



Bromelia
specialist

COLLECTIONS 2023/2025

Breasy



Largest Bromeliad assortment



Partner in innovation

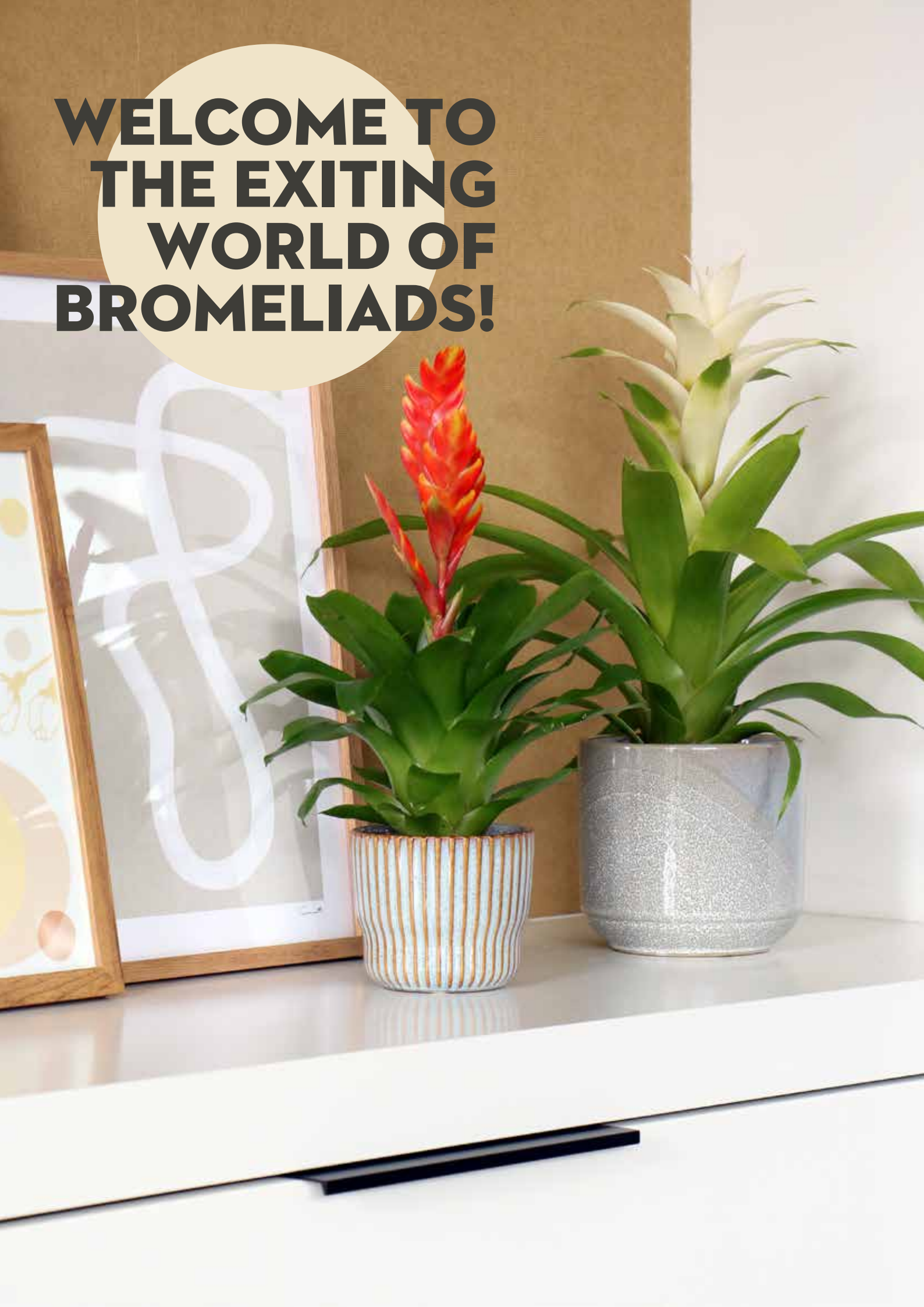


Sustainable cultivation



Customised advice

WELCOME TO THE EXITING WORLD OF BROMELIADS!



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Disclaimer: The product photos in this catalog are indicative and may vary slightly.

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We are Bromelia Specialist, based in the Netherlands, and Bromeliads are what we live and breathe. Our experienced growers, keen order processors, and passionate sales team work hard to promote and bring these fascinating, flowering houseplants to the rest of the world.

