

#1-2021

# floréac

Innovating Horticulture Together



magazine





## A big leap

2020 2020 was the year of flexibility. We bent over backwards to find solutions to new challenges every day. And together, we did it! One thing is certain: with so much agility around, 2021 will be the year of the big leap.

### Facing the future together

Speaking of big leaps: that's what Floréac and Royal Lemkes have done. We are now joining forces, while respecting each other's identity and independence. Both parties will reap the benefits of a healthy increase in scale. This includes synergies in the supply chain, as well as the exchange of knowledge in the areas of sustainability, digital & data and robotisation.

It also marks an international step towards a network of Plantify Partners in Europe. What does that mean for you as a client? Increased professionalism and even better service, while retaining all the strengths of Floréac.

### Leap with an open mind!

We will continue to inspire you in 2021. What stands out in this magazine? Colour, light and a playful touch here and there, not to mention some rather eccentric stick-ins. Check out the kaleidoscopic theme 'crazy colours', for example. Throw all the rules overboard and follow your gut feeling.

And look ahead with an open mind. Just like Karma Plants and Luc Van den Berghe, our suppliers in the spotlight. Together, we can continue to make big leaps forward. That's why we will continue to build on long-term partnerships with clients and suppliers in 2021.

Let's work together to make 2021 a year to remember.

Happy reading!



Nathalie  
Commercial Manager



## THEME FROM ... WITH LOVE!

Valentine's Day and flowers are still a perfect match. After all, flowers say more than words. Blood red, snow white or sweet pink roses? All are classic seducers, through and through. But love also has its trends. These days, green is conquering many hearts. What about the Hoya Kerri or Sweetheart Plant, for example? Add the perfect finishing touch with heartwarming deco pots and romantic stick-ins. L'amour pour toujours. Head straight to our webshop and explore the full range. Put together with love, of course.



HOYAKE-SP08A



KADBMX-SP33A



ROMIMX-SP100A



COUPE-§GL363A



COUPE-§SP343A



ROMIMX-SP100A



HYACIN-SP93A



COUPE-§SP141A



PHALAE-§HP06A



DENOAP-SP02TA2A



KALANC-HP01A



PHALAE-§HP06A



PHALMX-SP269TA2A



SUCCMX-SP169A



SUCCMX-SP162A



PHMUFLAN-SP7TA2A





# THEME

## HOORAY FOR ALL THE MUMS

No two mums are the same: some are lenient, some strict, others trendy... mothers come in all shapes and sizes. But each and every one of them deserves flowers. Surprise them with cheerful campanulas, win their motherly heart with stylish compositions in glass bowls or go for a trendy green plant in natural terracotta... We have the perfect gift for every mum. Check out our webshop and be inspired by our Mother's Day collection.



AB-VP16VVXV7



CAMPMX-SP18A



CAMPMX-SP01A



ECHEMX-SP05A



COUPE-SSP022A



COUPE-SSP025A



DENOAP-SP02TA2A



HYACIN-AR14A



GPDUMX-SP37A



HYACIN-SP151A



PHALMX-SP270TA2A



PHALMX-SP253TA2A



HYACIN-ZNK39A



PHALAE-GL05A



SUCCMX-SP178A



SUCCMX-SP255A







“Things must move forward.” Luc Van den Berghe might not say it in so many words, but you can still read it between the lines. And you can’t fail to miss his passion for the craft either. But Luc, whose company occupies almost 5 hectares, remains grounded. A few years ago, he switched from houseplants to garden plants. And thanks to smart innovation, this choice is now bearing fruit. “You have to innovate; otherwise, you just won’t make it in this trade.”

## “Always stay curious”

### *From the inside out*

It’s not easy to summarise five decades of horticulture in a few paragraphs. In fact, Luc Van den Berghe put together no less than four pages to prepare for this article—a lot, for a man of few words. Together with him, we touch on the most important milestones. “The roots are on my mother’s side. In 1969, she and my father set up the horticultural business in Deinze. I was part of the company from childhood. After my father died, I took over the business with my wife.” Initially, Luc only grew houseplants. 2002 was a key year for the company, when they took their first cautious steps towards outdoor cultivation. “It was a hit. We decided to create a slightly larger container field and to install some small polytunnels.”

### *You can always do better*

The container field grew, as did the need for workers as a result of the company’s blossoming success. In 2009, Luc decided to invest in automation. “I always keep my eyes peeled for the latest developments. I was looking for a way to get the work done more efficiently with less manpower. The combination of a new potting machine, a robot, a buffer belt and a Prins forklift was a smart investment at the time.”

Luc did not rest on his laurels, introducing one improvement after another. For example, he had the container fields transformed into lava fields in order to optimise drainage.

