IN

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TI
ON

ALWAYS MOVING.

NATUFLOR

ALWAYS BLOOMING.

IN MOTION

Captures the essence of Natuflor as a brand **that is constantly evolving** while staying rooted in the people and expertise that built it. The campaign introduces our new packaging as a symbol of progress, carried forward by the same hands and knowledge that have shaped Natuflor for years.

The visual becomes a metaphor for movement, product, innovation, and legacy. Just as the truck delivers fresh roses to the world, it carries a story of continuous improvement, dedication, and craftsmanship.

Honoring its tradition of continuous improvement, we keep the promise of **always moving forward.**

LEGEND

Color · Button Size · Lenght · Petal Count · Vase Life

NATUFLOR



Fatima Gardens

BICOLOR
PINK WHITE
5,6 cm
40-60 cm
97
14 days

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Mamma Mia

RED | 6,3 cm | 40-90 cm | 31 | 17 days

Angelkiss

WHITE | 5,9 cm | 40-70 cm | 64 | 15 days

Veggie

GREEN | 5,1 cm | 40-70 cm | 40 | 15 days

Country Garden

BICOLOR
RED WHITE

5,4 cm

40-60 cm

36

14 days





Toffee

EARTH TONES | 5,4 cm | 40-80 cm | 36 | 16 days



Creamykiss

WHITE | 5,8 cm | 40-70 cm | 58 | 15 days



Pomarosa

PINK | 6,9 cm | 40-80 cm | 40 | 16 days

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Sunset X-pression

YELLOW | 5,8 cm | 40-60 cm | 25 | 15 days

Mango Tango

ORANGE | 5,5 cm | 40-60 cm | 51 | 15 days

Country Garden

HOT PINK

5,3 cm

40-60 cm

112

14 days





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Peonikiss®

PINK | 4,5 cm | 40-60 cm | 136 | 14 days

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30 YEARS

For 30 years, Natuflor has never stopped **learning from every season,** every process, and every rose we grow. That accumulated experience allows us to continuously refine the way we cultivate, harvest, handle, and evaluate our roses, turning decades of knowledge into better decisions every day.

Inspired by the principles of continuous improvement, we keep **evolving what already works,** strengthening consistency and performance with every step forward.

THIRTY YEARS OF EXPERIENCE, ALWAYS IN MOTION.

NATUFLOR

Flirty

YELLOW | 6,2 cm | 40-70 cm | 32 | 16 days

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Wild Dancer

HOT PINK 6,1 cm 40-70 cm 36 16 days

Phoenix

ORANGE | 6 cm | 40-80 cm | 37 | 14 days

Milky Way

WHITE | 6,9 cm | 40-60 cm | 34 | 14 days

Country Blues

LAVENDER 5,4 cm 40-60 cm 39 17 days



NATUFLOR

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