As market leader, we are specialised in plant breeding, cultivating, product development, and assembly to create premium consumer products. Together with our service partners or direct-sourcing parties, we daily deliver all our Bromeliad varieties to garden centres, DIY stores, supermarkets, and wholesalers throughout Europe.

Thanks to our many years of experience and knowledge of the plants and the market, we know exactly which and how Bromeliads are best suited for each country, retail format and consumer. We love to translate our valuable expertise into the most effective and profitable proposals for our clients.

In this catalog we present our varied range of Bromeliads. The wide range makes it easy to choose your favorites in various seasons, themes and lifestyles. Bromeliads fit perfectly into the trend of 'Urban Jungle'. The product group is growing in relevance through product development and strongly growing consumer interest.

Do you have questions or would you like to exchange ideas that may contribute to your format's goal and sales targets with flowering houseplants like the Bromeliads?

Please contact us. You ask and we will answer!

Siegfried Bunnik
Commercial Manager



- **MPS-ABC**
- **MPS-PRODUCTPROOF**
- **MPS-GAP**
- **MPS-SOCIALLY QUALIFIED**



BROMELIADS

Bromeliads have become true world travellers. Their ancestors grew high in the rugged Cordilleras de los Andes mountain range and deep in the tropical jungles of Uruguay. Bromeliads, in all their varieties and splendour, still grow abundantly throughout Central and South America.



VARIETIES

In their natural habitat, the Bromeliad family includes over 3000 varieties. The most well-known Bromeliad in our collection is the Ananas, better known as the Pineapple plant, but we also grow the Vriesea, Guzmania, Tillandsia, Aechmea, and Multiflower varieties. All in all, the Bromeliad takes three years to find a loving home!

FROM JUNGLE TO JUNGLE



OUR GROWERS

The Bromelia Specialist company is the result of a unique collaboration between our growers. Bromelia Specialist has eight different locations with a total of 240,000 m² of greenhouses and our growers cultivate a total of around 8,500,000 Bromeliads per year.

The quality of our Bromeliads is continuously monitored and improved. We control the entire process, from seedling to the final assembly of the ready-to-sell store product. How efficient is that?

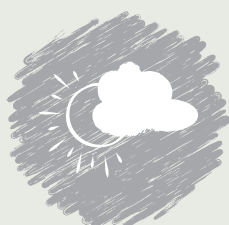




EASY CARE

Bromeliads are strong, easy to care for, and flower beautifully for no less than 3 to 6 months on average. They love a well-lit spot (but not in direct sunlight). Bromeliads need to be watered in the central calyx, which is the heart of the plant from which the flower grows. From this central cup, the plant will feed itself. When water is no longer visible in the central base of the leaves the plant should be watered again.

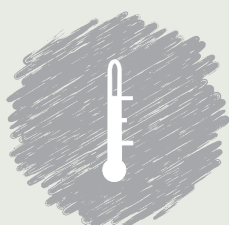
With their tropical roots, Bromeliads are excellent survivors and don't require much care. Bromeliads love a warm environment, but these hardy plants can even withstand temperatures as low as 14°C. The Bromeliad easily adapts when the temperature in the shop or at home is set a few degrees lower. Besides that, the lower the temperature, the less water they need. So make sure just to give them only a minimum amount of water when the temperature in the shops drops below 18 degrees. We also recommend that you give this same advice to your customers. This is why we always say 'Bromeliad is Easy'.



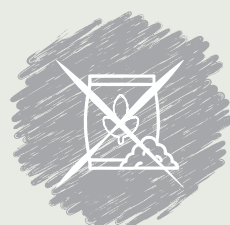
NO DIRECT SUNLIGHT



1x WEEK



15°C - 30°C



FERTILISER NOT REQUIRED

EASY HEALTH

Bromeliads purify the air and contribute to good health. This has been scientifically researched by Professor Vadoud Niri of the Oswego State University of New York, and put them among the top 10 of the most air-purifying houseplants. Research has shown that they clean the air from formaldehyde - an unhealthy gas that is found in tobacco smoke, among other things, but also occurs as a preservative in cosmetics and can be released from furniture. In addition to these great air-purifying properties, Bromeliads also have an advantage to release extra oxygen. In short, Bromeliads contribute significantly to a healthy indoor climate.

EASY GIFT

Easy care, easy health....easy gift! A Bromeliad is the perfect gift for plant lovers. No green thumbs needed. Just add some added value or gift package. These cheerful and easy-care plants are sure to delight.





