



**PRIMA  
FLORA**

FROM GROWERS WITH LOVE



• *Voilà La Fleur* •

*Sweet, soft and gentle flowers...  
they make your day nice  
and colourful...*

# Inspirations

floral trends & ideas



Photo: Alexander Nozdrin  
Floral design: Tatiana Tridvornova / Natalia Zizko

## ~ BLOOM WITH US! ~

This month's edition of PrimaFlora is a special one; it marks our 2 year anniversary! Over the past few years we have had the pleasure to work and build strong relationships with many wonderful companies, both here in the Netherlands and further afield. Interested in becoming one of them? Reach out to us with your questions and suggestions for PrimaFlora - we'd love to help you or organise a chat to give you some more information about what we do.

This past summer was full of interesting meetings and events for PrimaFlora and our partners. A new experience for us was participating in an unforgettable event, Flower Symphony, organised by TRIDVORNOVA art-bureau in Nice, France. With an exciting jam-packed schedule and a magnificent show of floral dresses crafted from Dutch flowers, Flower Symphony was a feast for all the senses. Taking place in the impressive setting of the beautiful Rothschild villa, it was truly an unforgettable occasion for all involved. PrimaFlora was also delighted to take part in two other exciting events: the Flower Trials 2016 and the Dutch Lily Days 2016. At the latter event, breeders and growers alike presented their newest innovations and discoveries, together with their more traditional produce that has already proved enduringly popular with customers. In mid-September we attended FlowersExpo 2016 in Moscow, one of the most significant events in the industry calendar. We then rounded up the summer with FleurAmour 2016 in Belgium, one of the major meetings for florists around the world and a true floral fest.

In this month's issue we've presented a guide to some of the most gifted floral designers on the scene at the moment, as well as inspiring floristry ideas for the coming autumn. PrimaFlora actively supports florists and industry professionals, partaking in workshops and demonstrations throughout the year. Are you planning a floristry event and would like to use top quality flowers from the Netherlands? Or would you like to establish personal contacts with Dutch growers? Then look no further than PrimaFlora! Please don't hesitate to contact us at [amsterdam@primalabel.nl](mailto:amsterdam@primalabel.nl) and we will do our best to help you.



*Chrysanne*<sup>®</sup>

MAKE-UPZ<sup>®</sup> - AN UNUSUAL  
PRESENT FROM LIONPLANT  
[www.chrysanne.info](http://www.chrysanne.info)

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# EVENTS CALENDAR 2016/17

## Royal FloraHolland Trade Fair

Aalsmeer, the Netherlands

**2-4 November 2016**

This event unites growers, breeders, floral designers and other industry professionals from across the Netherlands and beyond to present their latest discoveries in the very heart of the Dutch flower industry; the flower auction of FloraHolland.

> [www.royalfloraholland.com/tradefair](http://www.royalfloraholland.com/tradefair)

## IFTF - World of Flowers

Expo Haarlemmermeer, Vijfhuizen, the Netherlands

**2-4 November 2016**

World of Flowers is an event during the International Floriculture and Horticulture Trade Fair that offers everyone who has a passion for floral design an opportunity to show off their talents.

> [www.hppexhibitions.com/floriculture/2016/holland](http://www.hppexhibitions.com/floriculture/2016/holland)

## RHS London Urban Garden Show

RHS Lindley Hall, London, the United Kingdom

**12-13 November 2016**

This new event on the calendar brings together the UK's leading plant growers with eager consumers who are looking to furnish their urban space (small gardens, balconies, windowsills) with potted and ornamental plants.

> [www.rhs.org.uk/shows-events/rhs-london-shows/RHS-London-Urban-Garden-Show](http://www.rhs.org.uk/shows-events/rhs-london-shows/RHS-London-Urban-Garden-Show)

## Meesterlijk - Design and Crafts

Westergasfabriek, Amsterdam, the Netherlands

**25-27 November 2016**

A creative event where established Master Artisans and talented modern designers present their produce at one of the most trendy and inspiring Amsterdam venues.

> [www.meesterlijk.nu](http://www.meesterlijk.nu)

## Winter Moments with Flowers

Oud Sint Jan Site, Bruges, Belgium

**25-29 November 2016**

The site of the historic St. John's Hospital in Bruges will be transformed by floral masters, with floral decorations like you've never seen before.

> [www.wintermoments.be](http://www.wintermoments.be)

## IPG EXPO

Guangzhou - Flower Capital of Agriculture, China

**2-4 December 2016**

International Pot Plant and Garden Expo in South of China with over 100,000 visitors.

> [www.ipgexpo.org](http://www.ipgexpo.org)

## RHS London Christmas Show

RHS Lawrence Hall, London, the United Kingdom

**17-18 December 2016**

Interesting plants, gardening tools and decorative items will be available for purchase during the Christmas show, offering visitors a perfect opportunity to complete their last-minute Christmas shopping.

> [rhs.org.uk/shows-events/rhs-london-shows/rhs-london-shades-of-autumn-show](http://rhs.org.uk/shows-events/rhs-london-shows/rhs-london-shades-of-autumn-show)

## TrendZ

Evenementenhal, Gorinchem, the Netherlands

**15-17 January 2017**

As the largest design retail event in the Netherlands and with hundreds of participants every year, this is a fantastic opportunity for budding retail entrepreneurs to get inspired and invest in new garden, fashion and stationery products. This event is a rich source of design inspiration, with a particular focus on modernity, innovation and unlimited opportunities.

> [booking.evenementenhal.nl/en/trendz-spring/gorinchem](http://booking.evenementenhal.nl/en/trendz-spring/gorinchem)

## TPIE

Broward County Convention Center, Ft. Lauderdale, Florida

**18-20 January 2017**

TPIE is a trade event showcasing the latest trends in foliage, floral and tropicals in warm and inviting South Florida.

> [www.tpie.org](http://www.tpie.org)

## IPM Essen

Essen, Germany

**24-27 January 2017**

One of the world's leading horticultural fairs takes place this year in Germany. This trade fair covers the entire value chain of the plant industry, from technology and production to floristry, garden features and point of sale.

> [www.ipm-essen.de](http://www.ipm-essen.de)

## FloraDecora / Christmasworld

Frankfurt am Main, Germany

**27-30 January 2017 / 27-31 January 2017**

FloraDecora is a new international exhibition designed to attract the largest retail chains, showcasing cut flowers, potted plants and decorative accessories.

> [www.floradecora.messefrankfurt.com](http://www.floradecora.messefrankfurt.com)

Christmasworld offers classic handicraft of the highest possible quality, as well as impressive concept decorations, original florist supplies and innovative ideas. The breathtaking light show tops off the event.

