

FLORIUS

fresh & colourful

INFORMATION BROCHURE



GLOBAL

FROM

AFRICA TO EVERYONE



WHO WE ARE

We, at Florius, supply a wide range of fresh flowers grown in the highlands of Kenya, Ethiopia and Colombia. Our flowers are cultivated with the highest standards which results in fresh, healthy, and long-lasting flowers.

Our goal is "Bringing the best flowers to any place in the world with strict delivery schedules, while keeping respect for the environment". As part of our goal, we have strategically placed our points of operation in different parts of the world.

THE FARMS

Over twenty seven years ago, the opportunities for Florius opened up to pioneer in growing unique year-round summer flowers in Africa. Presently, that venture has flourished into 7 well sized production areas in Kenya, Ethiopia and since September 2020 also in Colombia.

Our partner farms are strategically situated in the great highlands of Ethiopia, Kenya and Colombia where both the altitude and climate are perfect for producing premium-quality flowers.



OUR PLANTS

Our team of specialists work round-the-clock in researching and developing new varieties. This has led to no fewer than five new varieties in 2021, all grown in Kenya and shipping to Europe. Also in Ethiopia and Colombia we're expecting new varieties soon (2023), some already available at the Dutch flower auction.

Each variety is continuously bred and carefully selected to ensure that only the strongest, long-lasting varieties will be sent to our customers; assuring the top of the line quality and longer vase life of our flowers.

OUR WORKFORCE

More than 65% of our workforce is composed of female employees. Women empowerment is an integral part of our core company values.

Our mission is to pursue and promote the general well-being of our employees and their families by providing training, healthcare, and education. Local and on-farm clinics provide family planning programs, that give women the chance to control the size of their family and build a better future for their children.



NATURE

We strive to have a good balance between flower production and the environment. A large area is dedicated to nature, where endemic species can live freely. As a result, wildlife on and around the farm is abundant and we like to keep it that way.

HEALTH AND LABOR BENEFITS

Trainings in various subjects are given to all our employees. Most of our employees live in neighboring villages; for those who live further away shuttle services are provided that bring them to and from their homes.

Our partner farms allocate an annual budget that is used in supporting various community projects. These projects greatly help in improving education, health, and the livelihood of the neighboring villages.



OUR FLOWERS

The whole process from production to the vase is closely monitored to guarantee you the best flowers and with a long vase life.

Weekly quality checks are done by an experienced team in the Netherlands on each variety.

Currently our assortment consists of ten different varieties of Coco Hypericum and twelve different varieties of Smart Veronica. And we're not stopping here, continuously searching for new colours and even better qualities.

Not all varieties are available for direct orders globally. See the next pages for the available flowers.



HYPERICUM COCO

Known for their **colourful and unique berries**, our Hypericum Coco flowers bring an amazing look and feel to any bouquet.

Our Hypericum Coco flowers are renowned for their unmatched quality and long vase life. Each stem is carefully bred and grown to match our high standards.

Flowers from all farms are shipped to the Netherlands for the auction. The flowers grown in Ethiopia are available for direct sales globally (Standing Orders and pre-orders via our webshop).



Bring out the best of your bouquets and flower arrangements...



COCO
AVANTI®

Colour	Coral
Berry Size	M
Grades	70, 60, 50, 40



COCO
BAMBOO®

Colour	Green
Berry Size	L
Grades	70, 60, 50, 40



COCO
CASINO®

Colour	Pink
Berry Size	M
Grades	70, 60, 50, 40



COCO
KIMONO®

Colour	Dark Pink
Berry Size	M
Grades	70, 60, 50, 40

*Choose from a wide selection of colours
from our Hypericum Coco series:*



**COCO
RIO®**

Colour **Bright Red**
Berry Size **M**
Grades **70, 60, 50, 40**



**COCO
TANGO®**

Colour **Warm Red**
Berry Size **XL**
Grades **70, 60, 50, 40**



**COCO
UNO®**

Colour **White**
Berry Size **M**
Grades **70, 60, 50, 40**



**COCO
MIX**

Colours **Green, White, Pink,
and Warm Red**
Berry Size **M to XL**
Grades **70, 60, 50, 40**

*Composition may change depending
on availability*

VERONICA SMART

With their **unique and enchanted look**, our Veronica Smart flowers will surely make any bouquet stand out.

The colours of our Veronica Smart flowers are the result of our extensive research and careful breeding techniques. The unique and lovely contrast of its green tips and vividly lush colours are truly amazing.

Give your bouquet and flower arrangements a special touch.

Choose from our selection of Veronica Smart series...