RETAIL SERVICES

Bromeliad annual plan

We love to translate our valuable knowledge into the best performing propositions for our customers. Together, we set up a well-considered annual delivery plan with Bromeliads and colours per country, season, retail format and mood boards. We offer fixed shipments, promotions, novelties and pay special attention to themes like Valentine's Day, Easter and Christmas.



Concepts

The Bromelia Specialist account managers will gladly help you develop complete and sophisticated concepts, such as presentation tables in garden centres, store displays, etc. Bromeliads also take centre stage when combined with green houseplants. Store employees only need to present the plants in the right place and manner to realise the best sales results.



Marketing

Are you interested in the unique stories behind our Bromeliads? We love to share them with you. For instance, when you would like to add content or professional images of the plants and interiors to your online or offline communication channels. Our Marketing Department is here to help you.



Dropshipping

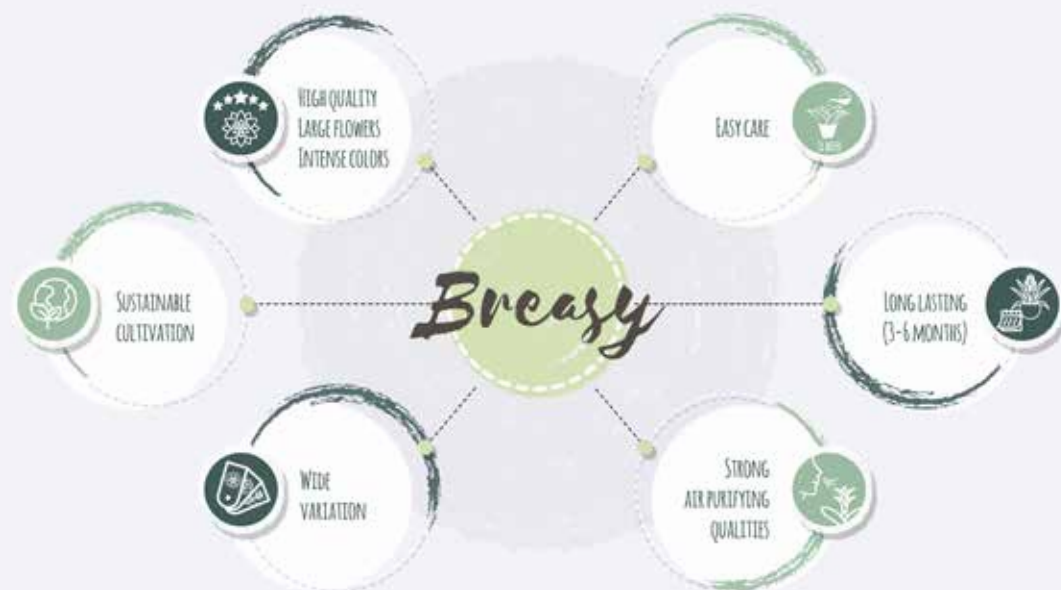
Consumers also increasingly often order plants online. So now we offer you the option to sell our products directly from your online shop, including the product information. You sell the Bromeliads and we take care of the rest. We will be more than happy to further discuss the various options.





Branding

Our Bromeliads are grown with great care and so our “warranty card” is actually our own brand – Breasy. Breasy is our way of showing that Bromeliads are so easy to care for. People who’d like to know everything about Bromeliads can also follow the Breasy social media channels and visit the website where we share care tips, fun facts, and inspirational posts.



Private label

Do you carry a private label and want to use your company style to ensure a certain uniformity in your stores? No problem. We can add your private label to our Bromeliads at request. Our processes to realise this are optimised to perfection so just get in touch and we can discuss the options and your needs. The Bromeliads are packaged as ready-to-sell store products in your company style.



Shopper Activation

Another value-adding method to entice and direct consumers to and inside your store with beautiful Bromeliads is called shopper activation. This often involves multiple parties to make sure that the most effective activation is achieved for your shopping audience. We also know exactly how to logistically handle such large orders where everything comes together and a great team is the key to success.

