

Veri Peri Blue



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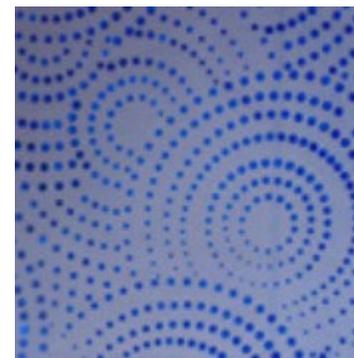




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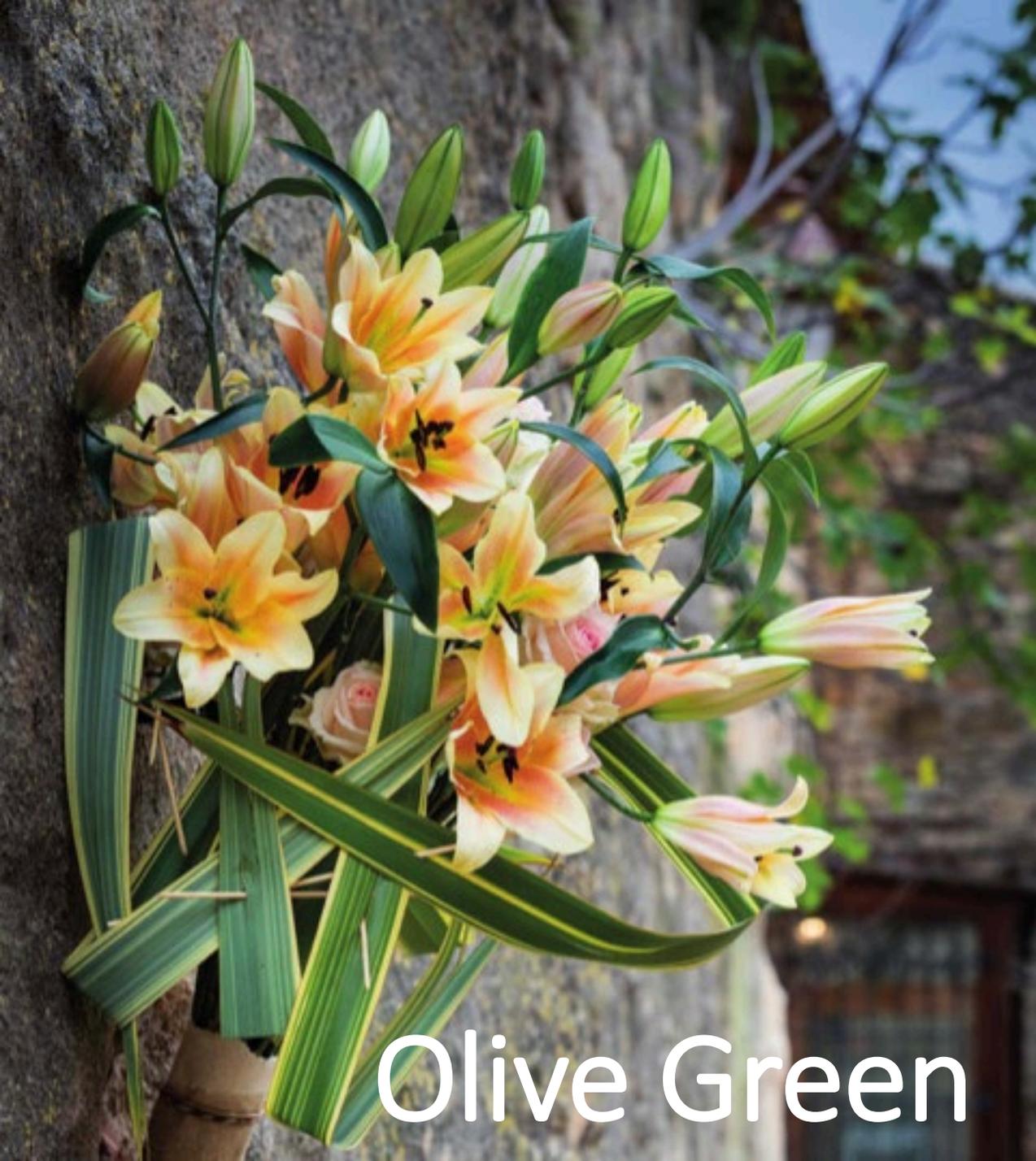


