

FLORAL JOURNAL

MAY 2019



Let's go
outside

E
D
I
T
I
O
N

0
2

Credits: 365 dagen bloemen

LET'S GO OUTSIDE

Can you smell those first signs of spring? Blooming flowers, warm sunshine, freshly cut grass; it's the natural world that beckons us outdoors. We want to venture outside, work in our garden, surrounded by plants and flowers with that fresh spring look, to feel like we're part of it all.

As one of the leading plant export companies in Europe, we offer an extensive, high-quality assortment of green and flowering house and garden plants, as well as cut flowers. Everything to get ready for the outdoor season! We offer our customers the shortest route from greenhouse to retail point, always picking the right and smartest assortment of local and international flowers and plants. We use our expertise and knowledge to inform and inspire our customers.

At Noviflora, we like to push the boundaries that get us to the forefront. Let us guide you there!

Credits: Flower Council

2

J
O
U
R
N
A
L

THE PEOPLE BEHIND THE FLOWER AND PLANTS

LEANNE REMMERSWAAL
Junior Graphic Designer
Noviflora.

Leanne went to San Remo to capture this Italian floral paradise for our readers. It wasn't hard to shoot gorgeous photos in this area, from the friendly, authentic growers in the hills of San Remo to the beautiful products they grow. "I was amazed by the local nature and the many varieties of flowers that grow in this area. The authentic Italian lunch we had at the growers was truly life at its best. I really fell in love with San Remo, and its sense of nostalgia and romance."



XANDER VAN REISEN
Commercial Director Noviflora.

Spring and summer are Xander's favourite seasons. This year, the outdoor season is even more special for him, as he eagerly wants to explore nature with his one-year-old son. As for the magazine, Xander aims to raise the bar even higher with each issue, excited to offer florists, garden centres and retailers even more fresh flowers and plants every season. "Our teams don't settle for anything less than the best, and are always looking for new adventures. Sometimes, these adventures take us abroad to places like San Remo, and sometimes innovation can be found closer to home with our fantastic local growers".



SIMONE VAN REISEN
Art Director Noviflora.

"We created the first Floral Journal last autumn, and decided to go with a spring theme for this edition. Bright, cheerful and a bit sunny! Just working on the magazine made me feel happy and excited for spring. We're seeing a lot of trends this season, from very earthy and natural to over the top, with striking colours and odd materials. We decided to keep things close to nature, because nature inherently holds all these contrasts. Trends come and go, but the beauty of nature in all its different aspects will always be around."

EMMA SEGERMALM
Marketing and product development Noviflora

"In this spring edition of the Floral Journal, you can enjoy the seasonal trends, lovely pictures, and get inspired by new ideas and new developments in the industry. It's also a chance to get to know us at Noviflora a little better. Let the magazine be a guide through the coming season, a source of inspiration for all things spring."



3

J
O
U
R
N
A
L

SEEDING HAPPINESS



VEER & MOON ILLUSTRATIONS

This illustration was created by Veer & Moon, two Dutch designers and artists named Veronique van Campen and Annemoon van Steen. Together, they created a beautiful product line consisting of seed and bulb packets and postcards. They use the packaging to tell the story of the flowers and plants inside, combined with beautiful drawings and lovely quotes. With their products, the two creatives aim to spread their love for flowers and plants. www.veerenmoon.com

THINGS WE LOVE



FLOWER NOTE BUD VASE TOKKETOK

At TOKKETOK, they believe even the smallest gesture can change someone's day. Some nice words, a flower, a lovely note; it doesn't take much to make someone feel special. www.tokketok.com



TRI-POT STUDIO ARHOJ

This beautiful Danish plant pot is hand-cast in classic terracotta clay, and created in collaboration with plant experts to optimise the design. The legs on this Tri-Pot are hollow, allowing any excess water to drain into the matching saucer below. www.arhoj.com



POCKET FLOWERPRESS CARMELLA BOGMAN

The Pocket FlowerPress is a mobile flower press that you can easily bring on all your outdoor activities. It allows you to pick the most beautiful flowers and treasure them for eternity. Because of its modest size, you can easily bring the flower press in a bag or in the jacket of your coat. www.carmelabogman.nl