For example:

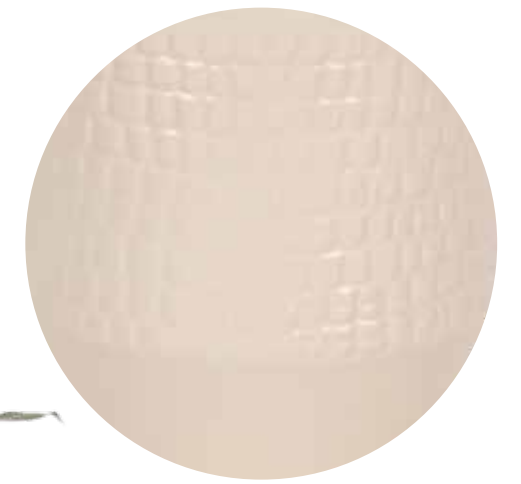
Bromeliads are native to the tropical rainforests of Central and South America where over 3000 varieties can be found. As a partner of the Adopt Rainforest initiative, we protect the rainforests in Costa Rica and, thus, the tropical roots of the Bromeliad family. They do this by purchasing land with rainforest and place it directly under Costa Rica's nature conservation law, protecting it forever from commercial exploitation.

For just €2,50 you can adopt 1 m² of rainforest in Costa Rica and help protect the forest and its biodiversity.

- For every 10 Bromeliads sold, we save 1 m² of jungle.
- The story fits perfectly with Bromeliads and is easy to visualize.
- Contributes to a sustainable image.
- Gives consumer a 'good feeling' when purchasing.



GREEN RITUALS



Palma

Soft neutral shades in a matt finish and a subtle embossed print. A luxurious look and feel.

AVAILABLE IN 10 AND 13 CM

ASK FOR DELIVERY
TIME AND OPTIONS.



Plant colors available in the collection:



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GREEN RITUALS

Nature all the way. This natural style is for those who appreciate the little things. Sustainability, origins and a natural look are crucial. The interior of this conscious consumer includes many natural materials, calming colours and it is warm and cosy. Bromeliads with a unique inflorescence are very much appreciated by this consumer group. Materials such as terracotta, craft paper, glass and jute are indispensable in this collection. Nature has so much to offer! Why only enjoy it outside when you can also bring some of it inside?

... nature all the way



GREEN RITUALS

Toscana

The brown terracotta has a beautiful natural look and feel. These ceramic items are siliconised, which makes them perfectly impermeable. **AVAILABLE IN 10, 13 AND 16 CM**



GREEN RITUALS

“Terima Kasih means ‘Thank you’ in the Indonesian language. The name ‘Terima Kasih’ was established during our first project, which introduced a sustainable and responsible way to produce Rattan products in Indonesia. Currently, we have expanded our projects to various countries in Asia and are focussing on sustainable production of diverse products. By buying our products, you support the local population and provide the inhabitants with a sustainable future.

On behalf of all our employees in Asia...

Terima Kasih!”

AVAILABLE IN 20, 23 AND 27 CM



Borneo



Java

Plant colors available in the collection:



GREEN RITUALS



Claro

This modern glass can be filled in different styles. The glass has a unique shape and is specially designed for safe transportation. A tray fits six glasses and a box fits twelve.

AVAILABLE IN 13 CM

ASK FOR DELIVERY
TIME AND OPTIONS.

GREEN RITUALS

Corsica

These high-quality pots are dipped by hand. Several other substances are added to the glaze, and as these substances merge during the heating process in the kiln, the result is a unique and vibrant glazing pattern. This makes every item of this reactive type of ceramic one-of-a-kind!

AVAILABLE IN 10, 13 AND 16 CM



Plant colors available in the collection:



GREEN RITUALS

Ponza

Our pot covers are available in different styles. Pleasantly priced and wonderful to give or receive. Would you like a pot cover designed in your house style or for a special promotion? We can do that too! Contact us to learn more about the options.

AVAILABLE IN 13 CM



ASK FOR DELIVERY
TIME AND OPTIONS.



Plant colors available in the collection:



SWEET ROMANCE

This collection exudes romance! It is perfectly suited to thoughtful dreamy consumers who prefer style and atmosphere. Bromeliads with a most unique appearance, surrounded by soft pastel colours, immersed in love. Ceramics for daydreams. Romantic ribbons, wood, zinc and other beautiful materials. Flowers and plants are an important component in this interior. Especially Tillandsias and Guzmanias in pink and white suit this style very well. Love is in the air and - with this collection - also in the home.



...so sweet

SWEET ROMANCE

Sevilla

The contrast between the glossy and matt glaze brings out the relief beautifully. This collection of ceramics is named after the city of Seville, where the fragrance of blossoms fills the streets in spring.

