



HYPERICUM COCO & VERONICA SMART INFORMATION PACKAGE

SKF IMPORT INC dba FLORIUS
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FLORIUS
fresh & colourful

FROM AFRICA TO EVERYONE



We, at Florius, supply a wide-range of fresh flowers grown in the highlands of 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 ultimate goal: **“Bringing the best flowers to any place in the world while maintaining the quality and delivery schedules.”**

OUR FARMS

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

OUR FLOWERS

HYPERICUM COCO SERIES

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



COCO AVANTI

Colour	White
Size	M
Grade	70, 60, 50



COCO BAMBOO

Colour	Green
Size	M
Grade	70, 60, 50



COCO CASINO

Colour	True Pink
Size	M
Grade	70, 60, 50



COCO DIABLO

Colour	Fire Red
Size	M
Grade	70, 60, 50



COCO GRANDIO

Colour	Burgundy
Size	L
Grade	70, 60, 50



COCO RIO

Colour	Red
Size	M
Grade	70, 60, 50



COCO YOKO

Colour	Peach
Size	M
Grade	70, 60, 50

OUR FLOWERS

VERONICA SMART SERIES

With its superior quality and enchanted look, Veronica Smart Series brings amazing colours that create a perfect twist to any kind of bouquet.



SMART ALIEN WHITE

Colour White
Grade 60, 50



SMART BIZARRE

Colour Pink
Grade 60, 50



SMART LAGUNA

Colour Purple
Grade 60, 50

STATICE SUNBIRD SERIES



SILVERY

Colour White
Grade 70, 60



YELLOW

Colour Yellow
Grade 70, 60



BLOSSOM

Colour Light Pink
Grade 70, 60



ROSA

Colour Pink
Grade 70, 60



MADEIRA

Colour Violet
Grade 70, 60



DONAU

Colour Lilac
Grade 70, 60



GIANT BLUE

Colour Purple
Grade 70, 60



NAVY

Colour Dark Purple
Grade 70, 60

Great Quality.
Fresh & Colourful.

OUR FLOWERS

ROSA PLAZA ROSES



AKITO

Colour White
Grade 50CM
Bloom Medium



ENSEMBLE

Colour Pink
Grade 50CM
Bloom Medium



PUNCH

Colour Orange
Grade 50CM
Bloom Medium



RED CALYPSO

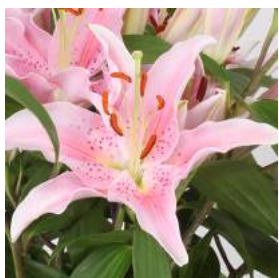
Colour Red
Grade 50CM
Bloom Medium



VIVA

Colour Yellow
Grade 50CM
Bloom Medium

ETHIOPIAN LILIES SERIES



AKTIVA

Colour Pink
Grade 70CM
Bloom 4,3,2



EXPRESSION

Colour White
Grade 70CM
Bloom 4,3,2

PRICING AND PACK LIST DETAILS

Our pack rates are assessed every month which could change the number of stems in a box, depending on the size of the flowers. This is to ensure that the flowers are perfectly fit in the box and has enough space to breathe during export.

