



**MPS**  
driven by  
sustainability



**GLOBALG.A.P.**



kenya   
flower council  
QUALITY ASSURED

**Sedex**  
**SMETA**

  
**FAIRTRADE**



“We believe our customers deserve easy access to the most beautiful flowers. So, The Flower Hub works to ensure worry-free delivery of cut flowers from Kenya directly to customers worldwide.”

# A note from our founders

Our business evolved with a mission to simplify the supply chain and allow our customers access to fresher flowers.

In order to do that we act as a service provider between the best farms in Kenya and manage the supply chain directly to your business. Reducing the steps from farm to customer means fresher flowers, and therefore a longer vase life to enjoy your blooms.

In 2005 our Directors looked to cut the supply chain and to supply summer flowers directly from their farms into global importers skipping the auction process. This was extremely successful so we soon had requests for many other flower types including roses.

For the last 18 years The Flower Hub has consistently added value at every stage of the supply chain by being boots on the ground in Kenya for multiple global buyers.

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# About The Flower Hub



Bringing all of Kenya's flowers to you through:

- ✓ Strong organisational values
- ✓ High quality products and service
- ✓ Extensive market relationships
- ✓ Responsive and agile approach
- ✓ Innovative and forward thinking



Offering value throughout the supply chain:

- ✓ Access to the best farms in Kenya
- ✓ An extensive product range
- ✓ Year-round availability
- ✓ A dedicated Quality Control team
- ✓ Peak planning months in advance
- ✓ Fixed or flexible pricing to suit your needs
- ✓ Simplified logistics
- ✓ Consolidated documentation
- ✓ Delivered into your warehouse

Our boots on the ground in Kenya ensure you can sleep easy and have an extensive product range.



The agility to deliver globally:

- ✓ The agility to deliver no matter what the next global crisis holds
- ✓ Using over a dozen airlines weekly
- ✓ Freighting globally, every day
- ✓ Offices alongside our versatile airfreight partners Kuehne and Nagel
- ✓ Shipping 70 - 80 metric tonnes per week





# Our Values

At Flower Hub we live by our values. We have grown our business through working with integrity in everything we do. Our quality focus speaks for itself and of course creativity has played a huge role in building our company to where it is today.



## Personal Integrity

We pride ourselves on our relationships with both customers and farms.  
We work with growers who have the same moral code of ethics that we do.  
We are honest and integrity is at the heart of everything we do.  
We build long-term partnerships with our customers and suppliers.

## Quality Focus

We establish working practices that consistently deliver the best service.  
We accept nothing but the best quality flowers.  
We ensure ethical and environmental compliance by working closely with Kenya Flower Council.  
We conduct business worldwide with consistent global standards.

## Creativity

We believe that process innovation drives our agility and responsiveness.  
We foster and embrace ideas from our employees, our suppliers and our customers.  
We find new ways to ensure rapid supply chain solutions.  
We partner with others to bring new innovations to market.



# Innovation

## Sustainability

Sustainability is at the heart of everything we do. We see some of the impacts of climate change everyday with increasingly unpredictable weather patterns that impact our growers and our crops. The flower hub are fully committed to significantly lowering our carbon footprint and our impact on the environment. We are working with One world Carbon for the past year to do just that. We have many growers who have already achieved a carbon Neutral status. In addition we are working closely with packaging suppliers to use less plastic and convert to environmentalaly friendly packaging wherever we can.

## Packed at source

At the Flower Hub we have developed a fabulous range of ready made bouquets to go straight onto your fixtures. These can be sleeved, labelled and with flower food or indeed just twisted and protected with SFK ready for you to add the wrap or sleeve of your choice in Europe. Our team in Kenya can tailor make a range for you and your stores. This can save you on much added labour cost in Europe as well as a huge amount of time. Just chop the stems, pop them into water and away you go with saleable bunches straight onto the shelf. We have multiple length and colour options to suit any taste.

## IT

## Social & Ethical Compliance

Making life simple is our motto at TFH and we are constantly innovating to improve our service. To this end one of our key objectives is to streamline our operations and improving our IT systems is important to us. A seamless transition of paperwork from farm to store is our aim.

