



A COMPANY
INTRODUCES ITSELF



WWW.FLORAGARD.DE

Flora  **gard**[®]

... and everything starts to blossom!



FLORAGARD

YOUR PARTNER

For over 100 years, Floragard has been working successfully in the development, production and distribution of premium potting soils and substrates, which stand for the highest level of cultivation safety and first-class growth success. Trust, experience and reliability are the foundations on which the Floragard company builds in association with its shareholder plants. Our customers worldwide benefit

from these values and our know-how in the field of potting soils and substrates. A constantly growing archive with more than 6,000 recipes stands for the individual solutions that the employees of Floragard seek and find. We are driven by blooming gardens, healthy plants and satisfied customers who are confirmed that they have chosen the best.

A COMPANY WITH PERFORMANCE POWER NUMBERS & FACTS



FOUNDATION:

21st of May 1919
under the name Torfstreuverband GmbH
with its registered office in Berlin



EMPLOYEES:

100 employees nationally and inter-
nationally (70 at the Oldenburg site)



SHAREHOLDER FACTORIES:

19

ACTIVE PARTNER FACTORIES:

18



RECIPES:

> 6,000, constantly growing archive



CAPACITIES:

> 20.000 Trucks, railway carriages, sea
containers leave the factories every year

250 Trucks, railway carriages and con-
tainers per day in the spring season



SALES:

57% Germany
43% Export



SELLING:

45 % Hobby substrates
55 % Professional substrates



EXPORT:

90 % Europe
10 % Middle East, overseas
90 countries worldwide



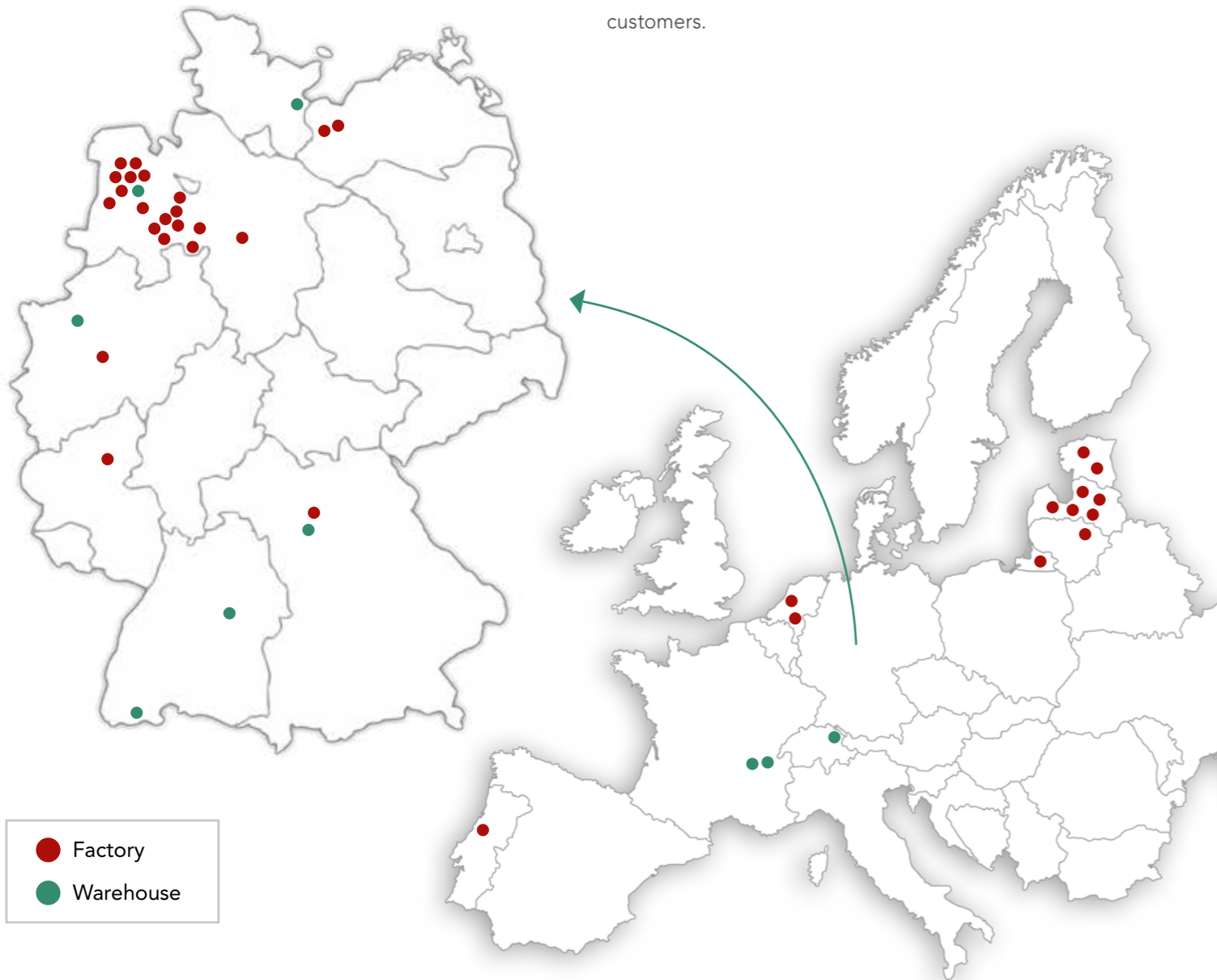


PRODUCTION SITES

DELIVERY RELIABILITY & FLEXIBILITY

In order to be able to guarantee our customers delivery security and flexibility even at the highest seasonal peaks, the optimization of the process chain is one of the central challenges at Floragard.

Orders are assigned to the more than 35 shareholder and partner plants, taking into account stocks, production capacities and transport costs. The optimal plant allocation is determined for each order - taking into account the respective requirements and costs. This enables centrally managed planning of production and individual delivery to customers.



LOGISTICS

DELIVERY RELIABILITY EVEN AT THE HIGHEST SEASONAL PEAKS

Optimising the supply chain is one of Floragard's central challenges in order to ensure delivery reliability and flexibility even at the highest seasonal peaks. Consistently IT-supported processes ensure the organisation of the entire transport chain as well as transparency in the workflows for shipping and factory logistics. The marketing of finished peat and soil products for professional horticulture and the hobby sector is highly seasonal. Around 60 percent of sales are made between February and May. During this period, about 250 truck, container or wagon

loads have to be loaded and transported to the customer every day.

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Everyday 250

trucks, containers or wagon loads are loaded and brought to the customer during the season.





RENATURATION

A VALUABLE RAW MATERIAL IN RESPONSIBLE HANDS

Lower Saxony, the home of Floragard, is home to over 90% of Germany's peat reserves. Intact peatlands are strictly protected and are not drained or used for peat extraction. The only areas available for this are those that were drained many decades ago as part of settlement programmes and used agriculturally in the form of cattle pastures or arable land. Even for these drained areas, extraction permits are only granted after careful examination by the authorities, and thus only about 1 % of them are available for active peat harvesting.

Floragard Vertriebs-GmbH fully supports these tests and is also committed to the measures surrounding the renaturation of the mined peat deposits.

Giving the landscape back its origins - that is Floragard's lived responsibility in northern Germany. After harvesting, the peat storage areas are not left fallow, but are rewetted as part of the Lower Saxony Peatland Protection Programme. The aim of this rewetting is a so-called renaturation of the areas, which regain their original vegetation and can develop into moors again. The success of this responsible approach is also reflected in the fact that former peat deposits renatured by Floragard have already been declared nature reserves. This commitment and the associated methods can be experienced at the Goldenstedter Moor Nature Conservation Information Centre near Vechta, among other places.



ALTERNATIVES

CONSTANT RESEARCH INTO ALTERNATIVE RAW MATERIALS

In the future, it will become increasingly important to research further alternative starting materials. Today, we already have a large portfolio of organic and mineral

raw materials. The central criteria here are permanent availability, consistent quality and horticultural properties that do not jeopardise crop success.



