



Bromelia
specialist

Bready

WE HANDLE THINGS EASY

GARDEN CENTRE CATALOG 2022/2023



Largest Bromeliad assortment



Partner in innovation



Sustainable cultivation



Customised advice

WELCOME
TO THE EXCITING
WORLD
OF BROMELIADS!



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www.bromeliaspecialist.nl

ABOUT

Who we are
Our core values
Our growers
Bromeliads
Bromeliads are easy
Retail services

LIFESTYLE COLLECTIONS

available year-round

Green Rituals
Sweet Romance
Classic Coziness
Cupcake Colors
Modern Mind

SPECIAL COLLECTION

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THEME COLLECTION

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STAY CONNECTED

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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. 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!

Siegfried Bunnik
Commercial Manager



- MPS-ABC
- MPS-PRODUCTPROOF
- MPS-GAP
- MPS-SOCIALLY QUALIFIED

OUR GROWERS

The Bromelia Specialist company is the result of a unique collaboration between our growers. Bromelia Specialist has eight different locations with a total of 240,000 m² of greenhouses and our growers cultivate a total of around 8,500,000 Bromeliads per year.

The quality of our Bromeliads is continuously monitored and improved. We control the entire process, from seedling to the final assembly of the ready-to-sell store product. How efficient is that?



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.



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 plant, but we also grow the Vriesea, Guzmania, Tillandsia, Aechmea, and Multiflower varieties. All in all, the Bromeliad takes three years to find a loving home!

FROM
JUNGLE
TO
JUNGLE





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 well-lit spot (but not in direct sunlight). Bromeliads need to be watered in the central calyx, which is the heart of the plant from which the flower grows. From this central cup, the plant will feed itself. When water is no longer visible in the central base of the leaves the plant should be watered again. Their tropical roots make Bromeliads excellent survivors and therefore, they require little maintenance.



NO DIRECT SUNLIGHT



1x WEEK



15°C - 30°C



FERTILISER NOT REQUIRED

EASY HEALTH

Bromeliads purify the air and contribute to good health. This has been scientifically researched by Professor Vadoud Niri of the Oswego State University of New York, and put them among the top 10 of the most air-purifying houseplants. Research has shown that they clean the air from formaldehyde - an unhealthy gas that is found in tobacco smoke, among other things, but also occurs as a preservative in cosmetics and can be released from furniture. In addition to these great air-purifying properties, Bromeliads also have an advantage to release extra oxygen. In short, Bromeliads contribute significantly to a healthy indoor climate.

EASY GIFT

Easy care, easy health....easy gift! A Bromeliad is the perfect gift for plant lovers. No green thumbs needed. Just add some added value or gift package. These cheerful and easy-care plants are sure to delight.





Bromeliad annual plan

We love to translate our valuable knowledge into the best performing propositions for our customers. Together, we set up a well-considered annual delivery plan 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.



Concepts

The Bromelia Specialist account managers will gladly help 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.



Dropshipping

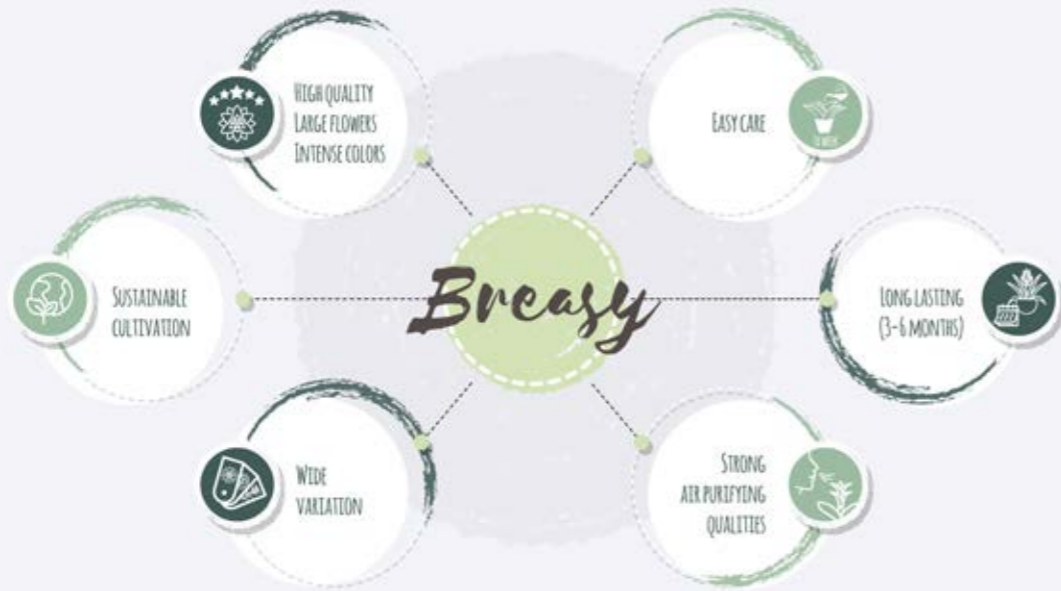
Consumers also increasingly often order plants online. So now we offer you the option to sell our products directly from your online shop, including the product information. You sell the Bromeliads and we take care of the rest. We will be more than happy to further discuss the various options.