Veri Peri Blue





Olive Green



Olive Green





Behr Blanc Canvas





Behr Blanc Canvas





Inspiration Galore!!





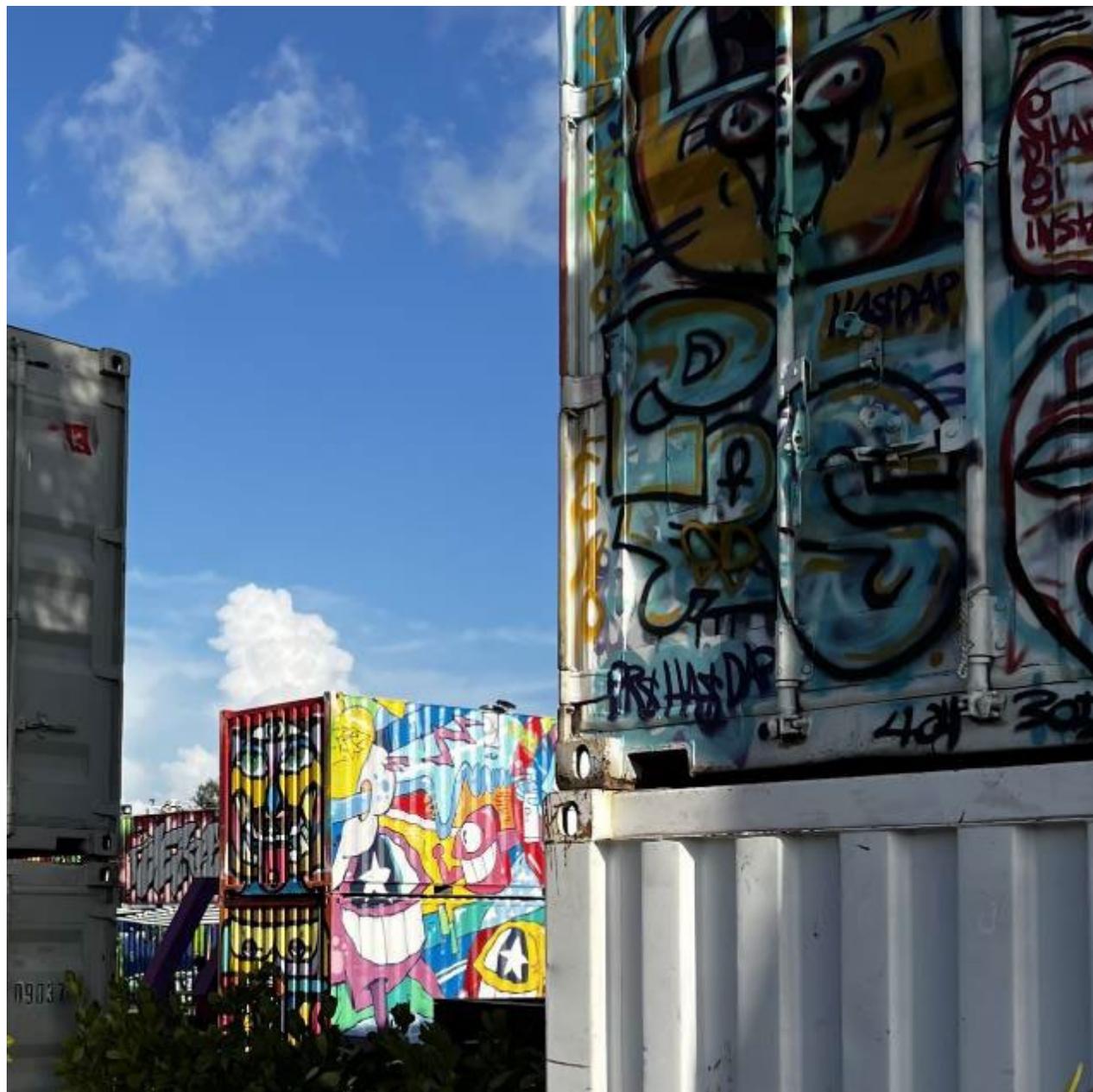
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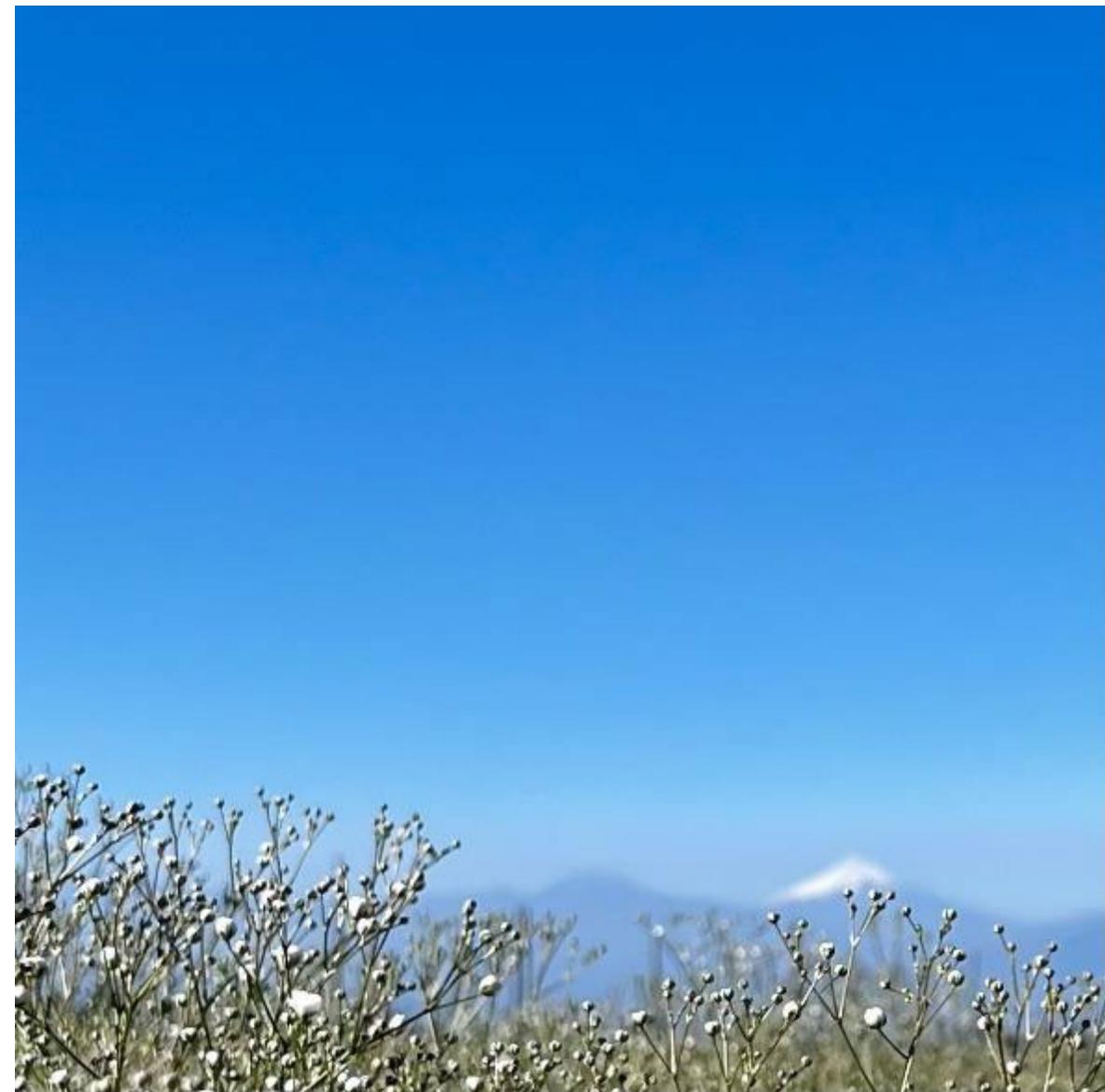




