



Seize online growth opportunities

With a good network in Floriday, you create sales opportunities

Grow your business. Simplify your process.





Floriday is the digital platform for floriculture with which we want to make trade grow and become simpler. With Floriday, we are making the floriculture industry more accessible by providing one central platform where sellers, buyers, service providers and software suppliers come together. An online platform with useful features and additional services that allow you to do business easily & efficiently.

How does Floriday work?

In Floriday, you can work directly in Floriday's screens or easily link your own software package to Floriday (via an API connection). The link allows Floriday and your software package to connect seamlessly, and you can continue to work as you are used to.

Create a network

With a good network in Floriday, you create sales opportunities. Trading through Floriday starts with making connections with buyers. As soon as you have a connection with a grower, you can do business online.

Buying via Floriday

More than 5,500 growers and buyers are active on Floriday every week. Buying through Floriday gives you instant access to 4,000+ growers worldwide. It gives you access to the widest and deepest assortment in the floriculture sector, without start-up costs. Every day, you have access to 8 million supply lines.

Make use of the following purchasing options for your purchases:

- Find suitable assortment and supply in the Explorer
- Buy direct from a grower's shop
- Make contracts with growers and call off yourself or through the grower
- Receive offers from growers and send requests for quotes
- Make a bid in Direct bidding



Already more than 4,000+ growers put their supply online in Floriday every week. Every day, xx supply is put online.



We offer comprehensive service via website, Helpcenter, chat, mail or phone.



Ready to launch?

Are you a buyer of flowers, plants or related materials in the floriculture sector? Then start using Floriday today!

Before you can start, use the checklist:

- You need a registration with Royal FloraHolland to start using Floriday.
- You intend to spend a minimum of €250,000 minimum through Floriday
- You can use Royal FloraHolland's logistics hubs for transport.
- ...

Start today with Floriday!



Open your account in simple steps

Would you like to grab online growth opportunities through Floriday? Then continue with the next steps and start using Floriday.

1. Do I have a match with Floriday?

Do you buy flowers and/or plants or related products and are you looking for an online platform to grow your business and simplify your process?

2. Create your buying account

Are you already registered with Royal FloraHolland? Create an account and then you can proceed directly.

Not registered with Royal FloraHolland yet? Complete the registration form and we will contact you within 48 working hours to go over the registration with you. Royal FloraHolland aims to complete the joining procedure within xx days.

3. Setting up your buying account

Do you have a Floriday account? Start by setting up your Floriday environment once: provide information about your business, create terms and conditions and start building a network. Then search for assortment or supply from growers and make your first purchase!



Setting up your buying account

Once your buying account is active, you can start looking for assortment and supply of flowers and plants. We briefly list the main points of interest:

- **Make your company known:** In Floriday, you can enter or change your profile details. By making this data public, you make the data available and growers can, for example, send a purchase tip personally to you. Also set company details for how the organisation works. For example general contact details, your working methods, financial dealings, a company logo and your logistics and mailing address.
- **Delivery locations:** In Floriday, it is important to set the delivery locations properly so that the products ordered are sent to the right location.
- **Colleagues, notifications and preferences:** You can work with your whole company in Floriday. If you have several colleagues working in Floriday, we can imagine you might want to assign permissions. And set how you want to receive notifications and stay informed about order requests and important developments in Floriday.
- **Integration with Floriday:** To link your software package to Floriday, an API Key is required. You can easily get this from Floriday.

The screenshot displays the Floriday web application interface. At the top, there is a navigation bar with the Floriday logo and user information. Below this, a search sidebar on the left contains various filters such as 'Availability' (Wk 1, Wk 52), 'Trade Item name or code', 'Supplier' (My network), 'VBN productgroup', 'VBN product', 'Product group', 'Package', 'New trade items', and 'Characteristics'. The main content area features a large banner with a man in a white lab coat talking on a phone, with the text 'Access to the largest online marketplace'. Below the banner is a row of icons for 'Novelties', 'Click pre-sales Royal FloraHolland', 'New', 'Available again', '360° photos', 'RFH Select', and 'Feedback'. A notification states '2085 trade items from your selected assortment have been deleted by the supplier'. The 'Supply selections' section shows a grid of product images, including a purple flower, red Christmas ornaments, green leaves, and a bouquet of red and pink roses. A 'New supply selection' button is visible in the bottom right corner.



Logistics

Arrange logistics fulfillment easily. Whether you sell all your flowers and plants at auction, directly or actually prefer a combination of auction and direct trade, Floriday makes supplying as easy as possible for you via Royal FloraHolland. Even if you don't yet know when or through which sales channel you want to sell. Or if you don't have enough space to store your products temporarily. Together, we will find a solution that suits you.

Are there any fees?

Anyone registered with Royal FloraHolland can use Floriday for free. Any buyer at Royal FloraHolland (and therefore has an RFH relationship number) can sign up for a Floriday account - at no additional cost.

[Read more about becoming a customer at Royal FloraHolland](#)

Tips to get the most out of Floriday

A flying start? Then participate in our **online workshops**. Floriday experts will take you through all the options in the platform and walk you through them step by step. After participating in the online workshops, your account is fully and correctly completed.

Read the tips you get weekly on Floriday. Through **pop-up chats in the platform**, we alert you to new features, status updates and tips, helping you to work even more efficiently with Floriday.

Subscribe to the **Floriday newsletter**. We will regularly update you on new developments and user stories.

Wondering if you're getting the most out of Floriday after a few months? Then request a **CheckUp**. Our experts will then schedule an (online) meeting with you in which specific questions about your account will be answered.

Start using Floriday today!

Want to get started quickly? Go to www.floriday.com/en/start and get started right away.

Do you have any questions? Feel free to call our support department (Mon to Fri from 8am to 5pm (CET)) +31(0)174-35 20 70 or email support@floriday.io.