Branding

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.



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.

For example:

Bromeliads are native to the tropical rainforests of Central and South America where over 3000 varieties can be found. As a partner of the Adopt Rainforest initiative, we protect the rainforests in Costa Rica and, thus, the tropical roots of the Bromeliad family. They do this by purchasing land with rainforest and place it directly under Costa Rica’s nature conservation law, protecting it forever from commercial exploitation.

For just €2,50 you can adopt 1 m² of rainforest in Costa Rica and help protect the forest and its biodiversity.

- For every 10 Bromeliads sold, we save 1 m² of jungle.
- The story fits perfectly with Bromeliads and is easy to visualize.
 - Contributes to a sustainable image.
 - Gives consumer a ‘good feeling’ when purchasing.



GREEN RITUALS

Nature all the way. This natural style is for those who appreciate the little things. Sustainability, origins and a natural look are crucial. The interior of this conscious consumer includes many natural materials, calming colours and it is warm and cosy. Bromeliads with a unique inflorescence are very much appreciated by this consumer group. Materials such as terracotta, craft paper, glass and jute are indispensable in this collection. Nature has so much to offer! Why only enjoy it outside when you can also bring some of it inside?

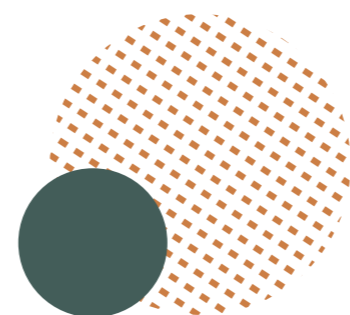


GREEN RITUALS
... nature all the way

... nature all the way

GREEN RITUALS

Plant colors available in the collection:



TILLANDSIA DYERIANA

9 cm | 35-50 cm



GUZMANIA SPRING

9 cm | 35-50 cm



VRIESEA ERA

9 cm | 45-60 cm



ANANAS MI AMIGO

12 cm | 36-46 cm



GUZMANIA ROCKYFLOWER TALA

12 cm | 43-53 cm



AECHMEA PEPITA ELEGANT FLAME

12 cm | 43-53 cm



GUZMANIA ROCKYFLOWER AKABAR

12 cm | 43-53 cm



GUZMANIA FIERO ORANGE

12 cm | 42-52 cm



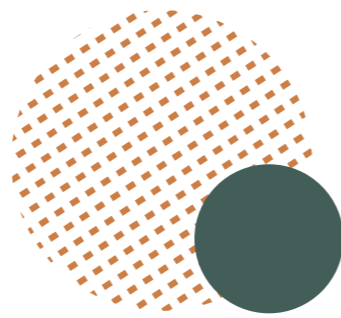
BROMELIA GREEN BOWL CORSICA

16 cm | 43-53 cm

Disclaimer: The product photos in this catalog are indicative and may vary slightly.

