

Largest Bromeliad assortment
85
Sustainable cultivation

Partner in innovation

## $\stackrel{8}{888}$ Customised advice



## ABOUT

## Who we are

Bromeliads
Our growers
Sustainable cultivation
Partner in innovation
Customised advice
Retail services

## LIFESTYLE COLLECTIONS

Green Rituals
Sweet Romance
Classic Coziness
Cupcake Colors
Urban Industry
Modern Mind

SPECIAL COLLECTIONS

Stand Tall Be Sweet
Surprise Someone Today

## THEME COLLECTIONS

Send Some Love
Spring is in the Air
Halloween
Sparkling Xmas
STAY CONNECTED

## WHO WE ARE

We are Bromelia Specialist, based in the Netherlands, and bromeliads are what we live and breathe. Our experienced growers, keen order processors, and passionate sales team work hard to promote and bring these fascinating, flowering houseplants to the rest of the world.

As market leader, we are specialised in plant breeding, cultivating, product development, and assembly to create premium consumer products. Together with our service partners or direct-sourcing parties, we daily deliver all our bromeliad varieties to garden centres, DIY stores, supermarkets, and wholesalers throughout Europe.

Thanks to our many years of experience and knowledge of the plants and the market, we know exactly which and how bromeliads are best suited for each country, retail format, and consumer. We love to translate our valuable expertise into the most effective and profitable proposals for our clients.

In this catalog we present our varied range of Bromeliads with added value. The wide range makes it easy to choose your favorites in various seasons, themes and lifestyles.

Bromeliads fit perfectly into the trend of 'Urban Jungle'. The product group is growing in relevance through product development and strongly growing consumer interest.

Do you have questions or would you like to exchange ideas that may contribute to your format's goal and sales targets with flowering houseplants like the bromeliads? Please contact us.
You ask and we will answer!

## Siegrried Bunnik <br> Commercial Manager



## BROMELIADS


Bromeliads have become true world travellers. Their ancestors grew high in the rugged Cordilleras de los Andes mountain range and deep in the tropical jungles of Uruguay. Bromeliads, in all their varieties and splendour, still grow abundantly throughout Central and South America.

Then, in the eighteenth century, Belgian traders visiting these regions noticed the beauty of the plants and brought a few back to Europe. And this was the start for all the bromeliad varieties you can choose from today.

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## EASY CARE

Bromeliads are strong, easy to care for, and flower beautifully for no less than 3 to 6 months on average. They love a light spot (no direct sunlight) and need to be watered via their so-called 'tank' once a week

Depending on your climate, bromeliads can move from indoor to a balcony or terrace from midMay. As tropical plants, they don't like frost so, if temperatures can still drop, we advise that you cover them during the night. And like indoors, don't place them in direct sunlight.

## VARIETIES

In their natural habitat, the Bromeliad family includes over 3000 varieties. The most well-known bromeliad in our collection is the Ananas, better known as the pineapple, but we also grow the Vriesia, Guzmania, Tillandia, Aechmea, and Multiflower varieties.


OUR GROWERS
The Bromelia Specialist company is the result of a unique collaboration between our growers. All growers are specialised in certain parts of the cultivation process.

## Bromelia Specialist has eight different locations with a total of $240,000 \mathrm{~m} 2$ of greenhouses and our growers cultivate a total of around $8,500,000$ bromeliads per year.

To deliver uniform and premium-quality plants all year round, they are sorted and given more space to grow multiple times, which is an automated and highly precise process. We also use ethylene, a natural product, to stimulate them to flower. By matching the moment of this treatment to the demand, we can carefully schedule the cultivation and delivery of flowering plants.

We control the entire process, from seedling to the final assembly of the ready-to-sell store product. How efficient is that?

## SUSTAINABLE CULTIVATION

Bromelia Specialist likes to colour the world with these beautiful bromeliads. And with smart, sustainable solutions and innovations, we contribute to a green and healthy planet. The choices we make in the short and long term all contribute to a healthy environment - and this is good for people and plants.

The result: a strong and healthy plant, cultivated via a process that involves a minimum of energy, chemical wastewater, wastage, and plastics.

## PARTNER IN INNOVATION

The quality of our Bromeliads is continuously monitored and improved. Our growers share their knowledge and information about market developments and consumer needs with the propagation companies.

We love to be inspired and develop new, beautiful varieties, which are assessed on quality, colour, volume, inflorescence, uniqueness, and use.

## CUSTOMISED ADVICE

Thanks to our many years of experience and knowledge of the plants and the market, we know exactly which and how bromeliads are best suited for each country, retail format, and consumer.

We love to translate our valuable expertise into the most effective and profitable proposals for our clients.


## RETAIL SERVICES

## Bromeliad annual programme

Together, we set up a well-considered annual delivery programme with bromeliads and colours per country, season, retail format, and mood boards. We offer fixed shipments, promotions, novelties, and pay special attention to themes like Valentine's Day, Easter, and Christmas.

## Branding Breasy

Our bromeliads are grown with great care and so our "warranty card" is actually our own brand Breasy. Breasy is our way of showing that bromeliads are so easy to care for. People who'd like to know everything about bromeliads can also follow the Breasy social media channels and visit the website where we share care tips, fun facts, and inspirational posts.

## Private label

Do you carry a private label and want to use your company style to ensure a certain uniformity in your stores? No problem. We can add your private label to our bromeliads at request. Our processes to realise this are optimised to perfection so just get in touch and we can discuss the options and your needs. The bromeliads are packaged as ready-to-sell store products in your company style. And if you have any questions or need marketing advice, please let us know.