GREEN WASTE COMPOST



FERMENTED BARK



WOOD FIBRES



FLORAFIBRE 0-20 MM



XYLITE



COIR PITH



COIR FIBRES



COIR CRUSH



COIR CHIPS



PINE BARK



PERLITE



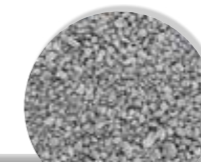
BROKEN EXPANDED CLAY



PUMICE



QUARTZ SAND



BENTONITE



CLAY GRANULATE



NATURAL CLAY

A PROMISING ALTERNATIVE SPHAGNUM FARMING

For decades, Floragard and its shareholder plants have been involved in the cultivation of peat moss for the production and harvesting of peat moss biomass. Peat moss is to be established as a new

agricultural crop in order to produce a renewable raw material for the production of high-quality growing media for horticulture.



HORTICULTURAL DEPARTMENT

WE DEVELOP THE POTTING SOIL OF TOMORROW

Many new products and recipe changes have been developed in the Floragard facilities in recent years. We receive important impulses not only from our customers at home and abroad. The professionally trained Floragard field service with its great experience also continuously contributes with ideas from its daily practice.

The ideal combination of in-house research and permanent contact with users enables Floragard to develop innovations for professional horticulturists and hobby users.

RESEARCH

WE RESEARCH FOR YOUR SUCCESS

Research and development are important foundations for success and a head start in the green market. Our modern central laboratory and the 600 m² Floragard test greenhouse form the important basis. Intensive cooperation with external research institutes rounds off our extensive research activities. All raw materials and

additives required for the production of substrates and soils undergo extensive application tests at Floragard. Chemical, biological and physical parameters are tested, as well as the suitability of the aggregates for plant cultivation. Only after 100% suitability are they released as a component of a formulation.



Certifications and quality seals for more safety in hobby soil and culture substrates.





PROFESSIONAL SUBSTRATES

PREMIUM SUBSTRATES FOR PROFESSIONAL DEMANDS

Our high-quality substrate range serves almost every customer requirement, but the demands of many crops and the technical conditions in horticulture are now often as special as the green industry is diverse. For this reason, Floragard offers to work together with our substrate experts in the field and the specialist horticultural department to develop special substrates individually tailored to the crops, cultivation methods, technical equipment and climatic conditions of the horticultural busi-

ness. There are numerous possibilities for determining the optimum recipe for your substrate in terms of composition, structure, fertilisation and pH value.

More than 6,000 different substrate formulations in the Floraexpert database reflect over 100 years of experience and our claim to offer the optimum solution for every substrate user.

We want a satisfied customer who can proudly say: „This is my recipe!“



SUBSTRATE STRUCTURES

CULTIVATION SAFETY THROUGH OPTIMAL SUBSTRATE STRUCTURE

The structure directly influences the air, water and heat balance of the substrate and thus root growth, nutrient and water uptake and the growth of the above-ground plant parts. For optimal plant production,

the substrate structure should definitely be adapted to the field of application and the farm-specific cultivation and production conditions.



SUPERFINE
approx. 0-5 mm
Trays



FINE
approx. 0-7 mm
Propagation in general, soil blocks



MEDIUM
approx. 0-10 mm
Potting, size of the pot 7-9 cm



MEDIUM COARSE
approx. 0-15 mm
Potting, size of the pot 8-11 cm



COARSE (SPECIAL)
approx. 0-15 mm
Potting 11-13 cm



COARSE
approx. 0-25 mm
Potting, size of the pot > 12 cm



COARSE + FIBRES
approx. 0-45 mm, fibrous
Potting, Container > 1 l



COARSE-FIBROUS
approx. 0-35 mm, very fibrous
Potting, Container > 3 l



SUPER-COARSE
approx. 0-60 mm
Potting, Container > 3 l



MEGA-COARSE (LARGE CONTAINERS)
approx. 0-60 mm, fibrous
Potting, Container > 10 l