GREEN RITUALS

Plant colors available in the collection:



TILLANDSIA ANITA

9 cm | 23-30 cm



GUZMANIA VOILA

12 cm | 48-58 cm



AECHMEA BLUE RAIN

12 cm | 50-65 cm



VRIESEA DAVINE

12 cm | 42-52 cm



VRIESEA INTENSO ORANGE FLAME

12 cm | 48-58 cm



VRIESEA INTENSO PEACH

12 cm | 42-52 cm



VRIESEA VOGUE

12 cm | 42-52 cm



VRIESEA SPARKLE

9 cm | 25-35 cm



MULTIFLOWER SHANNON

12 cm | 30-40 cm



SWEET ROMANCE

This collection exudes romance! It is perfectly suited to thoughtful dreamy consumers who prefer style and atmosphere. Bromeliads with a most unique appearance, surrounded by soft pastel colours, immersed in love. Ceramics for daydreams. Romantic ribbons, wood, zinc and other beautiful materials. Flowers and plants are an important component in this interior. Especially Tillandsias and Guzmanias in pink and white suit this style very well. Love is in the air and - with this collection - also in the home.



SWEET ROMANCE

Plant colors available in the collection:



TILLANDSIA JOSEE

9 cm | 23-28 cm



TILLANDSIA BIANCINI

9 cm | 23-30 cm



TILLANDSIA ANITA

9 cm | 23-30 cm



TILLANDSIA ANTONIO

12 cm | 42-52 cm



GUZMANIA DESEO MAGICAL WHITE

12 cm | 42-52 cm



GUZMANIA DESEO PINK

12 cm | 42-52 cm



GUZMANIA SUERTE SALMON

12 cm | 48-58 cm



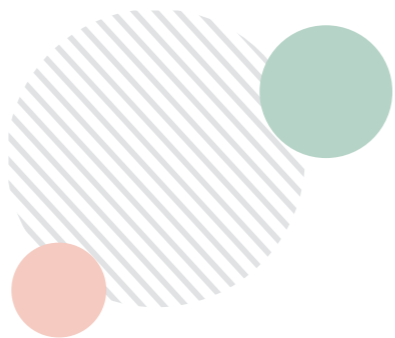
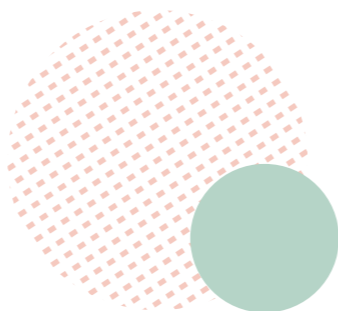
GUZMANIA TRIPLE SWEET BASKET REGINA

24 cm | 50-60 cm

Disclaimer: The product photos in this catalog are indicative and may vary slightly.

SWEET ROMANCE

Plant colors available in the collection:



VRIESEA MADONNA

12 cm | 42-52 cm



VRIESEA INTENSO PINK

12 cm | 42-52 cm



TILLANDSIA SWEET GLASS MISSOURI BAOBAB

15 cm | 23-30 cm



VRIESEA INTENSO SALMON

12 cm | 42-52 cm



GUZMANIA ROCKYFLOWER CANDY

12 cm | 48-58 cm



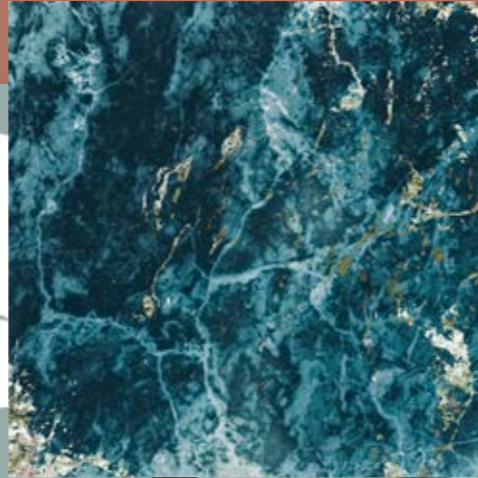
AECHMEA PRIMERA

15 cm | 50-65 cm



CLASSIC COZINESS

Imagine yourself in the cosy atmosphere of this collection. A subdued, classic lifestyle often identified with by traditional families and the elderly. The atmosphere at home is warm, conventional and cozy. Warm colours that create a familiar sense of home, stylish classic ceramics and Bromeliads that give this atmosphere a touch of chic. High-quality ceramics, pottery and glass are popular. Bromeliads in warm orange and red tones fit in beautifully with the interior of this classic consumer. Classic Coziness is stylish and timeless..



