

#3-2021

floréac

Innovating Horticulture Together

magazine



Same course, new wind

Good news! **Floréac has won the prestigious Trophée d'Or for the second year in a row.** And once again, our proximity is a great asset: our webshop, our point-of-sale support, our personalised service and plenty more besides. This magazine is yet another link in the success story.

It's such an honour to drop onto your doormat! This is my first foreword as Floréac's brand-new commercial manager. After 10 years in the role, Nathalie is handing me the baton. Thank you, Nathalie! We will miss you. And rest assured, I will continue on the same strong course that you put us on.

Or rather: we will sail on together. Because Floréac is greater than the sum of its parts. Tous ensemble. Every employee, supplier, grower, customer... everyone is in the same boat. And that boat has endured quite a few storms in recent months. Flexibility and ad-hoc switching became the norm. But we sailed on anyway, and I would therefore like to express my sincere thanks to you all!

Before I go any further, I'd like to tell you a little bit about myself. At the end of March, I joined Floréac to manage the French market. After 25 years in the carpet industry, it was time for a new challenge. It's not really a career switch though. After all, the two sectors have a lot in common. A passion for the trade, for example. And carpets and floriculture share a common trait: they make your house and garden a home. A warm nest that we have (re)discovered in recent months. I am convinced that this trend will only continue.

And I'm not the only one, as our suppliers in the spotlight – Siegfried Bunnik from Bromelia Specialist and Erik Boterdaale – also feel the same. Green mixed with colour. That's what the future looks like.



Meanwhile, we will raise a glass to summer while secretly looking forward to autumn at the same time. **Be inspired!**

Happy reading!

Stefaan Duchi
Commercieel manager

THEME

ORANGE IS THE NEW BLACK

Black, orange and a touch of purple, it must be Halloween! Forget pumpkins and black cobwebs, this season we will be scaring people in style. Simple compositions with a sinister touch. Trick or treat? Feel free to experiment with trendy stick-ins. And don't forget fiery bromelias, purple phalaenopsis and virgin white spathiphyllums. Timeless plants that will bring atmosphere into your home even after Halloween.



AMARYL-WA09A



COUPE-§554A



PAFEMM-SP01TA1A



PHALAOR-SP02TA4A



SANSMX-SP56A



ANANMX-SP40A



BROMMX-SP74A



GPDUMX-SP18A



SUCCMX-SP321A



SUCCMX-SP317A



CANEIS-SP04TA2A



COUPE-§SP211A



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PHROSU-SP01TA1A



PHROVU-SP01TA1A

All products for this theme are of course available in our webshop : www.floreac.shop



THEME

ALL SAINTS' DAY IN 50 SHADES OF GREY

All Saints' Day traditionally calls for enduring classics. Flower arrangements that stand the test of time. Honour your loved ones with simple compositions in ceramic or concrete. Beautiful, tough and practical. 50 shades of grey and yet each piece is unique, tailored to that special person who is no longer here.