> [www.christmasworld.messefrankfurt.com](http://www.christmasworld.messefrankfurt.com)



MAX VAN DE SLUIS



THE AWARD WINNING CREATION

A gold medal winner at the International flower and garden show 2016 in Nagasaki, Japan.

Max floral design / LIFE 3  
Keizershof 102  
5403 BA Uden The Netherlands  
Maxvandesluis@gmail.com  
T +31(0)6 224 261 55



# Bohemian Orchids®

Are you looking for stylish, elegant and high quality phalaenopsis orchids? Then look no further than Bohemian Orchids® from Piko Plant. With an unparalleled radiance, Bohemian Orchids® create an almost mystical atmosphere that'll leave you spellbound.

Piko Plant's secret lies in their carefully balanced combination of innovative technologies with impressive and high-quality craftsmanship. At every stage of the production process, they select the best possible partners - from suppliers to exporters - helping them to guarantee the high level of quality that their customers have come to expect. The unique charm of Bohemian Orchids® makes them a perfect choice for any occasion; whether you're decorating a small table or a whole gala event, the striking colour patterns will prove a definite talking point.

Bohemian Orchids® will surely win the heart of any orchid lover. Indeed, they have already received the praise and appreciation of top florists around the world for their excellent price-value ratio and beautiful colour palette. Traditionally given as a gift as a symbol of friendship, the orchid is an eye-catching flower that is perfect for any interior. Available in a wide spectrum of colours, from sophisticated creams to unexpected exotic brights, Bohemian Orchids® have been crafted by the dedicated specialists at Piko Plant to highlight the true magic of nature.

Prepare to be inspired and enchanted by the illuminating beauty of the exclusive phalaenopsis collection, designed to give a touch of magic to any home or interior.

EXOTIC, STYLISH  
AND ELEGANT BOHO



SURFSONG® AND ROME®



PHALAENOPSIS WILDCAT®

PHALAENOPSIS  
SUFSONG®



WWW.BOHEMIANORCHIDS.EU



# Chic

the pure white



With a distinct and eye-catching combination of pure, snow white petals with a fresh, bright green centre, CHIC® is a timeless spray chrysanthemum that's the perfect addition to any product range. CHIC®'s flowers stay perfect for longer, thanks to their superb transportability and prolonged vase life. Their excellent dyeability gives CHIC® an extra advantage: flowers in unusual colours mean endless variety and a quick way to respond to the latest trends. CHIC® isn't just suitable for a mono bouquet, but also for various creative flower combinations. Not to mention that it's available all year round, making CHIC® a superb addition to the market. Ask your flower provider about CHIC today; once you've witnessed these classy, modern flowers for yourself, you'll never go back! CHIC® has been developed by Royal van Zanten, a breeder of various flower and potted plant products, and is cultivated by the best Dutch growers.

- FRESH AND BRIGHT GREEN CENTRE
- NO PETAL SHEDDING
- EXCELLENT TRANSPORTABILITY AND VASE LIFE
- SUPERB BOUQUET FILLER
- EXCELLENT DYEABILITY


  
**Adios**<sup>®</sup>
  
 Fuerte Planta



**ADIOS<sup>®</sup> WHITE**
  
 SIZE: 65 CM
   
 NUMBER OF FLOWERS: 18

Anthuriums Adios<sup>®</sup> from Fuerte Planta<sup>®</sup> nursery are unique due to their beautiful shape, rich blooms and ability to withstand even the lowest temperatures. Anthuriums Adios<sup>®</sup> are a tasteful addition to any room or interior, available in a wide range of colours so you can be sure you'll find the right shade for your home. These stunningly stylish plants have a Latin American flavour, making them a popular choice amongst men and a perfect birthday gift or Valentine's Day present!

Whatever mood or colour you choose, be it dazzling white, expressive red, gentle purple or sumptuous chocolate, you'll be amazed by the glossy petals and expressive qualities of each Anthuriums Adios<sup>®</sup>.

Anthuriums Adios<sup>®</sup> have already proven very popular on the market, thanks to their long flowering period and low maintenance qualities. Adios<sup>®</sup> care tips: don't overwater your plant. Do not place in direct sunlight or in draughty areas, especially just after watering. Anthuriums naturally grow in the shade of trees and bushes, however they need soft sunlight for rich blooming.

ADIOS<sup>®</sup> Collection by Fuerte Planta
   
 Nootdorpseweg 3 • 2641 BJ Pijnacker
   
 T +31(0)6 224 596 16
   
 info@fuerte-planta.com
   
 www.fuerte-planta.com

## STYLISH & STRONG ANTHURIUMS ADIOS<sup>®</sup>

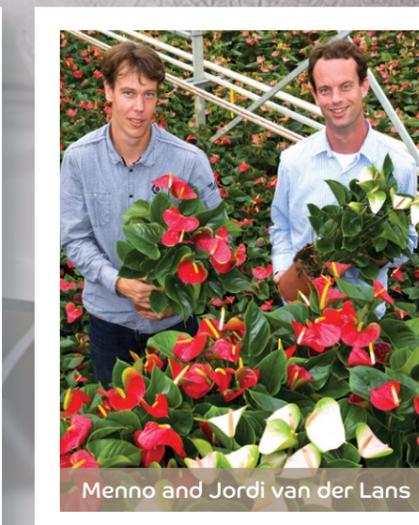
The Adios collection is constantly expanding with new varieties and colours. Discover the latest additions at [www.fuerte-planta.com](http://www.fuerte-planta.com).



**ADIOS<sup>®</sup> CHOCOLATE**
  
 SIZE: 65 CM
   
 NUMBER OF FLOWERS: 18



ADIOS<sup>®</sup> WHITE



Menno and Jordi van der Lans



ADIOS<sup>®</sup> ORANGE

Photo: Nils van Houts, Wilfried Overwater
   
 Styling: PrimaLabel.nl

A UNIQUE SHAPE  
AND SPLENDID  
COLOURS



# Bouvardia

*Make every moment special*

Meet Bouvardia, the exclusive cut flower that boasts a unique shape and a selection of splendid, vivid colours. Available all year round, Bouvardia presents the perfect mix of easy accessibility and high quality. New colours and shapes are constantly being introduced to the market, with many more still to come. Bouvardia can be used in many different ways, either on its own or as part of a bouquet or floral arrangement. All of this makes Bouvardia an ideal choice for those who are looking to be inspired by exclusive, trend-led flowers. It's easy to understand why this exquisite cut flower has already proven so popular amongst florists and consumers, both in the Netherlands and abroad. Bouvardia has been developed by Royal van Zanten, a breeder of various flower and potted plant products, and is cultivated by the best Dutch growers.



