

Bloomroom

By Dümmer Orange

Spring/Summer 2026 | Edition 4

BEHIND BREEDING

WHERE GROWERS CHOOSE THEIR
HIGH POTENTIALS IN CARNATION
AND LIMONIUM

BOUQUETS & BEYOND

STYLING TIPS AND
MATCHING PRODUCTS

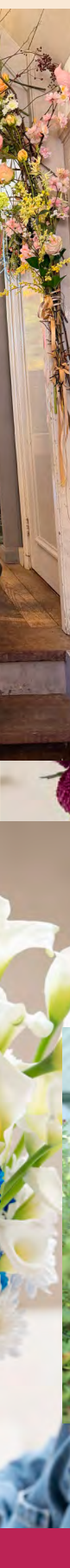
SPRING/SUMMER DECO TRENDS

TRENDS AND TIPS FOR STUNNING
SEASONAL ARRANGEMENTS





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For and by florists

With three successful editions behind us, we are proud to present the fourth edition of Bloomroom, a magazine created with florists and for florists across Europe. Each edition celebrates the craft, creativity and innovation that continue to move the floral world forward.

In this Spring/Summer 2026 edition, inspiration takes centre stage. We explore three key trends shaping the upcoming season: Expressive Craft, where handmade creativity and individuality stand out. Embracing Softness, highlighting calm design, soft textures and flexible forms and Nature as Muse, a story inspired by nature's wisdom, focusing on sustainability, regeneration and conscious choices.

This edition also takes you to Spain, where we share the story behind the breeding activities. Alongside this, we meet inspiring florists who openly share their experiences of running a floral business in today's rapidly changing world. You will discover bouquet and arrangement inspiration aligned with the trends, visualised through carefully curated moodboards and floral designs.

Bloomroom is more than a magazine; it is a platform where ideas, craftsmanship and expertise come together. Through this issue you can also access additional inspiration and digital content via www.bloomroomflowers.com, extending the experience beyond the printed pages.

We hope this Spring/Summer edition sparks your creativity and supports your journey in floral artistry. The next Bloomroom will arrive in Autumn/Winter 2026, bringing new styles, fresh stories and more. Here's to a season full of colour, creativity and the endless wonder of flowers.

Team Bloomroom



Dinner with a Twist

Big flowers, bold choices, and maybe a clever seating strategy.

This table arrangement truly feels like a festival. By working in height, every single flower gets its own spotlight. No stems disappearing, no blooms hiding, each variety is visible and fully appreciated. The only thing slightly less visible? The person sitting opposite you... which, depending on the occasion, might just be a very strategic design choice.

Soft roses combine with variegated chrysanthemums and calla. Together they form a layered arrangement

with texture and movement. The vase helps the flowers fall naturally into place, making it easy to create a festive composition with a full look. Together they create a layered, rich composition that feels abundant yet refined. It's a true level-on-level arrangement, full of texture and movement.

And then there's chrysanthemum Festival, the real and literal sparkle. Bold in colour and character, it lifts the entire atmosphere and turns a dinner setting into a celebration.



Festival

This must-have specialty chrysanthemum brings good vibes to every flower shop. Its petals are playfully decorated with artistic purple stripes, making each bloom a tiny piece of floral art. With Festival in the mix, every bouquet feels just a little more like a celebration.



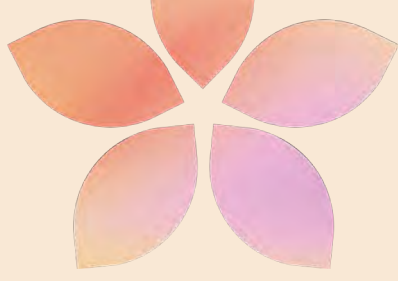
Festival



Grower in the spotlight

Interview with Mans Flowers

Marius Mans



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Building a Colourful Future with Gerberas

In the heart of the Bommelerwaard, a region known for its horticultural heritage, Marius Mans followed his own path. Raised among flowers, horticulture was in his DNA. While his brothers continued the family nursery, Marius started independently at just the age of 18, renting his first greenhouse.

Choosing Gerberas

After experimenting with different cut flowers, he made a clear decision in 2006: specialize fully in gerberas. This focus allowed Mans Gerbera to build a modern nursery designed for efficiency, automation and energy savings.

Expansions in 2015 and 2018 increased the growing area to 8 hectares. Today, the company produces more than 60 million gerberas annually, with a strong focus on freshness, consistency and service.

An integrated energy system generates electricity while reusing heat and CO₂ in the greenhouse. Biological crop protection and advanced monitoring technology support sustainable cultivation.

Looking Ahead

Marius hopes to see more mono gerbera bouquets across Europe and the UK. Bold, colourful arrangements that fully showcase the flower's power.





Denim is back, and not just in your wardrobe. This arrangement reflects the effortless, everyday style that has made jeans a timeless classic. Clean white callas create a fresh, minimalist base, while the bold blue dyed chrysanthemum adds a striking focal point right at the heart of the bouquet.

Simple, basic, but never regular.

The crisp whites keep the look calm and modern, but the intense blue chrysanthemum brings contrast and personality, like your favourite jeans paired with a bright statement top. And let's not forget the denim ribbon wrapped around the stems. That subtle detail ties the whole concept together (literally), reinforcing the fashion-forward nod to the comeback of classic blue jeans.

We're seeing a clear trend in both fashion and floristry: strong basics elevated by one confident twist. Just like denim on the runway, this bouquet proves that timeless elements, styled with intention, will always stand out.

Effortless, cool, and a little bold. The Easy Denim look in floral form.



Crystal Clear

Crystal Clear offers pure white calla flowers, high productivity, and a long vase life, perfect for refined floral designs.





Easy Denim

From Poland with Flowers

A Modern Wedding Vision

Winner's Story: Creative Challenge

Agnieszka Leśniak and Ewa Chochół, founders of Ślub Na Karku (translation: A Wedding Close to the Heart), are the winners of our Creative Challenge, initiated in collaboration with Eurohurt. Selected Polish customers of this trade partner received a Bloomroom Box with a curated selection of floral varieties. Using only these materials, participants were invited to create an original floral concept.

