

BLOOMING
EXTRAVAGANZA!



BEAU  
MONDE

DISCOVER BEAU MONDE



Welcome to this exclusive inspirational booklet in which we introduce you to Beau Monde, our new 'blooming extravaganza'! As a leading breeder and grower of chrysanthemums, we dedicate ourselves daily to bringing the most beautiful varieties to the market, and it is therefore an honour to present Beau Monde to you in this way.

This booklet has been specially compiled for trading partners, buyers, sellers and other interested parties like you. Therefore, browse through the pages to discover the stories and experiences of

the people who have been involved in bringing Beau Monde to life. From the perspective of a breeder to the caring hands of a florist, we offer a unique insight into the journey of our newest addition. All to introduce you to the unique features of Beau Monde.

We invite you to immerse yourself in the splendour of our chrysanthemums and share our shared passion. Welcome to the world of Dekker Chrysanten, welcome to the world of Beau Monde.

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Beau Monde, the name says it all: a very ornate flower



White flowers: Purity, versatility, tranquillity and symbolism all in one

Fresh heart

Heavy stems for voluminous bouquets

Beau Monde's vase life is excellent, even after days of transport

Beau Monde is very easy to transport

As soon as you put Beau Monde in the vase, the flower continues to grow, really bringing the bouquet to life. After a few days in water, you will therefore find an even bigger flower in the vase



LEADING IN BREEDING



In the colourful world of Dekker Chrysanten, innovation and dedication are our driving forces. Over the past 60 years, we have inspired the floriculture industry with new varieties, bold flower shapes and vibrant colour palettes. Our continuous quest for excellence has made us one of the leading players who collectively determine the direction of the chrysanthemum industry.

We continuously continue to make the very best selections, cross genetically diverse varieties and carefully evaluate the resulting progeny to create new and improved chrysanthemums. With our targeted selection and crosses, we aim to develop chrysanthemums with distinctive characteristics, such as intense colours, longer life and improved resistances.



INNOVATION AS A TRADEMARK

At Dekker Chrysanten, innovation is key. Good innovation requires optimal facilities. At our breeding department we work on tomorrow's assortment under ideal conditions. Innovative techniques have taken breeding a big step further. Thanks to advanced methods, we are able to provide insight into how a variety will perform in practice and which resistances against diseases and pests can be expected at an early stage of the breeding process.



VARIETIES WITH REAL COMMERCIAL ADDED VALUE

At Dekker Chrysanten we find it important to develop varieties with added value. In doing so, we not only look at technical aspects of cultivation, but also take into account the needs of the market. Beau Monde is the perfect example of a variety in which all these elements come together. It makes Beau Monde a variety from which every link in the chain will receive added value!







Besides being a breeder and propagator, Dekker Chrysanten also acts as a grower of the product. With our own production location, we can produce large quantities of spray chrysanthemums. Moreover, we have Dekker Exclusive, our own test location, where we research the potential of new varieties on a small scale. The story of Beau Monde also began at our Dekker Exclusive garden. But with a weekly availability of 65,000 stems, Beau Monde will now be found in large numbers in our production location.

‘Selectively bringing new varieties to the market’ means that only varieties with demonstrable added value reach the finish line. Growing varieties ourselves gives us a better insight into this. Moreover, the direct link with the trade provides valuable insights for the further marketing of the variety.

In this way, we ensure that both growers and traders are guaranteed a variety that will also generate a return for them.



DEKKER CHRYSANTEN AS GROWER







BEHIND THE SCENES AT ROYAL FLORAHOLLAND

In the flower trade, the chrysanthemum is an indispensable and highly sought-after product. Millions of transactions take place every year, with Royal FloraHolland playing a central role. As an international marketplace and cooperative in the floricultural sector, Royal FloraHolland brings buyers and growers together in a unique way. With auction locations in Aalsmeer, Naaldwijk and Rijnsburg, Royal FloraHolland facilitates trade, organises appropriate logistics and encourages smart entrepreneurship in the flower industry.

With 17 years of auction experience, Alexander now leads the chrysanthemum auction process as an auctioneer at Royal FloraHolland Naaldwijk. He coordinates the auction process, manages bids and ensures a smooth auction experience. His role is therefore crucial to ensure that both buyers and sellers are satisfied with the transactions.

According to Alexander, the chrysanthemum is an important and versatile product, grown by innovative growers who are constantly innovating. Alexander says the chrysanthemum's good vase life and excellent transportability are especially important, given the long journey it regularly makes, to countries in Eastern Europe and Central Asia, for example. Therefore, precisely because of its perfect transportability and the heavy weights with which Beau Monde comes to the auction clock, Alexander sees Beau Monde as a promising candidate. 'Pricing and a good shelf life are always important, and Beau Monde has that. I therefore have much confidence in it.'

IN CONVERSATION WITH DASHA FROM ASTRA FUND

In the colourful world of flowers, trading companies play a crucial role in introducing new varieties. In this interview, we therefore take a look behind the scenes at one of the trading partners Beau Monde has already sourced in large numbers: Astra Fund, a leading player in the vibrant flower industry. Join us to discover Dasha's (both buyer and seller) first impressions of Beau Monde.