### *Outdoor plants first and foremost*

All the same, something did not feel quite right. “It was becoming increasingly difficult to grow houseplants,” explains Luc. “The range had to be constantly expanded, but the quantities sold per product became smaller. We were faced with the choice: either find different sales markets, such as the Netherlands, or adapt and improve our cultivation to meet the needs of our Belgian clients even more closely. We chose to stick with our existing clients.”

*“I always keep my eyes peeled for the latest developments.”*

*Luc Van den Berghe*

Two parties helped Luc to make this choice. Firstly, one client asked the company to grow Cordylines. Secondly, Floréac encouraged him to invest more in outdoor plants.







### Floréac as a sounding board

"I got talking to a buyer during a trade fair and that was the beginning of a fruitful collaboration," remembers Luc. "I'm an inquisitive person, and

also learn from our experiences. In short, we enhance each other. It's also nice to note that they really put our findings to good use."

*"That's why I do it. And that's why I prefer to be in direct contact with our clients."*

Luc Van den Berghe

enjoy exchanging ideas and testing things with my peers. Floréac is not just a valuable sounding board. They also constantly keep a finger on the pulse and share this knowledge with the sector. Conversely, they

### Discussions with clients

These days Luc no longer grows houseplants in the greenhouse. Instead, he grows Cordylines all year round. "We have a broad range of outdoor plants, which is quite intensive. But it pays off—

certainly when you get positive feedback from AVEVE, one of our biggest clients. We often have to increase our numbers because the clients keep coming back for more. That's why I do it. And that's why I prefer to be in direct contact with our clients—so we can decide together to try something new."

### Sustainable innovation

For Luc, innovation also means making things more sustainable. "We've been affiliated with MPS for fifteen years now. In 2011, we had solar panels installed and will soon be switching to natural gas. Since this year, we have only been using recycled pots that can be recycled again. We try to water as little as possible. In addition, we've been recycling our irrigation water for a long time. We also have other plans in the pipeline. In 2021, we will install a rainwater basin to give us better quality feed water. All these efforts have earned us the MPS-GAP label. We have also been awarded the Vegaplan NET



certificate."

Luc was also one of the first growers to embrace the digital side of things, although it wasn't exactly love at first sight. "I still like to adopt a client-oriented approach and also prefer to meet them. A strong relationship of trust achieves far more than yet another remote product photo."

### Change is needed

Luc has come a long way with his company. But how does he see the future? "Something has to change. All around me, I see more and more growers calling it a day. To prevent more of this in the future, prices need to rise. In fact, plant prices have barely grown at all over the years; everything

has got more expensive, except plants! If you want to attract young people, things have to change. Our trade requires a lot of passion and dedication, so there must be something in return."

However, Luc is not complaining: "It's crazy work because it never gets done, but I'm still doing it with 100% enthusiasm." And that passion for growing must be in his DNA, because the next generation is also on board.

ID

Headquarters in Deinze  
Established 51 years ago

**WHAT** Cordyline, Canna, Capsicum, Catharanthus, Primula, Hedera, Lavender, Solanum, Aster, Ornamental Grasses, Heuchera

**STAFF** Luc Van den Berghe and wife Silvie, together with their son Jelle. Two permanent staff supplemented by a seasonal worker, with some interims and student workers at busy times

**SALES MARKET** 30% to France, 30% to the UK, 10% to the Netherlands and other countries, but a good 30% still remains in Belgium





## THEME A NEW BEGINNING

Turn Easter into a cheerful and unforgettable celebration. A brunch at its Easter best means brunch with all the bells and whistles—because we've earned it. Pull out all the stops: cacti in the form of chicks? Super cute, although prickly. Bowls in the shape of a hare? Hop along to our webshop! Alongside this you'll find plenty more inspiration: from traditional to exuberant, with a particular focus on yellow. It's the colour of a new start—something we are all longing for, right?



COUPE-§SP615A



COUPE-§ZNK211A



HEDEMX-SP12A



KALANC-SP77A



KADBMX-SP18A



KALAGE-SP03A



NARCMX-GL19A



PASEN-§24A



PASEN-§34A



PASEN-§40A



PASEN-§46A



PASEN-§MA001A



PASEN-§MA004A



PASEN-§MA033A



PASEN-§MA010A



CYANNA-SP01TA2A



PASEN-§SP007A





WHERE CAN I FIND MY INVOICES & DELIVERY DOCUMENTS IN THE WEBSHOP?

