



vistaflor  
g r o w i n g   i d e a s



GUIDE TO

# PRODUCTS

*growing ideas*



# CERTIFIED AND QUALITY *Farms*

## Agricola Cunday - Hydroponic Roses

Hydroponic cultivation allows daily dosing of the nutritional and irrigation requirements of each type of plant according to its state of development. The main advantages of this production model are:

- Decrease in soil contamination
- Less water consumption.
- Reduction of fertilization cost.
- Less presence of pests and diseases.
- Improves people's work posture, reducing the risk of occupational disease.
- Improve Product Quality
- It is a more environmentally friendly production model.

## Agricola Cunday - Propagation

Multiflora prorges their own planting material which allow for a reliable supply of quality cuttings, new variety testing and swift reaction to growth and market trends. Supplies 60% of carnation plants in Bogotá. Supplies several varieties of Gypsophila.

## QUALITY

### Jardines Bacatá

#### Chrysanthemum Products

Chrysanthemum products grow slower in Bogotá than other regions in Colombia allowing for disbuds have stronger stems that can withstand the weight of large blooms and spray chrysanthemums longer laterals with bigger blooms. In both categories we see clearer more brilliant coloring and the ultimate in quality, beauty and longevity.



**Ethical  
Trading  
Initiative**



# OUR Company

...when Multiflora started growing flowers at Jardines Bacatá and exported the first boxes of assorted Chrysanthemums to the US, Neil Armstrong was taking his first steps on the moon, and the Woodstock Music Festival was taking place on a New York farm. .



Vistaflor's vast experience in floral production has made us experts in the elaboration of hand-tied bouquet arrangements which have a unique construction and stability

Vistaflor believes in constant development and growth. We work daily to be current and become more competitive by generating new ideas, products, and services that satisfy each of our customers needs.

From the moment we create a product or service, we consider our impact on our environment, make sure our packaging and processes are eco friendly.

Our floral products are all hand made, contributing to our communities and culture. The end consumer who receives our product which has been created with love and dedication, receives a unique piece direct from the farms to their hands.

Vistaflor's production facility is located on the campus of Jardines Bacatá one of the six farms owned and cultivated by the Multiflora Group.

- High Processing capacity.
- Over 140million stems processed annually.
- Current Production capacity 4 million bouquets.



Our tradition and expertise of over 50 years have allowed us to deeply understand and work with our customers and the market to produce profitable custom floral programs for Mass Market Mixed Bouquets, Bunches, \*Arrangements and \*Vases

Established in 1969, Multiflora pioneered the art of fresh cut flower cultivation in Bogota Colombia. Today they are a vertically integrated company that controls their own production, logistics and distortion to ensure freshness and quality are preserved throughout the cold supply chain.



# MIXED BOUQUET

## Programs



INSPIRED BY  
*seasonal color*





# FOAM ARRANGEMENT

## Programs



DISBUD LINETTE  
PEACH

NEW  
PRODUCTS  
*Grown*



*Diferents*  
FLOWERS  
VARIETIES  
CONTAINERS







# VASE ARRANGEMENT

# Programs



NEW PRODUCTS  
*Crown*





# WEDDING KITS

# Programs



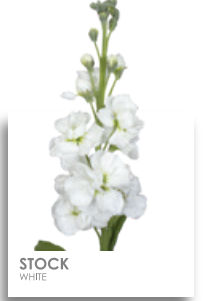
BRACELET



MINI HIDRANGEA  
GREEN



SPRAY ROSES  
WHITE MAJOLICA



STOCK  
WHITE

INSPIRED BY  
*Unique Moments*



BRIDAL



BRIDESMAID



CENTERPIECE



CORSAGE



TOSS AWAY



BUTTONIERE





# CONSUMER BUNCH

## Programs



INSPIRED BY *harvest*





COMBO

Box



LILY L.A.  
CAESARS PALACE



LILY L.A.  
ZANELLA

INSPIRED BY  
*variety of flowers*





vistaflor  
g r o w i n g   i d e a s



[WWW.VISTAFLOR.COM](http://WWW.VISTAFLOR.COM)