We believe deeply in building an ethical supply chain for our flowers. Our growers and suppliers all follow the same moral code that we do. All our top growers have a minimum KFC silver certification. That means that they follow a strict code of practice:

Standards are published and publicly available for consultation and comparison of their scope and criteria in the ITC standards map online portal. They are compliant with good practice and have successfully passed benchmarking against international reference points and legislation on social and environmental criteria. Standards are added to the FSI basket and recognised by the supply chain as responsible sources to safely source from.



# Our Partners



Working with the best



Farm	Accreditations
Wildfire	MPS ABS, KFC Silver, GRASP, Fairtrade, SEDEX
Nini	MPS ABS, MPS GAP, MPS SQ / MPS ETI, Fairtrade, SEDEX
Sosiani	KFC Silver, SEDEX
Karen Roses	MPS ABC, MPS GAP, Fairtrade, SEDEX
Kenflora	Global GAP, GRASP, SEDEX





# Technical & Quality



## Product Quality

We are extremely proud of our focus on quality and it is one of our key values. Quality doesn't just happen. Our technical team based at KN2 are involved in our product's quality well before it gets to the airport.

With over 600 visits to all our farms throughout the year, they are checking the product from seed to shelf. Whether it's to look at product in the ground - planted just for us, to inspect a first pack of a new line, or just a routine visit they are constantly out on farm. We issue over 500 specifications annually to our growers which we then use to complete detailed quality assessments on product arriving at the airport.

The same day as the product arrives at the airport, into our dedicated 1200m2 coldstore facility, an Intake Report is sent to the grower. We send over 22,000 reports annually keeping our growers fully informed. We also send over 5,500 positive release reports each year, giving our Client's peace of mind and full visibility of the quality they can expect as the product is cleared for take off.

# Our Flowers

Our flowers are grown under the African sun – literally! With 12 hours of daylight, 365 days of the year, consistency starts here.

The following pages of our catalogue offer a selection of our favourite flowers: chosen for their all-round performance and guaranteed to put a smile on your customers face, they are just a hint at what we have to offer. We cannot put every variety in here, but this handpicked collection will offer a range suitable for any occasion, any customer, anywhere.

If there is something missing, please do not hesitate to contact us and we will find it for you.



Our Flowers

# Roses

Kenyan Roses are world renowned for their long vase life making them the perfect flower for a Rose bunch or in a mixed bouquet.

Whilst this is just a selection of what is on offer, it is a good starting point. Many of these varieties come in different lengths, and often headsizes. If you don't see what you are looking for, please let us know.