My documents

Order overview

Summary of shopping baskets

My Invoices

My Delivery notes

Complete unfinished orders

Order proposal

Complaints form

From 27/10/2020 To 27/01/2021

Date	Amount	Document
24/11/2020	€ 100.00	<a href="#">INV5120790423.pdf</a>
24/11/2020	€ 0.00	<a href="#">INV5120303972.pdf</a>
17/11/2020	€ 100.00	<a href="#">INV5120789735.pdf</a>
27/10/2020	€ 100.00	<a href="#">INV5120788687.pdf</a>

Delivery notes

From 27/10/2020 To 27/01/2021

Date	Document
25/11/2020	<a href="#">DLV00802457325.pdf</a>
18/11/2020	<a href="#">DLV0080246829.pdf</a>
28/10/2020	<a href="#">DLV0080245423.pdf</a>

Promo

Valentine's Day - plants





# THEME

## EASTER EGG HUNT AMONG SPRING FLOWERS

The traditional Easter egg hunt is a must. Chocolate Easter bunnies hidden in a basket of colourful primulas, mini eggs camouflaged between purple violets, a bag of sweets tucked away in a little box of cheerful daisies... Whoever seeks will find something tasty for their trouble. And whoever looks will be dazzled by the most beautiful spring flowers! Go the extra mile this Easter and inspire your customers with colourful compositions in wicker baskets and wooden boxes.



COUPE-§HB119A



COUPE-§HB124A



VICORN-MA59A



COUPE-§HB127A



COUPE-§MA181A



PRACAU-§HB04A



PRACAU-§HB17A



PRACAU-§MA04A



PRACAU-§MA13A



PRACAU-§ZNK12A



VICORN-HB79A



PRACAU-§ZNK29A



VICORN-HB08A



VICORN-SP80A



VICORN-SP21A



VICORN-SP52A





Karma Plants. This Dutch Anthurium grower has truly earned its name. Karma, the law of cause and effect. You reap what you sow. Sustainability is therefore woven into the roots of each Anthurium. Literally, because the Grown with Waterwick cultivation system they have developed might just lead to a green evolution in the sector. Good Karma, you see.



## Wick pioneers

### Breakthrough from Dutch grower Karma Plants: the cultivation system of the future

#### Expanding family business

Karma Plants is Bert Langelaan's life's work. Founded in 2000, it has been a family business since 2007 when sons Maurice and Glenn joined the company. Due to the company's growth, they had to move to a bigger location. Since 2018, daughter Lydia has also been active within the company as the marketing and communication manager. She learned the tricks of the trade on the island of Aruba—experience that is coming in handy for the promotion of various products. These days, Karma Plants is among the top European growers.

#### Continuous supply, never predictable

The secret of their success? "We continue to surprise our customers," explains Maurice Langelaan. "We're constantly looking for new varieties, colours and versions. This prevents customers from looking elsewhere because they have become bored with what we offer. We have the courage to take quite a few risks. For example,

who they are and what they want. Basically, we're not actively looking for new clients but want to optimise our service for existing clients. We're doing this by expanding our range and offering them the right products. Sustainable growth, in other words."

#### Reliable partner in tough times

This is a philosophy they share with Floréac. "We're completely on the same wavelength. Our collaboration is also becoming increasingly intensive as a result. In addition, our focus on a distinctive range and continuity ties in seamlessly with Floréac's clients.

It's also thanks to Floréac that our unusual Anthuriums are sold on the French market under the well-known consumer brand SILENCE, ça pousse!

Another benefit of our partnership is that it allows us to provide our clients with even better service. When the coronavirus crisis first started, Karma Plants and Floréac were perfectly attuned to each other. A lot of countries went into lockdown. For our range, that wasn't such a big problem, as our plants have a long flowering time. Orders could simply be brought forward to a later date. As soon as delivery became possible again, we all

*"Not only respect for clients, but also great respect for the environment."*

*Maurice Langelaan*

10 years ago we launched a pastel-coloured Anthurium. At the time, this was absolutely not the done thing, but now it's a trend."

So where do they pick up on these trends? "In 'normal' times, at trade fairs. However, we gain most inspiration from contacts with our clients."

#### The customer as a sounding board

This customer orientation is one of the company's strengths, alongside an extensive range and continuity of production. "We sell 98% directly to clients," explains Maurice. "We know exactly







shifted up a gear to ensure that everything could still be sent out on time.”

### **Cultivation system of the future**

Karma Plants not only have great respect for their clients, but also great respect for the environment. Their innovative ‘Grown with Waterwick’ system makes them true pioneers in the sector. “The principle has been around for a long time, but we are the first grower to actually apply it,” says Maurice proudly. “The system is based on a capillary effect. There is a blue and white wick at the bottom of the plant. Between the bottom of the plant and the bottom of the pot, there is a layer of water in which the wick is suspended. If the plant needs water, it will suck up the necessary moisture through the wick.”

### **Peat-free growing**

“The wick ensures that the potting soil constantly has the ideal humidity,” Maurice



continues. “This means that we’re now supplying all our Anthuriums in 9 cm pots—a significant proportion of our

for it. However, it is not the only effort the company is making in the green arena. “From this year onwards, we want to heat our

*“Social media increasingly determines what consumers want to buy, rather than what’s on offer at the auction.”*

*Maurice Langelaan*

production—completely ‘peat-free’.. In the coming years, we want to apply this same concept across the board. Today, many growers still use peat as potting soil because it optimally retains moisture. However, peat soils are being mined from Scandinavia or the Baltic countries and the resources are finite. This combination of transport and scarce raw materials is anything but sustainable.”