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COUPE-§SP563A



COUPE-§MA155A



COUPE-§SP086A



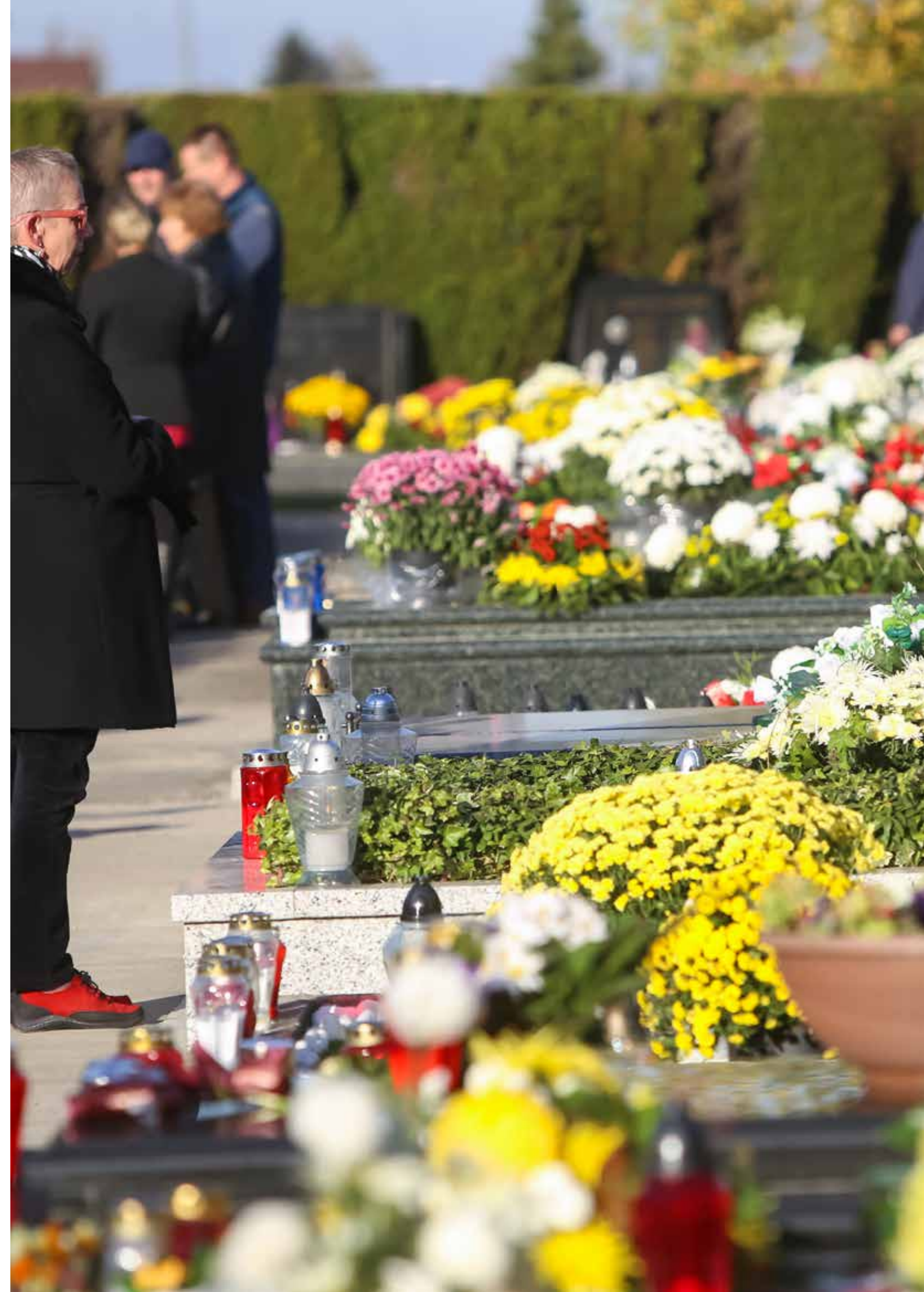
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COUPE-§SP302A



“Can we go the extra mile?”, the intro on the website of horticulturist Erik Boterdaele sets the tone immediately. The bar is set high and the added value can be found in his varied range of outdoor plants as well as in his vision of sustainability.



A-class cultivation

These are busy days for Erik Boterdaele. Now that the summer is giving way to autumn, summer flowers are passing on the baton to hardy perennials. Anyone who thinks that just means greenery should take a closer look. In particular, the Hebe Addenda will lend a touch of colour to every Indian summer. You could safely call Erik a **specialist in outdoor cultivation**, even though his roots lie in growing houseplants. As a youngster, he helped out in his parents' houseplant business. In 1987, a second location was added where the family focused on outdoor plants. Erik and his wife took over this branch in 2000.

Belgian horticulturist of the year

“I noticed that the demand for outdoor plants was increasing. I started with three varieties: **Aucuba**, **Euonymus** and **Fatsia**. Later, at a customer's request, we added Prunus and our flagship **Hebe**.”

From the start, Erik had a taste for **innovation**. He was named **Belgian horticulturist of the year in 2014** for good reason. The jury praised him for his commitment to **sustainability and quality**. A commitment that he shares with the growers' association Addenda®, a highly respected **A-brand for plants**. “There is huge added value in working with this association. Firstly, they launched our Hebe with strong marketing. And secondly, the growers have only the best quality in mind. Our Hebe is **patent-protected** and that makes them unique. When developing new varieties, growers carry out in-depth research into aspects such as susceptibility to disease. They also select on the basis of colours and leaf shapes, constantly creating new varieties.”