ZODIAC PATTERNS CELEBRATING STEMS

These Flower Constellations are an easy and fun way to arrange your flowers, even if you only have a few. The perforated patterns in the 12 different discs are based on Zodiac signs, and allow for a playful floral arrangement. Loosely inspired by the floral artform Ikebana, the design celebrates the beauty and composition of single flowers. www.houseofthol.nl

TREASURE HUNT IN THE FLOWER RIVIERA

SAN REMO & ALBENGA



Margerit

6

J
O
U
R
N
A
L



Ranunculus Pon Pon Luna

At Noviflora, we're always out searching all over Europe to find the very best flowers and plants for our customers. A few weeks ago, our explorations took us to Italy, to charming San Remo and Albenga in particular. Talented buyers Dennis de Gooijer and Ben Vermeulen travelled south to visit the small-scale, genuine growers they love. These dedicated and competent growers know how to run a true family businesses, and still use their bare hands to get the job done.

San Remo is home to about 1000 nurseries, most of them small, family-run businesses. They often specialise in a single product and still greatly value manual labour. As one of the growers put it, 'the quality of a product depends on who grows it', and we couldn't agree more. The craftsmanship, the traditional growing methods, the love for their work and the attention they give their plants is reflected in the flowers they grow, which are absolutely beautiful! When they're ready, the growers drive their flowers to the auction in San Remo themselves.

In this floral region, you will often find ranunculus, anemones, mimosas and genistra. Thanks to the mild climate, the circumstances are perfect for these flowers to grow both outdoors and in greenhouses.



A few miles north of San Remo, a little further up the coast, lies Albenga.

Ben Vermeulen has been with Noviflora for 15 years, and it his job to scout plants in this part of Italy. This season, you can often find him scouting around in Albenga and checking the quality of the products. This area is widely known for its plants, especially herbs, marguerite and lavender. These plants thrive on the coastal climate; It doesn't get too hot in the summer, but not too cold in the winter.

7

J
O
U
R
N
A
L



Heidi lives with her family in a yellow brick house with white paneling, and she likes to pick plants that complement the house in green, white, yellow, and a little orange. Heidi believes you should look at your home as a whole to inspire your outdoor plants selection.

HEIDI'S SEASONS-FAVORITES

"I always work with contrasts to create excitement."

"I always work with contrasts to create excitement," Heidi explains. Round shapes versus pointed forms, bright against dark, high next to low, tough plants combined with softer, winding shapes. Heidi believes that the contrasts help to emphasise the best qualities of each plant, making the garden a lovely sight to see".

GARDEN INSPIRATION

Heidi Mikkonen is a Swedish floral designer and runs inspiring workshops for florists. To Heidi, spring and early summer are the loveliest times of the year. "After a long, Nordic winter, I long for the garden," thus Heidi. The feeling of finally getting your hands back into that earthy soil is wonderful! To welcome this season, Heidi is happy to share her best gardening tips, with the box plant as her absolute favourite.

"The buxus plant is a fantastic basis for your garden, in the soil or in pots. It gives structure and shape, plus I like to have something evergreen in my garden. Mix the topiary shapes in different sizes to get a fun look," says Heidi, adding that you can add pots with soft, flowering plants like



Finest Buxus

"I have a small garden, but that doesn't keep me from going for large plants. They make a statement, but also create a sense of calm. If I have smaller, potted plants, I tend to group them together. If I have pots with the same varieties, such as bellis, horned violets and onion plants, I like to put them together so that they form a cohesive group."



Selections Olea



Clematis Armanii Apple Blossom



Citrofortunella lemon

Choose a primary colour and then expand on that colour scale, so that you get many shades that can still work together.



Jasminum nudiflorum



Eucalyptus gunnii



a common daisy or winding clematis for some variation. To create height, the light gray eucalyptus is the perfect pick. The colour provides an exciting contrast against the more leafy green hues, which can be found in most plants. Heidi prefers plants with a few flowers in large pots and barrels.