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In 1963, **Pieter M. Landman** was found behind a blooming tulip in the bulb-fields of his parents in Breezand the Netherlands.

After finalizing ‘Cum Laude’ the horticulture school for floral industry and floral design, he decided to open a flower shop, to start a freelance job on the side creating floral decorations around the world and on top to follow the study for his master degree on floral designing.

Decorating international floral shows around the world, sports events like Wimbledon, royal palaces, society weddings, fashion shows, master-classes to florists as well to royalties and children and presenting television programs about floral designing are a few of the topics of his long list.

After closing down his flower shop in the nineties, Pieter concentrated himself more on product development, trend watching, merchandizing and sales for the mass market. He worked with large well-known floral exporters in Aalsmeer, the Netherlands, creating exciting new floral products for the European and American mass-market industry.

In 2003, Pieter opened his company ‘Blooming Vision BV’, consulting mass markets and their suppliers around the world on trends, product development, merchandizing and sales. Aside working with fresh flowers and plants, he creates excitement with artificial flowers, ceramics and packaging never forgetting the basic desire of the consumer.



Martine van Velden is a Dutch born designer who grew up on a flower farm in Holland. She studied design and during her crazy years as a student, she realized that with all the knowledge she had she could travel the world. So, at an early age she packed her bags and ventured into working in flower shops in London and Tel Aviv learning tricks from the best florists.

After a few years she landed a job in the US and became a trainer and designer in a flower shop in Dallas bringing her European knowledge to America.

For the past 20 years she has been working in the floral mass market breaking rules and impacting the industry with her unique style. Thanks to all her experience she has had the opportunity to travel to South America to train and teach about design spreading her knowledge internationally, something she always dreamed of.

This flower child is always inspired by nature. She loves to pick fresh flowers from the fields and share her love for flowers with the world.



Cindy Hanauer is the 4th generation of her family in the floral industry and has achieved 40+ successful years encompassing every retail channel of the business: traditional florist, mass market and e-commerce. Cindy has held executive positions with the largest retailers in the world such as Kroger, Winn-Dixie and 1-800-Flowers, successfully managing both the back-end supply chain for 25+ distribution centers and the customer-facing merchandising and operations teams for 2,500+ retail locations. Her core competencies include business strategies, team reorganizations, disruptive technology launches, operational training, innovative supply chain integrations, e-commerce development and award-winning bottom-line results.

In 2014, Cindy launched Grand Central Floral, a B2B education platform to provide knowledge and information to all sectors of the floriculture community. Cindy has gained international recognition as an influencer and futuristic visionary in the industry with her website, newsletter and social media platforms followed by 10,000+ members, worldwide.

Cindy shares her expertise with the public through television, radio and speaking appearances and writes frequent columns for numerous industry trade magazines. She offers consultation to global investors and analysts, is a trustee for the American Floral Endowment and volunteers on many industry boards and committees.

In her Florida community, Cindy works with a group of volunteers who help senior citizens age successfully and independently in their own homes. She is also a philanthropic vocalist and performs with three vocal organizations where 100% of the concert proceeds are donated to local organizations who provide free family services, medical support, dreams and comfort to children with terminal or life-threatening illnesses.