You can go far alone, but you can go further with Floréac

The collaboration with Addenda has served Boterdaele well. “As a result of this careful selection, **we stand out from the competition**. Other forms of collaboration also contribute to this. Take the growers' association BE.Plants,

an alliance of four growers who serve the same customers. We're not competitors, because we **enhance each other**.” That sounds like Floréac's vision: ‘You can go far alone, but you can go further in a team.’ Can Erik identify with that?

“I really appreciate Floréac's openness and transparency.”

Erik Boterdaele

“Absolutely, and the collaboration with Floréac has been bearing fruit in recent years. I appreciate the way in which they involve us in the whole process. A concrete example: about two years ago, Floréac organised a horticultural trade fair. We were invited and even got a free stand. For them, this offered added value because we were there as specialists. We were able to provide customers with accurate information immediately. For us, this was an interesting way to get in direct contact with customers. A win-win situation for both parties. **I really appreciate Floréac's openness and transparency.**”



**A-level supplier**

Another example: we have been supplying AVEVE for two years. This is also due to Floréac. We were involved in the negotiations from the outset. Openness is always paramount and **you feel taken seriously as a partner**. I'm very proud to be an A-level supplier. That is also a sign of appreciation and respect."

A score for MPS

You don't become an A-level supplier just like that. **Erik has been investing in innovation for years and is committed to sustainability**. "We have been

MPS certified right from the start. In concrete terms, this means that we accurately record our chemical agents, fertilisers, the consumption of water and

GlobalG.A.P.

"We also have **GlobalG.A.P. certification**, which actually goes one step further than MPS. You get a very long checklist

"In my opinion, GlobalG.A.P. will become the leading standard within a few years."

Erik Boterdaele

energy, and so on. Every four weeks, we forward this data to MPS and on this basis, they assign you an A, B or C score. We almost always achieve an A score."

of things to keep track of. It's not only about which spraying agent you use, but also about how you maintain your sprayer, which procedure you follow if glass breaks in the greenhouse and so on. You write down every step you take. That's really what it comes down to. **And I think this will become the leading standard** within a few years. If you don't comply with this, you're not so highly regarded as a grower. After all, more and more customers expect this."

Planet. People. Profit.

De Erik makes considerable efforts to keep his ecological footprint within limits. He briefly summarises his efforts:

- **Capture and reuse** of irrigation water.
- **Sorting** of commercial waste



Erik Boterdaele

ID

HEADQUARTERS : Wetteren

Set up in 1965 by Daniël Boterdaele. Taken over by Erik Boterdaele and his wife Isabelle Poté in 2000.

WHAT : specialising in outdoor plants such as Aucuba, Euonymus, Hebe addenda, Fatsia, Prunus... often used for filling winter flower containers, as terrace plants or for the garden.

STAFF : Erik Boterdaele. Isabelle takes care of the accounts. Six permanent employees, supplemented with four seasonal workers in busy periods.

SALES MARKET : the higher-end garden trade in England in particular, but also in France, Germany and the rest of Europe.



and as little residual waste as possible. The pots are made of recyclable plastic.

- **Rational use of energy** through the use of shade cloth in the greenhouses.
- **Solar panels**.
- **Conscious choices** regarding the purchase of raw materials and spraying agents.

Erik also extends the sustainable approach to his personnel policy. For example, he participates in projects that aim to coordinate the labour market and the work circuit.

Rediscovering the garden

The last year and a half has been different, to say the least. As a grower, he absolutely can't complain and can also look to the future through green-tinted glasses: "People have (re-)discovered their garden, and that is here to stay. Even though distant journeys beckon once again, the motto 'East/West, your own garden's best' still applies.



THEME GREEN. GOLD. PETROL

Go for green, petrol and a hint of gold. Chic and casual. This trio triumphs in every interior. What's more, you can take it any which way you like. Combine the intense green leaves of an anthurium with petrol-blue ceramic for an instant zen feeling. Or how about grass-green ferns in a platinum pot? Smells like Christmas? That's right, with this collection you can start to set the tone for the end-of-year period. And as far as we're concerned, it can't last too long.