Viola F1

Magnolia



THE KITCHEN GARDEN



Tomato Cherry red

10

JOURNAL

GO HEALTHY WITH THE KITCHEN GARDEN

Healthy food is good for both people and the planet. Local, seasonal veggies are the perfect basis for a healthy meal, and also help protect the environment.

With The Kitchen Garden collection, you'll have all the herbs, vegetable and fruit plants to help your customers with their green goals.

Local food

We all know eating meat is bad for the environment, but eating vegetables that have been shipped from thousands of miles away doesn't exactly help our planet either. The best thing to do is eat local, seasonal vegetables, and if you want

to go all the way, you can grow these vegetables yourself. You can get an allotment, but you don't really need one. There are plenty of plants that easily grow on a balcony, backyard, or even in your kitchen. Plants like peppers, cucumbers, tomato, mint, oregano, or even strawberries.

The Kitchen Garden

The plants in our The Kitchen Garden collection help your customers grow their own fruit, vegetables, and herbs with ease. The simple, wooden, illustrated plant markers are a perfect fit with the current nature garden trends. To make things even easier, the products are available as a complete shop concept, including a wooden display.

Collection

The Kitchen Garden collection consists of herbs, vegetable and fruit plants and ranges from mint, cilantro and lavender to tomato, cucumber and zucchini plants, as well as juicy, flavourful strawberry plants.

Certified

All of the Kitchen Garden plants hold the Global G.A.P Fruit & Vegetables / MPS Fruit & Vegetables / MPS GAP certifications, which are mandatory for any edible plants. With the Kitchen Garden collection, you are guaranteed to meet any and all EU labelling requirements and regulations.

For additional information, please check our webshop or contact us.

GARDEN ORCHIDS

Orchids for the garden, terrace or balcony!

Almost everyone thinks Orchids are only available as houseplants, but nothing could be further from the truth. In fact, many different species of Orchid can survive anywhere in the world, including regions with moderate and heavy frost during the winter. Plants that are grown in these parts of the world can also be kept outside in the garden or on a terrace or balcony. These varieties will go into hibernation during the winter, and wake up again come spring to show their beautiful flowers.

Garden Orchid offers a whole family of winter hardy Orchids for outdoor spaces

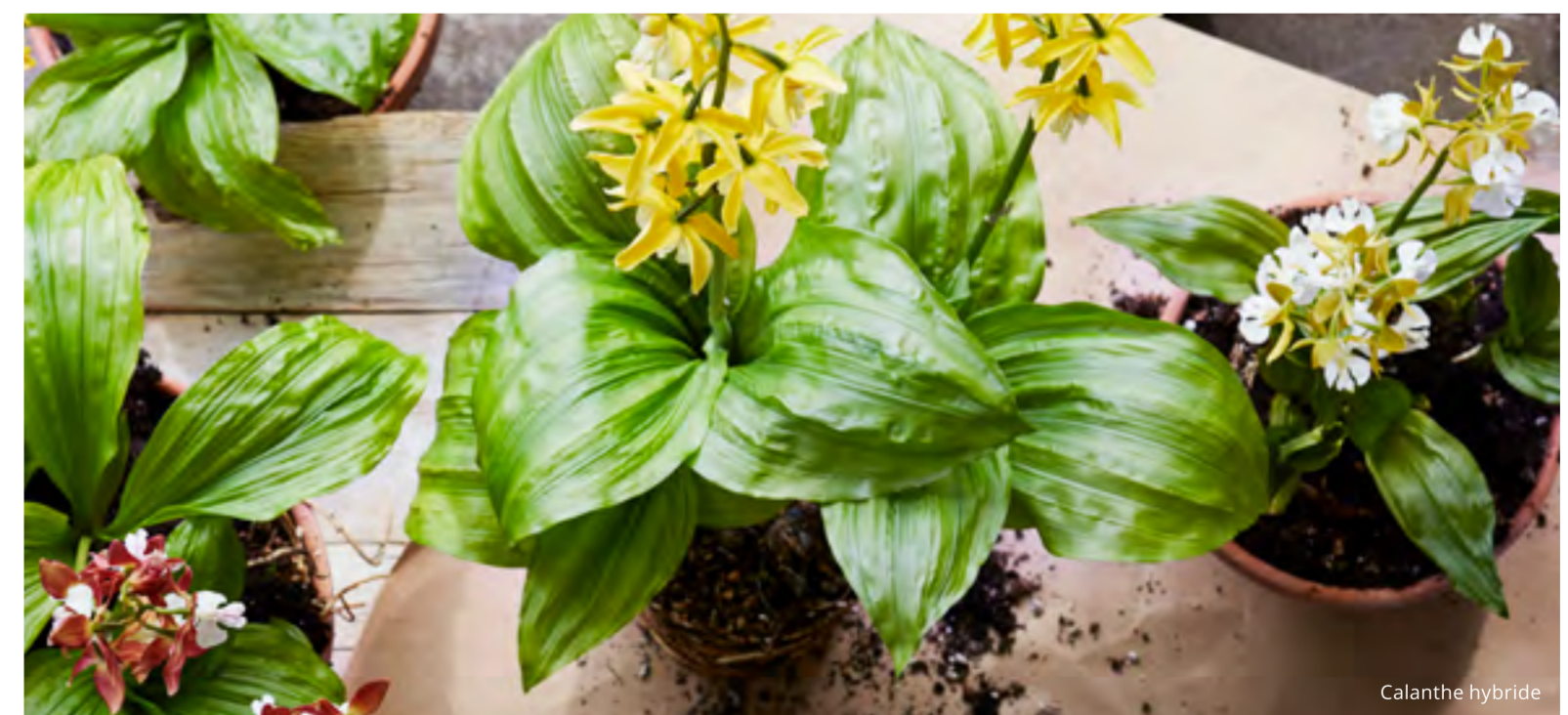
- Cypripedium, the King of winter hardy Orchids (-25°C)
- The easy Bletilla (-10°C)
- Calanthe, evergreen orchid (-15°C)
- Pleione with its large and spectacular flowers (-10°C)