SMART
ISELLE®

Colour **Hot Pink**
Grades **60, 50**

COMING SOON



SMART
ENJOYCE®

Colour **Light Pink**
Grades **60, 50**



SMART
JUNE®

Colour **Lilac**
Grades **60, 50**



SMART
NAVY®

Colours **Purple**
Grades **60, 50**



SMART
LUNA®

Colour **White**
Grades **60, 50**



SMART
MIX

Colours **White, Hot Pink, Purple**
Grades **60, 50**

WAYS TO ORDER OUR FLOWERS

1 STANDING ORDER



LONG TERM COMMITMENT

Minimum of 3 months of weekly orders
Contact our sales team at
sales@floriusflowers.com

2 FLORIUS WEBSHOP



MIDTERM DELIVERY

Reserve your place in the field
Order up to 2 weeks in advance
Order via shop.floriusflowers.com

Box Size				Delivery Day			
HB	QB	EB	Buckets	Weekly	Same Day	Next Day	Next Week
							Weekly Price
HB	QB	EB	Buckets	Weekly	Same Day	Next Day	Next Week

DESTINATIONS



USA & Canada



Middle East



Australia
(Auction)



Japan
(Auction)



China & Africa



Netherlands
(Auction)



STANDING ORDER PROGRAM

Our **standing order program** lets you pre-book your weekly recurring orders in advance. By entering this program, you'll be getting the following benefits:

- Your order is already preallocated on pre-harvest level
- Priority during confirmations over single placed orders
- Convenience of not having to place orders every week

A minimum of **3 months commitment** is required to enter this program. Please contact us to see if an SO is possible for your location.



ONLINE ORDERS & BOOKING

See our real-time availability for up to three weeks via our web shop (shop.floriusflowers.com). Plan your orders with our easy to use interface.

Pre-paid Customers:

1. Request a quote online
2. Top up your wallet or transfer money based on this quote
3. When money is received, we will book your flight and reserve the flowers
4. Confirmation of your order is sent two days before departure day
5. Export documents are sent on the day of departure

BOX SIZES

By following strict standards and guidelines in packing our cut flowers, we guarantee that every flower is shipped in perfect condition. With the three different box sizes, there's a fitting amount of stems for every customer.

Please contact us for the current pack rates or visit our webshop to review.

HALF BOX

97x24x21
CENTIMETERS

QUARTER BOX

97x24x10.5
CENTIMETERS

EIGHT BOX

97x12x10.5
CENTIMETERS





TRANSPORT & LOGISTICS

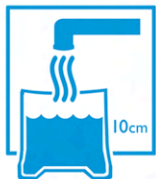
Quick, efficient, and with strict delivery schedules. We continuously strive to transport our flowers with utmost care while keeping them fresh throughout its entire travel duration.

Want to learn more on how we handle flowers for export?
Scan the QR code below.



SCAN TO LEARN MORE ABOUT OUR
FLOWER EXPORT AND HANDLING

4 STEPS TO KEEP YOUR **HYPERICUM COCO** FRESH & COLOURFUL



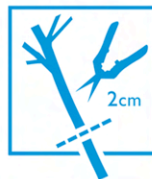
STEP 1

Fill container with fresh water. (10 cm)



STEP 2

Add anti-bacterial solution or floral food.



STEP 3

Cut at least 2 cm from the tip of the stems.



STEP 4

Store flowers at 2°C, check water every 24 hours.

5 STEPS TO KEEP YOUR **VERONICA SMART** FRESH & COLOURFUL



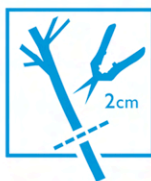
STEP 1

Fill container with fresh water. (10 cm)



STEP 2

Add anti-bacterial solution or floral food.



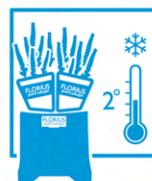
STEP 3

Cut at least 2 cm from the tip of the stems.



STEP 4

Place the bunches in room temperature (18°C) for 24 Hours.



STEP 5

Store flowers at 2°C, check water every 24 hours.



PRODUCTION FIELD

Cuttings are planted, watered, and fed to get the flowers' perfect balance of size, color, and length.



HARVEST & GRADING AREA

Once the flowers mature and reach the perfect color and size, they are then harvested, graded and checked for their length and quality.



PACKING AND COOLING

The graded stems are properly packed according to their size and grade. They are then cooled down to the recommended 2 degrees celsius before transport.



TRANSPORT FROM FARM TO AIRPORT via TRUCK

After cooling, the packed flowers are transported in a cooled truck to the nearest international airport.



FLYING TO DESIGNATED MARKETS AND COUNTRIES

The flower boxes are then flown from our Ethiopian Farms / Kenyan Farms / Colombian Farms to the different market locations and countries.



CUSTOMS CLEARANCE AND DELIVERY TO CUSTOMERS

Upon arrival, all the flowers are inspected and cleared by customs. They are then transported via a cooled truck to the unpacking station where further quality checks are conducted.



REHYDRATION AND FINAL DELIVERY

The fresh flowers will be delivered to wholesalers, local flower shops, and bouquet makers; the flowers will then be displayed and will be ready for purchase by their customers.



CUSTOMERS

Fresh and colourful flowers are beautifully displayed in your home. Enjoy.



WE'RE HERE TO HELP

Do you have questions? Our sales team is ready to help 7 days a week.

SALES & MARKETING



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[floriusflowers](https://www.snapchat.com/add/floriusflowers)



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