### **Eco-friendly**

Grown with Waterwick may well be the definitive cultivation system of the future, and Karma Plants has applied for a patent



Headquarters in Bemmel (NL)

Established 20 years ago

**WHAT:** mainly Anthuriums, as well as some green houseplants

**STAFF:** Bert and Carla Langelaan, together with sons Maurice and Glenn, daughter Lydia and 25 permanent employees

**SALES:** 3.5 million plants mainly intended for garden centres, DIY store chains, professional wholesalers and garden centres in the UK and France

**MAIN SALES AREAS:** Germany/German-speaking countries, Scandinavia, Italy, France and the UK



protection products as possible and our packaging is made of recycled cardboard.”

### **Welcome to the jungle**

Karma Plants is therefore well on its way to emission-free and climate-neutral cultivation. How does Maurice see the future? “Positive! People from their 20s to their 40s have rediscovered the joys of plants. Just look at social media. This increasingly determines what consumers want to buy, rather than what’s on offer at the auction. We are also seeing many online communities emerge in which cuttings and maintenance tips are shared.

Another emerging trend is the jungle look. Sleek interiors with tiny plants are no longer all the rage.”



### **More with less**

“At market level, I can also see a few shifts,” continues Maurice. “A few years ago, it was a matter of growing as much as possible. This mass production sometimes lacked a well-considered sales strategy, which greatly reduced prices. Now, this structure seems to be slowly crumbling, partly thanks to coronavirus. This is a positive development, as it encourages growers to grow more precisely and, above all, to follow customer demand—something we’ve been doing for years.”





## THEME HYPNOTICALLY BEAUTIFUL

Pots in the shape of a face will prove captivating: from smiles to ornamental pots with ethnic features. They stimulate your imagination, not just because they go well with a cactus. Easy-care green plants and orchids also suit them perfectly. It's a trend: after all, it's been spotted on Instagram & Pinterest. So get them in your store and complete the picture with matching POS material. Your customers will leave your store with a smile on their face!



CACTMX-SP253A



CALAMX-SP33A



COUPE-§511A



COUPE-§921A



COUPE-§SP345A



COUPE-§SP484A



COUPE-§SP486A



GPJOMX-SP01A



GPJOMX-SP02A



PHKOMX-SP78TA2A



MONSTE-SP03A



PHKOMX-SP84TA2A



PHKOMX-SP47TA2A



PHKOMX-SP61TA2A



## THEME CRAZY COLOURS

Bright colours, colourful prints and a playful touch. Who doesn't crave that kind of thing right now? Minimalism is passé; the exuberant eighties are back. So open that kaleidoscopic umbrella: a timeless Sansevieria in a bright yellow pot next to a fire-engine red Bromeliad in salmon-pink ceramic? Why not? The more contrast, the better. Throw in a few psychedelic patterns to complete the picture. Forget all the style rules you've learned so far. Mix & match: good taste, bad taste? Who decides, anyway?



CABARD-SP01TA2A



COUPE-SP409A



COUPE-SP410A



COUPE-SP412A



DROOGBL-GL021A



FIGINS-SP261A



GPBUVX-SP74A



GPMVMX-SP75A



KADBMX-GL13A



BROMMX-SP27A



KADBMX-ZNK01A



SUCCMX-SP269A



PHALMX-SPDUO36A



KALAMX-SP131A





## THEME BEST OF BELGIUM

It needn't always be chocolates or beer. Belgian flowers are premium products too: grown with care by top Belgian partner growers. Put them in your display: OUR Azalea Japonica, Hortinno (rhododendrons and evergreen azaleas), Salix, Peonies, Heuchera, Hostas, Cytisus, Fargesia, Ranunculus, BerryBux... all of which we should be blooming proud of!



Best of Belgium



EUGUNN-19A



PEGEUR-15A



PEGEURCI-15A



LANOBI-IOKW017



LANOBI-KE055A



LANOBI-ODK052A



PAITMX-23A



VAANBE-11A



LANOBI-P160A

LANOBI-OHA050A



VAANBE-11A



VACOMX-17A

FLORÉAC magazine

All products for this theme are of course available in our webshop : [www.floreac.shop](http://www.floreac.shop)







If you buy for a purchase value of € 500 per theme, we will give you a free 33 x 67 cm paper poster of the chosen theme.

Floréac NV  
Beerveldse Baan 4  
9080 Lochristi  
Belgium

T +32 9 353 53 53  
F +32 9 355 52 34  
info@floreac.com  
www.floreac.com

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