### Akito®

**Available stem lengths:** 40-60cm

**Breeder:** Tantau



### Athena®

**Available stem lengths:** 40-60cm

**Breeder:** Kordes Rosen



### Lovely Jewel®

**Available stem lengths:** 40-60cm

**Breeder:** De Ruiter



### Pink Athena®

**Available stem lengths:** 40-60cm

**Breeder:** Kordes Rosen



### Pink Flame®

**Available stem lengths:** 40-60cm

**Breeder:** Dummen Orange



### Athena Royale®

**Available stem lengths:** 40-60cm

**Breeder:** Kordes Rosen



### Sweet Unique®

**Available stem lengths:** 40-60cm

**Breeder:** De Ruiter



### H3O

**Available stem lengths:** 40-60cm

**Breeder:** Kordes Rosen

ROSES • Headsize 3.5cm+

ROSES • Headsize 3.5cm+



### Aqua

**Available stem lengths:** 40-60cm

**Breeder:** Schreurs



### Fuchsiana®

**Available stem lengths:** 40-60cm

**Breeder:** Kordes Rosen



### Wild Calypso®

**Available stem lengths:** 40-60cm

**Breeder:** De Ruiter



### Wild Thing®

**Available stem lengths:** 40-60cm

**Breeder:** De Ruiter



### Furiosa®

**Available stem lengths:** 40-60cm

**Breeder:** De Ruiter



### Upper Class®

**Available stem lengths:** 40-60cm

**Breeder:** United Selections



### Red Calypso®

**Available stem lengths:** 40-60cm

**Breeder:** De Ruiter



### Inka®

**Available stem lengths:** 40-60cm

**Breeder:** Tantau



### Topsun®

**Available stem lengths:** 40-60cm

**Breeder:** Schreurs



### Sonrisa®

**Available stem lengths:** 40-60cm

**Breeder:** De Ruiter



### Moonwalk®

**Available stem lengths:** 40-60cm

**Breeder:** Interplant



### High & Magic®

**Available stem lengths:** 40-60cm

**Breeder:** Preesman BV



### Comanche®

**Available stem lengths:** 40-60cm

**Breeder:** De Ruiter



### Patz®

**Available stem lengths:** 40-60cm

**Breeder:** Jan Spek Rosen



### Tropical Amazone®

**Available stem lengths:** 40-60cm

**Breeder:** De Ruiter



### Tycoon®

**Available stem lengths:** 40-60cm

**Breeder:** De Ruiter

ROSES • Headsize 3.5cm+

ROSES • Headsize 4cm+



### Snowstorm+®

**Available stem lengths:** 40-60cm

**Breeder:** Dummen Orange



### Smoothie®

**Available stem lengths:** 40-60cm

**Breeder:** Interplant



### Nightingale!

**Available stem lengths:** 40-60cm

**Breeder:** Schreurs



### Pink Rhodos®

**Available stem lengths:** 40-60cm

**Breeder:** De Ruiter



### Good Times

**Available stem lengths:** 40-60cm

**Breeder:** Kordes



### España®

**Available stem lengths:** 40-60cm

**Breeder:** Dummen Orange



### Copacabana®

**Available stem lengths:** 40-60cm

**Breeder:** NIRP



### Madam Red®

**Available stem lengths:** 40-60cm

**Breeder:** United Selections



**Proud®**

Available stem lengths: 50-70cm

Breeder: De Ruiter



**Athena®**

Available stem lengths: 50-70cm

Breeder: Kordes Rosen



**Pegasso®**

Available stem lengths: 50-70cm

Breeder: Plantas Continental



**Senorita®**

Available stem lengths: 50-70cm

Breeder: Tantau



**Pomarosa®**

Available stem lengths: 50-70cm

Breeder: De Ruiter



**Primavera®**

Available stem lengths: 50-70cm

Breeder: Tantau



**Navarra®**

Available stem lengths: 50-70cm

Breeder: De Ruiter



**Antique Duett®**

Available stem lengths: 50-70cm

Breeder: Kordes

ROSES • Headsize 5cm+

ROSES • Headsize 5cm+



**Ace Pink+®**

Available stem lengths: 50-70cm

Breeder: Lex



**Revival®**

Available stem lengths: 50-70cm

Breeder: Tantau



**Mandala®**

Available stem lengths: 50-70cm

Breeder: De Ruiter