AVAILABLE IN 10 AND 13 CM



Plant colors available in the collection:



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SWEET ROMANCE

Orlando

These cute zinc pots come in different colours. Zinc is timeless, lightweight, waterproof and does not corrode. They are also very robust and match beautifully with our brightly coloured Bromeliads.

AVAILABLE IN 10 AND 13 CM

ASK FOR DELIVERY
TIME AND OPTIONS.



SWEET ROMANCE

Ostia

Timeless and matching with any interior design. And if you're looking for a different embossed print or colour, we can certainly show you the various options.

AVAILABLE IN 10 AND 13 CM



ASK FOR DELIVERY
TIME AND OPTIONS.



Plant colors available in the collection:



SWEET ROMANCE



Clavo

This modern glass can be filled in different styles. The glass has a unique shape and is specially designed for safe transportation. A tray fits six glasses and a box fits twelve.

AVAILABLE IN 13 CM

ASK FOR DELIVERY
TIME AND OPTIONS.

Plant colors available in the collection:



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Lille

AVAILABLE IN 13 CM



CLASSIC COZINESS



... life in style

Imagine yourself in the cosy atmosphere of this collection. A subdued, classic lifestyle often identified with by traditional families and the elderly. The atmosphere at home is warm, conventional and cozy. Warm colours that create a familiar sense of home, stylish classic ceramics and Bromeliads that give this atmosphere a touch of chic. High-quality ceramics, pottery and glass are popular. Bromeliads in warm orange and red tones fit in beautifully with the interior of this classic consumer. Classic Coziness is stylish and timeless..



CLASSIC COZINESS

Corzica

These high-quality pots are dipped by hand. Several other substances are added to the glaze, and as these substances merge during the heating process in the kiln, the result is a unique and vibrant glazing pattern. This makes every item of this reactive type of ceramic one-of-a-kind!

AVAILABLE IN 10, 13 AND 18 CM

ASK FOR DELIVERY
TIME AND OPTIONS.



Plant colors available in the collection:



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CLASSIC COZINESS

CLASSIC COZINESS

ASK FOR DELIVERY
TIME AND OPTIONS.



Faro

These classic and timeless ceramics have a beautiful shine and sophisticated print.

AVAILABLE IN 10 AND 13 CM



Custom made:

Did you know that the options for our ceramics are endless? We can offer numerous prints, colours and models. We'll gladly help you develop a fully customised collection of ceramic products perfect for your target group.

Plant colors available in the collection:



CLASSIC COZINESS



Bonn

AVAILABLE IN 13 CM

Claro

This modern glass can be filled in different styles. The glass has a unique shape and is specially designed for safe transportation. A tray fits six glasses and a box fits twelve.

AVAILABLE IN 13 CM



ASK FOR DELIVERY
TIME AND OPTIONS.

Plant colors available in the collection:



CUPCAKE COLORS

... nothing is too crazy

An explosion of colours! A colourful, cheerful lifestyle often identified with by young families. Usually, a small budget is spent on interior-related items. Candles, candlesticks, pots, napkins, tablecloths are changed at times. Every day is different in the life of a Cupcake Colour person. Laugh, dance, jump and enjoy. The bold, cheerful, bright colours of Bromeliads are perfectly suited to the Cupcake pots in this collection. Mix and match, nothing is too way-out!



CUPCAKE COLORS

This robust and high-quality ceramic collection is available in distinctively bright colours. They will cheer up anyone!

AVAILABLE IN 10, 13 AND 16 CM

Cuba



Plant colors available in the collection:



**ASK FOR DELIVERY
TIME AND OPTIONS.**

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CUPCAKE COLORS

Orlando

These cute zinc pots come in different colours. Zinc is timeless, lightweight, waterproof and does not corrode. They are also very robust and match beautifully with our brightly coloured Bromeliads.

AVAILABLE IN 10 AND 13 CM



CUPCAKE COLORS



“ Terima Kasih means ‘ Thank you ‘ in the Indonesian language. The name ‘Terima Kasih’ was established during our first project, which introduced a sustainable and responsible way to produce Rattan products in Indonesia. Currently, we have expanded our projects to various countries in Asia and are focussing on sustainable production of diverse products. By buying our products, you support the local population and provide the inhabitants with a sustainable future. ”



Gaby

AVAILABLE IN 13 CM

Plant colors available in the collection:



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CUPCAKE COLORS

Cupcake gift

These cheerful gift wraps are for any festive occasion.