... life in style

CLASSIC COZINESS

Plant colors available in the collection:



GUZMANIA SUE ANNE

9 cm | 20-30 cm



VRIESEA CATHY

9 cm | 35-45 cm



VRIESEA ERA

9 cm | 45-60 cm



ANANAS MI AMIGO

12 cm | 36-46 cm



GUZMANIA ROCKYFLOWER TALA

12 cm | 43-53 cm



GUZMANIA ROCKYFLOWER HOPE

12 cm | 43-53 cm



GUZMANIA FRANCESCA

12 cm | 43-53 cm



GUZMANIA FIERO RED

12 cm | 42-52 cm



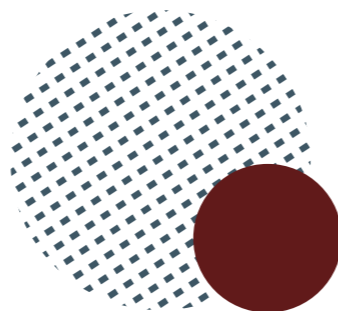
GUZMANIA FIERO ORANGE

12 cm | 42-52 cm

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CLASSIC COZINESS

Plant colors available in the collection:



GUZMANIA SENSATION

12 cm | 48-58 cm



MULTIFLOWER ASTRID

12 cm | 30-40 cm



VRIESEA INTENSO ORANGE

12 cm | 42-52 cm



VRIESEA INTENSO RED

12 cm | 42-52 cm



VRIESEA PORTO

12 cm | 42-52 cm



VRIESEA STREAM

12 cm | 42-52 cm



VRIESEA VOGUE

12 cm | 42-52 cm



BROMELIA GREEN BOWL CORSICA

18 cm | 42-52 cm



CUPCAKE COLORS

An explosion of colours! A colourful, cheerful lifestyle often identified with by young families. Usually, a small budget is spent on interior-related items. Candles, candlesticks, pots, napkins, tablecloths, are changed at times. Every day is different in the life of a Cupcake Colour person. Laugh, dance, jump and enjoy. The bold, cheerful, bright colours of Bromeliads are perfectly suited to the Cupcake pots in this collection. Mix and match, nothing is too way-out!



... nothing is too crazy

CUPCAKE COLORS

Plant colors available in the collection:



TILLANDSIA ANITA

9 cm | 20-30 cm



TILLANDSIA ANTONIO

12 cm | 42-52 cm



GUZMANIA ROCKYFLOWER CANDY

12 cm | 48-58 cm



AECHMEA PEPITA ELEGANT FLAME

12 cm | 43-53 cm



GUZMANIA ROCKYFLOWER TALA

12 cm | 43-53 cm



GUZMANIA DESEO PINK

12 cm | 42-52 cm



GUZMANIA SUERTE SALMON

12 cm | 48-58 cm



GUZMANIA SUERTE YELLOW

12 cm | 48-58 cm



GUZMANIA FIERO ORANGE

12 cm | 42-52 cm

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CUPCAKE COLORS

Plant colors available in the collection:



VRIESEA INTENSO YELLOW

12 cm | 48-58 cm



VRIESEA INTENSO PEACH

12 cm | 42-52 cm



VRIESEA INTENSO ORANGE FLAME

12 cm | 48-58 cm



VRIESEA INTENSO PINK

12 cm | 42-52 cm



VRIESEA MADONNA

12 cm | 42-52 cm



GUZMANIA LIBBY

9 cm | 25-35 cm



BROMELIA CUPCAKE BOWL CUBA

16 cm | 35-50 cm



MODERN MIND

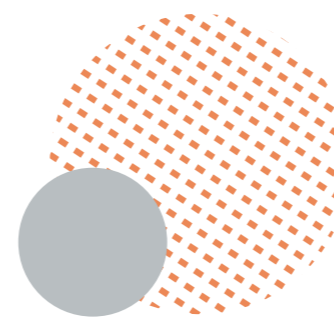
Sleek and stylish, but with a modern twist. This collection is made for those who know exactly what they want; for those who dare to think differently and dare to stand out. These hip consumers choose style. Their interior is sleek, trendy and simple with an occasional intriguing (sometimes retro or design) accent. Stainless steel, leather, plastic, sleek high-gloss or matte lacquers are materials that this consumer prefers in combination with plants.