In the dynamic world of the flower trade, Astra Fund has been a leading player for more than 30 years with a clear mission: to provide high-quality flowers and plants, with a special emphasis on excellent customer service. Based at the FloraHolland Naaldwijk auction grounds, the company supplies high-quality florists across Europe, with a strong presence in countries such as Lithuania, Ukraine, Kazakhstan, Belarus, Georgia and Poland. Although Astra Fund offers a range of flowers and plants, chrysanthemum forms the core of their range, alongside the rose.

Dasha, who has been with Astra Fund for five years herself, has developed significantly within the company in a short time. Initially starting as a chrysanthemum buyer, she now fulfils both flower buying and sales with skill. For Dasha, this is a perfect combination as it provides a broader perspective on the market and allows her to be even more responsive to customer needs. For Dasha, purchasing is not just about selecting flowers, but about finding chrysanthemum varieties with the perfect balance between transportability, vase life and the ability to be harmoniously combined in floral arrangements. The Dekker Chrysanthemum range, with its wide range of colours and shapes, offers Astra Fund a wealth of options to meet those different requirements.



A NEW ADDITION TO THE PRODUCT RANGE

Recently, Astra Fund expanded its range with a new addition: Beau Monde. With its elegant petals and excellent transportability, Beau Monde has quickly won its place.

THE PERFECT FLOWER FOR DIFFERENT OCCASIONS

Dasha considers Beau Monde the perfect flower for bridal arrangements, because of its delicate floral ribbons and beautiful white colour. But Beau Monde is more versatile than that; it is also an excellent choice for large mono-bouquets or arrangements. What really sets Beau Monde apart is its fresh look, which is retained even after a long time in the vase. For Dasha, this look makes Beau Monde synonymous with elegance and allure. A true blooming extravaganza, in other words!

All in all, Dasha considers Beau Monde a wonderful addition to the Astra Fund range. Not for nothing is she therefore convinced that Beau Monde will continue to exceed its customers' expectations.



WITH BEAU MONDE, YOU ARRANGE FLOWERS LIKE A PRO!

REQUIREMENTS:

- Beau Monde
- Other flowers in different shapes, colours and sizes
- Leafy greens and other decorative materials
- Pruning shears
- Ribbon
- Rope or elastic
- Scissors

Beau Monde offers everything you need to put together beautiful bouquets and arrangements. With its fresh, snow-white petals and fresh heart, Beau Monde adds a unique element to any vase. In addition, Beau Monde is not only pleasing to the eye, but also offers good weight and has an exceptionally long vase life.

You can create a masterpiece by carefully arranging Beau Monde in an elegant vase and embellishing it with subtle accents of leafy greens for a refreshing effect. Ready to create your own masterpiece? Then follow this simple step-by-step plan.



1

Gather your materials: make sure you have all the supplies on hand, including Beau Monde, various side materials, pruning shears, ribbon, string or elastic, and kitchen shears or a knife.

2

Preparing the flowers: remove leaves and any thorns from the flower stems with the pruning shears. Spread all the flowers across the table.

3

Arranging the flowers: start by arranging flowers and leaves crosswise. Let Beau Monde shine in the centre. Repeat this process with the remaining flowers, turning the bouquet a quarter turn each time until all materials have been used.

4

Binding the bouquet: tie the stems firmly together with string or elastic. Cut the bouquet to the desired length with pruning shears. Wrap decorative ribbon around the string or elastic and tie off the ribbon with a decorative bow.



'A FLOWER THAT LASTS LONGER THAN THE TRENDS'



In the world of flowers, there are countless creative professionals who delight us with gorgeous floral creations every day. One of these talents is Ewa, who has been running a beautiful flower shop in Poland for 14 years. Her passion for her work comes from working with beautiful flowers every day and witnessing how flowers can touch emotions.

'In these times of haste and little communication, sometimes a beautiful floral arrangement can better express what we cannot put into words: love, gratitude, compassion, joy,' says Ewa. 'By working among flowers and plants, I can add something beautiful and artistic to my customers' lives.'

We are happy to share her insights as a florist and her experience with Beau Monde. We are also proud to share some of her breathtaking artworks created with Beau Monde.

According to Ewa, Beau Monde possesses all the qualities that make it easy to work with. With its beautiful white colour, fresh heart and generous flowers, it offers many possibilities. For example, the size of her flowers comes in handy when making wreaths, which require fewer stems because Beau Monde has such large flowers.

Moreover, they pierce easily thanks to its sturdy stems. Its white colour and delicate petals contribute to an elegant look in bouquets. And as can be seen in the photos, Beau Monde needs very little, as it shines beautifully even in a mono bouquet. Another advantage of working with chrysanthemums is their exceptionally long vase life. They retain their freshness and beauty for a long time. What makes Beau Monde really unique is that the flowers keep growing as soon as you put them in the vase!

Whether you want a romantic bouquet for a wedding, an understated arrangement, or a vibrant bunch of flowers for a festive occasion, Beau Monde always adds a touch of grace and sophistication to any space. 'Beau Monde is a flower that lasts longer than the trends - it is stylish, classic and timeless,' says Ewa.