Alissa White®



# DELIGHTFUL LISIANTHUS



Alissa Blue®



Alissa Green®

# MONTANA lisianthus

MONO LISI® - SPLENDID LISIANTHUS FLOWERS OF VARIOUS VARIETIES ON SHORT STEMS. PACKAGING: ORIGINAL BOX WITH 50 FLOWERS.



Alissa Light Pink®



14 FRANK AND CORINE VAN HOLST

Lisianthus is an incredibly delicate and light flower with a meticulous breeding and growing process. This soft and beautiful flower has been carefully nurtured and grown in the Montana nursery for over 25 years. To produce glorious and bountiful lisianthus, the grower must pay close attention to the rare cultivars and colours. The unique varieties of Alissa® shown above are just a taster of the potential these flowers have; with their multi-layered buds, lisianthus from Montana are the ideal choice for any bouquet or floral composition.

Blue, white, green or pink - which option would you choose to surprise your clients? For a quintessentially feminine bouquet, look no further than Alissa® lisianthus. With magnificent curly petals and stunning colour selections, Alissa® lisianthus will add an extra sense of charm to proceedings.

Despite its seemingly delicate shape, lisianthus Montana is actually a long-lasting flower thanks to its solid stem and fresh petals that last well in vases or oasis-based arrangements.

## MONTANA LISIANTHUS

Casembrootlaan 25-A  
2685 AB Poeldijk  
The Netherlands  
T +31(0)174 24 33 10  
montana@montanalisianthus.nl  
www.montanalisianthus.nl



Photo: Wilfried Overwater  
Styling: PrimaLabel.nl  
Pots: Dutz®

GREEN PLANTS  
WITH A QUIRKY  
CHARACTER

# EVERGREEN KALANCHOE CROCO®



Meet our newest addition: the beautiful, evergreen kalanchoe Croco®. This sensational plant boasts a unique texture and a beautiful appearance that perfectly matches any contemporary space. Croco® is suitable for both indoor and outdoor decoration. The coveted kalanchoe has one-of-a-kind sepals that resemble the jaws of a small crocodile, making it the perfect choice for even the trickiest of people! This will blow the minds of the most demanding customers.

What makes Croco® so unique and interesting to customers is that this plant actually has no real buds as such. After years of careful study and breeding, we discovered that it was possible to minimise the buds, helping us to develop the distinctive sepals that people love so much. It is this careful breeding process that lies behind the chic "signature" of Croco®.

Croco® is available at the nursery Vreugdenberg Growers in pots of 10.5 cm height. Caring for this plant couldn't be easier; just make sure you water it moderately and it will keep your home looking elegant for a long time to come! In a cut version Croco® will nicely compliment a boutonniere as well as a large-scale arrangement. So what are you waiting for? Go ahead and start experimenting with Croco®!

Vreugdenberg Growers  
Oostbuurtseweg 70  
2678 LS De Lier  
The Netherlands  
T +31(0)174 52 06 30  
info@vreugdenberg.nl  
www.favorita.nu • www.vreugdenberg.nl

SINCE 1938  
*Beyond*

RAISED  
WITH  
LOVE.



## BEING A GROWER MEANS GOING BEYOND JUST GROWING PLANTS

At Beyond, being a grower is about nurturing your plants with tender love and care, helping them to grow into beautiful flowers that you can be proud of. Since starting our business way back in 1938, we have maintained our traditional dedication to excellence, but with a modern, innovative twist. We see ourselves as the new generation of growers, working like our grandparents

to provide flowers of the best possible quality.

We are a family-owned and operated company with over eighty years of experience. We were raised in the greenhouse, watching our father going about his business year after year and learning from the best. Beginning with the know-how and craftsmanship of our forefathers, we have since added our own innovations, allowing our family and our extended family of employees to carry on the tradition of nurturing strong, high-quality chrysanthemums every single year.

This is why we truly believe that the three varieties we grow – Zembla®, Baltica® and Baltica Yellow® - are the most beautiful chrysanthemums in the world.

### WE GO BEYOND EXPECTATIONS

At Beyond, we are always thinking one step ahead. That's because we think our cultivation process could always be better.

Our primary goal at Beyond is to achieve an optimal growth process in order to cultivate more beautiful flowers. We want to be sure that our chrysanthemums get everything they need to flourish.

That's how we do things.

### BEYOND'S SUPPLY CHAIN GUARANTEE

We provide our best chrysanthemums with a quality label.

### THIS STANDS FOR

- Cultivated in our own growing substrate
- Cuttings taken 100% from our own stock
- Grown with extra light
- Picked and graded by hand
- Checked several times for quality, including post-harvest packaging quality
- Cooled immediately after packaging
- Delivered quickly in any requested packaging
- Transported in refrigerated conditions until they reach you, our final customer!

We can guarantee that our chrysanthemums will retain their original stunning beauty for a long time in their new surroundings.

# GIANT ALLIUMS

MIRACLE BULBS FROM HOLLAND



gebr. valkering

Alliums are majestic flowers, working to make even the most simple arrangement a true showstopper. Whether you are looking to decorate an outdoors space or an interior, alliums are sure to add a touch of the spectacular.

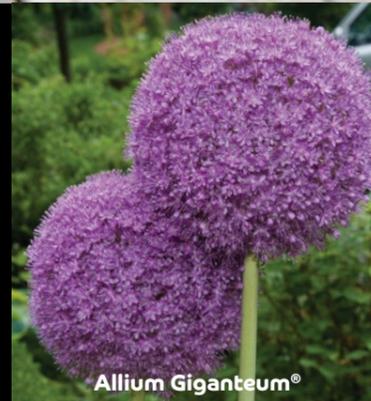


Floristics: Ulviya Akhmedova  
Photo: Andrei Tchernikov  
Styling: Primalabel.nl  
Pots: Elho® / Vase: Dutz®  
Interior: Piet-Jan van den Kommer

Gebr. Valkering grows alliums on 25 hectares of high-quality sandy soil, which occupies the first place in the soil bonitet classification. Gebr. Valkering is an exclusive producer of the ever-popular Allium Globemaster® and Allium Red Mohican® varieties.

Allium Globemaster® is one of the largest varieties of allium available on the market, consisting of more than 1,500 small purple flowers and a diameter of more than 20cm!

Allium care tips: once the flowers have died, simply dig up the bulb and separate the young part (propagated bulbs) from the old plant. Keep the young parts in a warm and humid place until autumn when you replant them in a new space in the garden. This will help you to reduce the chance of sickness in your allium.