Calanthe



Cypripedium formosanum



Calanthe hybride

Certain varieties flower from April until June, but others can last all the way to August. Garden Orchids are pretty easy to maintain, as long as you know your outdoor plant care basics. If planted in the right conditions, the plants will get bigger, stronger and even more beautiful every season!

11

JOURNAL

CAN YOU SMELL THE SUN?

12

J
O
U
R
N
A
L

The summer holidays still feel like forever away, and secretly we're all longing for those Italian hills and Spanish shorelines. It's not exactly the same as sipping wine on a piazza, but these Mediterranean trees might just give you enough of a taste of that holiday vibe to last until summer. They look beautiful in a garden or, if it's still too cold out, in the living room.

OLIVE TREE: TOUGH & ANCIENT

Besides its nice scent and easy-going nature, the olive tree is a tough-looking addition to your interior or garden. Thick, rugged trunks and branches filled with leaves, the olive tree has been cultivated since 3,600 B.C. An old wise one, this little tree. Our Mediterranean plant experts spotted this olive tree in Spain, and brought it with them to spread that Southern European vibe across the Northern part of our continent.

CITRUS TREE: SWEET AND FRUITY

A tree that stays green year-round, that's one way to survive those last cold winter months. The citrus tree has also been cultivated forever – roughly 4,000 years – and has a pleasant, sweet smell. For people with a talented green thumb, sunny garden and a little luck, you might just find some fruit hanging from the tree eventually. Our planthunter Ben travels to Italy to spot the perfect sun kissed products. Find them in our webshop.



PLANT HUNTERS

GET A FRONT ROW SEAT TO EVERYTHING THAT HAPPENS AT NOVIFLORA!

With our Planthunter tool, we offer a unique 'behind the scenes' look at the goings-on in our company. Where and how do we scout our plants? What's it like to go on a plant hunt? And who are these Planthunters travelling all across the country to find the best plants for you?

Follow your favourite Planthunter, witness their adventures, and be amongst the very first to see and order newly 'hunted' products. Our Planthunters will share their new finds with you as soon as they spot them. Every newly discovered plant will be immediately available in our webshop for you to buy. To make sure you don't miss out on our treasures, we will send you an email as well.

You can get access to Planthunter when you become a Noviflora customer. Please contact us for more information.