**Nightingale!**

Available stem lengths: 50-70cm

Breeder: Schreurs



**Deep Silver**

Available stem lengths: 50-70cm

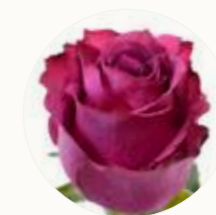
Breeder: Olij Breeding



**Deep Purple®**

Available stem lengths: 50-70cm

Breeder: Olij Breeding



**Blueberry®**

Available stem lengths: 50-70cm

Breeder: NIRP



**Memory®**

Available stem lengths: 50-70cm

Breeder: Kordes



### Ever Red®

**Available stem lengths:** 50-70cm

**Breeder:** De Ruiter



### Madam Red®

**Available stem lengths:** 50-70cm

**Breeder:** United Selection



### Explorer®

**Available stem lengths:** 50-70cm

**Breeder:** Interplant



### Confidential®

**Available stem lengths:** 50-70cm

**Breeder:** United Selections



### Chapeau®

**Available stem lengths:** 50-70cm

**Breeder:** Jan Spek Rosen



### Newsflash®

**Available stem lengths:** 50-70cm

**Breeder:** Jan Spek Rosen



### Salambo®

**Available stem lengths:** 50-70cm

**Breeder:** Tantau



### Yelloween®

**Available stem lengths:** 50-70cm

**Breeder:** Interplant

ROSES • Headsize 5cm+

SPRAY ROSES



### Green Glow®

**Available stem lengths:** 50-70cm

**Breeder:** Interplant



### Snowflake®

**Available stem lengths:** 50-70cm

**Breeder:** Interplant



### Snow Bubbles®

**Available stem lengths:** 50-70cm

**Breeder:** De Ruiter



### Azore®

**Available stem lengths:** 50-70cm

**Breeder:** Interplant



### Royal Porcelina®

**Available stem lengths:** 50-70cm

**Breeder:** Interplant



### Nikita®

**Available stem lengths:** 50-70cm

**Breeder:** Interplant



### Sweet Sara®

**Available stem lengths:** 50-70cm

**Breeder:** Interplant



### Good Wedding®

**Available stem lengths:** 50-70cm

**Breeder:** Dummen Orange

SPRAY ROSES



### Silver Shadow®

**Available stem lengths:** 50-70cm

**Breeder:** Interplant



### Odilia®

**Available stem lengths:** 50-70cm

**Breeder:** Interplant



### Fair Flow®

**Available stem lengths:** 50-70cm

**Breeder:** Interplant



### Flinders Lane®

**Available stem lengths:** 50-70cm

**Breeder:** Interplant



### Reflex®

**Available stem lengths:** 50-70cm

**Breeder:** Interplant



### Fireworks®

**Available stem lengths:** 50-70cm

**Breeder:** Interplant



### Alicia®

**Available stem lengths:** 50-70cm

**Breeder:** Interplant



### Cheyenne®

**Available stem lengths:** 50-70cm

**Breeder:** Interplant



### Juliette

**Available stem lengths:** 50-70cm

**Breeder:** Delbard



### Marisa®

**Available stem lengths:** 50-70cm

**Breeder:** Interplant



### Eyeliner®

**Available stem lengths:** 50-70cm

**Breeder:** Interplant



### Land of Fire®

**Available stem lengths:** 50-70cm

**Breeder:** Interplant



### Ariya®

**Available stem lengths:** 50-70cm

**Breeder:** Interplant



### Zaddique®

**Available stem lengths:** 50-70cm

**Breeder:** De Ruiter



### Mirabel®

**Available stem lengths:** 50-70cm

**Breeder:** Interplant



### Red Trendsetter®

**Available stem lengths:** 50-70cm

**Breeder:** Interplant

Our Flowers

# Summer Flowers

Summers Flowers are what we call anything that isn't a rose! As Kenya is on the Equator we have the amazing opportunity to grow all the classic flowers associated with 'Summer' all year round.

With everything from Alstroemeria that can last 3 weeks in a vase to Kangaroo Paw and Statice that are as beautiful dried as they are fresh, we span the globe in the range and depth of colours and textures available.