... dare to combine

MODERN MIND

Plant colors available in the collection:



TILLANDSIA DYERIANA

9 cm | 35-50 cm



GUZMANIA FLAVA

9 cm | 23-33 cm



AECHMEA PEPITA ELEGANT FLAME

12 cm | 43-53 cm



GUZMANIA SUERTE YELLOW

12 cm | 48-58 cm



GUZMANIA FIERO YELLOW

12 cm | 42-52 cm



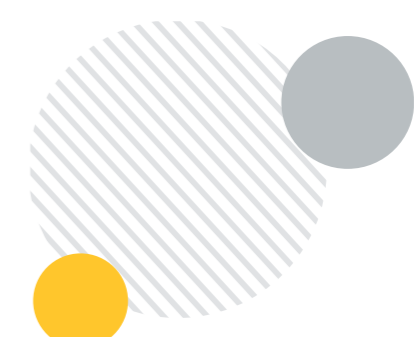
GUZMANIA SUERTE ORANGE

12 cm | 48-58 cm



VRIESEA ERA

9 cm | 45-60 cm



MODERN MIND



Plant colors available in the collection:



VRIESEA SPARKLE

9 cm | 25-35 cm



GUZMANIA ROCKYFLOWER TALA

12 cm | 43-53 cm



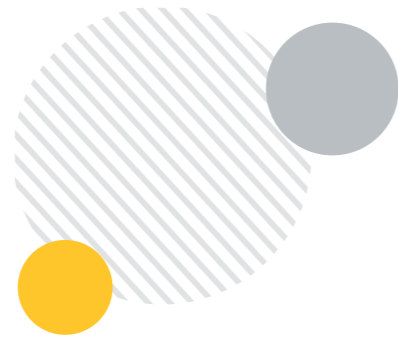
MULTIFLOWER SHANNON

12 cm | 30-40 cm



VRIESEA INTENSO YELLOW

12 cm | 48-58 cm



VRIESEA DAVINE

12 cm | 42-52 cm



BROMELIA MODERN BOWL HAVANA

18 cm | 27-37 cm



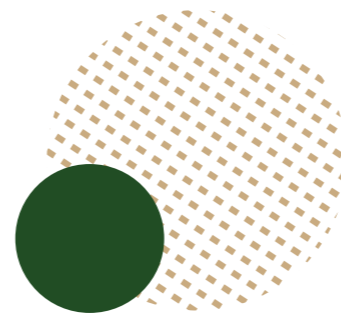
STAND TALL BE SWEET

The pineapple plant. A pineapple PLANT? Yes, really! In this case it is not in a fruit bowl, but it shines on a stem above a lush bunch of leaves. A strong plant that is a real eye-catcher from its fruit to its crown. Give some water to this topical specie now and then and it will give you months of living pleasure!



... so fresh

STAND TALL BE SWEET



ANANAS MI AMIGO

12 cm | 36-46 cm



ANANAS MI AMIGO TRIBAL

13 cm | 36-46 cm



ANANAS MI AMIGO GIFT LUCEA

13 cm | 40-46 cm



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SPARKLING XMAS

Breathing in snowflakes. The world covered with a white blanket. Just because in winter you stay much more indoors, the atmosphere in the house becomes even more important. Fortunately, plants are real mood makers. With a bromeliad at home, you can easily defy these gray days. If you light the fire, grab a nice cup of chocolate milk and take a look at your winter bromeliad, the moment of happiness is guaranteed.