# LA MIA FAVORITA® FOR EVERY SEASON AND HOLIDAY

The brightness and variety of colours of La Mia Favorita® makes this plant truly special, lending itself to many different types of floral composition.

If you are interested in decorating a masterclass, a presentation or a special event with La Mia Favorita®, then please don't hesitate to contact us.

Let your imagination run wild and start to experiment with different varieties, potted plants and even more exotic materials!

VREUGDENBERG GROWERS  
T +31(0)174 52 06 30 / Sales\_jos@vreugdenberg.nl

La Mia Favorita® by Vreugdenberg Growers® is a fantastic assortment of kalanchoes that offers abundant and long-lasting joy. Established in 1976, Vreugdenberg Growers® has 3.5 hectares of horticultural land where they cultivate their flowers. The company is dedicated to helping the environment and continually improving their processes and products. In addition to their own propagated and cultivated products, Vreugdenberg Grower® picks the highest quality products from the market so that they are always able to offer the best price-quality ratio.

For every season or holiday, there is a corresponding colour of La Mia Favorita®. Looking to add some warmth and cosiness to those rainy autumn days? Bring back the sunshine with the exotic colours of La Mia Favorita®. These long-lasting blooms will last you long enough to restore your spirits. La Mia Favorita® is suitable for both outdoors and indoors use. The flower also retains its strong colours during the shipping process, making it an ideal gift for any occasion. To make your gift even more special, La Mia Favorita® is delivered in a beautiful, designer sleeve.

La Mia Favorita® is original and trendy. Kalanchoe is a perfect choice for floral designs, because it is extremely resistant, retaining its freshness and shape without water for up to 4 days! This makes it an ideal flower for creating decorations for your wedding or special event.

Vreugdenberg Growers constantly expand their product range with new interesting varieties that are always in style! La Mia Favorita® stands out from the crowd with the elastic rod stems and tender flowers.





*La Symphonie*  
FLOWER SYMPHONY *des fleurs* 2016



Photo: Alexander Nozdrin  
Concept and floral design:  
TRIDVORNOVA art-bureau



  
**TRIDVORNOVA**  
ART-BUREAU  
  
**FLOWER SYMPHONY**

As the biggest event of the calendar year on the French Riviera, the Côte d'Azur Symphony 2016 was a roaring success! We had a wonderful evening in the magical Villa Ephrussi de Rothschild, surrounded by some of the industry's leading experts. Flowers, chic floral dresses, a magnificent musical programme and glasses of champagne made for a glorious harmony of sounds, colours, flavours and fragrances. Tatiana Tridvornova and her team worked tirelessly to make our dreams come true - we must applaud them for organising such a wonderful and seamless event that has offered us such endless inspiration. The grand cape Cap-Ferrat and the famous Villa Ephrussi

de Rothschild was a perfect location for the guests of the Flower Symphony. For a number of years DGI and G-Fresh have been providing the most elegant flowers from the Netherlands for this glorious event. Chic lisianthus, rose, hydrangea, gladiolus, exclusive gloriosa and sardersonia, all inspired the floral designers in attendance to create unique floral centrepieces. The Flower Symphony undoubtedly deserves to be called the most flourishing and the best event of Côte d'Azur in the summer.

[www.tridvornova.com](http://www.tridvornova.com) • [tridvornova@gmail.com](mailto:tridvornova@gmail.com)

PURIFY

BREATH OF NATURE

PREMIERE 2017  
FENG SHUI  
FOR YOUR HOME  
AND WORKING SPACE  
FRESH AIR FROM HOLLAND

Dieffenbachia PURIFY clears the air of toxins and thus works to improve the quality of the air that we breathe. Its noticeable effects mean that dieffenbachia is considered by many to be an absolute necessity in ensuring a healthy indoor climate.

Elstgeest nursery is the biggest producer of dieffenbachia in the Netherlands. Employees of Elstgeest are always happy to help you with any questions. The wide range of dieffenbachia under the brand PURIFY is issued in pots measuring 8.5, 12, 17 and 24 cm in diameter.

The company is continually investing in developing its product range, whilst its strong network of dieffenbachia breeders allows for

the quick creation and sale of new cultivars, allowing Elstgeest to respond quickly to new market trends.

In a compact pot, dieffenbachia PURIFY transforms any spot in your home into an eye-catching green oasis. When repotted into a bigger pot, this plant becomes a real centrepiece in your home.

Dieffenbachia is a true Feng Shui plant: grown with tender love and care, it will reward its future owners with daily support and positive energy for their home. Dieffenbachia not only serves as a stunning decoration, but it also facilitates cooperation and stimulates brain activity.



In stylish Dutz® pots

DIEFFENBACHIA  
PURIFY:  
A STYLISH AND  
RELIABLE AIR  
FRESHNER!



Photo: Andrei Tchernikov  
Concept and styling: Elena Kazakova, PrimalLabel.nl  
Interior design: Piet-Jan van den Kommer



# Charmelia®

Charming Beauty



Charmelia® is a completely new type of cut flower, exclusive and unique. Charmelia® is distinguished by its sturdy stems bearing many small flowers. Exclusive owing to its special appearance and characteristics, Charmelia® is supplied with its flowers already open, which ensures its unique colour is visible straightaway. It has an outstanding vase life with flowers that remain attached and leaves that retain their colour and remain attractive for an exceptionally long time. Its many branches per stem make Charmelia® very versatile, as well as ideal when looking for inspiration in the form of an exclusive and very special flower. It is not for nothing that Charmelia® is the proud winner of the Royal FloraHolland 'Glazen Tulp' award 2015 and the Keukenhof 'Novelty Award' 2016. Both juries were especially positive about the unique selling points of this completely new type of cut flower and were unanimous in their conclusion: Charmelia® is a topper, innovative and absolutely a valuable asset. Charmelia®: elegant, graceful, rich in flowers, classy in a vase on its own, yet absolutely charming in a mixed floral arrangement. No wonder its demand is showing such steady growth. Curious? Visit [www.Charmelia.eu](http://www.Charmelia.eu) for more information, or ask your supplier today.

**X** PEONY SHOP  
HOLLAND

MORE THAN 350 VARIETIES  
OF GARDEN PEONIES

Itoh Hybrid  
'Sonoma Halo'

As the largest treasury of peonies in Europe, you are sure to find something special for your garden at Peony Shop Holland. Here, you will find the rarest peonies from around the world on sale at very affordable prices.

Peony Shop Holland is proud to offer all customers the best price-quality ratio on the market. Stocking only the highest quality peonies, you can be rest assured that you'll find exactly what you're looking for.