ALSO AVAILABLE IN POTCOVER BURANO 13 CM



AVAILABLE IN 10 CM



AVAILABLE IN 13 CM

ASK FOR DELIVERY
TIME AND OPTIONS.

CUPCAKE COLORS

FLORENCE, BORABORA AND CANCUN

Our favourite basic ceramic collection. Did you know that these pots are available in countless colours and embossed prints? These 'cupcake' colors make everyone happy!

ASK FOR DELIVERY
TIME AND OPTIONS.



FLORENCE 18 CM

BORABORA 16 CM

CANCUN 10 CM

FLORENCE 13 CM

Plant colors available in the collection:



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CUPCAKE COLORS



Dulce

AVAILABLE IN 12 CM



AVAILABLE IN 13 CM

Dulce gift

These cheerful gift wraps are specially designed for pineapple plants and for any festive occasion.

Plant colors available in the collection:



STAND TALL BE SWEET

The pineapple plant. A pineapple PLANT? Yes, really! In this case it is not in a fruit bowl, but it shines on a stem above a lush bunch of leaves. A strong plant that is a real eye-catcher from its fruit to its crown. Give some water to this topical specie now and then and it will give you months of living pleasure!

... so fresh!

STAND TALL BE SWEET



ASK FOR DELIVERY
TIME AND OPTIONS.

Metal

Available in gold and silver coloured with a beautiful print, lightweight, robust, and a great match with the pineapple plant.

AVAILABLE IN 13 CM



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STAND TALL BE SWEET



Taiha

AVAILABLE IN 13 CM

These cheerful gift wraps are specially designed for pineapple plants and for any festive occasion.



Lucca

AVAILABLE IN 12 CM



Vitoria

AVAILABLE IN 13 CM

ASK FOR DELIVERY TIME AND OPTIONS.

STAND TALL BE SWEET



ASK FOR DELIVERY TIME AND OPTIONS.

Royal crown

As you can see, this ceramic item is inspired by... the pineapple!

AVAILABLE IN 13 CM

ASK FOR DELIVERY TIME AND OPTIONS.

STAND TALL BE SWEET

Luxor

The items of this ceramic collection have a wonderfully luxurious look and feel and are processed by hand, making every pot unique.

AVAILABLE IN 13 CM

ASK FOR DELIVERY
TIME AND OPTIONS.



Nice to know...

Did you know that this unique 'anti-snoring' Pineapple plant can ensure a good night's sleep? This Pineapple plant, unlike other plants, produces oxygen during the night. Clean air in the bedroom contributes to a deeper sleep and reduces snoring symptoms. Sleep tight!

SURPRISE SOMEONE TODAY

SURPRISE SOMEONE TODAY

Here, we have combined the jungle cover with our surprise mix full of colourful Bromeliads.

Jungle

AVAILABLE IN 9 AND 12 CM

ASK FOR DELIVERY
TIME AND OPTIONS.

Let life surprise you! And bring some color into your world. These surprise mixes are different every week, but are always full of cheerful colors. Bring this brightly colored jungle into your home or give it as a present. Who are you going to surprise today?

... your favorite colors



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SEND SOME LOVE

The time of the year to make your loved ones shine. Love comes in all shapes and sizes. Just like Bromeliads. A male or female appearance, large or small, thick or thin leaves, options abound. This means there is a suitable plant for every person. Find your match and fall in love with the beauty of Bromeliads.



... fall in love

SEND SOME LOVE

LOVELY GIFTS IN A SOFT, SWEET PRINT



Love gift

AVAILABLE IN 10 AND 13 CM



Paris

AVAILABLE IN 13 CM

ASK FOR DELIVERY TIME AND OPTIONS.

Plant colors available in the collection:



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SEND SOME LOVE

Did you know that we have a department that can prepare all these beautiful arrangements for you? We will gladly help you develop complete and sophisticated collections.



SEND SOME LOVE



Florence

Our favourite basic ceramic collection. Did you know that these pots are available in countless colours and embossed prints? These colors and the wooden heart that has been added makes it a beautiful gift for Valentine's Day or Mother's Day.

AVAILABLE IN 13 CM

ASK FOR DELIVERY TIME AND OPTIONS.

Plant colors available in the collection:



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SEND SOME LOVE

OUR ARRANGEMENTS FOR EVERYONE WHO WANTS TO GIVE SOME LOVE.

Borneo

AVAILABLE IN 20 CM

ASK FOR DELIVERY TIME AND OPTIONS.