SUMMER FLOWERS • Ammi & Delphinium



### Ammi Visnaga

Available stem lengths: 50-70cm

Breeder: Evanthia



### Dewi Spijker®

Available stem lengths: 70-120cm

Breeder: Agriom



### Magenta Mojo®

Available stem lengths: 70-120cm

Breeder: Blooming Innovations



### Purple Heart®

Available stem lengths: 70-120cm

Breeder: Blooming Innovations



### Snow White®

Available stem lengths: 70-120cm

Breeder: Blooming Innovations



### Dewi Boy®

Available stem lengths: 70-120cm

Breeder: Agriom



### Navy Blue®

Available stem lengths: 70-120cm

Breeder: Blooming Innovations



### Dewi Bluestar®

Available stem lengths: 70-120cm

Breeder: Agriom

SUMMER FLOWERS • Ammi & Delphinium





**Zembla**

**Available stem lengths:** 50-80cm

**Breeder:** Horti Partners



**Villa Massa**

**Available stem lengths:** 50-80cm

**Breeder:** Horti Partners



**Wonder Sweet**

**Available stem lengths:** 50-80cm

**Breeder:** Horti Partners



**Elegance**

**Available stem lengths:** 50-80cm

**Breeder:** Horti Partners



**Kurosawa**

**Available stem lengths:** 50-80cm

**Breeder:** Horti Partners



**Casanova**

**Available stem lengths:** 50-80cm

**Breeder:** Horti Partners



**Maracana**

**Available stem lengths:** 50-80cm

**Breeder:** Horti Partners



**Carline**

**Available stem lengths:** 50-80cm

**Breeder:** Horti Partners



**Bali**

**Available stem lengths:** 50-80cm

**Breeder:** Horti Partners



**Hiphop**

**Available stem lengths:** 50-80cm

**Breeder:** Horti Partners



**Rumba**

**Available stem lengths:** 50-80cm

**Breeder:** Horti Partners



**Cardinal**

**Available stem lengths:** 50-80cm

**Breeder:** Horti Partners



**Marigold Coco™ Deep Yellow**

**Available stem lengths:** 50-70cm

**Breeder:** Sakata Ornamentals



**Marigold Coco™ Deep Orange**

**Available stem lengths:** 50-70cm

**Breeder:** Sakata Ornamentals



**Marigold Coco™ Yellow**

**Available stem lengths:** 50-70cm

**Breeder:** Sakata Ornamentals



**Sunflower Sunrich Gold**

**Available stem lengths:** 50-70cm

**Breeder:** Ball Seeds



**Safora™ Lilac**

**Available stem lengths:** 50-80cm

**Breeder:** Danzinger



**Safora™ Dark Blue**

**Available stem lengths:** 50-80cm

**Breeder:** Danzinger



**Tiffany Diamond**

**Available stem lengths:** 50-80cm

**Breeder:** Hilverda Florist



**China Red®**

**Available stem lengths:** 50-80cm

**Breeder:** Royal Van Zanten



**Safora™ Oshi Pink**

**Available stem lengths:** 50-80cm

**Breeder:** Danzinger



**Maine Blue**

**Available stem lengths:** 50-80cm

**Breeder:** Hilverda



**Pina Colada**

**Available stem lengths:** 50-80cm

**Breeder:**



**Scarlet Diamond**

**Available stem lengths:** 50-80cm

**Breeder:** Hilverda

SUMMER FLOWERS • Limonium

SUMMER FLOWERS • Statice



**White Starlight Wings**

**Available stem lengths:** 50-80cm

**Breeder:** Hilverda Florist



**Starlight Wings**

**Available stem lengths:** 50-80cm

**Breeder:** Hilverda Florist



**Sinuet™ Honey Apricot**

**Available stem lengths:** 50-80cm

**Breeder:** Danzinger



**Coral Wings**

**Available stem lengths:** 50-80cm

**Breeder:** Hilverda Florist



**Memory Wings**

**Available stem lengths:** 50-80cm

**Breeder:** Hilverda Florist



**Sky Wings**

**Available stem lengths:** 50-80cm

**Breeder:** Hilverda Florist



**Levis Wings**

**Available stem lengths:** 50-80cm

**Breeder:** Hilverda Florist



**Carthamus tinctorius**

**Available stem lengths:** 50-70cm

**Breeder:** Ball Seeds



**White Pearl**

**Available stem lengths:** 50-70cm

**Breeder:** Hoogenboom



**Isabella**

**Available stem lengths:** 50-70cm

**Breeder:** Hoogenboom



**Lilac Wonder**

**Available stem lengths:** 50-70cm

**Breeder:** Hoogenboom



**Lysmachia Cleriosides**

**Available stem lengths:** 60-70cm

**Breeder:** Odie Seeds



**F1 Croma™ III White**

**Available stem lengths:** 50-80cm

**Breeder:** Takii



**F1 Corelli™ III Apricot**

**Available stem lengths:** 50-80cm

**Breeder:** Takii



**F1 Corelli™ II Delft Blue**

**Available stem lengths:** 50-80cm

**Breeder:** Takii



**Kangeroo Paw Early Spring**

**Available stem lengths:** 60-120cm

**Breeder:** De Ruiter

SUMMER FLOWERS • Lisianthus & Anigozanthos

