage from those who buy from the web shop directly or from the auction

## FARM DIRECT

If you need more orders on top of your weekly standing order, or you just want to purchase our products, you can access our web shop and shop on your own in just few easy steps.

[www.flowerboxdirect.com](http://www.flowerboxdirect.com)

- ☒ **Web Shop Access** - a personal username and password will be given to you as an access to our web shop
- ☒ **2 Weeks in Advance Ordering** - you can shop up to two weeks in advance. We put up our fresh availability for two weeks
- ☒ **Excellent Customer Service** - our customer service team will assist you seven (7) days a week with all your queries and concerns.

\*this program is subject to daily/weekly market price

## FLORA MONDO

FloraMondo is a platform for online purchases. This is a 24/7 web shop which you can purchase directly from the growers.

If you are used in buying straight from the Flora Mondo site, our flowers can be bought directly from here.

- ☒ **Auction pre-sales for Customers** - you can buy at most 34% of a clock lot. The minimal purchase is one (1) packaging unit. The remaining 66% is auctioned the next day, along with any remaining supply not sold via FloraMondo Auction presales.
- ☒ **You can view and buy the supply from 12:00 to 5:30.**

\*this program is subject to weekly market price

Nevertheless, **we are still going to participate** in the auction like how we used to for the last 20 years.

## PACKRATES & PRICES FOR STANDING ORDER PROGRAM

If you choose to purchase through our Standing Order process, you will have the benefit to use the fixed price given below:

VARIETIES	ST/BOX (QB*)	PRICES
Hypericum Coco Casino 70cm	100	€ 0.50/stem
Hypericum Coco Casino 60cm	120	€ 0.40/stem
Hypericum Coco Casino 50cm	180	€ 0.30/stem
Hypericum Coco Bamboo 70cm	100	€ 0.35/stem
Hypericum Coco Bamboo 60cm	120	€ 0.30/stem
Hypericum Coco Bamboo 50cm	200	€ 0.25/stem
Hypericum Coco Diablo 70cm	80	€ 0.50/stem
Hypericum Coco Diablo 60cm	120	€ 0.40/stem
Hypericum Coco Diablo 50cm	140	€ 0.30/stem
Hypericum Coco Tango 70cm	80	€ 0.35/stem
Hypericum Coco Tango 60cm	100	€ 0.30/stem
Hypericum Coco Tango 50cm	120	€ 0.25/stem
Hypericum Coco Calypso 70cm	100	€ 0.35/stem
Hypericum Coco Calypso 60cm	120	€ 0.30/stem
Hypericum Coco Calypso 50cm	170	€ 0.25/stem

\*QB means Quarter Box (97x24x10.5cm)

\*the number of ST/BOX is temporary and still subject to change.

## FLORIUS START-UP PACKAGE FOR STANDING ORDER PROGRAM

We put up a start-up package together if you want to purchase all varieties in an order with a standard pricing.

This package includes a box of each variety we currently offer:

- | QB x Hypericum **Coco Casino**
- | QB x Hypericum **Coco Bamboo**
- | QB x Hypericum **Coco Diablo Spray**
- | QB x Hypericum **Coco Tango**
- | QB x Hypericum **Coco - Grower's Choice**

VARIETIES	PRICES	
70CM FLORIUS PACKAGE	5 BOXES	€ 0.35/stem
60CM FLORIUS PACKAGE	5 BOXES	€ 0.30/stem
50CM FLORIUS PACKAGE	5 BOXES	€ 0.25/stem

*\*it's our choice what variety you will receive on your 5th box. This can be Coco Calypso, Coco Uno or any Coco variety which we think is the best.*



## QUICK & EFFICIENT DELIVERY

We continuously strive in transporting your flowers with utmost care, making sure that you will receive the flowers as fresh as how we grow them.

Once you have placed your order with us, we can distribute these boxes through the following logistics centers:

- ☒ FLORAHOLLAND - AALSMEER
- ☒ FLORAHOLLAND - RIJNSBURG
- ☒ FLORAHOLLAND - NAALDWIJK
- ☒ IP HANDLERS
- ☒ KUEHNE + NAGEL

The delivery is done with the normal clock distribution the next day, just like you are used to when purchasing from the clock.

## PAYMENT METHODS

Our payments can be done easily and highly secured. You can pay through FloraHolland payment system. If you don't have an account under FloraHolland, we have provided below our bank details for a prepaid deposit.

**Account Name: FLORIUS INTERNATIONAL FZE**

**Account Number: 02510683380049**

**Currency: EURO**

**IBAN: AE890520002510683380049**

**Swift code :NISLAEAD**

**Receiving Bank:**

**Noor Bank**

**Bank Address: Emaar Square, Building No.1, 8th Floor**

**P.O.Box 8822, Dubai, United Arab Emirates**

**Branch Address: NOOR TRADE, Baniyas Square, Deira, Dubai**

**Intermediary Bank:**

**SCB, Frankfurt**

**Swift Code: SCBLDEFX**

## WE'RE HERE TO HELP

Our direct sales team is ready to help seven (7) days a week to give you all the details you need.

You can contact us through the following information below:

### DIRECT SALES INQUIRIES

Office 118, Dubai Flower Center, United Arab Emirates

**TEL** +31 243 010 017 / +971 4 295 5610

**EMAIL** [sales@floriusflowers.com](mailto:sales@floriusflowers.com)

### MARKETING PACKAGE

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