After seeing the submission by Agnieszka and Ewa, we had no choice but to invite them to share their creative vision and story in our magazine.

Floristry as Spatial Design

At the core of the work of "Ślub Na Karku" lies a contemporary, restrained approach to wedding floristry. For Agnieszka Leśniak and Ewa Chochół, flowers are not treated as decoration alone, but as an architectural element that shapes space, enhances atmosphere, and evokes emotion. "Our work today is built on conscious simplicity and a modern way of thinking about space," they explain. "Floristry should organize the space and support the mood, not overpower it."



Each project begins with a clear concept. Rather than layering ideas or styles, they focus on one strong theme that runs consistently throughout the design. This approach ensures that every element feels intentional. *"Less is more, every element needs a reason to exist,"* they add.

Plant selection follows the same philosophy. Guided by seasonality and colour, the duo often works with a limited palette of just two or three varieties. Form, line, texture, and the way flowers interact with the surrounding space are carefully considered. Attention to scale, proportion, and rhythm allows the floristry to feel like a natural extension of the venue, light, elegant, and modern.





A Market in Motion

The Polish wedding floristry market is evolving rapidly, marked by growing ambition and openness to new ideas. Aesthetic preferences are increasingly shifting toward simplicity and contemporary European influences, while still maintaining stylistic diversity.

"Poland is developing very dynamically," Agnieszka and Ewa note. "Clients are more open, more informed, and more curious than ever before."

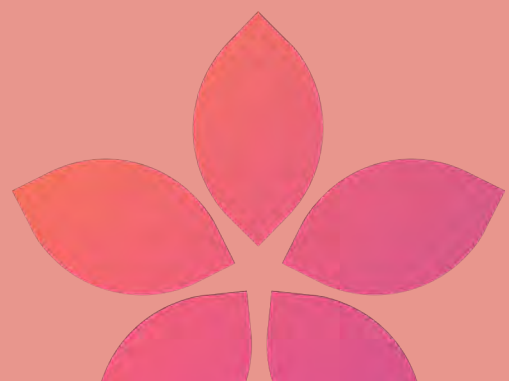
While budgets and project scale remain generally more conservative than in Western Europe, couples are increasingly willing to invest in floristry and expect high aesthetic quality. This balance challenges florists to work creatively and consciously, making thoughtful design choices rather than relying on excess. Inspired by international references and social media, Polish couples often seek guidance on proportion, scale, and feasibility. **As trust grows, the florist's role shifts from decorator to creative partner.**

Personal Expression and Color

In recent seasons, couples have become noticeably more confident in their choices. Instead of safe, predictable solutions, they are drawn to floral designs that feel personal and expressive.

"Couples want something that reflects who they are," they say. "Not just something that looks nice, but something that feels meaningful."

Colour plays an increasingly important role in this shift. Strong hues, contrasts, and expressive accents are now embraced, as long as they support the overall narrative. Wedding floristry has become one of the main carriers of atmosphere and emotion, translating personal stories into spatial experiences.



The Winning Concept

The Creative Challenge project that captured the jury's attention was built on a clear and powerful idea: the fusion of nature with the decorative language of artistic floristry. The starting point was the orange, chosen not only as a fruit, but as a symbol of energy, light, and vitality.

"We didn't want the fruit to feel like an accessory," Agnieszka and Ewa explain. "It had to be an integral part of the composition."

Fresh flowers were combined with oranges and other fruits to explore contrasts in texture and form. Soft petals and organic floral lines were set against the bold geometry and intense colour of the fruit. The orange functioned both as a visual focal point and as a structural element, creating rhythm and cohesion throughout the design.

The clarity of the concept and the confident use of material resulted in a distinctive, memorable project, one that clearly resonated with the jury.



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“

*As trust
grows,
the florist's
role shifts*





Bold or Breeze?

Roxanne+



Same floral focus, completely different atmosphere.

Both bouquets place gerbera and rose in the leading role, yet the result couldn't be more distinct. In the first arrangement, a vibrant gerbera variety is paired with a softly coloured rose and surrounded by bright, energetic fillers in lively yellows and fresh greens. The look is cheerful, expressive and full of movement. This bouquet doesn't whisper, it beams.

The second bouquet takes a calmer direction. Here, a different gerbera and rose variety are styled with airy, beach-inspired fillers that create space and lightness. The palette feels softer, more relaxed, almost as if a sea breeze gently passed through the stems.

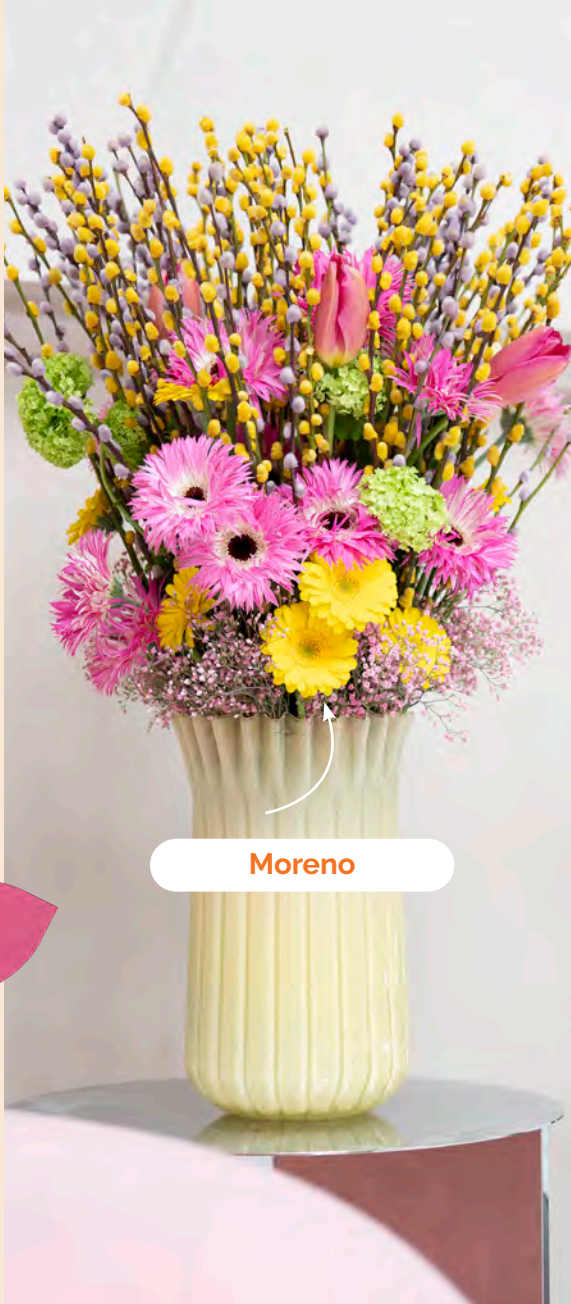
Two combinations, two personalities. One bold and uplifting, the other serene and effortless. A perfect example of how selecting different varieties, and a carefully chosen supporting cast, can completely transform the mood of a bouquet.