Tight spherical bridal bouquets featuring beautiful peonies have become increasingly popular in recent years. But according to master florist Elena Butko, peonies lose their unique beauty in such large bouquets: "Peonies are so magnificent precisely because they were made this way by nature. With so many new varieties available at Peony Shop Holland in such unbelievable colours and shapes... I just want to put one flower in a vase and admire it."



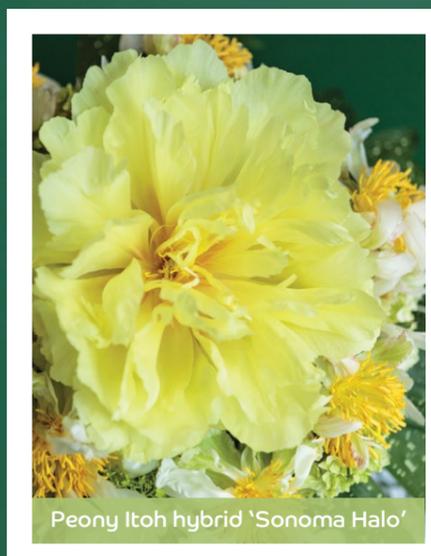
Peony 'Pietertje  
Vriend Wagenaar'

Peony  
'Green Halo'



Peony 'Pietertje  
Vriend Wagenaar'

Floral design: Elena Butko  
Photo: Andrei Tchernikov  
Styling: PrimaLabel.nl



Peony Itoh hybrid 'Sonoma Halo'

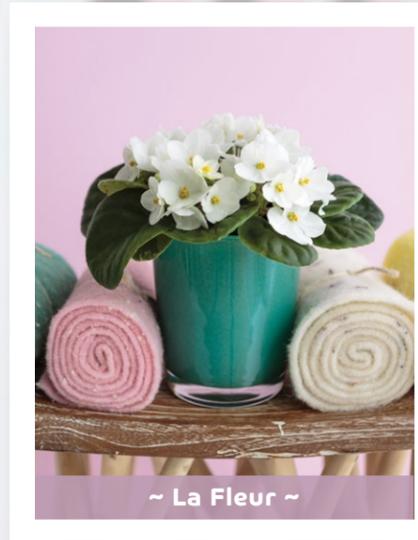
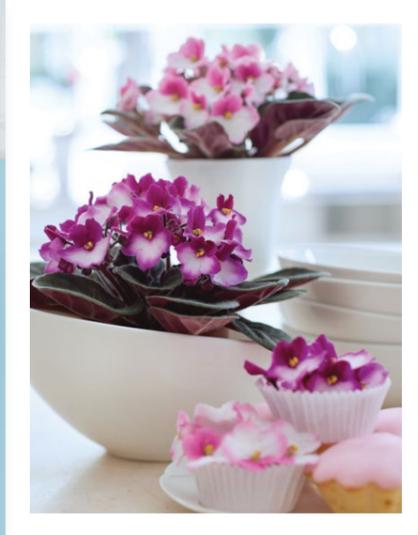
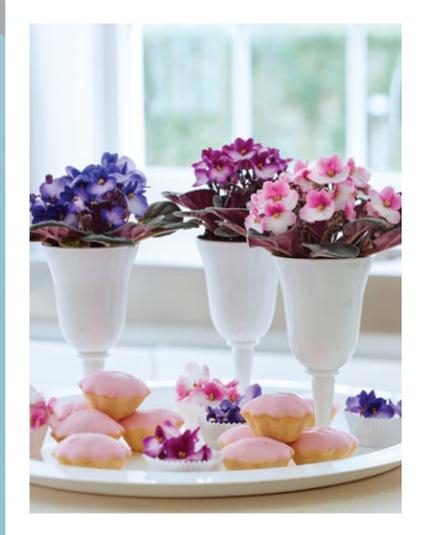
# VOILÀ! A SURPRISE FOR YOUR CLIENTS

Saintpaulia is one of the prettiest potted plants available. Delicate, attractive and available in twelve colours, Voilà Saintpaulia by Vlasman will inspire you to even better floral arrangements.

Just one look at their velvet texture and seductive selection of shades is enough - you will be hooked!

Vlasman produces six single-coloured cultivars under the name of La Fleur: soft pink, purple-blue, intense purple, striking pink, vinous and white. In addition, Vlasman also offers four double-coloured varieties under the name of Crème de la Crème. Blackberry, raspberry, cherry and blueberry are all mixed with cream to produce mouth-watering colour combinations that will leave you speechless.

Voilà Saintpaulia is issued in 12 cm pots decorated with gift sleeves in eight fashionable shades, guaranteed to make an unforgettable impression on your clients!



DELICATE VOILÀ SAINTPAULIA BY VLASMAN WILL CHARM YOUR HOME AND VISITORS ALIKE

Brand concept: PrimaLabel.nl  
 Photo: Andrei Tchernikov, Wilfried Overwater  
 Floral design: Ulviya Akhmedova and Elena Butko  
 Styling: PrimaLabel.nl

# 'OVER THE MOON' IMAGE BUILDING BY PRIMALABEL

at design hotel Lloyd in Amsterdam



PrimaLabel organises unique photoshoots in order to create a strong commercial image for floral products. One of their recent projects was a photoshoot for OTM Orchids. OTM stands for 'Over the Moon' which denotes pure joy and total happiness. Joy was certainly the word of the day during this photoshoot at the Lloyd design hotel in Amsterdam.

The whole hotel was brought to life with the colourful Phalaenopsis multiflora, which created an emotional ambience making quite an impression on the hotel guests. The colourful mix of OTM orchids combined with stylish interior design and the striking colours of the DutZ® glass provided a perfect result. OTM orchids are truly unique and a popular choice amongst fans of potted plants. They enchant you with their many adorable flowers and with just a few of these special plants you can create an idyllic oasis at home. Equally, you can place an OTM orchid on your desk at work for a cosy floral friend that will bring you joy and happiness whenever you look at it.

Concept: Elena Kazakova / Styling: PrimaLabel.nl  
Photo: Wilfried Overwater  
Model: Doreen Koehler  
Visage: Najat Elhallaoui  
Pots: Dutz® / Deco wool: Lehner Wolle®





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**ONE-OF-A-KIND IMAGES**  
 WE ADD VALUE  
 TO YOUR PRODUCT



OVER THE MOON  
*Loving*  
**FRAGRANCE**



At PrimaLabel we know how to make eye-catching images to help people to the special qualities of your product appealing to growers, exporters, wholesalers, florists and consumers. We have an in-depth knowledge of the market, helping us to create the necessary inspiring atmosphere by selecting the right photoshoot location and an appropriate colour palette and decoration materials. We create something truly unique and special out of your product.

