



# ***Florabella***

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

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## 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.







### Organic Potting Soil

Organically fertilised potting soil with a high percentage of green compost and quality wood fibres – renewable native raw materials which are used as a peat substitute. Ideally suited for house and balcony plants and for growing vegetables (such as tomatoes, cucumbers and peppers) in pots.

Contents 40 l



### Potting Soil "Plus" with slow-release fertiliser

Specially formulated potting soil with all the nutrients required for healthy plant growth. "Florabella Potting Soil Plus" also contains high-quality slow-release fertiliser that ensures plants are provided with essential nutrients during the first six months. Ideal for all flowering and foliage plants as well as for bedding and balcony plants.

Contents 20 l, 40 l



## 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



## Soil Conditioner

Rich, specially formulated growing medium with the full range of required nutrients for all planting work in the garden or for outdoor use in tubs and flowerpots.

Contents 70 l



## Garden Pond Soil

Ready-to-use growing media for all pond plants placed in baskets or pots on the pond bed. Nutrients are released slowly to the plant. The high clay and sand contents help to prevent plants from dislodging and floating free.

Contents 20 l



## Potting Soil for Shrubs and Trees

Ideal for growing hedging plants (such as box trees, privet and yew) in containers. Contains valuable clay minerals and a balanced supply of nutrients for a rich green leaf colour.

Contents 20 l



### Herb and Seedling Substrate

Fine-textured special growing medium with a nutrient formula specially designed for sowing herbs, vegetables and ornamental plants, also suitable for pricking out seedlings.

Contents 20 l



### Green Plant Soil

For potting foliage plants, palms and ferns. Valuable clay minerals and good drainage properties ensure continuous healthy plant development.

Contents 20 l, 40 l



## Growing Media for Orchids

Special potting soil for growing-on of orchids and other epiphytes. With high-quality pine bark for a loose, airy structure and preventing waterlogging and root rot.

Contents 5 l



## Potting Soil for Roses

Specially formulated growing medium for soil improvement and mulching rose beds or planting in tubs. Contains valuable clay minerals and all required nutrients.

Contents 40 l



## Ericaceous Plant Soil

Special growing medium for planting azaleas, rhododendrons and other ericaceous plants that prefer acid soils.

Contents 20 l, 70 l



## Pelargonium Potting Soil

Special growing medium with high clay content and maximum water storage capacity for pelargoniums, fuchsias and other flowering plants in tubs as well as outdoor flowers.

Contents 20 l, 40 l





### Vegetable Soil

Special growing medium for growing vegetables such as tomatoes, peppers or cucumbers in pots and containers as well as for soil improvement in vegetable beds. Contains all required nutrients for optimal plant growth and a rich yield.

Contents 20 l



### Cactus Soil

With a high proportion of minerals such as sand and volcanic stones for rapid water drainage; specially designed for cacti and succulents.

Contents 5 l



### Ornamental Bark

High-quality decorative pine bark for elegant garden design. Versatile for a wide range of garden uses such as mulching for beds and plant tubs and creating garden paths.

Contents 60 l



### Garden Compost

High-quality nutrient humus and long-lasting humus for creating and mulching beds for ornamental plants, fruit and vegetables, and for planting ornamental shrubs, fruit bushes and fruit trees. Contains a high amount of organic matter and micro organisms that revitalise the soil.

Contents 40 l





## Garden Peat

Ideal for general soil improvement for ericaceous plants such as rhododendrons, azaleas, heathers and conifers. The high content of valuable humus enhances healthy root formation and ensures that plants show a fast root development.

Contents 70 l



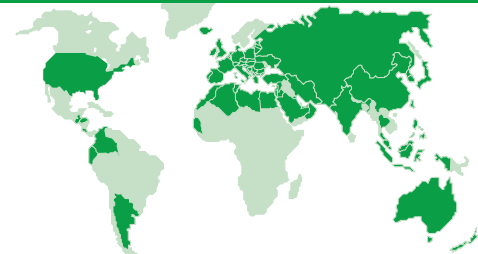
## Cemetery Soil

Fine, ready-to-spread, deep-black covering soil for graves.

Contents 40 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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*we make it grow*