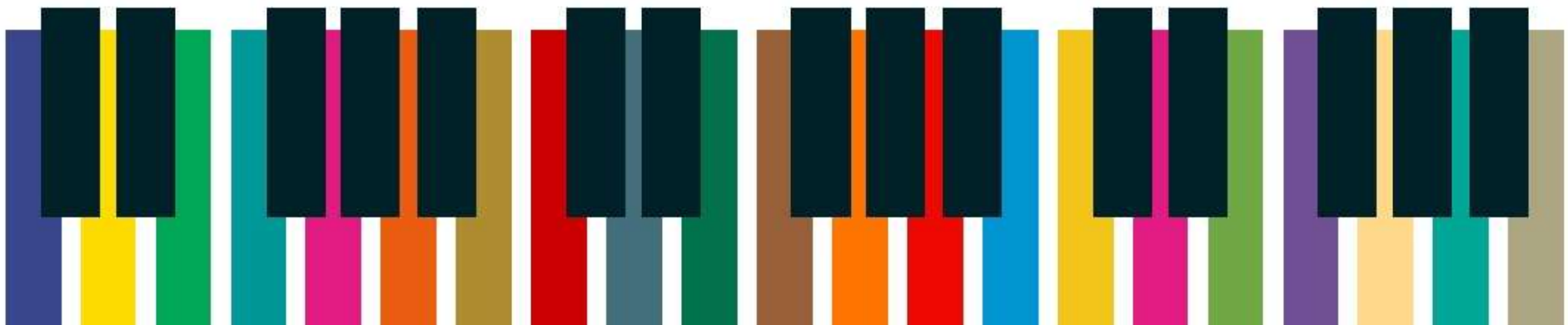


*Aviv Harmonie*



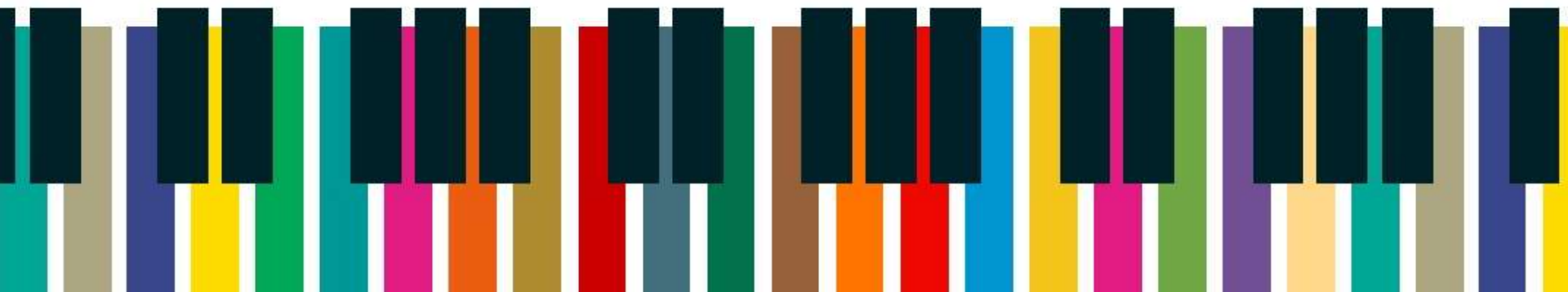
*Aviv Harmonie*



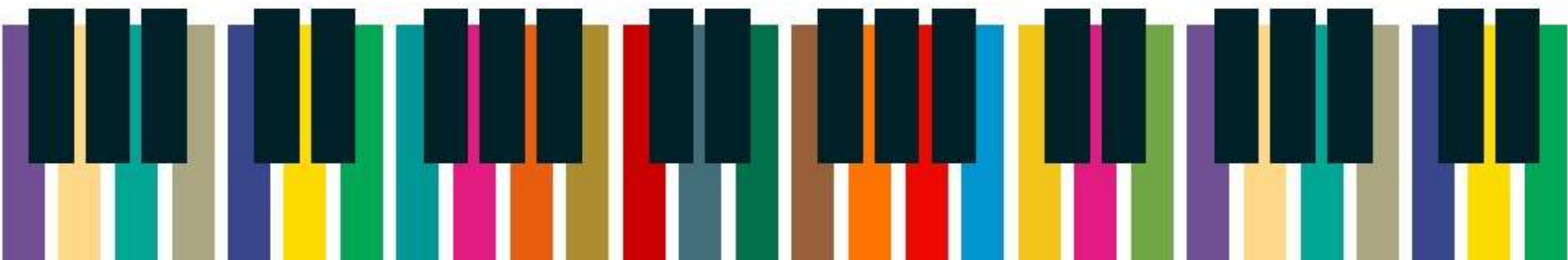




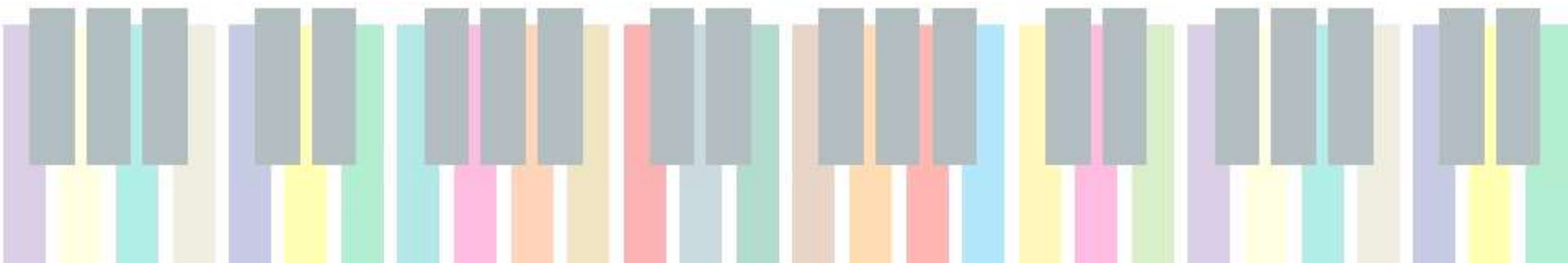
*Alive* Harmonie



*From*

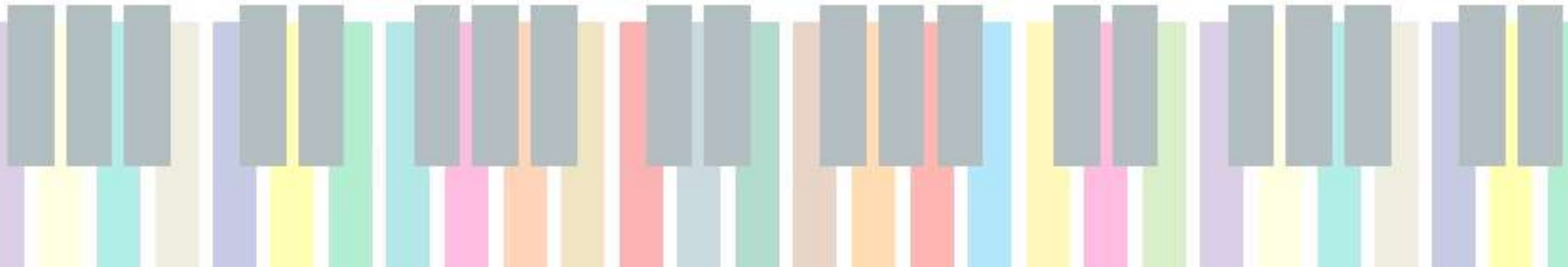


*From*



# From Flowers

- **Large farm** - 30 hectares
- **Top Quality products**
- **Ship to order** will ship different order combinations
- **Large selection of products**
- **Open to new innovations**





# Froom's Quality – Post harvest treatment :

- Flowers are picked and placed in the preservation solution immediately
- Flowers remain in the solution during the sorting process
- Flowers are kept in the cooler in solution for 24 Hours
- Flowers are packed in the cooler
- Pallets are sent in their final package with no additional handling.



Froom



The Froom's concept: A farm that is based on a solid selection of established crops. Also able to develop niche products and support innovations.

### Froom's niche products selection

- Hibiscus
- Limonium Statica
- Limonium Saphora
- Craspedia
- Crocosmia
- Gomphrena



### Froom's Base Selection

Solidago Glory



- Aralia
- Ruscus
- Aspedistra



# The Hibiscus Collection



Varieties:

- Bi Color
- White
- Red



O	N	D	J	F	M	A	M	J	J	A	S
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# Gomphrena

Available colors:

Red

Orange

Carmine

From



O N D J F M A M J J A S

# Limonium Safhora

- Saphora Dark Blue
- Saphora Lilac



Fr   m

O N D J F M A M J J A S



# Craspedia



From

ONDJFMAMJJAS

# Crocosmia

From



O N D J F M A M J J A S



# Crocosmia met bes



From



# Limonium Statica

Available colors:

Blue

Yellow

Pink

White



From



# Solidago Glory



From   m

O N D J F M A M J J A S

# Aralia

- Shiny Finish
- Tradition of supplying top quality

From  m





# Ruscus



Fr   m

# Aspedistra

- Natural shine – with no oil treatment

From



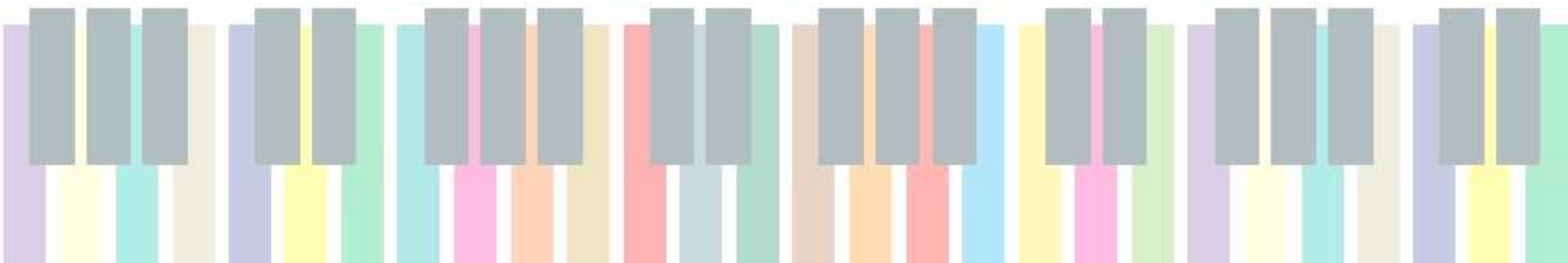


# Stability and innovation

- In an ever changing market Froom Farm puts the customer needs as their first priority - and will continue to do so.
- They will supply any customer requests: different mixes, total amount of stems in a box, or different sizes and weights.
- Froom will keep using its mass products as the base of their operation

This approach allows Froom's farms to invest time and money in developing new niche crops that put them one step ahead of the competition

*From*



*Aviv Harmonie*