However, this kind of floral styling is only one of our specialties. We are a full-service marketing bureau with an extended understanding of the flower, plant and decoration markets, as well as of the current trends in different countries, including Eastern Europe.

So don't hesitate to contact us at [amsterdam@primalabel.nl](mailto:amsterdam@primalabel.nl) today if you wish to add value to your product!

Mysterious Parrot

Padre Dirk

# THE ENCHANTING WORLD OF TULIPS

This year saw PrimaFlora embark on a new and exciting venture. We've been working with BoBusiness to create an exclusive art-book about tulips under the watchful eye of tulip and floral art connoisseur Michael van Bruggen.

Tulips have long excited and enchanted in equal measure. In medieval times these enchanting flowers were the vice of the rich - they'd even sell their properties for just a few bulbs! Tulips have long been irresistible to the masses and they remain enduringly popular even today.

So the question remains: why are we all so in love with tulips? These divine flowers are incredibly fresh, strong, and colourful plants that are full of life and vitality. As springtime rolls around, these flowers rush to catch the first rays of sunlight, marking the beginning of warmer weather for many of us.

Tulips do not shout or beg for attention; they simply stand proud and soak up all of the compliments and admiration that they so rightfully get.

Witnessing tulips in bloom is truly remarkable. The soft, buttery stem absorbs as much water as possible to fill the bud with energy and to help it grow. These beautiful buds slowly open up in the sunshine to showcase their delicate and mesmerizing petals.

From medieval times through to today, tulips continue to inspire the greatest and brightest minds to create unique pieces, dedicated to the natural elegance of the tulip bud. Great artists of the Golden Age did their bit in immortalizing these flowers in their still life paintings, whilst jewelers worked to replicate the unmistakable

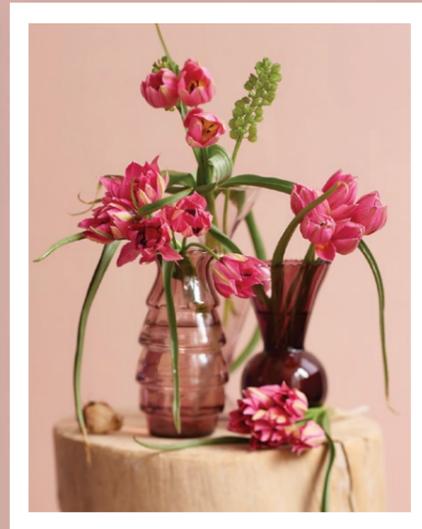
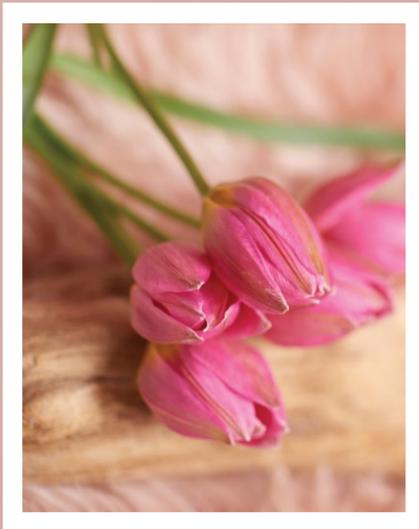
shape of the tulip in rich gold and sumptuous silver as a show of respect to the great power of the royal family. Fashion designers and tailors, too, used the tulip as an emblem on their designs to entice the masses to buy. Tulips have long had a great influence on society.

And here at PrimaFlora we are no exception. Inspired by the mystical beauty of tulips grown by our local Dutch breeders and growers, we embarked on a project to create a book-album dedicated to the flower. Driven by our admiration and passion for the tulip, as well as our dedication to floral design, photography and storytelling, we are truly excited to bring our love of tulips to life.

Our main goal was to accentuate the special character of these stunning flowers and to show everybody how magical they can be.



Floral design: Dennis Kneepkens / Ulviya Akhmedova  
Photo: Wilfried Overwater  
Styling: Mick Stubbe and PrimaLabel.nl



THE BEAUTIFUL BUDS WHICH WERE INITIALLY TIGHTLY CLOSED GRADUALLY SPREAD THEIR DELICATE PETALS AND REACH TOWARDS THE SUNSHINE

This glossy, inspirational book, which is still being designed, is the result of the great efforts of the PrimaLabel design agency professionals, amazing photographer Wilfried Overwater, as well as designers Ulviya Akhmedova and Dennis Kneepkens and stylist Elena Kazakova. We would like to extend our warmest thanks to all those who have so far contributed to

bringing this book-album to life: Michael van Bruggen / Bo Business b.v., Frank Timmerman / Tulipspecialist.com, Ron van Lierop / nursery William van Lierop & Zonen and Linda van der Slot / joint growers Hobaho.

As soon as the book is available for purchase, we will definitely write about it in our magazine!



Floral design: Dennis Kneepkens  
Photo: Wilfried Overwater  
Styling: Mick Stubbe and PrimaLabel.nl



# WHIMSICAL EXHIBITION AT FESTIVAL OF FLOWERS BY DENNIS KNEEPKENS

HER MAJESTY HAS JUST FINISHED HER SECRET BIRTHDAY HIGH TEA AT LEEDS CASTLE...

Van der Deijl Roses [www.vanderdeijlroses.com](http://www.vanderdeijlroses.com)  
Montana Lisianthus [www.montanalisianthus.nl](http://www.montanalisianthus.nl)

From 24th to 28th September Leeds Castle in Kent, UK, hosted their yearly Festival of Flowers. This year the 900 year old venue invited a group of floral designers to come up with floral installations supporting the theme "A Queen's Castle". One of them - Dutch floral designer Dennis Kneepkens. On hearing the theme of the event, Dennis immediately thought of the current reigning monarch of the UK, Queen Elizabeth, who celebrated her 90th birthday this year. Roaming the ancient halls of Leeds Castle wanderers found themselves stumbling upon a delightful treat.

"The Whimsical Woodlands & Whipped Cream" exhibition was an eccentric take on Her Majesty's wicked wit. "I envisioned The Queen plotting a secret birthday party. With the help of huge containers and Chrystal floral foam The Queen's Gallery of the castle hosted circle shaped gardens in three different sizes. Malus apple trees rising up from them connected the whole room together. The atmosphere is that of a mystical forest filled with flowerbeds of lisianthus Alissa Champagne® and roses Nature's Cherry. To add a playful touch we alternated the beautiful flora provided by Montana Lisianthus

and Van der Deijl Roses with tea cups and plates with cakes and other sweets. Think of tea cups hanging in the trees, cakes sitting in between the flowers et cetera. The main table in The Gallery featured the same 'chaotic' look. The message: The Queen has just finished her birthday high tea and visitors of the castle have just missed her!" During the previous edition of the festival Dennis spotted the inner Courtyard was left out on decorations. Inspired by its antique fountain, he proposed to do a second decoration this year.