Snowstorm⁺

This white rose offers elegant blooms, nearly thornless stems, and a long vase life, perfect for everyday designs or The Big Day. A timeless, practical choice for florists.





Moreno

On the left, pussy willows add height and natural movement. They create a vertical rhythm that gives the bouquet space and structure. Pink, yellow and green tones come together in a balanced, festive composition. A bouquet ready to celebrate with a glass of champagne.

On the right, we enter full disco-meets-tropical mode. Bold decorative elements shoot upwards in vibrant colours, instantly creating energy and movement. The dyed Snowstorm+ rose immediately draws attention. Its blue tone adds a surprising twist and shows how well this variety works with colour treatments. The unexpected blue amplifies the tropical vibe and gives the bouquet a playful, slightly rebellious edge.

Same idea, working with height, but two completely different effects. One whispers celebration, the other turns up the music and owns the dance floor.



Moreno

Moreno is a gerbera with serious mood-switching skills. One moment it brings disco energy to a bouquet with its rich, glowing colour, the next it feels warm and sunny, like a perfect summer evening. Bold enough to stand out, but easygoing enough to blend in.



Henry

*Reaching
new heights*

A group of seven men are standing in a large greenhouse, surrounded by rows of yellow carnations. They are all smiling and looking at the plants. One man on the right is holding a notepad and a pen, appearing to be taking notes. The greenhouse has a high, arched glass roof supported by a metal frame. The plants are in white trays, and some have small white labels with text like 'CARNATION' and 'VEH'. The overall atmosphere is one of professional collaboration and horticultural interest.

Rooted in Mediterranean Light

*Breeding with Purpose at
Barbarett & Blanc*

In the Spanish light of Catalonia, breeding means making flowers better, year after year. At Barbaret & Blanc, the Spanish breeding location of Dümme Orange, this work happens close to the crop. On 20 hectares of greenhouses, 4 hectares are fully dedicated to developing new carnations and limonium. The goal is simple: create varieties that are easier to grow and nicer to work with, all the way from greenhouse to vase.



Breeding That Starts with the Grower

When developing carnations, the focus is on things that really matter in daily practice. Plants must stay healthy, produce enough stems and arrive fresh at the florist after transport. Strong stems and good vase life are essential. Nobody wants flowers that look tired before they even reach the shop.

For limonium, the approach is similar. Breeders look for fresh colours, reliable production and plants that grow faster with less energy. Varieties that need less cold and recover quickly after harvest help growers work more efficiently, and that ultimately helps florists too.

Every new variety is tested for several years in different growing regions around the world. Developing a new variety takes time. From the first promising plant to a flower ready for the market, several years pass. During this entire period, people are constantly observing the varieties in the greenhouse. Day after day, they watch how plants grow, flower and perform. Only varieties that continue to prove themselves over time are eventually introduced to the market.



Responding to a Changing Flower Market

Traditional carnation regions such as Spain and Japan are slowly shrinking, while growth opportunities are increasing in Colombia, China and Africa. Across all regions, growers are looking for efficiency, reliability and ways to stand out. Rising labour, energy and transport costs mean varieties must perform well, both in the greenhouse and after harvest. That is why new varieties are selected for consistency and performance, a nice example is Royal Damascus, the carnation on the picture. **Flowers must be easy to handle, transport well and look good in the vase.** This gives growers and florists more certainty, even when market conditions are challenging.



New varieties under review

A Breeding Program with Long-Term Vision

At Barbaret & Blanc, breeding is not about following every new trend. It is about steady improvement, tested in practice and developed together with growers. This long-term approach creates **flowers that florists can trust**, today and in the years to come.



Royal Damascus

Damascus Royal is made to stand out. This carnation features layered, ruffled petals that add texture to any bouquet. Full and expressive, it creates impact in floral designs.



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Royal Damascus

Kismo Pink

Roxo

Deep Purple

*Celebrate Her.
Every Day.*

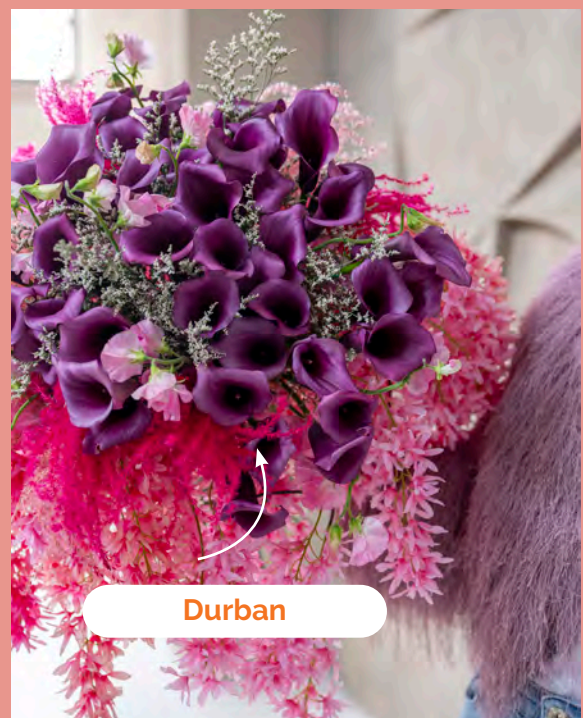
Who says we need a date on the calendar to surprise a woman with flowers? Mother, daughter, grandmother, sister, friend, colleague, niece, the list is endless. Appreciation shouldn't be seasonal. It should be standard practice.