HYPERICUM COCO SERIES

VARIETIES	PRICE/ST (USD)	HB	QB	EB
Coco Avanti 70	0.40	200 st/box	100 st/box	50 st/box
Coco Avanti 60	0.30	240 st/box	140 st/box	60 st/box
Coco Avanti 50	0.25	300 st/box	160 st/box	80 st/box
Coco Bamboo 70	0.40	200 st/box	100 st/box	50 st/box
Coco Bamboo 60	0.30	260 st/box	130 st/box	70 st/box
Coco Bamboo 50	0.25	400 st/box	200 st/box	100 st/box
Coco Casino 70	0.40	200 st/box	100 st/box	50 st/box
Coco Casino 60	0.30	220 st/box	110 st/box	60 st/box
Coco Casino 50	0.25	280 st/box	150 st/box	70 st/box
Coco Diablo 60 Spray	0.40	150 st/box	80 st/box	40 st/box
Coco Diablo 50 Spray	0.30	290 st/box	140 st/box	70 st/box
Coco Grando 70	0.40	130 st/box	70 st/box	30 st/box
Coco Grando 60	0.30	180 st/box	90 st/box	40 st/box
Coco Grando 50	0.25	240 st/box	140 st/box	60 st/box
Coco Rio 70+	0.45	220 st/box	120 st/box	60 st/box
Coco Rio 70	0.40	260 st/box	130 st/box	60 st/box
Coco Rio 60	0.30	320 st/box	160 st/box	80 st/box
Coco Rio 50	0.25	420 st/box	210 st/box	100 st/box
Coco Yoko 70	0.40	220 st/box	110 st/box	60 st/box
Coco Yoko 60	0.30	280 st/box	130 st/box	70 st/box
Coco Yoko 50	0.25	400 st/box	200 st/box	100 st/box

*All flowers are packed in 10 stems/bunch

Holiday Pricing - there will be an additional of \$0.05 per stem for the following celebrations:

W3 - W5 VDAY - Rio, Diablo, Bamboo, Casino, Avanti

W15 - W17 MDAY - Yoko, Avanti, Casino

W37 - W47 FALL - Yoko, Grando

W48 - W50 XMAS - Rio, Diablo, Avanti and Bamboo

PRICING AND PACK LIST DETAILS

Our pack rates are assessed every month which could change the number of stems in a box, depending on the size of the flowers. This is to ensure that the flowers are perfectly fit in the box and has enough space to breathe during export.

VERONICA SMART SERIES

VARIETIES	PRICE/ST (USD)	HB	QB	EB
Smart Alien White 60	0.30	250 st/box	100 st/box	50 st/box
Smart Alien White 50	0.20	350 st/box	150 st/box	70 st/box
Smart Bizarre 60	0.30	350 st/box	170 st/box	90 st/box
Smart Bizarre 50	0.20	400 st/box	200 st/box	100 st/box
Smart Laguna 60	0.30	350 st/box	170 st/box	90 st/box
Smart Laguna 50	0.20	400 st/box	200 st/box	100 st/box

STATICE SUNBIRD, ORIENTAL LILIES AND SWEETHEART ROSES

VARIETIES	REGULAR PRICES (USD)	HOLIDAY PRICES (USD)	HB	QB	EB
Statice Silvery 70	0.37	0.40	230 st/box	100 st/box	40 st/box
Statice Silvery 60	0.31	0.35	250 st/box	120 st/box	50 st/box
Statice Giant Blue 70	0.37	0.40	300 st/box	150 st/box	70 st/box
Statice Giant Blue 60	0.31	0.35	380 st/box	180 st/box	100 st/box
Statice Blossom 70	0.37	0.40	230 st/box	120 st/box	50 st/box
Statice Blossom 60	0.31	0.35	230 st/box	140 st/box	60 st/box
Lily Aktiva 4bl	1.17	1.40	-	60 st/box	-
Lily Aktiva 3bl	0.97	1.15	-	80 st/box	-
Lily Aktiva 2bl	0.76	0.90	-	100 st/box	-
Lily Expression 4bl	1.17	1.40	-	60 st/box	-
Lily Expression 3bl	0.97	1.15	-	80 st/box	-
Lily Expression 2bl	0.76	0.90	-	100 st/box	-
Sweethearts Mix	0.27	0.29	250 st/box	150 st/box	70 st/box
Sweethearts Mix Plus	0.31	0.33	260 st/box	130 st/box	60 st/box
Rosa Plaza Mix	0.36	0.38	240 st/box	120 st/box	60 st/box

1. All flowers are packed in 10 stems/bunch

2. Holiday Prices are being implemented during VDAY, MDAY & XMAS.

3. For a complete list of pack rates for Sunbird Statice & Sweethearts Roses, please email us at sales@floriusflowers.com or call us at +971 4 295 5610.