Let it shine!



AMARRD-§GL001A



AMARWI-§GL001A



ANANRD-SP07A



BEAUC-SP22A



COUPE-§SP065A



COUPE-§SP452A



COUPE-§SP454A



GPDUMX-SP14A



PHALWI-§SP010A



PHKOMX-SP74TA2A



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PHKOWI-SP03TA2A



PHKOWI-SP59TA2A



SANSMX-SP69A



PHKOWI-SP115TA2A



SANSMX-SP92A

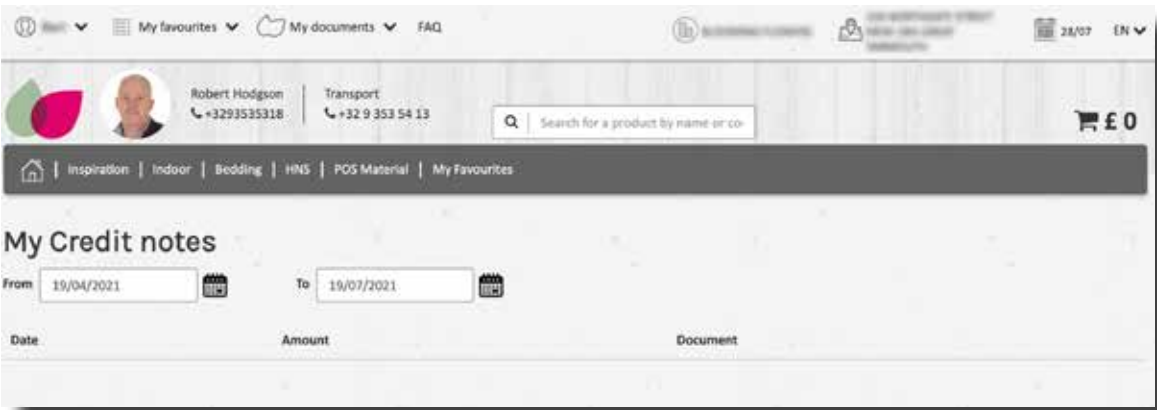
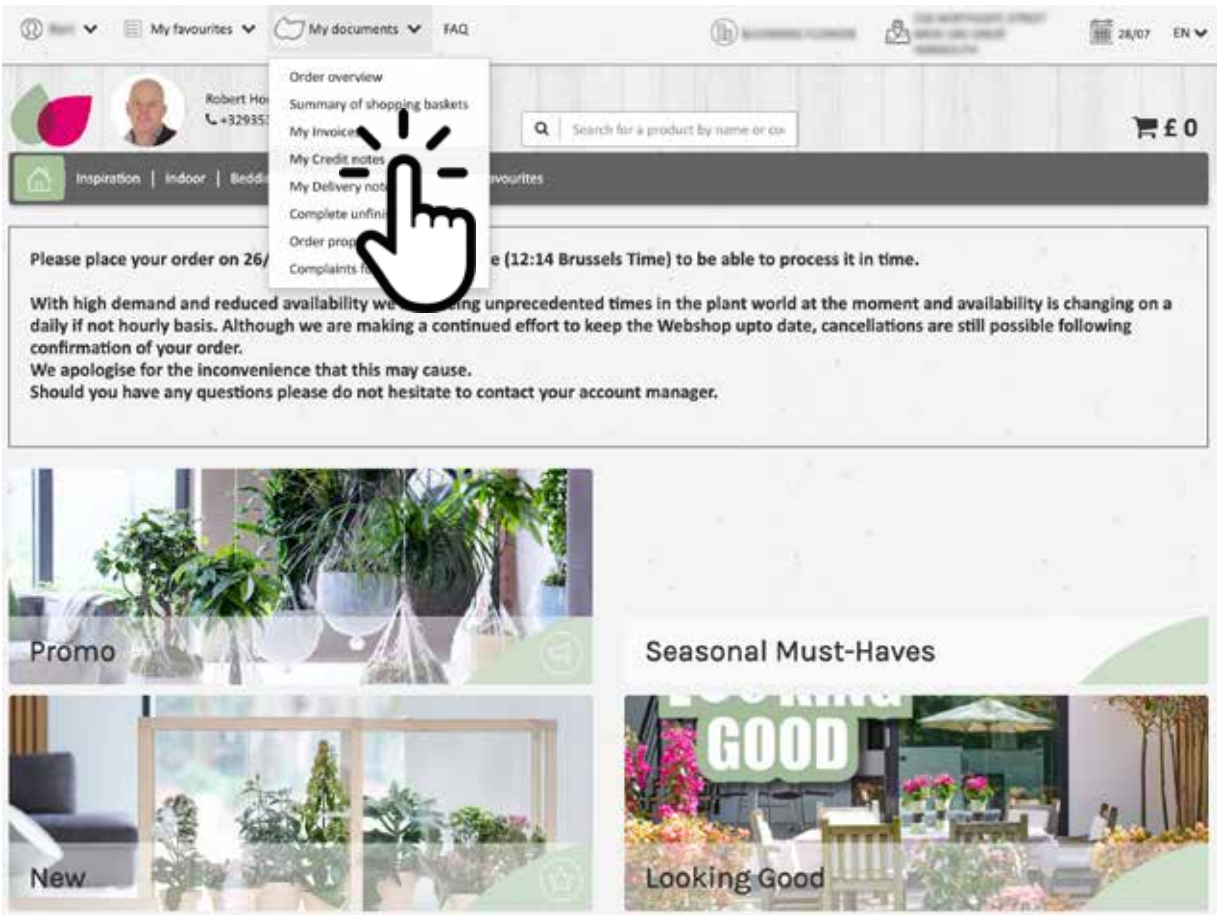