## Concepts

The Bromelia Specialist account managers will gladly hel p you develop complete and sophisticated concepts, such as presentation tables in garden centres, store displays, etc. Bromeliads also take centre stage when combined with green houseplants. Store employees only need to present the plants in the right place and manner to realise the best sales results.

## Marketing

Are you interested in the unique stories behind our bromeliads? We love to share them with you. For instance, when you would like to add content or professional images of the plants and interiors to your online or offline communication channels. Our Marketing Department is here to help you.

## Shopper Activation

Another value-adding method to entice and direct consumers to and inside your store with beautiful bromeliads is called shopper activation. This often involves multiple parties to make sure that the most effective activation is achieved for your shopping audience. We also know exactly how to logistically handle such large orders where everything comes together and a great team is the key to success.

## Dropshipping

Consumers also increasingly often order plants online. So now we offer you the option to sell our products directly from your online shop, including the product information. You sell the bromeliads and we take care of the rest. Dropshipping is for your convenience and has many advantages. Your online shop can have a broad range of products without the risk of maintaining large stocks. The broad assortment will appeal to more consumers and, thus, increase sales. Customer orders are directly forwarded to the nursery where they are packaged and shipped fresh every day. We will be more than happy to further discuss the various options.


## GREEN RITUALS



GREEN RITUALS



VRIESEA ERA GREEN
tOSCANA
BROMELIA GREEN



BROMELIA ROYAL GREEN


BROMELIA GREEN BOWL TOSCANA


VRIESEA GREEN



## 为 <br> BROMELIA GREEN



BROMELIA ROYAL
GREEN KIEV


## GREEN RITUALS

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AECHMEA PRIMERA SWEET NICE


## SWEET ROMANCE



SWEET ROMANCE


ELBA


BROMELIA ROYAL SWEET
ELBA



BROMELIA SWEET
TILLANDSIA SWEET
CILLA


BOWL CILLA




## CLASSİ COZINE

 Imagine yourself in the atmosphere of our classic coziness collection. Warm colors that give the familiar feel at home, pots解类 that tell you the story of classics and bromeliads that make ther
atmosphere completely chic. Classic is a way of living your

GUZMANIA ROCKYFLOWER

## CLASSIC COZINESS


$\because \because \because+$.


## CLASSIC COZINESS





CUPCAKE COLORS
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GUZMANIA CUPCAKE



BROMELIA CUPCAKE
BOWL CUBA
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Availability: Stock item

## CUPCAKE COLORS

CUPCAKE COLORS

## UNIII/,

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## 0000 '/ll|lll



## CUPCAKE COLORS



VRIESEA CUPCAKE POTCOVER BURANO MR \& MS PINEAPPLE

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BROMELIA CUPCAKE GLASS MISSOURI


BROMELIA CUPCAKE BOWL AMY


## MODERN MIND



## MODERN MIND

## UNCIVIVI/,



BROMELIA MODERN
POTCOVER TIVOLI


GUZMANIA MODERN \begin{tabular}{c|c}
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| $\square$ | <br>

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GUZMANIA TRIPLE MODERN BOWL HAVANA



## SURPRISE SOMEONE TODAY




GUZMANIA SURPRISE



VRIESEA SURPRISE



SEND SOME LOVE



## SEND SOME LOVE



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BROMELIA LOVE POTCOVER PARIS




## SPRING IS IN THE AR



## hello sporing





## SPARKLING XMAS

## Ullll/],



## SPARKLING XMAS



BROMELIA XMAS
RIGA
RIGA
OMELIA ROYA
XMAS RIGA




GUZMANIA SPARKLING XMAS GIFT ONTARIO


MULTIFLOWER ASTRID XMAS GIFT ONTARIO


T/III/

BROMELIA XMAS


BROMELIA XMAS
BOWL IVY


PRISCILLA XMAS


## SPARKLING XMAS

## V/IIII/,



BROMELIA XMAS

VRIESEA XMAS



GUZMANIA XMAS


BROMELIA XMAS BOWL
BORA-BORA


## SPARKLING XMAS

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GUZMANIA METALLIC XMAS
GUZMANIA SPARKLING XMAS NICE


BROMELIA METALLIC XMAS BOWL NICE
$\qquad$
Availability: On request


GUZMANIA XMAS
GUZMANIA SPARKLING XMAS COMO


## SPARKLING GUZMANIAS

 GUZMANIA


GUZMANIA SPARKLING SILVER


 PARKLING WHITE



GUZMANIA \begin{tabular}{c|c}
\multicolumn{2}{c}{ METALLIC SILVER } <br>

| § GM-SILVER |  |
| :---: | :---: |
| 12 cm |  |
|  | Availability: On request |  | <br>

\hline \multicolumn{2}{c}{ O }
\end{tabular}



GUZMANIA METALLIC GOLD


GUZMANIA


BROMELIA SPECIALIST
〔 @bromelia.specialist
(0) bromeliaspecialist
(10) Bromelia Specialist

## BREASY

〔 @BreasyNL
(0) breasy_bromelia


## ALL SHOWN ITEMS

## AREAVAILABLE

## THROUGH YOUR

REGULAR
PLANTS SUPPLIER.


ANY QUESTIONS, OR A CUSTOM MADE OFFER? We WOULD BE HAPPY TO SERVE YOU!
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(T) +31 (0) 881262300

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www.br-easy.com


[^0]:    Availability: On request