Claro

AVAILABLE IN 13 CM



Java

AVAILABLE IN 23 AND 27 CM

Plant colors available in the collection:



BLOOMING EASTER



... hello spring

A green meadow with leaping lambs, flowers with busy bees flying over them, and of course the long-coveted sun rays. Spring is the time of the year when everything grows and blooms. Bring the spring into your home with a colorful Bromeliad and enjoy all the beauty that nature has to offer.



BLOOMING EASTER

SUSTAINABLE PRODUCT

The baskets made of seagrass are very eco-friendly. The seagrass plant is grown with natural cow and goat fertilizers. No chemicals are used in its cultivation. After the harvest, the plants are dried in the sun. With the expectation of transportation, no fossil fuels are used in the production and processing.

Java

AVAILABLE IN 23 AND 27 CM



Borneo

AVAILABLE IN 20 CM



ASK FOR DELIVERY TIME AND OPTIONS.

Plant colors available in the collection:



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BLOOMING EASTER



Toscana

AVAILABLE IN 10, 13 AND 16 CM

The brown terracotta has a beautiful natural look and feel. These ceramic items are siliconised, which makes them perfectly impermeable.

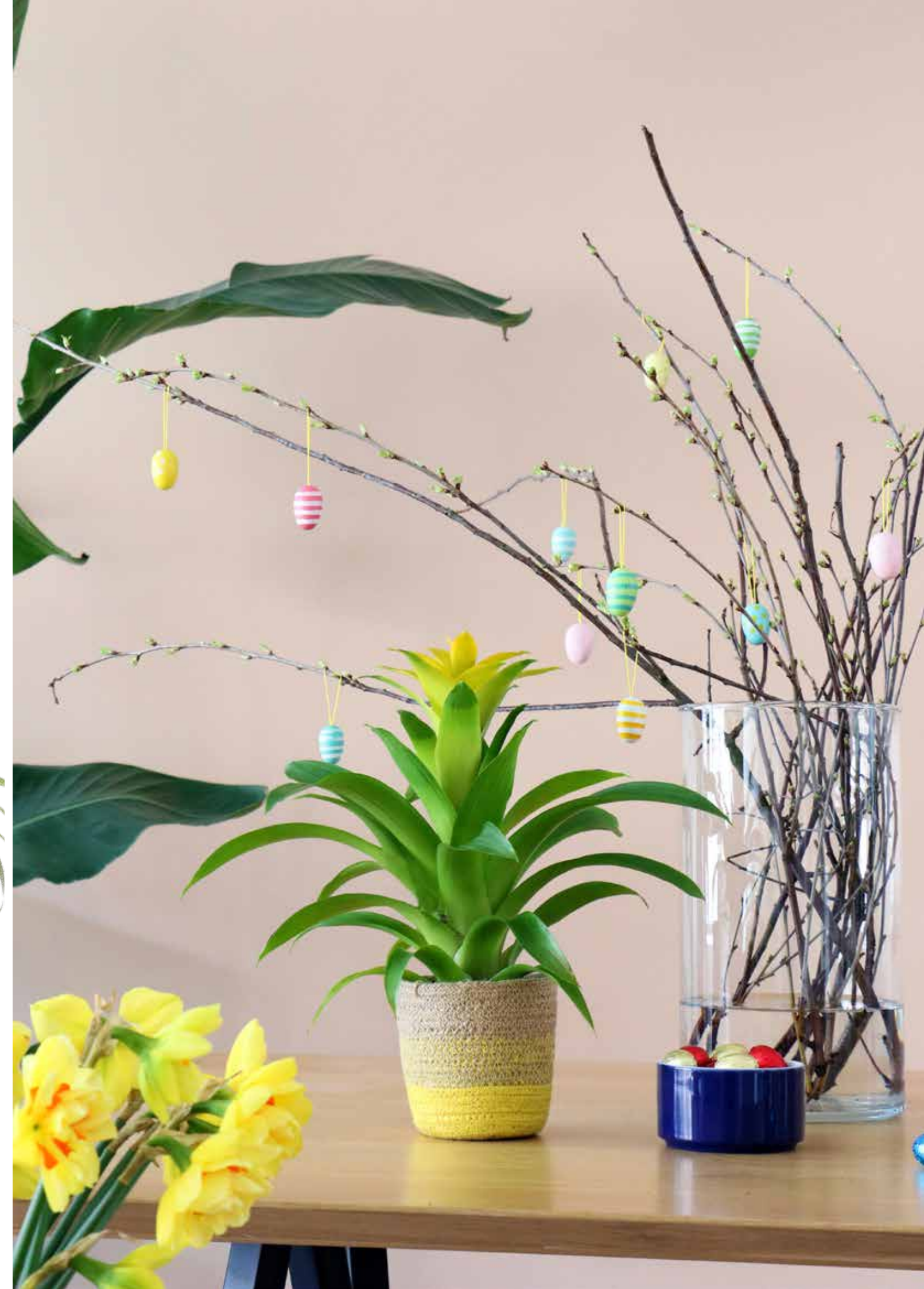


Madreira

AVAILABLE IN 13 CM

ASK FOR DELIVERY
TIME AND OPTIONS.

Plant colors available in the collection:



HALLOWEEN

EEEEK! It's Halloween! Pumpkins, spiders, black cats... But what kind of a spooky house is without a fear inspiring Bromeliad? From a bloody red one to spiky orange club. With their special appearance you will scare everyone.



... trick or treat

HALLOWEEN



Claro

AVAILABLE IN 13 CM

AVAILABLE IN 13 CM

potcover
Boo!

Florence

AVAILABLE IN 13 CM

Cancun

AVAILABLE IN 10 CM

ASK FOR DELIVERY
TIME AND OPTIONS.

Plant colors available in the collection:



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SPARKLING XMAS



... breathing in snowflakes

Breathing in snowflakes. The world covered with a white blanket. Just because in winter you stay much more indoors, the atmosphere in the house becomes even more important. Fortunately, plants are real mood makers. With a Bromeliad at home, you can easily defy these gray days. If you light the fire, grab a nice cup of chocolate milk and take a look at your winter Bromeliad, the moment of happiness is guaranteed.



SPARKLING XMAS

Timeless and matching with any interior design. And if you're looking for a different embossed print or colour, we can certainly show you the various options.