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Close your eyes and you will experience a rich bouquet of scents. Provence is a journey through lavender, rosemary, peach, orange and citrus.

Just as that scent became almost synonymous with a region of France, so too can perfume de Provence gain that association.

It is one of the few orchids that not only pampers the eyes, but also the nose. It is a soft and sweet fragrance. One with the aroma of citrus, wine connoisseurs would note. Enough to bring home the vacation feeling 365 day a year.



Ask your account manager



Siegfried Bunnik and his colleagues at Bromelia Specialist eat, drink and breathe among Bromelias. Their love for this exotic Latina even extends as far as Costa Rica, the birthplace of this plant. They adopt a piece of jungle there every year. Pioneering sustainability is something we want to know more about!



Pioneering sustainability across generations

Siegfried Bunnik grew up among Bromelias. And that's logical, as father and grandfather Bunnik have been growing this tropical beauty since the 1970s. The name Bromelia Specialist is certainly very apt! This Dutch company combines the strengths of two families: Bunnik and Koolhaas. For the wider range, we are still working with other Bromelia growers. Meanwhile, Bromelia Specialist has become the **market leader in the breeding, production and marketing of Bromelias**. How does Siegfried explain their success?

Onestopshop

"Our focus is always on the customer," explains Siegfried. "12 years ago, a garden centre asked us to optimise the sale of Bromelias. That question set a whole process in motion. We studied the market in depth, mapped out the needs of consumers and plenty more besides. The result is that **today, we can give our customers the best advice**. Based on our in-depth knowledge of the market and extensive product know-how.

Product development is one of our strongest assets. For example, we follow the trends closely and tailor our range to each country and store. Tastes vary! You could safely call us a **one-stop shop: we offer all sizes, types and varieties**. After all, we work with the best breeders all over the world to test and develop the most attractive varieties."

Bromelia lifestyle

The range is indeed impressive. On the website of Bromelia Specialist, you can discover the **versatility** of this flamboyant Latina of houseplants. The site literally immerses you in the world of Bromelias, or Bromelaïne as they call it. "We are working intensively on **content creation**. We want to inspire our clients with stories and great images. Our website is a virtual display window, but we are also present on social media. Bromelias are rewarding plants. They come in all sizes, colours and shapes. In order to provide our

"You could safely call us a one-stop shop: we offer all sizes, types and varieties. After all, we work with the best breeders all over the world to test and develop the most attractive varieties."