BOX SIZES

With our high standards in packing, we ensure that the flowers will be transported to you in an absolute condition.

These newly innovated boxes are cleverly well-designed, perfectly sealed and airtight upon transporting, intended to remain the fresh quality of the flowers. Their perfect fit in all sizes lets the flowers breathe and not lose their moisture throughout delivery.

HALF BOX

97x24x21
CENTIMETERS

QUARTER BOX

97x24x10.5
CENTIMETERS

EIGHT BOX

97x12.10.5
CENTIMETERS

TRANSPORT & LOGISTICS

Quick and efficient, that's how we deliver. We continuously strive in transporting our flowers with an utmost care and we make sure that you will receive them on time without losing the quality.

Our fast logistics brings great opportunity for your business to sell more in a week.

We have a daily direct flight from Addis Ababa to IAD and LAX thru Ethiopian Airlines.

DISTRIBUTION SCHEDULES

MIAMI DISTRIBUTION - FRIDAY

DAY	SCHEDULE
<i>Sunday</i>	<i>Online order cut-off</i>
<i>Monday</i>	<i>Farm Production</i>
<i>Tuesday</i>	<i>Export to USA</i>
<i>Wednesday</i>	<i>Import to IAD</i>
<i>Thursday</i>	<i>Truck to Miami</i>
<i>Friday</i>	<i>Distribution to your preferred Truck or pick-up at Transinternational</i>

MIAMI DISTRIBUTION - TUESDAY

DAY	SCHEDULE
<i>Tuesday</i>	<i>Online order cut-off</i>
<i>Wednesday</i>	<i>Farm Production</i>
<i>Thursday</i>	<i>Export to USA</i>
<i>Friday</i>	<i>Import to IAD</i>
<i>Sunday</i>	<i>Truck to Miami</i>
<i>Tuesday</i>	<i>Distribution to your preferred Truck or pick-up at Transinternational</i>

NY DISTRIBUTION - WEDNESDAY

DAY	SCHEDULE
<i>Monday</i>	<i>Online order cut-off</i>
<i>Tuesday</i>	<i>Farm Production</i>
<i>Wednesday</i>	<i>Export to USA</i>
<i>Thursday</i>	<i>Import IAD</i>
<i>Friday</i>	<i>Truck to NYC</i>
<i>Saturday</i>	<i>Distribution to your preferred Truck or pick up at SBA</i>

LAX DISTRIBUTION - SUNDAY

DAY	SCHEDULE
<i>Wednesday</i>	<i>Online order cut-off</i>
<i>Thursday</i>	<i>Farm Production</i>
<i>Friday</i>	<i>Export to USA</i>
<i>Saturday</i>	<i>Import to LAX</i>
<i>Sunday</i>	<i>Pick up at Centra Freight</i>

ORDER PROJECTIONS

In our reservation system, you can order up to two (2) weeks in advance. Projected availability is updated every Wednesday morning.

We are also accepting year-round weekly standing orders. For questions and other enquiries, send us an email to sales@floriusflowers.com.

ONLINE ORDERING

Introducing, the Flowerbox Direct 2.0

You can place your order by easily logging in to our web shop. We will be giving you your very own username and password.

With its' easy to use interface, it would not take you even five minutes to place an order.

MARKETING MATERIALS

You can find several photos of our products in high definition for your marketing needs. Please download the marketing package using the link below.

Marketing Package - <http://www.floriusflowers.com/downloads/marketing-package>

WE ARE HERE TO HELP

Our sales team is ready to help 7 days a week to give you all the details that regard to direct sales.

You can contact us through the following information below.

SALES AND MARKETING

Office 111 & 118, Dubai Flower Center, United Arab Emirates



+971 4 295 5610 (DXB)



sales@floriusflowers.com

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