

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 sector more accessible by providing a single international 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 buyer, you can do business online.

Selling via Floriday

More than 5,500 growers and buyers are active on Floriday every week. Selling through Floriday gives you instant access to 2800+ active buyers worldwide. Open your shop and you will have instant access to the largest customer network in the floriculture industry through Floriday.

Make use of the following selling opportunities for your sales:

- Create a clock delivery for the auctions of Royal FloraHolland, Veiling Rhein-Maas or Plantion
- Trade directly with buyers by putting supply online
- Make contracts with buyers and call on them yourself or through the buyer
- Send offers and promotions to buyers
- Let buyers bid with Direct bidding



Already more than 2,800+ buyers are actively searching for flowers, plants and related trade items every week. Every day, an average of XX customers visit our platform.



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



Ready to launch?

Do you sell flowers, plants or related materials in the floriculture industry? Then start using Floriday today!

Before you can start, use the checklist:

- These trade items fit within Floriday: flowers, plants, floriculture-related products
- Trade items are sold in the business market (Business2Business)
- You need a registration with Royal FloraHolland to start using Floriday. Registration with Royal FloraHolland can be done as a supplier or as a member.
- You can use Royal FloraHolland's logistics hubs for transport.

Start today with Floriday!



Start

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. Check if your supply is suitable

Do you grow flowers and/or plants or sell floriculture-related products in the B2B market? And are you looking for an outlet for your products? Then you can offer this in Floriday.

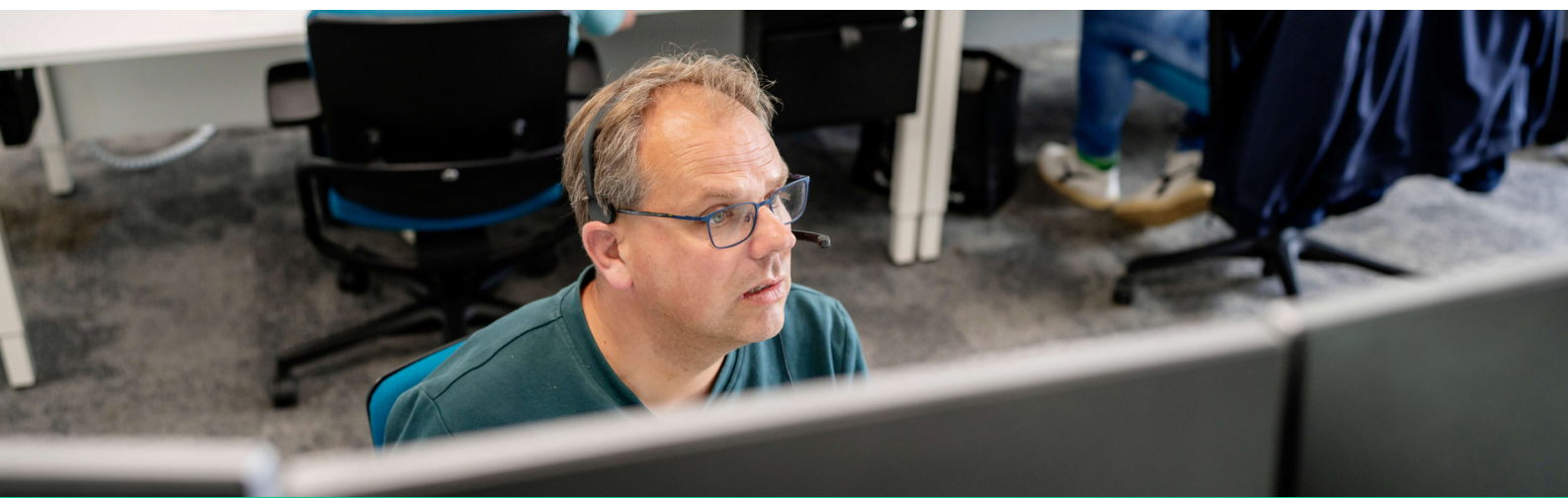
2. Create your sales account

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 discuss the most suitable form of registration at Royal FloraHolland. Royal FloraHolland aims to complete the joining procedure within xx days.

3. Start selling

Do you have an account? Start with the one-off setup: create a catalog, provide information about your business, set delivery conditions, create price groups and start making connections with buyers, then put your supply in Floriday and receive your first orders.



Setting up your sales account

Once your sales account is active, you can start adding your assortment:

- **Create a catalog:** This is the basis for everything you will do in Floriday. You add your trade items here and use these trade items for everything you will do in Floriday.
- **Set your delivery conditions:** Buyers naturally want to know when to expect your products. Therefore, it is important to set your delivery conditions properly. Consider general terms and customer specific conditions for delivery locations, transport and delivery costs, minimum delivery quantity and delivery times.
- **Create price groups:** With price groups, you can set different prices for different customer groups. This allows you to have a different pricing strategy for different buyers.
- **Make sure you can be found:** Complete your own profile page and ensure a wide network. Use the marketing features to further promote your business and your trade items to buyers. For example posts on the timeline, offers for buyers, etc.

The screenshot displays the Floriday platform interface. At the top, there is a navigation bar with the Floriday logo and user information. Below this, a search bar is visible. The main content area features a large banner with the text "Access to the largest online marketplace" and a background image of a man in a white lab coat talking on a phone. Below the banner, there is a row of icons for various features: Novelties, Clock pre-sales Royal FloraHolland, New, Available again, 360° photo's, RFH Select, and Feedback. A notification indicates that 2085 trade items have been deleted by the supplier. The bottom section shows "Supply selections" with a search bar and a grid of product images, including a purple flower, red Christmas ornaments, green leaves, and a bouquet of red and pink roses.

Logistics

Arrange logistics fulfillment easily. Whether you buy 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 buy. 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?

A supplier or member-supplier at Royal FloraHolland can use Floriday for free. With an Royal FloraHolland administration number you can sign up - at no additional cost - for a Floriday account.

[Read more about becoming a supplier or member-supplier 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.

Use additional services for your sales

Want to grow even faster and seize more opportunities? Check out the Floriday Appstore for useful additional services. Examples include:

- **Insights:** instant insight into price and market developments
- **RFH Photo:** take handy photos for supply on auction clocks
- **HortiHeat:** marketing tools to easily promote and sell your products

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