Selections Olea



Argyranthemum frutescens

13

J
O
U
R
N
A
L

LET NATURE IN YOUR GARDEN

Tips for inspiration



BUTTERFLY BAR

Butterflies drink flowers with lots of nectar. Make a butterfly bar with lavender or marjoram! Caterpillars like plants with lots of leaves, filling their bellies to the max before turning into a butterfly.

14

J
O
U
R
N
A
L



MINI POND

You can quickly create a mini pond by placing a small bowl on or in the ground. Birds and hedgehogs can come here to drink, dragonflies and frogs catch insects attracted by the water and can find a place for their eggs.



FLOWERING PLANTS

Flowering shrubs and flowers in the garden attract caterpillars and insect, and thus provide food for birds. In the autumn, birds eat berries and seeds of ivy and firethorn. In the winter, you can help the birds with a bird feeder.



Gardening to accommodate a changing climate is the newest outdoor trend. For a long time, the garden was seen as an extension to the living room, filled with concrete tiles and homey accessories. But those gardens are only suitable for people, and not for the insects and animals that are also supposed to benefit from outdoor greenery, especially in the city. Additionally, turning your garden into a concrete jungle does nothing to help deal with the increasingly alarming weather conditions in Europe. Going from concrete to a more natural, wild garden trend is the best way to create outdoor spaces that benefit both people and the planet.

Gardens are an indispensable source of nature in urban neighbourhoods. Birds and insects fly from garden to garden, searching for food, safety, and a place to nest and sleep. Picking plants and flowers that attract these animals is great for biodiversity. And by exchanging those concrete tiles with greenery, you can create a natural drainage for excess rainwater.

A climate and animal-friendly garden is one way to help nature, but also to see and experience nature again in an increasingly concrete world. A backyard with a rich soil and plant life that serves as a haven for birds, butterflies and insect: the perfect urban space to get and give back to nature!

15

J
O
U
R
N
A
L

TRENDS 2020



Credits: Joseph

NEO MINT

This colour sounds and looks kind of like candy, and according to trend forecasters, it will be everything in 2020. Because it's green, it refers to nature, but the fresh hue also hints at science and technology. This gender-neutral colour balances between wellness and 'living in the now', and the desire for the newest technology and the next big thing. Plants and flowers that come close to neo mint are for example Echeveria and the Sweet crocker green parrot tulip.



Echeveria Green pearl

Sweet crocker green parrot tulip



Cordyline australis can can

Dianthus Brownies

TERRACOTTA

Terracotta is a warm colour that hints at times long gone. A great way to bring the warmth of the outdoors in, fitting with both casual and clean interiors. Interior elements that complement this colour are leather, wood, and some cacti. Dianthus brownies or Cordyline look fantastic in terracotta pots.



Credits: Jotun



Danila XXI Aztec Mayo

SOFT NATURALS

We all know we're running out of natural resources, so working with natural elements that benefit both people and the planet has become increasingly important. We see the beauty of real craftsmanship, pieces made from natural materials with gorgeous details. Soft textures and earthy tones, white and clay beige and dark browns remind us of simpler times.