Because every woman is different, and every personality deserves a bouquet that truly fits. Some adore soft romance and layered detail. Others prefer bold colour and a little drama (and honestly, we respect that). One style does not fit all, and that's exactly the fun of it.

The first arrangement follows the trend of layered romance with a modern twist. Berry tones, blush roses and greens come together in a balanced composition. A bouquet that feels warm and confident.

The second bouquet focuses on colour and strong shapes. Pink textures and purple calla lilies create a bold look with a touch of jewel-like sparkle, ready to take the spotlight.

And here's the thing: as a floral industry, we should encourage this. Surprise women often, just because. Not only when the calendar says so. Flowers are not a once-a-year reminder; they're a lifestyle choice. So let's make "just because" the new tradition.



Durban



Misty White

Miri Yellow

Nova Zembla®

2026 Trends

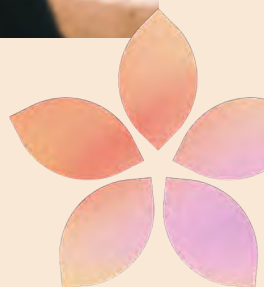
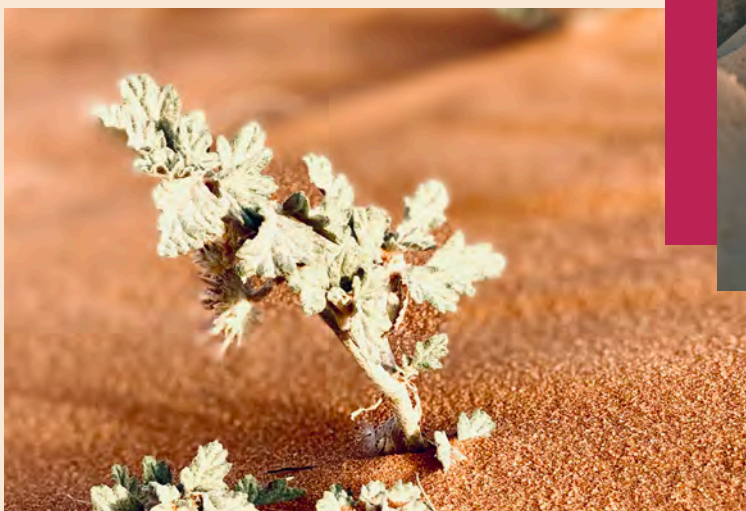
Nature a Muse

This trend is about letting nature guide creative choices. Instead of controlling nature, the trend focuses on working with it, using organic movement, natural textures and colours inspired by landscapes.

The result feels like flowers gathered during a countryside walk, even when carefully styled.

This bouquet reflects that idea. Silvery foliage creates a flowing base, red-brown chrysanthemums add depth, while pink roses bring softness and a yellow accent shines like a small sunbeam.

Inspired by natural landscapes and sandy tones, the design feels loose, layered and intentionally unpolished, with texture and movement taking the lead.



Expressive Craft

Floristry is getting personal, and a little fearless. Expressive Craft is all about bold colour choices, visible creativity and designs that feel handmade in the best possible way. Think statement palettes, playful contrasts and a “why not?” attitude.

This arrangement brings that trend to life. Bubblegum blue chrysanthemums meet vibrant yellow mimosa and deep magenta tones in a combination that shouldn't work, but absolutely does. The contrast is striking, almost artistic, like mixing unexpected paints on a canvas. The dyed blue foliage adds an extra crafted touch, reinforcing that this design is intentional, not accidental.

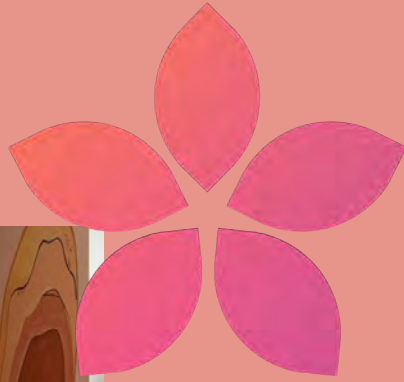
Inspired by colourful light reflections and layered interiors from the trend, the bouquet feels expressive and full of personality. It's not shy, it's not subtle, and that's exactly the charm.

Pina Colada®









Embracing Softness

In a fast-moving world, softness is becoming a design statement. Gentle colours, rounded shapes and layered textures create a calm atmosphere that invites people to slow down and enjoy the moment. In floristry, this trend uses gentle palettes and layered textures to create a comforting atmosphere. This bouquet reflects that idea. Soft yellow and blush-toned chrysanthemums create gentle volume, while clusters of pink santini add a playful, delicate texture. Airy lisianthus and silvery foliage bring lightness and softness to the arrangement. Bright Miri chrysanthemums introduce small, cheerful accents that lift the palette and keep the composition fresh and contemporary.

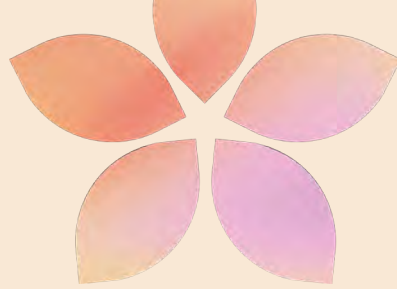


Grower in the spotlight

Interview with G&G Flowers

Gerdi van Genderen

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The roots of G&G Flowers BV lie in a true horticultural family. In 1969, the parents of the current owner started growing chrysanthemums under the name Jac. J. van Wijk BV. In 2006, this tradition was continued when she and her husband, Gert van Genderen, started their own company in Gameren.

Since then, the company has developed alongside the changes in the sector. Modern cultivation techniques, automation, and efficient energy use now form an important part of the business operations, with the goal of ensuring consistent quality and reliable supply.