MEGA-COARSE (BERRIES)
approx. 0-70 mm, fibrous
Container, Boxes, Ridge planting



PREMIUM HOBBY SUBSTRATES

THE HEART OF ALL PLANTS BEATS FOR OUR EARTH

An enchanting garden, a cosy terrace, a harmonious indoor planting or a delightful balcony can give people back a piece of quality of life and deceleration as a place of retreat. With our all-round and special soils, you can let your customers' planting projects blossom in all colours. The high-quality formulations are ideally suited to the demands of a wide variety of plants and ensure long-term healthy growth, wonderful blooms and abundant harvests for self-supporters. And if you

want to serve the needs of your ecologically-minded customers, we offer the optimal product solution with the innovative soils of the Floragard Bio line. Whether organic, peat-reduced, peat-free or even vegan fertilised - the organic soils from Floragard Vertriebs-GmbH round off your range in a sustainable way. Our trained field staff will be happy to support you with an atmospheric presentation with the help of our extensive POS materials.



DROPSHIPPING

OUR E-COMMERCE SOLUTION – DROPSHIPPING

Selling potting soil online was unthinkable until a few years ago. Floragard has taken on this challenge and in a very short time, with competent partners and a professional online team, has developed into the largest dropshipper for potting soils.

2,000 pallets and 300,000 packages are delivered directly to the end customer!

In clothing and electronics, online trade has already reached a share of around 35%. According to experts, the garden sector has the greatest catch-up potential in the coming years

FOR INTERESTED CUSTOMERS WE OFFER:

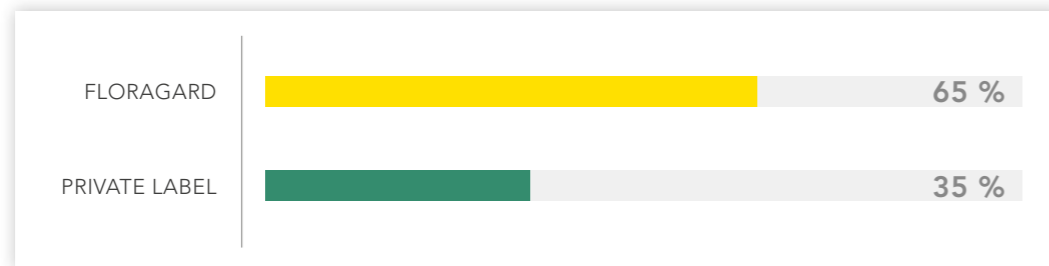
- an assortment of over 500 articles for everything to do with the garden
- a comprehensive content package of texts, images and videos
- Product range expansion without inventory risk and liquidity commitment
- Individual and standardised process connection and order processing
- Shipment of parcel and pallet goods with premium service providers directly to your end customer



OUR KNOW-HOW – YOUR PRODUCT

Besides offering branded products, it is also important to you to supply customers with soil that bears your good name? Floragard Vertriebs-GmbH has many years of experience in filling and managing private label soils. Flexibility, quality orientation and delivery reliability are Floragard's top priorities in this area too.

Our tip for owner-managed specialist garden centres: Contact your Floragard consultant, who will be happy to put you in touch with the Floragard marketing department. Once the recipe has been put together, we can offer you a completely individual packaging design by our in-house packaging experts. And soon you will be delighting your customers with your personal soil!



OUR SOLUTIONS & SERVICES



IDEA PROVIDER

With experience and knowledge to well thought-out solutions.



CONSULTING

Competent advice right from the start - for everyone.



QUALITY

Quality management with reliable security.



ON BEHALF OF

Production facilities at the highest level.