Credits: Serax



Pijon



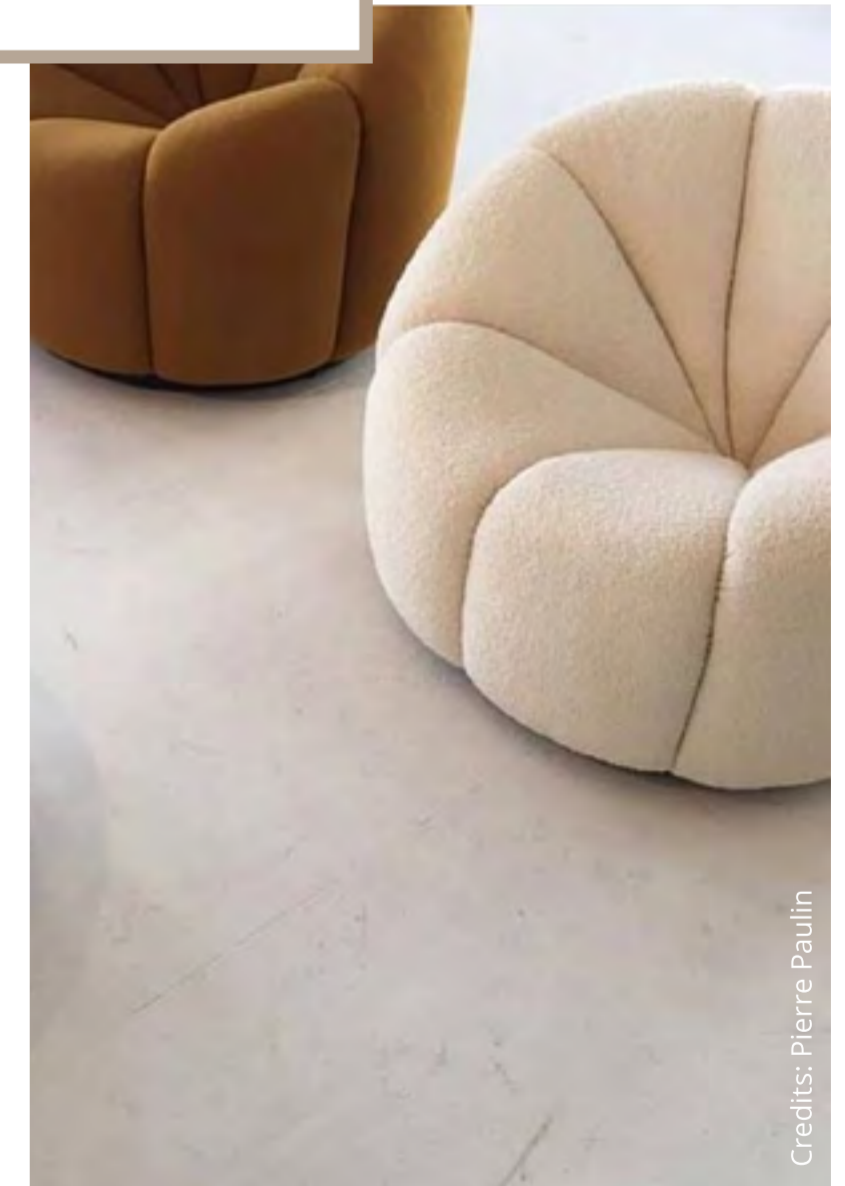
Credits: Serax

THE NEW STYLES

Knowing the latest trends is the best way to attract new customers and sell more plants and flowers. Every season, a new colour, shape, type or style dominates the commercial markets, from fashion to the food industry. It's useful to keep track of what's new and popular, but because trends can shift at the drop of a hat, it can be a tricky task. Let us help you out.



Cortaderia selloana



Credits: Pierre Paulin

 Follow us on Pinterest for more inspiration about trends.

CUT FLOWERS



Credits: 365 dagen bloemen

In times of social media fame and the need for instant gratification, meeting customer demand has become more and more challenging.

Today's end customer is well-informed and demands perfection. They want flowers with a unique and exclusive feel, and often read up on different

varieties. If an Instagram personality posts a photo of a certain cut flower, like a brown tulip or pampas grass, we often see the demand for these varieties increase significantly. The challenge is to be able to meet this demand.

The demand for basic cut flowers is currently undergoing a major

change, with interest in classics like the iris, freesia, and chrysanthemums decreasing rapidly. We see red roses replaced by more unique and special kinds, and customers often ask for more diverse, unexpected flowers. A recent trend is coloured or painted roses; roses dipped in chocolate-like and scented waxes, roses with coloured sugar sprinkles

or glow-in-the-dark roses. These developments are both fascinating and disturbing, as we realise that we live in a time where pretty much anything is possible.

Additionally, we're seeing the demand for seasonal flowers starting much earlier, before the start of the season. We get that you just want to focus

on your customers and on creating beautiful things, and not worry about how you'll be able to meet these changing demands.

