



e-Flora®



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## From Flower Waste to Greeting Card

When you send a greeting card through BloomPost or Plantje.nl (part of e-Flora), you're sending a very special card. Because since a few months now, all e-Flora greeting cards are made from their own flower waste. In collaboration with Groot Packaging, they give flower and plant remains a new life by turning them into paper: FlowerPaper.

### Step 1: Collecting flower waste

Working with flowers and plants naturally generates green waste. Stems that have been trimmed, broken flowers, or items that for some other reason can't be put on the market. Throw away these flower and plant remains as green waste? Absolutely not! These remains can have a new life in the form of FlowerPaper. The secret ingredient is cellulose, present in all flowers. However, proper waste separation is crucial. The remains must be free of elastic and plastic.



### Step 2: Transformation into FlowerPaper

After the collection phase comes the transformation of flower waste into high-quality fibers, forming the basis for FlowerPaper. At the Groot Packaging paper factory, the flower fibers undergo further processing, forming small fibrils on the fibers. These fibrils interlock the fibers, allowing large rolls of FlowerPaper to be produced according to e-Flora's specific requirements.

The large rolls are turned into smaller ones, from which sheets are cut. These sheets form the basis for the greeting cards that e-Flora prints and then sends to consumers with flowers or plants. For every kilogram of FlowerPaper, one kilogram of fresh flower waste is processed.



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### Step 3: From FlowerPaper to a green greeting card

Back at e-Flora, the FlowerPaper is used in the special card printer. The design chosen by the consumer is printed on it, and voilà: a green greeting card! If you look closely at the card, you can even see the flower fibers. It's this effect that makes each card unique, giving them a very natural look. In addition to greeting cards, e-Flora also prints (logo) stickers on FlowerPaper.



### The possibilities of FlowerPaper

FlowerPaper cards are a closed-loop product, created with flowers (stems) that would otherwise be discarded. This production is done locally and sustainably, giving FlowerPaper a low carbon footprint. FlowerPaper is made from flower waste in combination with FSC certified paper. After use, FlowerPaper can be recycled with old paper, allowing it to be used to make new paper again.

Groot Packaging doesn't limit itself to just cards. The company produces a range of flower packaging, including sleeves, wraps, pre-folded sheets, and stickers. E-Flora and Groot Packaging are still actively discussing further possibilities for turning green waste into circular waste. For further questions about or contact with Grootpackaging, please contact [famke@e-flora.nl](mailto:famke@e-flora.nl).