



piccolini

enjoy the little things

florist
breeding &
propagation



What is Piccolini®?

- NEW: the world's tiniest Gerbera
- Consumer associations: adorable, sweet, cuteness, elegant,
- Wide colour scheme
- Excellent vase life
- Easy to use and mix

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Consumer findings

- Enjoy cuteness factor of Piccolini®
- Super tiny = super cute
- Love the colours of Piccolini®
- Use the flowers for all kinds of special moments
- Easy for DIY home decoration

Positioning

- Piccolini[®], enjoy the little things
- It's the little things that matter the most
- Unique heart-shaped gift packaging which strengthens the message "enjoy the little things"
- Remember to celebrate the little things

*Enjoy the little moments
throughout the year*

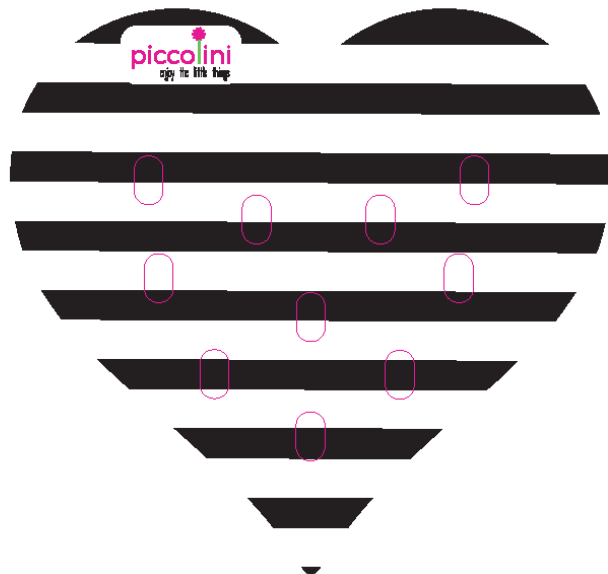


Special gift packaging

Front side



Back side



Special gift packaging

- Heart-shaped card with two different prints
- Transparent sleeve
- 10 flowers in one heart-shaped card
- Advice for optimal presentation:
 - Use one or maximum two colours in one card
 - Choose one uniform centre colour (black or green)
- Logo sticker on the buckets
- Gift packaging for every little moment

Assortment

- Bergamo 
- Catania 
- Livorno 
- Capraia 
- Sanremo 
- Linosa 
- Molara 

- Murano 
- Ustica 
- Lampione 
- Garda 
- Verona 
- Palmaria 
- Ancona 

Benefits for sales channels

- High visual value (cute factor)
- Sweet gift item for all kinds of special moments
- Suitable for different sales channels: florists, retailers & online webshops
- Special heart-shaped gift packaging with two different prints
- Appreciate sturdiness in floral arrangements
- Piccolini® is unique and distinctive

Promotional ideas

- Mother's Day: Win two cards for Madurodam (*miniature city*)
- Valentine's Day: Win a romantic dinner for two
- Happy Summer: Win a magazine gift card

! Special action sticker on the sleeve with promotional ideas

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new
exclusive

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new
exclusive

Promotional leaflet

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retailers & florists love it

- **NEW** the world's tiniest Gerbera
- wide colour scheme
- easy to use and mix
- excellent vase life
- exclusive packaging

consumers love it

- super tiny = super cute
- brings cheerfulness and colour
- tiny flower, grand gesture
- sweet gift item
- easy for DIY home decorations

for all sweet moments in time...

HAPPY
Mother's
DAY


HAPPY
Summer

HAPPY
Teacher's
DAY

HAPPY
Weekend

HAPPY
Wedding
DAY












HAPPY
Monday



Exclusive packaging available



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Ancona®	Capraia®	Catania®	Linosa®
			
Livorno®	Molara®	Palmaria®	Sanremo®
			
Ustica®	Verona®		