... breathing in snowflakes

SPARKLING XMAS

Plant colors available in the collection:



GUZMANIA PRISCILLA

9 cm | 20-28 cm



GUZMANIA METALLIC ROSÉ

12 cm | 42-52 cm



VRIESEA ERA

9 cm | 45-60 cm



GUZMANIA SPARKLING SILVER

12 cm | 42-52 cm



GUZMANIA SPARKLING GOLD

12 cm | 42-52 cm

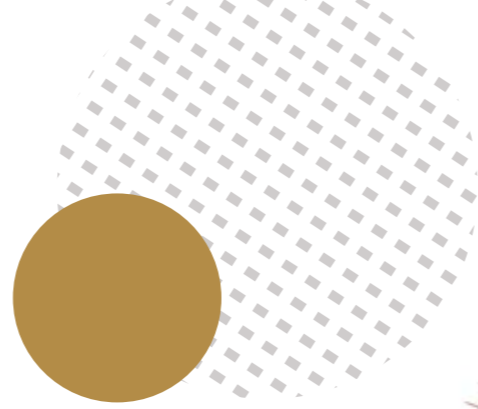


GUZMANIA SPARKLING RED

12 cm | 42-52 cm

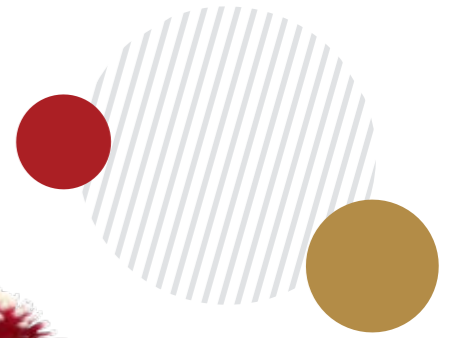
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SPARKLING XMAS



SPARKLING XMAS

Plant colors available in the collection:



GUZMANIA SENSATION

🪴 12 cm | 🌿 48-58 cm



GUZMANIA FRANCESCA

🪴 12 cm | 🌿 43-53 cm

GUZMANIA ROCKYFLOWER HOPE

🪴 12 cm | 🌿 43-53 cm



GUZMANIA CALYPSO

🪴 12 cm | 🌿 48-58 cm



GUZMANIA FIERO RED

🪴 12 cm | 🌿 42-52 cm



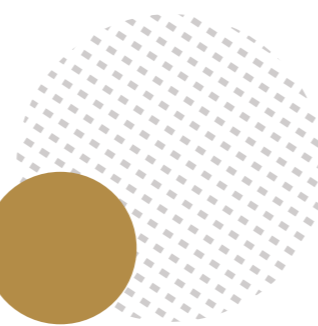
GUZMANIA SUERTE WHITE

🪴 12 cm | 🌿 48-58 cm



SPARKLING XMAS

Plant colors available in the collection:



VRIESEA KALLISTO

9 cm | 25-35 cm



VRIESEA PORTO

12 cm | 42-52 cm



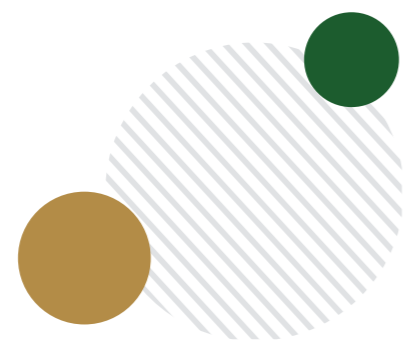
MULTIFLOWER ASTRID

12 cm | 30-40 cm



VRIESEA VOGUE

12 cm | 42-52 cm



VRIESEA STREAM

12 cm | 42-52 cm




BROMELIA ROYAL XMAS BOWL BECCA


18 cm | 43-53cm



BROMELIA SPECIALIST


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BREASY

 @BreasyNL

 breasy_bromelia

Floriday

Floriday is the digital platform for floriculture. Floriday is the central place where commercial and logistics processes are handled. With Floriday you can buy flowers and plants locally or worldwide. You have direct access to the most current and correct supply from the nurseries on the platform.

This gives you:

- Real-time information with correct supply;
- Logistics savings on small orders;
- Reliable product information and certification;
- The possibility of tracking orders;
- The option of working with your own software package or directly within Floriday.





**ALL SHOWN ITEMS
ARE AVAILABLE
THROUGH YOUR
REGULAR
PLANTS SUPPLIER.**

**ANY QUESTIONS, OR A CUSTOM MADE OFFER?
WE WOULD BE HAPPY TO SERVE YOU!**

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