



# Where the joy of life is growing

**Hydroflora** - plants and other products  
for natural living spaces







# Green does a world of good and emphasizes features

## A room with green. Salubrious air through fewer pollutants

3

The highest concentration of pollutants is found in our living rooms and offices. Environmental stress and the evaporation of building materials, furniture, floor covering and textiles create a room climate that can be slightly improved by airing but most of all with the help of plants.

Plants are not only a sight for sore eyes. They also have an enormous effect on the health and psyche of the people who live or work in their vicinity. They reduce dust by 8 per cent, sound by 6 per cent, pollutants by 1 per cent, fatigue by 30 per cent, dryness in the throat by 30 per cent, coughs by 37 per cent and skin irritations by 23 per cent. These figures alone already convey a small impression of the enormous advantages that interior planting has on our health.

It gets even better when you do actually experience the effect of live plants on your own body. Creativity, motivation, productivity and both physical as well as emotional well being ensure a noticeably improved work climate - in every respect.

Scientific research discovered that the job satisfaction has risen by 55 per cent. Coughs and sneezes that are caused by the poor quality of air could be decreased by 20-25 per cent by installing plants.

This is definitely something to look forward to!



## **Hydroflora.** Where the joy of life is growing

Not only the air we breathe, climate and food are natural products indispensable to us. But there are also subtle values such as aesthetics, ethereal energies and artistic, or even philosophical and psychological aspects that have been nourishing the mind and soul of human beings all along.

It is as indisputable as ever that even nowadays we attach more and more importance to elements such as design, atmosphere, life energy, positive thinking and psychological as well as mental well being, when creating our lives. Hydroflora puts into practice these qualities of life in combination with an actively lived corporate culture. Today we use the most modern technologies and link them with future-orientated ideas. Thus a holistic appreciation of both professional and private life arises.

Hydroflora develops and implements exactly these concepts with regards to the interior planting of private and professional living spaces. Today we are the second generation of Hydroflora with decades of experience and high professional competence and we care for traditional service values.

*1968: The Company Hydroflora H. + R. Funk is founded by horticultural engineer (deg.) Heinrich Funk*

*1969: The Hydroflora special nursery and the "rolling" service department open in Langenselbold*



# Your partner with the green thumb

## First choice. For a sense of well being

5

The foundations of the present Hydroflora were laid as the change of generations was introduced in 1995 and the company leadership was handed over to his eldest son Kai-Uwe Funk. Partnership based thinking and acting was being established and this is what forms the basis of the cooperation both between our employed partners themselves as well as with our clients, suppliers and business partners today.

Since the end the year 2000, Mr. Matthias Beer has been reinforcing the company leadership with his more than ten years of experience at Hydroflora. Together, a "new working environment" was created. Further share holders and a share holding scheme for employed partners form a strong foundation for a reliable and creative leadership. Parameters such as honesty, joy of life and our love for nature determine our consciousness for life. The level of freedom gained thus enables us again and again to break boundaries on our way to the realisation of our corporate future vision.





# Competence from A-Z

## Safe planning. Concepts and actions for natural living spaces

Our team offers a comprehensive know how for the conception and planning of all plant displays. Florists, specialist gardeners for flowers and decorative plants, master gardeners, horticulturalists and merchants will put all their knowledge and experience into the consultation of our customers.

Hydroflora´s network of competent partners enables a reliable nationwide service for our customers and thus also the creation of interior plant displays true to the Corporate Identity of even large-scale business chains.

Our digital and modern administration system supports our work by carefully documenting every detail of a project, thus making it transparent to our customers at any time. Our work is reliable and very precise, both in dealing with plants as well as figures.

Our customers receive a broad range of services - also in terms of renting and leasing quotations as well as professionally compiled maintenance service packages.

