



  
DUTCH MASTERS  
IN DRIED FLOWERS  


## MASTERS IN ENCHANTING DRIED FLOWERS

We are masters in enchanting dried flowers. We select the most beautiful dried flowers from our own soil, yet we also travel all over the world to find natural drying decorations.



Our dried flowers come in all colors, scents, shapes and sizes. If you opt for the classic version, you will enjoy a traditionally bound bouquet that lasts and lasts. If you want something truly exclusive, then the preserved and bleached dried flowers from our higher-end line of products are for you.

1. Dried Lonas geel
2. Preserved Scabiosa rood
3. Preserved Ruscus oranje
4. Dried Helichrysum
5. Dried Triticum
6. Dried Achillea parker
7. Dried Lavendel
8. Dried Carthamus wit
9. Dried Rhodanthe roze
10. Dried Depressa (papyrus)
11. Preserved Stuartiana rood
12. Dried Phalaris bruin
13. Dried Carthamus oranje

## THE MAKING OF... DRIED FLOWERS

The seeds that grow into our flowers, herbs and grains are put into the soil every year around March. Only once the eye of the master has approved all products, it's time to harvest. This happens between June and August. Here's where the unique drying process begins, where the color and quality are optimally preserved. The dried flowers of Dutch Masters in Dried Flowers are super strong, because they have been dried in a professional way.



## HEAD OVER HEELS

Drying flowers is a craft all of its own. Not all flower types are suitable for the drying process. The flowers that we collect in our dried bouquets are lovingly grown, harvested and dried. In the spring, the flowers are sown and given plenty of time to grow. In summer, they are carefully cut from the soil. The fresh flowers are then hung upside down in a warm drying shed, out of sunlight. In this way, they maintain their distinctive colors. Then they are processed or colored with natural paint, so that they stay beautiful for as long as possible.



## STYLISH DRIED BOUQUETS

Cotton branches, fragrant dried lavender, festive gypsophila or colorful, exotic dried flowers? With the varied dried bouquets at Greenflor, you don't have to choose! From soft natural tones to bright and bold: our stylish dried bouquets immediately bring a sense of atmosphere and timelessness to yours decorations.



## A BUNCH OF LOVE

Every dried bouquet is assembled with tender loving care, something you can see immediately. Only our best dried flowers, herbs, grasses and panicles are hand-arranged by our bouquet designers into unique dried bouquets. The bouquets are then carefully packed in a durable jacket. Made with love!



## DRY BOUQUETS IN ALL FLAVORS

Greenflor's dried bouquets come in all colors, scents, shapes and sizes. If you opt for the classic version, you will enjoy a traditionally bound bouquet that lasts and lasts. If you want something truly exclusive, then the preserved and bleached dried flowers from our higher-end line of products are for you. Do you get flushed from lush wildflower bouquets? Then go for the 'wild' dried bouquet, which is composed of the best our fields have to offer. Which dried bouquet will you choose?



## POPPING COLORS

The festive, colorful dried flowers from our colored collection make any room “pop”! We professionally color dried flowers, grasses and panicles in the most fashionable hues. By using water-based paint, we keep our dried flowers as natural as possible.



## THE RAINBOW IN A VASE

Are you going for classic deep blue, popping coral pink, hip cinnamon brown, timeless ash gray or trendy saffron yellow? Or do you want a mix of dried flowers in all the colors of the rainbow? One thing is for sure: with our kaleidoscopic collection of dried flowers, your home will feel as festive as the flowers!

## ALL-NATURAL

Do you gravitate towards the purity of nature? With its soft natural shades, the dried flowers from our natural collection are perfect for you! The soft blonde plumes, playful sand-colored grasses and earthy bulbs immediately give you that “out in the country” feeling.

## NATURAL BEAUTIES

From fine canary grass to beautiful Poppy bulbs, our dried flowers are all-natural beauties. Separate the dried flowers from the natural collection in a stylish wooden display or tie them together as a rich bunch. You can't get more authentic!



## DRIED LAVENDER

Bring Provence into your home with a delightful bunch of dried lavender!

Who wouldn't be charmed by its irresistible fragrance and violet-blue colors?

Dried lavender is not only a beautiful sight, but also a lovely aromatic. It's a welcome guest in your linen cupboard or on your wardrobe.



## THE COLOR OF PROVENCE

With its strong stem and sturdy flowers, lavender is perfect for drying. But we know that is not always the case with the fresh lavender in the Netherlands. For quality dried lavender, we simply must go to France. There, lavender grows naturally on the limestone soils of Provence, between 800 and 1100 meters above sea level.

Greenflor buyer Marc de Graas explains, "In Provence, the color of lavender becomes even more striking. This is due to the climate. Lavender also grows in the lower areas, but that is used for perfumes and essential oils."

## THE SCENT OF FRENCH SUMMERS

Next, the lavender bushes are dried by natural means: in an enormous drying shed, upside down, protected from intense sunlight. In this manner, the flowers retain their characteristic color. Thanks to the warm French summer winds, the lavender is dried after about a week and ready to embark for the Netherlands. Buyer Marc: "I love working with this natural product. We are entirely dependent on the weather; that keeps things exciting!"

## FAIR FOR NATURE

Since 2019, Greenflor has been a sponsor for the SPLP fund, which makes the development of lavender in Provence more sustainable. Thanks to this support, universities and laboratories can research natural solutions against harmful diseases and bacteria. The fund will also reduce CO2 emissions from lavender production by 50% by 2029 and protect as many as 20,000 bees per hectare during harvest. This way we can continue to enjoy dried lavender from Provence together for a long and sustainable future!

## DID YOU KNOW?

- The scent of lavender has been scientifically proven to have a calming effect. Linalool, which is released from lavender, stimulates the nose's sense of smell, creating a relaxing effect!
- Lavender was highly regarded by our ancestors thanks to its qualities as a disinfectant. Long before us, the ancient Romans used this herb to make soap and medicines.
- If you light dried lavender in a saucer, it will smolder like incense, bringing an enchanting scent to your home.
- Dried lavender keeps moths out of the wardrobe--naturally!



## ORDER DRIED FLOWERS

Our dried flowers come in all shapes and sizes. Do you like wheat from the countryside? Or do you prefer the scented lavender? Order your favorites in our online store. Wish to see them with your own eyes? You are very welcome in our showroom in Aalsmeer or Rijnsburg. Do you want to learn more about what Dutch Masters in Dried Flowers can offer you?

*Greenflor*

### **Greenflor Rijnsburg**

Jan-Willem van Delft  
+ 31 (0)6 25 25 95 65

### **Greenflor Aalsmeer**

Teun Nijgh  
+ 31 (0)6 52 86 26 34

[www.dutchmastersindriedflowers.com](http://www.dutchmastersindriedflowers.com)