LOGISTICS

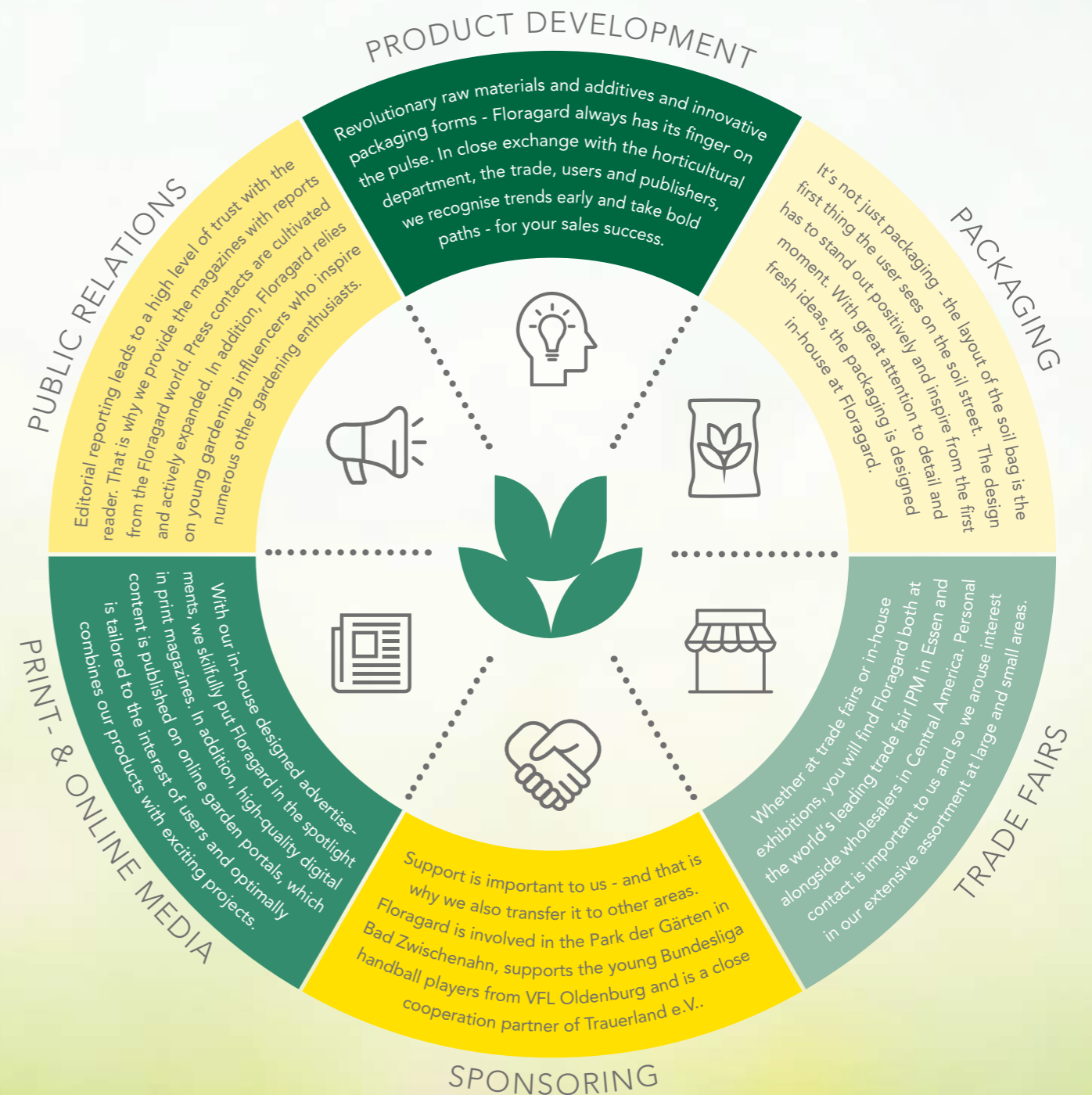
Our logistics: competent & reliable.



RESEARCH

Continuous further development of recipes.

BENEFIT FROM THE POWER OF A TRADITIONAL BRAND THAT IS OVER 100 YEARS OLD





... and everything starts to blossom!

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