Focus on Sustainability and Market Demand

Sustainability plays a major role in the company's operations. For example, the company works entirely with LED lighting, uses climate dehumidifiers and electric boilers, and has a central water purification system.

When composing its assortment, G&G Flowers always seeks a balance between stability and innovation. By combining experience, market knowledge, and cultivation performance, the range continues to match the demands of the market.

With a strong foundation in craftsmanship and a forward-looking vision, G&G Flowers aims to remain a reliable player in the international flower supply chain for many years to come.



Sunny surprise

Bright at home, brilliant to give

This bouquet captures one of the season's happiest trends: bold, expressive colour with a playful wink. Vibrant yellows steal the spotlight, glowing alongside warm oranges, crisp whites and soft lilac touches. It's a palette that feels like pure sunshine, energetic, optimistic and just a little bit cheeky.

We're seeing a clear move toward mood-boosting arrangements that don't whisper, but smile out loud. The loose, natural styling enhances that effortless summer vibe, as if the flowers decided to throw a garden party and everyone showed up in their brightest outfit.

Perfect for your own home, it instantly lifts the room (and possibly your mood before your first coffee). But it's just as wonderful to surprise someone else with, a colourful way to celebrate beautiful weather, longer days and the simple joy of sunshine delivered in a vase.



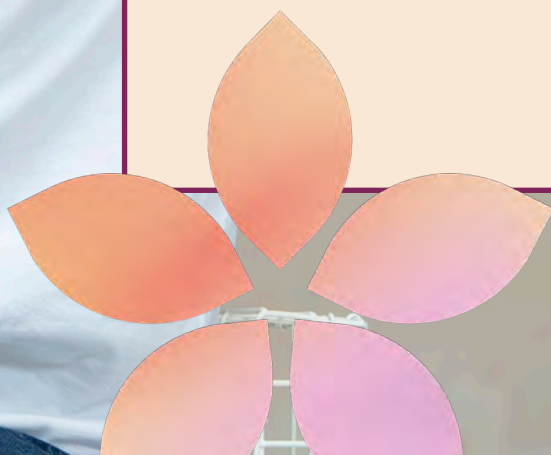






Explore the arrangements and flower details

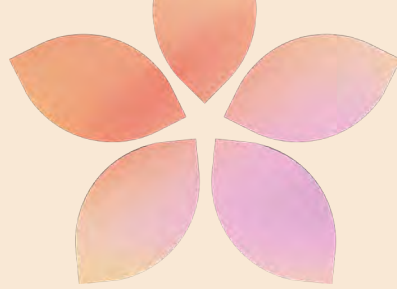
Scan the QR codes to explore each arrangement and discover detailed information about the products featured.



Grower in the spotlight

Interview with Rift Valley Roses





Rooted in Experience

Rift Valley Roses was founded in 2011 by brothers Gordon and the late Stuart Millar, building on three generations of Kenyan agricultural expertise. By February 2012, the first roses were harvested at their farm in Kenya's Rift Valley, located 2,250 meters above sea level.

Today, the company spans nearly 50 hectares, including 3 hectares of spray roses and produces around 70 million stems annually. Combining breeding knowledge, structured management, and a committed team, Rift Valley Roses has grown into a large-scale operation focused on reliability from cultivation to customer delivery.

The Advantage of Naivasha

The farm's location near Naivasha plays a defining role in flower quality. Volcanic soils, high altitude, and consistent equatorial sunlight create a stable growing environment. These conditions support the development of strong stems, large intensely coloured buds, and dependable vase life, key qualities for professional florists.

"Florists rely on predictable performance," says founder and managing director Gordon Millar. "Our environment allows us to consistently deliver roses that meet those expectations."



Consistency at Scale

Producing 70 million stems requires more than favourable climate. At Rift Valley Roses, quality begins with people. The company applies the Kaizen philosophy of continuous improvement, encouraging employees at every level to take ownership and contribute ideas.

Clear standards, ongoing training, and structured operational controls ensure alignment across departments. This culture of accountability and teamwork translates directly into uniform grading, stem strength, and reliable vase performance.

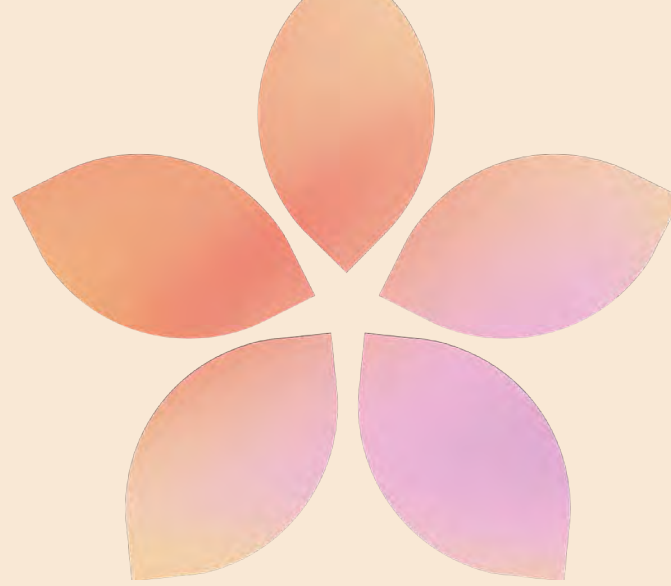


Innovation and Relevance

Roses remain the core focus, but innovation is constant. The team regularly trials new varieties and refines existing ones to stay aligned with market trends and evolving consumer preferences. By combining research with hands-on expertise, Rift Valley Roses offers florists both volume and modern, relevant selections.

Sustainable by Design

Sustainability is embedded in daily operations. Two solar installations, a 75 kW rooftop system and a 69 kW floating solar plant, provide approximately 60% of electricity needs, reducing CO₂ emissions by around 136 tons annually. Rainwater harvesting and eight reservoirs with a total capacity of 350,000 m³ support efficient irrigation management. Waste is separated at source, with organic material composted or used for biogas, and metals and plastics recycled or reused where possible.