"We decorated The Courtyard following the same fun, chaotic atmosphere. Rising from the fountain in the middle of the room visitors were able to enjoy a huge arrangement using lisianthus Alissa Green® and peach rose Finess. Apart from being decorated with these gorgeous species, we brightened The Courtyard unexpectedly with dishes. It is as if Her Majesty briefly passed The Courtyard on her way home." For more information please contact: Mick Stubbe, Marketing manager DK – Dennis Kneepkens, at [mick@denniskneepkens.nl](mailto:mick@denniskneepkens.nl) [www.denniskneepkens.nl](http://www.denniskneepkens.nl)

# TO LIGHT UP A BRIGHT SPARK

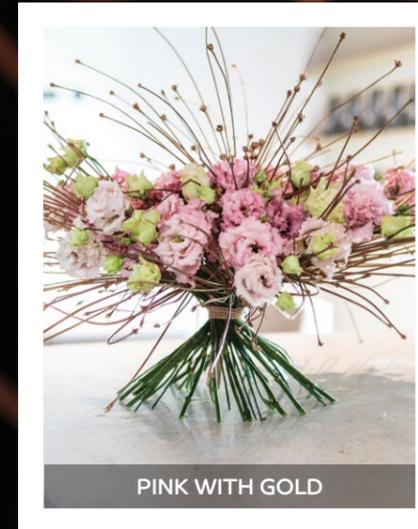
He who has touched the gentle lisianthus will always bear the impression of the flower in his heart. Gentle, light and thrilling with its seeming fragility, lisianthus has become a hallmark of trendy, stylish interiors around the world.

Designer Ulviya Akhmedova has demonstrated the versatility of this flower by creating an interior bouquet. This bouquet showcases the beauty and

self-sufficiency of Alissa Light Pink® lisianthus from Dutch grower Montana, placing it in an airy gilded frame to emphasize its beauty.

The fireplace was the natural choice for Ulviya's background as it serves to bring the arrangement to life. The sparkling image of a bouquet which emphasises the graceful shape of the flower has become the lacking emphasis in the stylish interior.

Lisianthus  
Alissa Pink®  
MONTANA



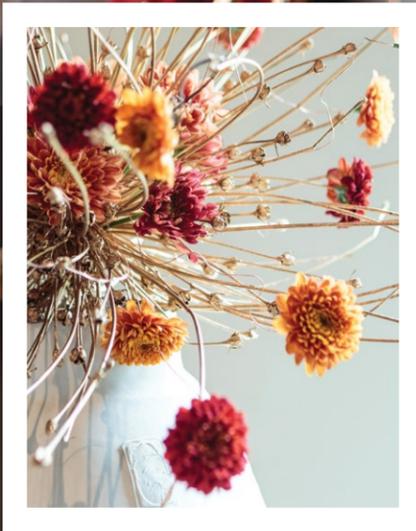
MONTANA  
LISIANTHUS

Follow the latest news in Montana collection on [www.montanalisianthus.nl](http://www.montanalisianthus.nl) and [www.primaflora.nu](http://www.primaflora.nu)

Floral design: Ulviya Akhmedova  
Photo: Andrei Tchernikov  
Styling: PrimaLabel.nl  
Interior & furniture: Piet-Jan van den Kommer



# FLOWER FIREWORKS IN A MODERN LOFT



What could be better than an explosion of autumnal chrysanthemums, styled by the famous Ukrainian florist Elena Butko to create a festive fireworks scene? This bright and airy arrangement of chrysanthemums from DÜMEN ORANGE fits well in the stylish loft of Dutch architect and furniture designer Piet-Jan van den Kommer. Reflection of fire is seen in the gold of the vases! Autumn, coziness, love and flowers - happiness!



Piet-Jan van den Kommer is known for more than just his interior design and rare wooden furniture. Indeed, his unique garden kitchens - under the brand name WWOO.nl - have been proving extraordinarily popular both in the Netherlands and abroad. The architect has installed his kitchens in private villas, restaurants, offices and larger public spaces.  
contact@vandenkommer.nl - www.vandenkommer.nl



Floral design: Elena Butko  
Photo: Andrei Tchernikov  
Styling: PrimaLabel.nl  
Interior & Furniture: Piet-Jan van den Kommer

# WARMTH OF THE MASTER'S HANDS

In the dying days of winter, as the soil slowly starts to warm up again, helleborus that was hiding beneath the snow begins to open its buds.

Despite its fragile-looking petals, this resilient plant - also known as the "Christmas Rose" - is not afraid of frost or rime. This flower inspired the famous Belgian designer Stijn Simaey, who pointed out that this flower is the joyful harbinger of spring as it is the first to start blooming in the dreary days of winter.

Stijn adds: "Even if the plant freezes during severe frosts, it is enough for the air to warm up by just one degree, and it is already enough to bring its gentle flowers back to life." Indeed, just a quick glance at the Master's arrangement here gives the impression that these beautiful spring portents opened their buds in direct response to the warmth of his caress.

The impression of this arrangement is achieved by the careful selection of materials: the main focus of this arrangement is a piece of driftwood that has been polished by water and stones before being left in the sun to dry out. In every smooth movement, every natural line and flawless proportion, the Master demonstrates his passion for nature by bringing out the true texture of the wood. He created the perfect frame for his mysterious helleborus by using porcelain vases as a base and decorating them in such an ingenious way. It is right here, in the cosiest vase hollows, just like in the forest thawed patches, that this marvelous flower has found its perfect place. The amazing play of colours, shapes and natural materials by this Belgian master is a truly spellbinding piece. Hard to tear your eyes away, isn't it?



THE ARRANGEMENT  
GIVES US  
AN IMPRESSION  
THAT THESE  
BEAUTIFUL FLOWERS  
OPENED THEIR BUDS  
IN RESPONSE  
TO THE WARMTH  
OF THE FLORIST'S  
HANDS

Floral design: Stijn Simaey  
Text: Ulviya Akhmedova  
Photo: Andrei Tchernikov  
Styling: PrimaLabel.nl

# LIGHT AND AIR



## A FLORAL STRUCTURE THAT EPITOMIZES AIR AND LIGHT

This clever design is a perfect canvas for gloriosa flowers to stand out. Ulviya Akhmedova has created this splendid arrangement that holds a universal appeal, whilst accentuating the natural beauty of flowers. Every detail here is crucial in helping the arrangement to retain its sense of lightness, whilst also allowing the piece to have the desired effect on the viewer. Sophisticated in construction, this arrangement strikes a balance between strength and transparency, and its sense of light, uplifting energy - necessary criteria for a job perfectly done.

