

FABELICIOUS™  
everlasting beauties

A woman with vibrant, multi-colored dreadlocks (purple, red, yellow, and white) is smiling and holding a large, dense bouquet of orange spray roses. She is wearing large hoop earrings and a green top. The background is a soft-focus outdoor scene with greenery and a blue sky.

FABELICIOUS™  
everlasting beauties

BLOOMING GOOD  
ROSE DEALS

FABELICIOUS™ everlasting beauties

Fabelicious™ Friends & Mobile flower boutique partners

The logo for AFRI FLORA, featuring a stylized red tree icon above the text "AFRI FLORA" in a bold, sans-serif font.

The logo for interplant ROSES, featuring a colorful circular icon with dots in various colors, followed by the text "interplant" in a lowercase sans-serif font and "ROSES" in a smaller, uppercase sans-serif font.

The logo for VOORN SPRAY ROSES, featuring the word "VOORN" in a bold, uppercase sans-serif font, with "SPRAY ROSES" in a smaller, uppercase sans-serif font below it, and a small "V" logo at the bottom.

The logo for Enam Roses by, featuring the text "Enam" in a script font, "Roses" in a bold, uppercase sans-serif font, and "by" in a small, lowercase sans-serif font, followed by a stylized red rose icon.

Fabelicious™ Friends & Mobile flower boutique partners







*Fabelicious is  
crazy in love with  
flowers and  
serious about  
people*



Rudi Tuinman & Pascal Koeleman oprichters Fabelicious™

# FABELICIOUS™ EVERLASTING BEAUTIES

Fabelicious Everlasting Beauties is a new brand of dried roses. The story behind these beautiful roses is unique. It tells a story based on fair trade. Sustainability and excellent homogeneous quality. Fabelicious Everlasting Beauties says goodbye to the established values and creates a modern platform for a new generation of dried roses of excellent quality. In this magazine we take you into our world of dry roses, bouquets, applications and everything Fabelicious has to offer. Enjoy ....



# SOCIAL, SUSTAINABILITY & BEST PROMISE

Fabelicious™ Everlasting Beauties are much more than dried roses.  
The story behind these beautiful roses is different.  
It tells a new story based on fair trade, sustainability and homogeneous quality.

Local flower growers are the most important success factor.  
We support the people of Africa with a personal sustainable policy.  
Good salaries and fair working conditions. Growers invest in social projects in the regions such as water management, schools and health.  
With the purchase of Fabelicious Everlasting Beauties you create a more beautiful world. These roses are grown and dried under the best conditions.  
Both for the product and for the people.  
“With love from Africa to Amsterdam · is the best promise we keep.”

## No waste

Fabelicious Everlasting Beauties does not only have the answer to unnecessary waste of flowers. It is the answer itself.  
Drying roses is already a sustainable solution. The fact that Fabelicious has already bought millions of roses for a fair price is fair trade for the growers in Africa and the Netherlands. No rose is wasted for Fabelicious Everlasting Beauties: money is made and the dried roses are used for making of eco-lifestyle products.  
It can hardly be more sustainable.

FABELICIOUS™  
everlasting beauties





# FAB BOUQUETS

## FRESH & DRIED

### FAB Fresh & Dry

The Fabelicious Everlasting Beauties collection has been composed with great care and consists mainly of a beautiful range of spray and single dried roses.

Unique with our roses is the mixing of Fabelicious dry roses with fresh side materials. With our various colors and types of roses, we have put together a great bouquet line. With additional materials such as grasses, Eucalyptus, Eryngium, Gypsophila and all materials that dry well. We offer bouquets that have a long life.

In this magazine, but also on our website, you will find an overview of all our inspirational images, but also great bouquets in various colors, styling & shaping. At Fabelicious we make bouquets custom-made for our customers: every color and combination within our collection is possible.

We also offer various packaging options, lifestyle products and value-added items.



*Hand Picked  
Fabelicious*





FABELICIOUS™  
everlasting beauties

*Michael van Namen*

*Ruud Hazelaar*

*Pascal Koeleman*

*Tineke Geerlings*

*Marloes Joore*

*Geertje Stienstra*

*Tiffany van Lenten*

*Rudi Tuinman*

**FAB Design team**  
Our Creative Fabelicious team consists of a mix of very talented arrangers, stylists and decorators. Together with this top team we develop Fabelicious articles and show you what you can do with our dried roses.

These unique talents with a variety of styles and flavours provide our inspiration and application ideas.

Follow our team online on the inspiration page or on social media.

**Fabelicious.com**

**FAB** DESIGN TEAM



# CREATIONS WITH **FAB** YELLOW

## FABELICIOUS ROSES 'ARE MADE TO CREATE...'

Our team of designers are among the world's top floral artists and styling specialists. This time in the spotlight of our magazine. Tineke Geerlings. With the color seen in the Middle Ages as the color of hate: YELLOW! Or as we call it **FAB**Yellow.

Nowadays, the color yellow is happily seen as sunny and cheerful and a color that is increasingly emerging in trends as an accent or main color. Various shades of yellow in the mix are hip. From bright to ocher. Or what about the combination with pink ... totally contemporary!

With a selection of old vases, old lamp shades and baskets Tineke created the most hip and trendy arrangements. A versatile mix from a bouquet in various price ranges to a mega eye-catcher for an event."



*Tineke Geerlings*



*Finishing Touch*



*Styling to perfection*



*Fabelicious material selection*

*Creating the perfect bouquet*

HANDMADE  
WITH LOVE

## WITH DRY & FRESH



# INSPIRATION WITH **FAB**ROSES

For more inspiration,  
color & designs have a look at our  
new website or follow us on social  
media **FABELICIOUS.COM**



WITH LOVE  
FROM AFRICA  
TO AMSTERDAM



*Fabelicious Yellow and  
White collection*



# FAB BOUQUETS COLLECTION

## FAB Bouquets

Fabelicious™ has an extensive collections of bouquets in cobination with fresh green materials. In different styles, sizes and shapes. With Fabelicious roses you can make combinations that are infinite and to everyone's taste.

Here you will find an overview of these bouquets that have been made for the commercial market.

Fabelicious has a heart for nature: all our packaging is therefore also composed with an eco look and materials. In this way you can distinguish yourself from the competitors. Fabelicious helps you stand out.

In various price ranges and custom made, Fabelicious has a total overview in its showroom in Rijnsburg of all the possibilities for putting together this great commercial dry & fresh bouquets.

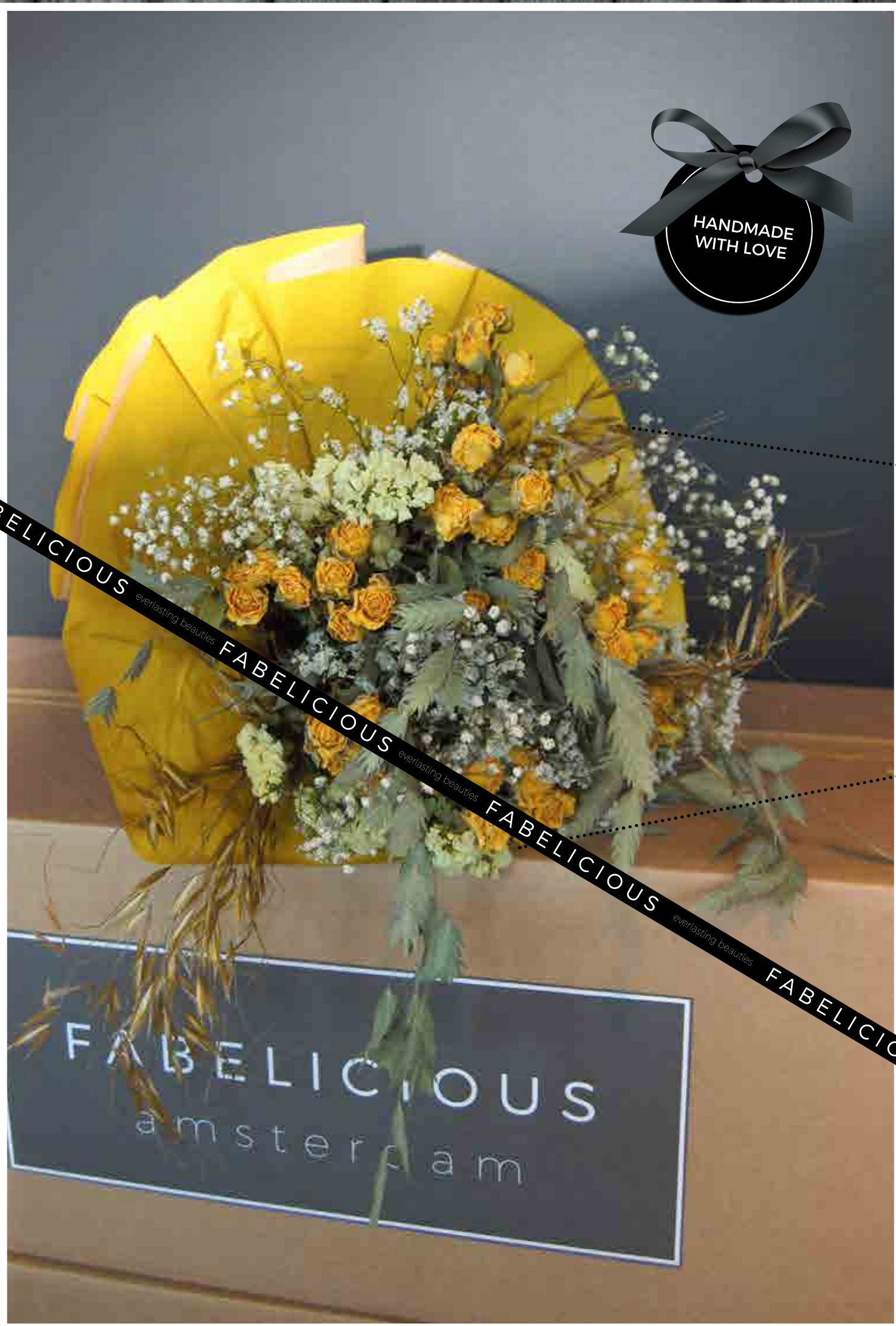
Make an appointment to visit our showroom at [sales@fabelicious.com](mailto:sales@fabelicious.com)



*Marloes Joore creating the perfect FAB bouquet*







# BOUQUET DRIED TO PERFECTION

MAKING A BOUQUET  
WITH FRESH GREEN  
MATERIALS AND  
ADDING FABELICIOUS DRIED  
ROSES!



1 FRESH FLORAL  
MATERIALS & GREEN



3 SELECT ALL  
MATERIALS



4  
MIXING FRESH &  
DRIED



2  
ADDING  
FABELICIOUS DRIED  
ROSES



6 FINISH WITH  
PACKAGING



8 BOUQUET DRIED TO  
PERFECTION IN 24HR



5 CREATING THE  
BOUQUET



7 FINISHED FRESH &  
DRIED BOUQUET



FABELICIOUS™  
everlasting beauties



# FAB COLLECTIONS SPRAY & SINGLE

## COLLECTION

The collection of Fabelicious Everlasting Beauties represents a carefully composed mix from a wide range of African single and -spray roses. The production process is sustainable and based on certified cultivation. Working conditions are good and fair wages are paid. This helps the people of Africa a few steps forward. It also prevents the waste of the flowers. With strong production capacities in Africa and excellent dry and logistic facilities in the Netherlands, it is possible to deliver the roses in bundles or, if desired, in bulk.

Fabelicious specializes in custom orders. For example: Price stickers, covers, different numbers, color ratio and lengths.

For more information about our FABCollection, visit [fabelicious.com](http://fabelicious.com) or contact us about our prices and delivery conditions. Direct access is also possible, register now online in our webshop.

**ORDER NOW ONLINE IN OUR NEW WEBSHOP!**

ORDER BEFORE 6 AM IS DELIVERD BEFORE 12 AM AT THE 3 AUCTIONS  
RIJNSBURG, AALSMEER & NAALDWIJK.. OR ASK YOUR FRESH SUPPLIER.

*The Fabelicious mix Collection*



FAB Soft pink spray



FAB Lila spray



FAB White spray



FAB Yellow spray



FAB Red Yellow spray



FAB White spray



FAB Red spray



FAB Orange spray



FAB Yellow spray



FAB Hot pink spray



FAB Yellow spray



FAB Light pink spray



FAB Orange single



FAB Lila spray



FAB Purple single



FAB Mix spray



FAB Soft pink single



FAB Light pink single



FAB Peach single



FAB Hot pink single



FAB Red single



FAB Yellow single



FAB White single



FAB Red single

FOR AN UP TO DATE COLLECTION REGISTER FOR OUR WEBSHOP!





# ROSES

## DRIED TO PERFECTION

### Mission, Vision & Values

Fabelicious constantly strives for superiority in terms of the highest quality in products and concepts. We offer a wide range of specialty dried roses based on the principles of sustainability, traceability, certification, organic crop protection, fair trade and corporate social responsibility, the direct relationships with growers and our customers are a starting point for Fabelicious

We plan to promote solid criteria for our Fabelicious Everlasting Beauties brand.  
"Our roses from Africa are prepared & dried in our facilities in the Netherlands where we have the best conditions and skills to dry our high quality roses."





# FABELICIOUS

## THE PEOPLE BEHIND

### Fabelicious a new brand

Fabelicious is a brand of the Dutch company 2dezin that has existed for 20 years this year.

2dezin started in the year 2000 as a promotional marketing agency in the horticultural sector.

Founders Pascal Koeleman and Rudi Tuinman saw their company grow into one of the leading agencies in the market.

Flowers and plants in combination with Homedecor is a must according to the Fabelicious founders.

Broadening the market. Sales in other branches and adding commercial added value is a necessity in the current market. The combination of the sectors we operate in and the opportunity to create a brand.

We go for quality, trust and good working conditions for our people and the producer in Africa.

Environmental and eco-friendliness are important features in the new brand and a strong consumer need.



PASCAL KOELEMAN  
MANAGER & DESIGN FABELICIOUS

*The Fabelicious Display  
Now available*



RUDI TUINMAN  
DESIGN & DEVELOPMENT FABELICIOUS



**FABGIFT**  
FABELICIOUS IS BUSY DEVELOPING  
THE **FABGIFRLINE**.  
MORE ABOUT THIS LATER!



**FAB EAU DE NATURE**  
ROSES ARE FRAGRANCE. FABELICIOUS  
WORKS ON A FRAGRANCE LINE WITH  
ROSES, CONCEPT FASE!



# FAB FRIENDS

## “AFRIFLORA SHER THE LARGEST ROSE FARM IN THE WORLD”

Since its foundation in 2005, sustainability has been Afriflora Sher's main starting point. The roses offered by Afriflora Sher are grown in the Ethiopia nursery. Under natural conditions, many roses are grown in steel greenhouses with plastic covers. In the field of the environment, Afriflora uses costumes to protect natural conditions and use them as much as possible.

### ABOUT US

Afriflora Sher has the largest rose nursery in the world, based in Ethiopia. The Afriflora nursery is located on Ziway Lake at an altitude of 1650 m above sea level, about 3 hours drive from the capital Addis Ababa. In addition to the nursery in Ziway, there are 2 farms in which Sher Roses' are Farmed: the Koka Nursery, an hour's drive from Ziway, and a nursery in the village of Adami Tulu, which is very close to Ziway. In 2017, the total area of this greenhouse complex will amount to approximately 550 acres (comparable to 11,000 football fields ).

### METHOD

Afriflora has been concentrating on the European retail market since 2005, especially for orders based on long-term contracts. Over 90% of the roses arriving at Afriflora in Aalsmeer are thus directly sold and delivered to customers.

### HUMAN INTREST

Afriflora has not only developed a sustainable personnel policy, but also some social projects in the area. The Sher Hospital is right next to the nursery. Afriflora bears the cost of medical visits and treatment by Afriflora employees. In addition to the Sher Hospital, Afriflora also supports several other projects, such as a primary high school, the construction of a church, and various other projects in Ziway. All decisions, plans and activities are focused on long-term relationships with suppliers, employees, customers and those of the consumer.



All customer wishes are known to the sales department and the bouquets are tailor-made based on these wishes. Most requests are already executed by Afriflora to reduce the cost of the customers.

### INNOVATIONS

Cost control and efficiency are very important aspects in the floriculture sector. In order to optimally meet your wishes when purchasing for roses, it is important that we supply a product that fully meets your wishes. Afriflora and its sales team would like to participate in your considerations to optimize existing concepts and develop new ones. This way you can distinguish yourself from the competition with Afriflora.



### OTHER PROJECTS

Culture and self-esteem are promoted through sport and play. Facilities are developed and made available for these purposes. Afriflora has built a multifunctional sports complex with a stadium behind the greenhouse complex. This stadium will be used for football matches between the employees and opposing teams played by the different companies based on the Afriflora project. A street of Ziway has been specially built so that everyone can easily reach the stadium.

### FINANCIAL SUPPORT

A beautiful church was built behind the nursery. Afriflora Sher financed part of the construction work. Local projects such as water treatment and infrastructure are also financially supported.

### PACKAGING

Afriflora Sher can supply a wide variety of packaging. Prefer roses in the usual auction packaging or in black buckets? Everything is possible. Including delivery in water containers. Of course, after consultation with you. Delivery in auction carts. CC containers. on Euro pallets etc. The customer can specify special requests when ordering such as:

- Type of cut flower food
- Price label
- Different packaging
- .Different arrangement of the bouquets
- Color ratio
- Lenght
- Desired maturity of the roses



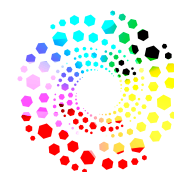
AT AFRIFLORA IN AALSMEER,  
3 TO 4 MILLION ROSES ARE  
PROCESSED DAILY.  
AFTER PROCESSING, THE ROSES  
ARE SOLD THROUGH THE AUCTION  
OR, DEPENDING ON THE  
DIRECT SALE.

WWW.AFRIFLORA.NL





# FAB FRIENDS



interplant  
ROSES

INTERPLANT ROSES has been a leading cut rose breeder and global market leader in the development of spray roses for almost 60 years. The third generation is now at the helm in our family business. Our range of spray roses is wide and very diverse. Of course there is the standard spray rose. Available in the most diverse trendy colors. We also know the premium spray rose. It is characterized by the beautiful flower shape. A unique color palette and refined quality. The premium spray rose will be released in limited edition.

Newcomers to our range are the Trendsetter and the Flow series. The Trendsetter spray roses have a traditional English flower shape with large buds. They give a romantic look with a nod to the garden rose. The Flow series, a completely new type of spray rose, has unique serrated petals that fall in smooth lines and shapes and thus a beautiful, natural look. give in bouquets.

As an innovative company, Interplant is always looking for new possibilities with our showpiece: The Spray rose. We like to think along with our partners in the sector and the many applications with the versatile spray rose. We are therefore more than enthusiastic about broadening of our assortment: Interplant spray roses in dry bouquets from Fabelicious! Various tests have shown that our high-quality spray roses are very suitable for use as dried flowers. We also see good opportunities in the combination of fresh and dried flowers: this is a beautiful way of contributing to fair trade and prevent waste of production (no waste). We therefore look forward to this wonderful initiative with great enthusiasm!

Detailed information about our entire spray rose assortment can be found at [www.interplant.nl](http://www.interplant.nl)





## ‘The Sprayroses specialist of the Netherlands’

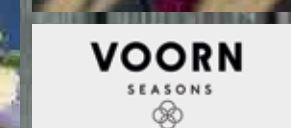
Voorn Sprayroses is a traditional family business in which the passion for growing floricultural products has been deeply rooted since 1986. For more than 30 years, single-flowered roses have been cultivated. Since 2017, Frank Voorn has specialized in spray roses. Craft and the most modern cultivation techniques, Voorn Sprayroses is able to meet the highest possible quality all year round.

At the moment Voorn Sprayroses has 15 different spray rose varieties that are available all year round. Each variety has its own unique property with regard to color and / or bud shape, which makes our spray roses widely applicable during the year for any occasion or flower creation. To ensure the very best quality, each cultivar goes through a preliminary phase of approximately 1 year.

The spray roses must meet the highest quality requirements and are specially selected by color, button shape / size and shelf life. Discover our full collection at: [www.voornroses.com](http://www.voornroses.com) and follow our social media for inspiration and the latest updates: Instagram: @Voorsprayroses



# FAB FRIENDS







# ‘Ecologically & socially grown Spray roses’

Braam Roses is a Dutch family business with a 22 hectare spray rose nursery in Ethiopia on Lake Ziway. After the start in 2009, the company has quickly grown from 9 to 22 hectares where exclusive spray roses are grown by father Arie and son Ben in a socially and ecologically responsible manner.

With a healthy focus on innovation and improvement, we strive to lift our spray roses to a higher quality level that is not out of place. This care for the roses together with our 650 employees contributes to a varied and high-quality product every day. clock in Aalsmeer is what we believe in and are all proud of.







*Handmade  
Sustainable flowers  
Lifestyle  
100% Eco  
Inspired by nature  
Zero waste flowers*

# STANDING OUT ROSES BECOME OUTSTANDING BY STANDING OUT

**FABELICIOUS.COM**

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FABELICIOUS™  
everlasting beauties





FABELICIOUS  
everlasting beauties



# THE WORLD IS FABELICIOUS, SMELL THE ROSES AND PASS IT TO YOUR FRIENDS.

Fabelicious™ Friends & Mobile flower boutique partners

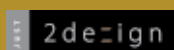


interplant  
ROSES



**Fabelicious** roses are fresh varieties, powered and supported by Interplant Roses.  
Concept/Realisation: 2design, FAB designteam: Tineke Geerlings, Ruud Hazelaar,  
Michael van Namen, Geertje Stienstra, Marloes Joore & Tiffany van Lenten.  
Software supply: Freshportal  
Voor meer informatie: [sales@fabelicious.com](mailto:sales@fabelicious.com)

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Fabelicious Software partner