Premium Wedding Quality

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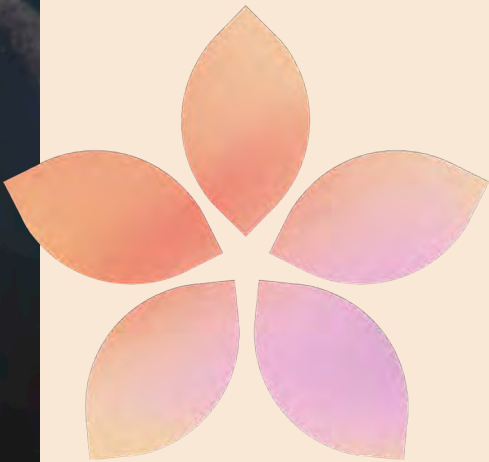


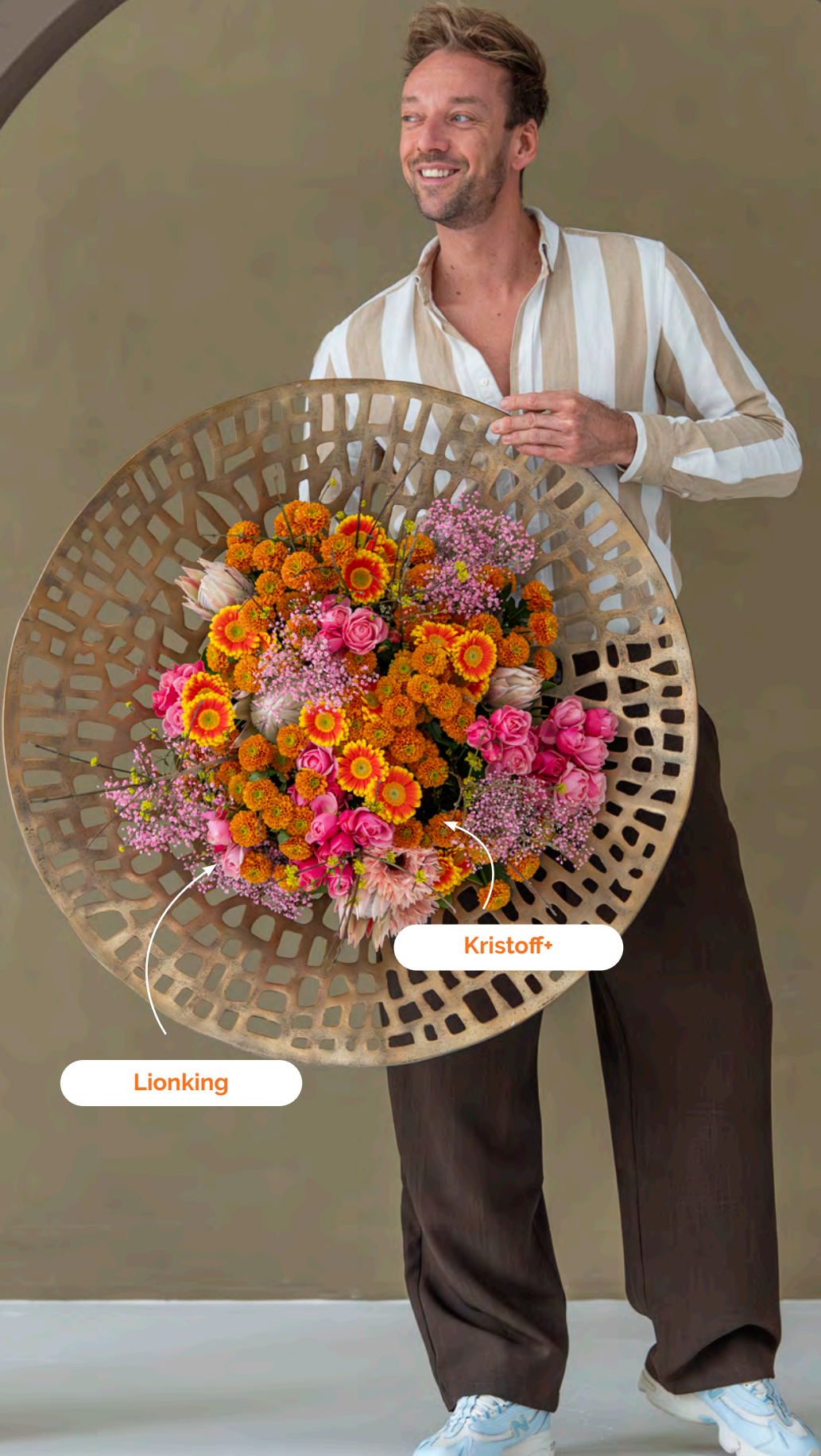
From mid-March, the company introduces its "Premium Wedding Quality" label. A newly planted crop of Snowstorm supplies carefully selected stems graded at 60–80 cm and cut at optimal maturity. With bright white blooms and strong stems, this selection is designed to meet the highest standards required for wedding arrangements, where reliability matters most.



Floating solar plant







Lionking

Kristoff+

Floral armor



Not all heroes wear capes

This striking arrangement is designed in a large perforated dish, with each stem carefully threaded through the openings. The result? A bold, rounded composition that almost resembles a colourful shield: floral, fearless and built to command attention.

The look fits perfectly within the growing trend of visible mechanics and structured floristry. Instead of hiding the construction, the technique becomes part of the design story. Open frameworks, architectural bases and intentional stem placement become a visible part of the design.

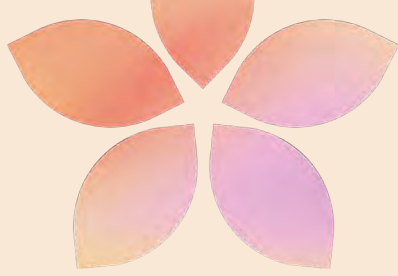
Confident, expressive and a little rebellious, this arrangement brings summer energy to the table. And if it keeps things far away from ordinary? That's simply good floral strategy.



