



Florabella

**Quality growing media for
your home and garden plants**



Everything you always wanted to know about quality growing media

Florabella – Quality potting soils for hobby gardeners

Many factors play a role on the road to healthy and long lasting plants in garden and home. Firstly, the quality of the plants is in itself of the utmost importance. Furthermore, each plant depends on the right care. They require a suitable environment, the right light conditions, appropriate additions of fertiliser and adapted irrigation.

Florabella helps hobby gardeners with the care of their plants. No matter whether these are flowers, foliage plants, fruit plants, vegetables or herbs – Florabella ensures good growth of all plants in garden and home.

The consistent high quality of Florabella potting soils is assured by the use of the best raw materials, selected additives and high quality fertiliser, all of which are carefully processed. Each Florabella product is made to a recipe designed to precisely meet the needs of the target plant.

Florabella is only available from quality retailers and wholesalers.

What are the hallmarks of Florabella quality potting soils?

Our Florabella potting soils:

- guarantee the ideal water storage to prevent your plants from drying out
- drain well and thus prevent waterlogging
- provide roots with a good supply of air and satisfactory anchorage for healthy growth
- store nutrients and trace elements and release these progressively
- act as a buffer for irregular care, e. g. when irrigation and feeding run out of control
- retain their stable structure, even when affected by weather and irrigation

What's so special about Florabella quality potting soils?

- Computer-assisted mixing technique that blends ingredients on the base of exact recipes
- Use of renewable raw materials, e. g. green compost and wood fibre
- "Professional" fertilisers containing all necessary trace elements and iron
- Optimally tailored specialist products covering the full range of applications
- Internal procedures certified to the DIN EN ISO 9001 standard

What are Florabella quality potting soils made of?

Frozen through black peat

The main characteristics of frozen through black peat is its high level of organic matter, its soil-like structure and its high water storage capacity.

White peat

White peat has an airy structure, thus making it ideal for all plants with sensitive roots.

Constituents and additives

The use of renewable raw materials (such as wood fibre and green compost), mineral nutrients, trace elements or clay creates specialist potting soils. These vary in structure, pH value, nutrient levels and clay content and are precisely designed to the needs of the target plant.







Potting Soil

All-purpose potting soil with high-absorption clay granules and high water-storage capacity. Good drainage guaranteed, easily wettable.

Contents 5 l, 10 l, 20 l, 40 l, 70 l











■ Sales markets



Klasmann-Deilmann Group

Klasmann-Deilmann is the most successful group of companies in the international substrate industry. With production and sales companies in Germany and abroad as well as trade partners in more than 70 countries, we lead the world market in this sector. Our growing media provide the basis for successful plant cultivation for professional horticulturists throughout the world. We devote our entire expertise and our almost 100 years of experience to ensure that success.

Millions of hobby gardeners also benefit from the knowledge we have acquired in the professional horticulture sector and use our Florabella potting soils, which guarantee healthy plants and magnificent gardens.

Our mission statement, which is geared to sustainability and based on our ISO 9001 and ISO 14001 certification, confronts us with the daily task of assuming responsibility for man, the environment and future generations. For that reason alone, Klasmann-Deilmann faced up to the diverse challenges of protecting the environment at a very early stage. As a result, we now have comprehensive expertise in re-waterlogging former peat extraction sites. In the long term, this will transform around 4000 hectares back into a typical bog landscape. The company makes another major contribution to sustainability by producing its own quality composts and wood fibres, which are increasingly included in organic substrates for use in commercial horticulture and potting soils for hobby gardeners.

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