*1973: International horticulture exhibition (IGA) in Hamburg. Hydroflora is awarded the silver medal for its overall performance in competition with 1200 other companies, and also the bronze medal for the hydro-lawn developed by H. Funk*

*1974: H. Funk is voted on the board of the occupational group "decorative plants" of the association of horticulture of Hessian*

*1975: Hydroflora exhibits at the Hanover Trade Fair  
Assignment of H. Funk to the Hessian academy and research institute of horticulture*

*1978: Hydroflora´s 10 year anniversary, change into a limited company (GmbH)*



## Sharp implementation. From the planting to the finished plant display in your habitat

7

At the beginning of each planning we analyse all relevant factors including, for example, the room temperature, airflow and humidity and quantity and nature of the rooms and spaces that are to be decorated. We also carry out water analysis and specify the lighting conditions via LUX and quantum meter. We consider both your workflow as well as any functional needs so that the plants will also be fitting the interior design of the rooms and spaces perfectly in the long term.

We work very closely with our customers when choosing the plant display, always taking their budget into account as any future maintenance services and costs are also to be integrated into the planning of the interior planting solution for economic reasons.

Every customer has an individual profile. To be able to develop each profile, a written analysis of the customer's needs is being compiled during a very detailed conversation. We repeat these analyses at regular intervals in order to enable an adaptation if required.





## Extensive offer. Everything your heart desires

Plants as well as containers have to be tailored to the interior design and corporate identity of a business. That is why we offer our customers a vast selection of different shapes and materials, even for the most extraordinary requirements.

Hydroflora's broad range of plants, pots, planters and accessories is your source for creating a very individual implementation of your planting solution. We carry a whole variety of plants and products for interior, terrace and exterior planting:

- Terracotta, ceramic, plastic, stainless steel or metal containers, pots and planters
- Solitaire, composition or area planting
- Plants in hydro-substrates, earth substrates, mineral substrates or semi-substrates
- Endemic, tropical/semitropical and Mediterranean plants
- Irrigation systems and control engineering
- Stabilized plants, textile plants and silk plants with natural stem
- Mist makers, lamps and water features

*1978: Hydroflora is the first business of this branch of trade to become an accredited Hydro specialist business and receives the quality label and seal of approval "German Hydroponics"*

*1979: Hydroflora takes over the general distribution of planting basins in Germany from the Austrian company "Floever"*



# Your wish for green in the best hands

## **Variety. Magnificent plants for every style and occasion**

9

Every one of our customers has his own style, his individuality. Hydroflora offers variety and flexibility to respond to it, be it via interior planting a number of rooms, huge spaces, showrooms or single offices. At Hydroflora, the right arrangement and selection of plants is in professional hands. And the plant displays produce a lasting positive effect for our customers in many respects.

In addition to the permanent plant displays, Hydroflora also organizes special plant decorations for Christmas, blooming plant displays that are replaced at regular intervals, or blooming and green plant displays on the occasion of firm-specific events.

We plan, create, deliver and collect reliably at the right time and apposite to the occasion.





## **Holistic approach.** Harmonizing interior design and interior planting

To design and arrange colours, shapes and spaces beautifully is an art form in itself. That is why a host of specialists goes into action when a place is to be newly furnished or built: architects, interior designers, project planners, advertising and corporate identity agencies look after the holistic interior design as well as the smallest detail. Hydroflora offers you the highest competence in terms of interior planting projects.

Every holistic interior design with all its components also integrates a harmonious interior planting as well as artistic décor. In collaboration with your own interior designers or also by calling in our co-operative partners from the appropriate sectors we develop an ideal holistic interior design that harmonises with your wishes and the given conditions of the rooms or spaces.

At Hydroflora as well as the colour consultation and putting you in touch with dealers of objects of art you also receive a professional Feng Shui consultation for your business.

*1982: Hydroflora moves from Langenselbold to Neu-Isenburg*

*1986: Computerisation of the administration of offers and assignments*

*1992: Development of the first irrigation vehicle for plant care*

*1995: Change of generations*

*1997: Set-up of a nationwide network of partners for service throughout the whole of Germany*

*1998: The founder of the business, H. Funk, retires; his eldest son Kai-Uwe Funk becomes acting partner*

*2000: Reorganisation of the family business into an employee partnership*

*2002: Build up of the distribution office in Austria in cooperation with the Austrian business Floever*



# Virtual planning, safely deciding

**Modern techniques. Virtual spatial planning to meet your individual requests**

**11**

Hydroflora offers you a very helpful visual support when planning your display.