So we make it easy for you: just order online! Don't worry about the quality, we make it our daily goal to bring you the very best products straight from the greenhouse. We inspire you to

be at the forefront of the floral world and help you offer your customers a varied and contemporary assortment. It doesn't matter if you're a large garden centre or independent florist, we've got it. www.noviflora.se



After the wild, untamed flower bouquets of 2018, it's time for toned-down dried flowers to take over and add colour and style to this year's weddings and events. Dried flowers and ornamental grasses are a perfect match with the soft, pastel colour trends of 2019, and represent a longing for more simple and minimalist styling solutions. Plus, you can get really creative with dried flowers. Combine them with fresh flowers, wild branches and leaves, or turn them into a beautiful floral crown.

Credits: Raket & Distels - Marjolijn Filek

SAY YES! TO DRIED FLOWERS

Dry vs. fresh

To a florist, there's nothing more beautiful than a handful of fresh flowers. But for a wedding, event or even as an interior statement piece, dried flowers are also a gorgeous solution. As a creative, working with dried flowers means you're not limited to the seasonal availability of fresh flowers. The bride and groom can save the dried bouquet as a memento of their beautiful day. And you can arrange the flowers days ahead of time- no more fresh flower stress!

Styling tips

Just like this year's colour trends, dried flowers come in soft, warm colours, like a sunbleached white to pale green, soft orange and light pink. If you want a bolder look, you can even change the colours with a lick of paint. Combine large pampas stems with bushes of gypsophila, dried lavender, and a large monstera leaf to give it a twist. Or use the dried flowers to create a gorgeous floral crown. And another big plus: dried flowers are a sustainable wedding choice! No need to keep them fresh, and they can be enjoyed for months to come.



Adding dried flowers to your wedding styling is becoming increasingly popular. As a bouquet, but also as a floral crown, cake decorations, or as bold hanging arrangements and table pieces.



“The right partnership can have an incredible impact on the success of your business”

Profit is not something to add on at the end. It's something to plant from the beginning. We want to help our customers achieve the best results. The definition of these results differs per customer; a retailer looking for more revenue per square meter, a florist aiming for the freshest flowers, or some wholesalers in need of better, more successful commercial concepts.

We've done our best to correctly state all authors and rightful claimants of the images in this Journal. Please don't use this content without permission.

BECOME A CUSTOMER

Together with our partners, we work towards a future that is both profitable and sustainable. Because that's what counts.

Would you like to become a customer at Noviflora? Please contact us:

Venus 240
2675 LN Honselersdijk
The Netherlands

+31 (0)174 - 671 414
info@noviflora.nl



Follow us on instagram for more inspiration: @Noviflora



AT NOVIFLORA, BEING GREEN IS ABOUT MORE THAN JUST PLANTS

When it comes to sustainability, our thumbs are decidedly green. We care about our planet and our environment, and take the social and entrepreneurial responsibility to minimise our ecological footprint very seriously. We strive to bridge the gap between sustainable entrepreneurship and commercial reality, and always try to find the right balance between a healthy environment and strong financial results. How does Noviflora promote sustainability? Sustainability is very important to us. To us, sustainability as the only way into the future, the only path we can take.

What this means:

For our own brands: we only work with growers that have the MPS A certification, we only use FSC packaging and try to use sustainable solutions when possible.

With the 900 solar panels on our rooftop, we can generate 200.000 kwh energy from the sun. This makes our HQ almost entirely energy-neutral.

We don't see sustainability as a unique business characteristic, but rather as the norm. Our clients can decide for themselves how sustainable they want their products to be.

Going green is not a trend, it's a solution. We want to actively contribute to greening up our planet. That's why we participate in scientific research projects

In our web shop, you can easily filter on Less Plastic and an Eco Friendly assortment, putting you in charge of deciding how sustainable you want to go. With every cc LESS PLASTIC, we save 1 full garbage bag worth of plastic.

We advise our customers on how they can be more sustainable.

Working with us means tomorrow will always be better than today.



A GREEN WORLD IS A BETTER WORLD

EDITION 02

IT'S OUR PASSION TO MAKE YOUR BUSINESS FLOURISH

24

J
O
U
R
N
A
L

Noviflora HQ
Venus 240
2675 LN Honselersdijk
The Netherlands

info@noviflora.nl
www.noviflora.com

The logo for Noviflora, featuring a stylized green leaf icon to the left of the word "Noviflora" in a purple, sans-serif font.