Florist in action

*Interview with Floral designers
van Assem*

Wim & Ans van Assem



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43 Years of Florist Van Assem

Located in one of the oldest streets of Alkmaar, Florist Van Assem has been a trusted destination for flower lovers for 43 years. Founder Wim van Assem once started here on his own, driven by a clear passion for flowers and a strong vision of quality and craftsmanship.

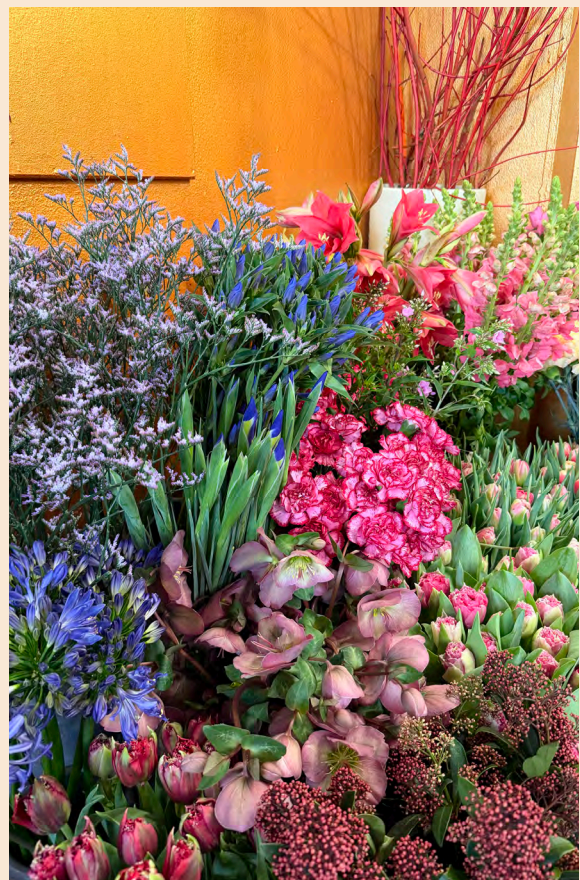
Over the years, the profession has changed considerably. Where florists once selected their flowers themselves at a physical wholesaler, purchasing now often takes place online. Yet the essence remains the same: working with fresh, beautiful products and creating bouquets with a recognizable signature. Customers often give the team a free hand when it comes to composing a bouquet.

The style of bouquets has evolved with the times as well. Tight, compact arrangements have gradually made way for airier and more natural compositions. A sense of seasonality also plays an important role: according to Wim, flowers bring a piece of nature into the home.

He also notices changes in consumer behaviour and a growing focus on

sustainability. Although the sector is making major progress, it can sometimes be challenging for florists to communicate that story clearly to consumers.

What has remained unchanged all these years is the joy of the craft. As long as that remains, customers in Alkmaar can continue to rely on Wim van Assem for flowers full of character and craftsmanship.





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From Idea to Result

A Professional Approach to Creating a Commercial Bouquet

A commercial bouquet is a professional product that begins with task analysis and the correct selection of initial materials.



Step 1: Defining the purpose

- What format is the bouquet created for (display, custom order, universal product).
- Which price segment it should cover.
- What purpose it serves: emotional, commercial, or brand/image-related.

Step 2. Selecting Materials

Material selection is a key stage that determines the final outcome.

- Flower durability.
- How the materials behave in the bouquet.
- Availability and the possibility of regular reproduction.

A professional material set usually includes:

- Primary flowers that create volume and shape.
- Secondary flowers that add rhythm and depth.
- Textural elements that create visual interest.
- Structural elements or greenery that unify the composition.



Step 3: Colour Palette

- Colour should be easy to read at first glance.
- Colour should be clear and understandable to the customer.

The optimal option is 2–3 main colours plus shades. Form and texture create depth, while colour creates the first impression.



Step 5: Assembling the Bouquet

- Establish the base and direction of the bouquet.
- Gradually build volume.
- Introduce accent elements.



Step 4: Texture and Rhythm

- Smooth materials create a sense of calm.
- Airy materials add lightness.
- Graphic elements build structure.

It is important to alternate textures to create rhythm rather than chaos.





A storefront is the language of a shop. It tells the brand's story, attracts passersby, and sets the mood. We met with professional floral designer Elena Geraskina to learn the secrets of her craft. Her experience and education allow her to transform shop windows into true works of art, where every detail matters.

Where does the work on a storefront begin?

"I start by gathering information: the dimensions of the window, lighting, availability of power outlets. Then I analyze the client's wishes, and only after that do ideas start to take shape," says Elena. It's important to understand what works for the space and what might be unnecessary. Sometimes the client takes the lead by indicating a colour or material, and the florist's task is to select the rest to create harmony.



Kismo Pink

Festival

Nova Zembla+®

Roxo

Olga Lyeonova



Self-defensed flowers

A hidden superpower of this bouquet is the natural resistance of certain varieties. Thanks to advanced breeding, these varieties carry natural resistance to some seriously tongue-twisting villains: *Fusarium oxysporum* f. sp. *chrysanthemi*, *Puccinia horiana*, and *Agrobacterium* species. Try saying those three times fast to a customer. Actually, don't. You can just call them fusarium wilt, white rust, and gall diseases and keep your dignity intact.

Here's the magic: instead of relying only on chemicals or perfect conditions, these flowers defend themselves from within. In trials under heavy disease pressure, resistant varieties stayed strong, fresh, and productive while sensitive ones struggled. That means more reliable quality, longer-lasting beauty, and fewer surprises for you and your clients.

So when someone asks why these blooms look so good, you can smile and say: "Strong roots, smart breeding, and a PhD in self-defense."

Kismo Pink resists **White Rust** disease, a fungal pest that paints freckles on leaves and weakens the plant's strength.



There is no better teacher than nature. By deciphering and analyzing the genetic code of plants, we learn about the precise biological causes for existing or missing resistances. Intrinsa® carefully upgrades the DNA, systematically improving and extending crucial traits of flowers and plants.

Roxo is resistant to **Fusarium wilt**, describing it as an underground saboteur that invades through roots and slowly makes a plant look thirsty even when the soil is wet. Roxo stands firm against it,

It is possible for one flower to be resistant to more than one disease.

