

Floréac and Plantas Group Strengthen Collaboration to Enhance Assortment and Sector Resilience

Floréac and Plantas Group, two established horticultural wholesalers in Europe, are reinforcing their long-standing relationship with a collaboration focused on strengthening their assortment and improving overall product consistency. This step builds on years of constructive interaction between both companies and reflects their shared ambition to remain resilient in a dynamic market.

The collaboration centers on **broadening and stabilizing assortment** availability, ensuring greater reliability across key seasonal product groups. Both companies will also engage in regular exchanges on general industry developments, enabling them to anticipate sector trends and seasonal shifts more effectively. These insights support each organization in refining its own internal planning and maintaining strong product relevance for its respective markets.

“We have always valued Floréac as a forward-thinking and professional partner,” says Morten Honoré, CEO of Plantas Group. *“This step simply builds on a long-standing relationship, allowing us to learn from one another and improve how we manage assortment and supply.”*

Rafal Kucharek Damgaard, CCO of Plantas Group, adds: *“By aligning certain non-commercial aspects of our operations, we can increase consistency in our product offering and support each other in navigating within the horticultural supply landscape.”*

An Vander Aa, CEO of Floréac, comments: *“This collaboration reflects our shared belief in the future of our industry. We face similar challenges, and by working together in selected areas, we can approach these with more resilience and fresh perspective.”*

Both organizations will **continue to operate fully independently**, maintaining complete responsibility for their own commercial decisions, strategies and customer relationships. The partnership focuses solely on **assortment-related cooperation and operational knowledge exchange**.



About Floréac

Floréac is a leading player in the European ornamental horticulture sector, specializing in the distribution of indoor and outdoor plants. Driven by a passion for the industry and rooted in 70 years of experience, Floréac connects growers and retailers across Europe. With a strong focus on service, the company offers its customers reliable delivery, personalized advice, and tailor-made solutions.

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About Plantas Group

Plantas Group is a leading European wholesaler and distributor of plants, flowers and added-value solutions. We have a great passion for plants and flowers, and since our beginning in 1979, the focus has been on finding the best quality plants and flowers from around the world. We use our more than 40 years of experience and knowledge in the industry to deliver customer-centric solutions that create significant value for our customers, ranging from large retailers to local florists across Europe.

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