We have developed a broad database of images that is continually growing. These images of about 400 containers, pots and planters and over 500 plants can be combined in any variation possible. This database enables us, by means of a CAD programme, to virtually plant interior plant displays into digital images of the rooms that are to be decorated.

We send all suggestions of interior planting compositions as virtual images to our customers to look at and choose from. Thus it is far easier to evaluate how well the plants fit the rooms and spaces. Our customers can select different containers, pots and planters and decide themselves which display they consider their ideal one to go with.

All steps of the planning and installation are of course documented carefully, attuned to your wishes and at your disposal at all times.





## Stability of value. About plant-care and maintenance

To keep the plant displays looking their best they need very good care. Therefore we offer our customers a whole range of maintenance services and tailor your individual maintenance package to suit your requirements - be it for any interior planting made by us or other existing plant displays.

We organize all Hydroflora maintenance packages according to the arrangements made with our customers and add a little extra - flexibility. We offer you various different maintenance and care intervals in the following modules:

- Comfort service modules
- Complete maintenance modules
- Partial maintenance modules
- Watering service modules
- Individual maintenance service modules

Our professional maintenance service team - identifiable by their Hydroflora uniform - work accurately and carefully, always following your safety regulations. At the arranged appointments we carry out all maintenance services with the most modern working methods and to the highest quality standards.

At the regular quality analyses we check the condition of your plant displays and co-ordinate the following maintenance visits accordingly.

We render account for plant care and quality inspection as requested or invoice at cost. All annual accounting, cost centre accounting and budget accounting are computerized, which is something our facility-management customers have come to appreciate.

*Interior planting concepts through the ages:  
Hydroflora has been realizing interior planting concepts in compliance with the contemporary taste since 1968 in offices hotels, government agencies, shopping centres and many other places.*



## Reliable. A partnership for your plants

13

All employed partners of Hydroflora understand themselves to be a team of service providers. Every member can be contacted on their personal mobile phone. This is the basis of what we understand partnership and customer service to be.

Every single factor of our service, be it the planning, consultation, on-site operation, accounting or hotline, is as important to us as your joy about the plant displays. Do you have any specific queries? We are also pleased to offer you:

- Buying, renting and leasing quotations
- Plant transports in thermo-vehicles, removal service
- Dispatch of plant care products and containers
- Seasonal displays and decorations for special events
- Interior planting of trade fairs
- Plant hire for events

If you are a single independent business or the branch of a chain - our work and service meets the highest quality standard nationwide.

Our professional organisation and achievement-oriented employees will be pleased to satisfy all your wishes.





## Mercedes Kunzmann, Alzenau

**Conceptual formulation:** To develop a standard interior plant display for all eight branches of the car dealership Kunzmann by launching a uniform series of plant containers. The purely white mirrorfinish Floracare containers have been produced in different sizes so that they can be exchanged among themselves at any time.

The plants can grow and then easily be replanted into larger containers. When choosing plants for your display, you have to take into account that these plants should be able to grow with your business.

The Ficus trees in Alzenau for example have been bought in 1980 and have grown considerably over the past 20 years.

**Picture:** Codiaeum variegatum  
"Petra"



## Steigenberger Bisto, Frankfurt airport

**Conceptual formulation:** To plan and develop an interior planting concept for the Steigenberger Bisto in collaboration with the architect's and planning office "Hotel Equipment". The name of the bistro, Oasis, already implied the theme of the design: the interior had to have the atmosphere of an oasis.

**Picture:** Stabilized Phoenix canariensis palm trees that will not grow any larger. The reasons for this choice: the hall is exposed to varying temperatures all year round and very strong solar radiation during the summer. Also, the palm trees do not need a lot of maintenance. The containers are made of terracotta (model "oro").

*Excerpt of a long list of renowned clients of 35 years in business:  
Mainz Hilton · IG Metall, Frankfurt · Stadthaus Bad Homburg · Allibert GmbH, