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SUNTORY FLOWERS
Florigene Flowers A Division of Suntory Flowers LTD
INTRODUCTION

The color purple has always been chased because of the difficulty of producing it and its unique color. In western civilization it was a color only for the royalty or elite; it meant abundance.

There is abundance in today’s world. The home décor is a multibillion dollar industry offering people a range of choices decorating their homes to feel comfortable and entertain guests. Choices for décor, food and beverage have expanded given more offerings than ever before and at reasonable prices. Specialty supermarkets are bringing back or introducing high quality goods into people’s homes from prime cuts, artisan cheeses and fine wines. People are willing to spend the little extra.

Suntory Flowers and Florigene are hoping that the colors of the “Moon Carnations” bring value for the segment that wants a little more. The rich purple and lavender tones enhance the senses of the fresh floral arrangements and give a new impulse to the traditional bouquets. Fresh floral arrangements are and will become an import part of home décor.

We hope that the sophisticated look and the elements illustrated in this catalogue are enhancing and will draw an audience to your floral department.

SPRING

- Carnation Moonshade
- Mini Carnation Moonvelvet
- Agapanthus
- Asiatic Lily yellow
- Chrysanthemum Green
- Roses yellow
- Spray Roses orange
- Stock purple
- Foliage
- Insert & sleeve Koenpack

- Carnation Moonshade
- Mini Carnation Moonpearl
- Carnation peach
- Chrysanthemum green
- Lavender Statice
- Roses creme
- Spray Roses pink
- Foliage
- Insert & sleeve Koenpack
SUMMER
- Mini Carnation Moonique
- Asiatic Lily pink
- Chrysanthemum lavender
- Chrysanthemum purple
- Spray Roses hot pink
- Spray Roses pink
- Foliage
- Insert & sleeve Koenpack

- Carnation Moonlite
- Mini Carnation Moonvelvet
- Chrysanthemum bronze
- Chrysanthemum lavender
- Spray Roses hot pink
- Asiatic Lily Orange
- Hypericum
- Foliage
- Insert & sleeve Koenpack

FALL
- Carnation Moonlite
- Carnation Moonshade
- Mini Carnation Moonvelvet
- Chrysanthemum bronze
- Chrysanthemum lavender
- Spray Roses hot pink
- Asiatic Lily Orange
- Hypericum
- Foliage
- Insert & sleeve Koenpack

- Carnation Moonlite
- Mini Carnation Moonique
- Chrysanthemum spider green
- Erychium
- Limonium Purple
- Roses red
- Stock Purple
- Spray rose orange
- Sunflowers
- Foliage
- Insert & sleeve Koenpack
WINTER

- Carnation Moonaqua
- Mini Carnation Moonique
- Agapanthus
- Chrysanthemum spider green
- Chrysanthemum white
- Erynchium
- Static lavender
- Insert & sleeve Koenpack

- Carnation Moonvista
- Mini Carnation Moonberry
- Mini Carnation Moonique
- Alstroemeria white
- Chrysanthemum green
- Chrysanthemum white
- Sleeve Koenpack

- FLORIGENE Moonaqua™
- FLORIGENE Moonlite™
- FLORIGENE Moonshade™
- FLORIGENE Moonvista™
- FLORIGENE Moonpearl™
- FLORIGENE Moonquer™
- FLORIGENE Moonique™
- FLORIGENE Moonvelvet™