Siegfried Bunnik

end clients with **custom service**, we have set up six lifestyle groups: Cupcake Colors, Green Rituals, Modern Mind, Sweet Romance, Urban Industry and Classic Coziness. We inspire people with videos, campaigns and the like."



Anti-snoring agent

The versatility of the Bromelia is not its only asset. Siegfried lists a few more. “They are long-lasting and easy to maintain. Thanks to a natural water reservoir, they can even go a couple of weeks without water. Bromelias are also among the most **air-purifying houseplants**. The most famous species, the Ananas, even purifies the air at night. Some scientists claim that it helps to stop people snoring.”

Protecting the lungs of the world

The Bromelia originates from Central and South America. Even though cultivation usually takes place elsewhere, Bromelia Specialist does not ignore the plant’s roots. **Sustainability is in the company’s DNA**. For example, they adopt and protect a piece of jungle in Costa Rica every year to preserve and protect the original tropical rainforest: The Home of the Bromeliads.

These ecological concerns are also reflected in their cultivation

ID

HEADQUARTERS : De kwakel, the Netherlands
Two families, Koolhaas and Bunnik, share over 80 years of experience in the cultivation of Bromelias. Under the banner of Bromelia Specialist for 11 years.

WHAT : Gespecialiseerd alle soorten Bromelia: Ananas, Guzmania, Tillandsia, Vriesea, Multiflower en Aechmea.

STAFF : 12 ‘Bromelia Specialists’ and +/- 150 employees at various product locations.

SALES MARKET : throughout Europe, especially in France, Germany and Great Britain.

techniques. **“Our cultivation is environmentally friendly.** For example, we use CO2 as a growth agent for our plants, which in turn convert it into oxygen. Our growers **purify and recycle their water**. An ingenious computer efficiently ensures the ideal climate with the right temperature, humidity, light and water. We also focus on **natural pest control**. Quite literally: geckos eat spiders and grass snakes catch mice.”



40 years of successful collaboration with Floréac

Together with its regular growers, Bromelia Specialist tries to create a **supply chain that is as efficient and sustainable as possible**. A philosophy they share with Floréac. “Our collaboration with the Floré family goes way back. When my father switched from cucumbers to Bromelias in the early 1970s, they were the first customers. Although a lot has changed in 40 years, our values have remained the same: **passion for plants, innovation and collaboration**.



This collaboration goes beyond the mere ordering and delivery of plants. Floréac’s experts are **closely involved** and help us to develop new plants. For example, it’s thanks to them that our products are sold in France **under the prestigious brand Silence**,

“A lot has changed in 40 years, but our values have remained the same: passion for plants, innovation and collaboration.”

Siegfried Bunnik

ça pousse! That illustrates their strongest point. Floréac thinks along with you to create a range that ties in perfectly with a particular sales market. It’s no surprise that they won the Trophée d’Or for the second time in a row this year!”



Choosing colour

Bromelias are not only doing well in France. They are also popular in other countries. A lasting trend? “I am convinced that the urban jungle will remain trendy for a while. People like to be surrounded by greenery. However, we are also increasingly seeing a **tendency towards colour**. A Bromelia ties in perfectly with this picture. In addition, our plant is an all-rounder. Whether you like a modern, sleek interior or a quirky style, there’s a Bromelia to suit every taste. What is striking is that people aren’t combining colours as much as they used to. Nowadays, the preference is more for one particular variety or colour. Consumers are inspired by particular mood boards and will choose a matching pot more consciously.”

Finally, an interesting fact: the Bromelia was discovered by Belgian commercial travellers in the 18th century. They instantly fell in love with this beauty and took a few plants back to Europe with them. And the rest is history...



THEME

AUTUMN BEGINS ON THE TERRACE

Aaaah, autumn! Falling leaves in warm shades of red, cinnamon brown and mustard yellow. You don't have to go into the woods for that. It's also perfectly possible to enjoy melancholic evenings on the terrace. How about autumnal miniatures starring calluna vulgaris, heuchera and cyclamen in warm tones? Rust brown in the mix with grass green, creamy white next to heather purple with an ochre accent here and there. Roll on autumn!



COUPE-§MA121A



COUPE-§MA122A



COUPE-§MA162A



COUPE-§SP294A



COUPE-§SP336A



COUPE-§SP391A



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