Festival is resistant to both **fusarium wilt** and **white rust**.

Crown gall disease in roses is caused by bacteria that enter through wounds and trigger uncontrolled growth, forming hard swellings at the base of the plant. These galls disrupt water and nutrient flow, weakening the rose over time. Rose **Nova Zembla's** resistance means it can stop crown gall tumors, protecting its structure and long-term health, a trait growers value for reliability and longevity.





Casillas+

Polite but Powerful

*Light, happy
and ready for spring*



There's something about yellow in early spring that just makes sense. Combined with crisp whites, soft greens and airy pink accents, this bouquet feels like the season's first warm day, when you step outside without a coat and instantly feel better. Fresh, cheerful and full of gentle energy, it brings optimism without overwhelming the room.

The trend behind this look is all about harmonious contrast: joyful colour in a calm, natural structure. Clean shapes

and light textures create breathing space, making it perfect for modern interiors, even the bold, busy ones. It doesn't compete with colourful walls or statement furniture. It simply gets along with everyone (we all need a bouquet like that).

Just like spring itself, this arrangement refreshes a space. It brightens a quiet corner, softens a lively setting and quietly announces: a new season has arrived.



Casillas+

This creamy gerbera is the ultimate bouquet refresher. Its soft, neutral tone brightens colourful arrangements and fits just as perfectly in simple, everyday bouquets. Basic or extravagant.





How to get *in contact?*

WHOLESALERS

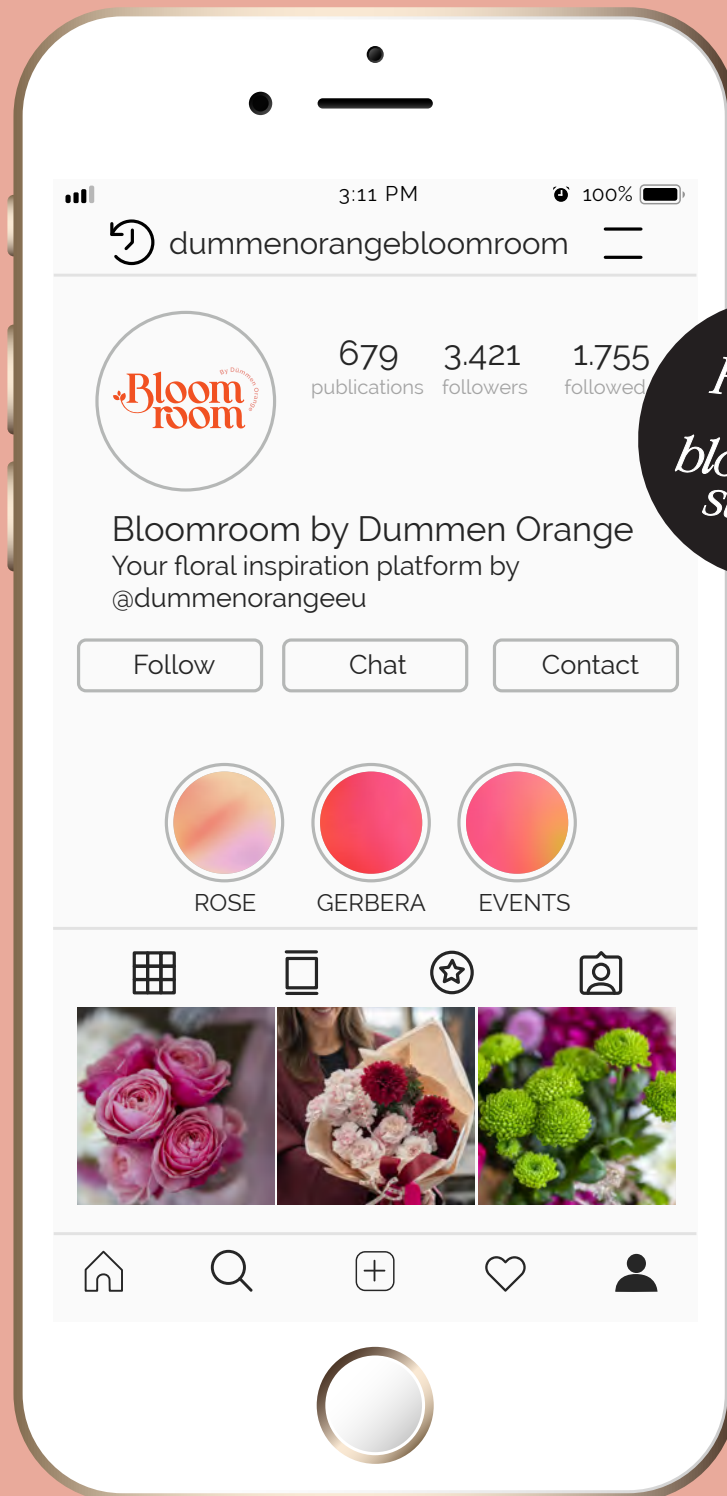
Bloomroom likes to offer **workshops and sample boxes** together with you. Are you interested, please reach out to us. We're thrilled to unveil our latest introductions, proven performers, and high-potential products. Our aim is to support you with valuable tips, tricks, and essential information.

FLORIST

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SCAN ME









Colofon

About this issue

In this edition of our magazine, we celebrate the artistry and innovation in floristry across Europe. From Idea to Result to trends in modern floristry and insights from leading floral designers, this issue is packed with inspiration to elevate your floral designs. Dive into stories of passion, craftsmanship, and sustainability that push the boundaries of traditional floristry. Join us as we explore the ever-evolving world of flowers, where every stem tells a story and every arrangement becomes a work of art.

Follow us on Instagram for more inspiration.

For additional inspiration, follow us on Instagram at [dummenorangebloomroom](https://www.instagram.com/dummenorangebloomroom). Discover the latest trends, get inspired by unique creations, and connect with our growing community of flower enthusiasts. Stay updated and let your creativity flourish with us on Instagram.

For more information, scan the QR code to visit Bloomroom by Dümme Orange



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