SUMMER FLOWERS • Hypericum



**Magical Snow Prince**

**Available stem lengths:** 40-70cm

**Breeder:** Kolster



**Magical Green Revival**

**Available stem lengths:** 40-70cm

**Breeder:** Kolster



**Magical Royal Princess**

**Available stem lengths:** 40-70cm

**Breeder:** Kolster



**Magical Triumph**

**Available stem lengths:** 40-70cm

**Breeder:** Kolster



**Magical Seasons**

**Available stem lengths:** 40-70cm

**Breeder:** Kolster



**Gypsophila Xlence®**

**Available stem lengths:** 50-80cm | 15-45g

**Breeder:** Danzinger



**Solidago sel® Frida**

**Available stem lengths:** 50-70cm

**Breeder:** Selecta



**Solidago Golden Glory®**

**Available stem lengths:** 50-70cm

**Breeder:** Danzinger

Our Flowers

# Foliages & Greens

Foliage & Greens are the base layer for any arrangement. We have chosen the top sellers for this catalogue, but the range is much greater than what is shown. We can also offer Lepidiums and Bupleurums, Leather leaf and Treefern.



FOLIAGES & GREENS



## Dianthus - Kiwi Mellow

Available stem lengths: 50-70cm

Breeder: Selecta / Dummen Orange



## Bottle Brush

Available stem lengths: 60cm

Breeder:



## Eucalyptus Cinerea

Available stem lengths: 45-60cm

Breeder:



## Eucalyptus Baby Blue

Available stem lengths: 45-60cm

Breeder:



## Ruscus

Available stem lengths: 40-50cm

Breeder:



## Mint

Available stem lengths: 40-60cm

Breeder:



## Rosemary

Available stem lengths: 40-60cm

Breeder:



## Lavender

Available stem lengths: 40-60cm

Breeder:

FOLIAGES & GREENS

# Our Flowers

# Packed At Source

Ready made bouquets to go straight on your fixtures. These bouquets can be all prepared with sleeves, labels and a flower food.

Designed by you or with our in-house florist, bunch sizes can be easily adjusted to your requirements. Mixes available in multiple length options and stem counts.



PACKED AT SOURCE



### Rose Trio

**Length:** 40-60cm

**Availability:** All Year Round



### Alstroemeria Abundance

**Length:** 40-60cm

**Availability:** All Year Round



### Rose Duo with Soli

**Length:** 40-60cm

**Availability:** All Year Round



### Rose Duo with Hypericum

**Length:** 40-60cm

**Availability:** All Year Round



### Rose Duo with Limonium

**Length:** 40-50cm

**Availability:** All Year Round



### Rose Duo with Phlox

**Length:** 40-60cm

**Availability:** On Contract

PACKED AT SOURCE



### Summer Brights

**Length:** 40-60cm

**Availability:** All Year Round



### Fresh Light

**Length:** 40-60cm

**Availability:** On Contract



### Autumn Flames

**Length:** 40-50cm

**Availability:** All Year Round



### Fireworks

**Length:** 40-60cm

**Availability:** All Year Round



### Spring Morning

**Length:** 40-60cm

**Availability:** All Year Round



### Festival

**Length:** 40-60cm

**Availability:** All Year Round



### Pastel Roses

**Length:** 40-60cm

**Availability:** All Year Round



### Vibrant Roses

**Length:** 40-60cm

**Availability:** All Year Round



### Rose and Gyp

**Length:** 40-60cm

**Availability:** All Year Round



### Deep Pink

**Length:** 40-50cm

**Availability:** On Contract



### Rose & Spr. Chrysanthemum

**Length:** 40-60cm

**Availability:** On Contract



### Christmas Colours

**Length:** 40-60cm

**Availability:** On Contract

# Making life simple



Let us manage your Kenyan relationships, whether it be with growers, packaging suppliers or your freight and logistics

Let us be in control of your quality, auditing farms, checking product before it leaves Kenya, to vaselining new products and ideas.

Let us seamlessly deliver all your Kenyan flower requirements from multiple farms with one set of paperwork and in one phone call.



# Contact

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