Ostia

AVAILABLE IN 10 AND 13 CM

Claro

AVAILABLE IN 13 CM

ASK FOR DELIVERY
TIME AND OPTIONS.

Plant colors available in the collection:



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SPARKLING XMAS



BORABORA 16 CM

FLORENCE 18 CM

A Bromeliad in a festive Christmas gift wrap or a beautiful arrangement in a bowl, to enjoy a flowering plant for many months.

XMAS GIFT 10 AND 13 CM



ONTARIO 13 CM

Plant colors available in the collection:



SPARKLING XMAS

Ivy

AVAILABLE IN 10, 13 AND 16 CM

Sparkling ceramic collection in beautiful Christmas colors



ASK FOR DELIVERY TIME AND OPTIONS.

Plant colors available in the collection:



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SPARKLING XMAS



Becca

This gorgeously glossy collection of ceramic products is perfect for Christmas.

AVAILABLE IN 10, 13 AND 18 CM

ASK FOR DELIVERY
TIME AND OPTIONS.



GUZMANIA
METALLIC SILVER



GUZMANIA
METALLIC GOLD



GUZMANIA
METALLIC ROSÉ



GUZMANIA
SNOWY WHITE

Plant colors available in the collection:



CHRISTMAS IS A TIME FOR GLITTER AND
GLAMOUR, WHICH IS WHY THESE GUZMANIAS ARE
REAL EYE-CATCHERS DURING THE HOLIDAYS.



BROMELIA SPECIALIST


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 bromeliaspecialist

 Bromelia Specialist

BREASY

 @BreasyNL

 breasy_bromelia



Floriday is the digital platform for floriculture. Floriday is the central place where commercial and logistics processes are handled. With Floriday you can buy flowers and plants locally or worldwide. You have direct access to the most current and correct supply from the nurseries on the platform.

This gives you:

- Real-time information with correct supply;
- Logistics savings on small orders;
- Reliable product information and certification;
- The possibility of tracking orders;
- The option of working with your own software package or directly within Floriday.



A photograph of two bromeliads in pink pots. The bromeliad in the foreground is smaller and has a vibrant pink flower spike. The one in the background is larger and has a pink and yellow flower spike. Both plants have long, green, lance-shaped leaves. They are positioned in front of a white staircase railing and a light-colored wall.

**ALL SHOWN ITEMS
ARE AVAILABLE
THROUGH YOUR
REGULAR PLANTS
SUPPLIER**

**ANY QUESTIONS, OR A CUSTOM MADE OFFER?
WE WOULD BE HAPPY TO SERVE YOU!**

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