This beautiful arrangement is characterised by its very minimalism, the absence of any additional or unnecessary detail. The dome is made of wood veneer. The first pieces of veneer were easy to fix in the vase due to their elasticity. Building upon this easy base, the designer was able to achieve the desired density, and the dome became the base for the Golden Tule tulips seen here. Due to the plaited veneer, there was no problem in attaching the flowers. In order to highlight the transition from the bottom of the piece to the dome, Ulviya complemented her arrangement with pure white daffodils.

Floral design: Ulviya Akhmedova  
Photo: Andrei Tchernikov  
Styling: PrimaLabel.nl  
Special Thanks: Frank Timmerman



# THE WUNDERKAMMER AT CROMHOUTHUIS

## A MAGICAL FESTIVE ATMOSPHERE

From the 15th November, the Cromhouthuis - a palatial Dutch canal house from the Golden Age - will be completely transformed to celebrate the festive period.

During this time, Stylists' collective The Wunderkammer will be dressing the historic rooms of this monumental building in lavish festive decorations.

In addition to the wonderful work of The Wunderkammer, visitors to the Cromhouthuis will also be able to enjoy fine dining and attend festive events and workshops - they'll have a choice between partaking in the 'Happy New Year' dinner or creating their own advent wreath in a workshop run by The Wunderkammer.

The Cromhouthuis is one of Amsterdam's most beautiful canalside mansions. It tells the story of the illustrious Cromhout family who lived in the buildings at Herengracht 366-368 for almost two hundred years. Stylists' collective The Wunderkammer was in charge of the contemporary arrangement and furnishing of the rooms, for which they were able to draw on the collection of the Amsterdam Museum.

Portraits, furniture, silverware, shells and other curios form a remarkable visual picture, bringing the story of the Cromhout family to life. Since 1975, the upper floors of the Cromhouthuis have played home to the Biblical Museum, where visitors can learn about the ways in which the Bible has impacted on Western culture. Stylists' collective The Wunderkammer, composed of Florian Seyd, Ueli Signer and their team, arrange the styling and floral decorations for many exclusive hotels, restaurants and events, both in the Netherlands and abroad. Recently, they were in charge of decorating the launch of the W hotel and the Hermès Silk Ball. The Wunderkammer have also collaborated with fashion designers Bas Kosters and Edwin Oudshoorn to create spectacular wearable floral creations.

If you would like more information, please contact Loes Wijnstekers, Press & PR for Cromhouthuis and Amsterdam Museum.  
E [pr@amsterdammuseum.nl](mailto:pr@amsterdammuseum.nl)  
T +31(0)20 52 31 711 or +31(0)6 229 277 29  
Prinsengracht 845 • 1017 KB Amsterdam  
The Netherlands • [www.cromhouthuis.nl](http://www.cromhouthuis.nl)

Photo: Jeannine Govaers





## TANIA HUYGHE'S FLORAL ART

Florist-designer Tania Huyghe has always wanted to create art using natural beauty, bringing happiness to people through the medium of flowers. Tania's work can be characterised as pure and as close to nature as you can get.



This dedication to celebrating the specialness of one's wedding day results in beautiful, tender and truly romantic arrangements.

Tania works to combine materials and techniques to produce works such as her floral hat (below), where Tania used the scoubidou technique. To create this hat, Tania experimented with various ways of using flat wicker - she calls this her favourite piece yet.

When creating autumn floral arrangements Tania prefers to stick to orange-red colors combined with nuts, malus apples, rose hips, chestnuts and pumpkins.

# PURE AND CLOSE TO NATURE

Tania especially enjoys working with branches and fragile flowers, such as poppies, sweet peas, aquilegia, cosmos and helleborus. Her preferred artistic techniques include tie, string and twine, for an ultra-natural effect. She also enjoys experimenting combining these techniques. Bridal bouquets are amongst Tania's favourite things to design. When creating a bridal bouquet, she makes sure that she always keeps in mind what she'd want to wear on her own wedding day.



Tania dreams big and one of the things she would love to do at this point in her career is to work for a while in a team of event planners and in the team of Tage Andersen and Gregor Lersch, taking the opportunity to have "a long talk with two pioneers in floristry." Tania wants to develop her career by working closely with the international florist family in order to learn from them and grow together. Good luck Tania - we can't wait to see what you do next!



Vlasman & PrimaFlora  
FlowersExpo 2016 at CrocusExpo, Moscow

For more than 20 years, Prima Flora has specialised in the flower and plant sector, offering clients unique solutions in brand and product promotion. Creative design and commitment for original solutions are the two main pillars of PrimaLabel's strong reputation as a creative partner. Located in the Netherlands - a country that is considered a world leader in design and the "green" industry - we operate as an experienced expert in design and floristry.

Our deep knowledge of the sector, reinforced by our solid long-term relationships with many reputable breeders and growers, allows us the creative freedom to go where the wind blows and find the best possible solutions for your projects. Amongst other services, we can create exclusive packaging and promotional materials, designed to make your plants and flowers truly stand out from the crowd! PrimaFlora is a unique project of PrimaLabel that allows growers of plants and flowers, along with producers of floral accessories, to get noticed by exporters, wholesalers and florists across the world.

With a broad network in the "green" industry and an experienced design and marketing team we work to present the natural beauty of flora across the European and Russian markets.

**WE OFFER**

- Advertising campaigns
- Visual marketing
- Brand development and promotion
- Packaging design
- Professional styling and photography
- Promotion at the biggest plant and flower fairs and events in Russia and in Europe
- Product promotion during workshops and demonstrations led by world-famous floral designers
- Publishing in PrimaFlora glossy - an inspirational magazine about plants, flowers and floral design
- Online promotion on our social media channels, with almost 20,000 page likes and an overall reach of 100,000 views per month



Client: Royal van Zanten  
Product: Chrysanthemum Organza®  
Concept: Organza®, Innocent Beauty



Client: Berkhout Plants  
Product: Chrysanthemum Chrysabella®  
Concept: Chrysabella®



Client: Elstgeest  
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Wherever you place it, Tsarine® is sure to attract appreciation and praises - it never goes unnoticed! Tsarine® is carefully cultivated and nurtured for two years before being brought to the market, meaning that you'll be getting a stronger and more resilient plant for your money, with a blooming period of more than four months. The height of this fascinating orchid is 80-110 cm, bud size - 10-14 cm. Tsarine® is available in various options such as with one, two or three branches, as a cascade or with curves.

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