



Porta Nova - Everlasting quality



After a busy Valentines period **International Woman's day (March 8)** is coming. In East-Europe this is a major annual event. In West-Europe it is also becoming a bigger floral event. Which of course is positive for the Dutch flower industry! It is a day on which we celebrate our appreciation to woman's.

In our opinion on the 8th of March all the woman around the world deserve to receive our Porta Nova roses!

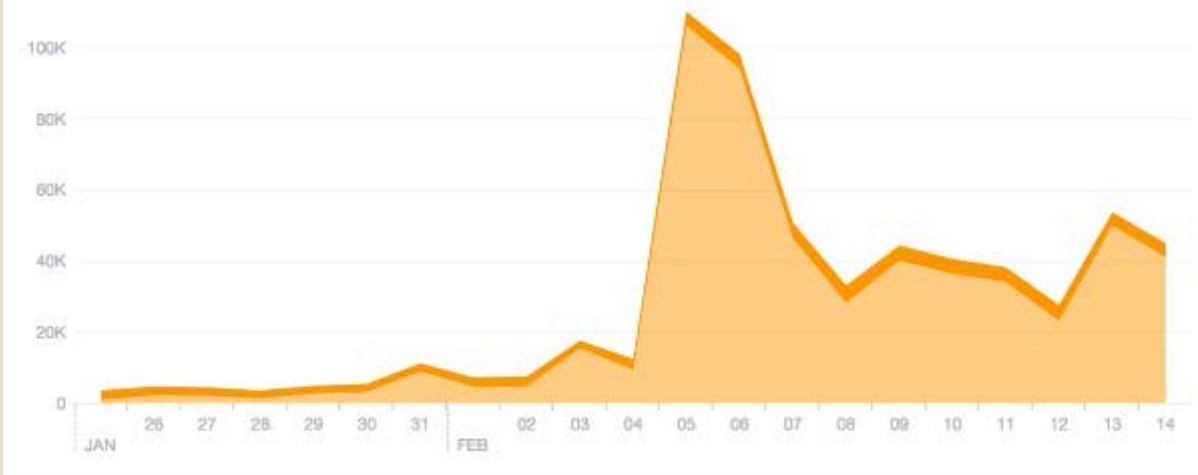


A LOOK BACK AT VALENTINE BY STEFAN VAN VUUREN

We want to thank everyone for the trust and the purchase of our product. We hope that, together with the entire chain, we have been able to let a lot of people in Europe enjoy Valentines with beautiful **Red Naomi roses from Porta Nova**, and that the men have surprised their lovers just as the **#Cupidrone** did in Verona.

Valentine this year was a special **Valentine**. Valentine was on a Saturday and in large parts of Europe jointly with holidays and Carnival. Because of these circumstances it was very difficult for florist and wholesale to estimate how many flowers would be needed. This combined with delivery problems of South American roses has lead to extremely high demand for Dutch red roses at the last moments.

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#CUPIDRONE PROMOTION CAMPAIGN WITH PORTA NOVA ROSES WENT VIRAL IN VALENTINE'S WEEK

The week after Valentine's we can make up the balance on how successful this campaign was, and the figures are impressive. According to The Dutch Flower Council over **4,000,000 people** saw the **#cupidrone** video in which our **Porta Nova Red Naomi roses** were delivered by a special drone. [Read more >>](#)



HOW CAN A FLORIST ANTICIPATE TO INTERNATIONAL WOMAN'S DAY?

In an article from FloraHolland some creative suggestions were given which could be used for **International Woman's day**:

The arise of Women's day was because women start to fight for their own rights. As a florist you can use this as a reason for a male buyer to show his wife she is important for him by buying her flowers. [Read more>>](#)

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Thank you for subscribing

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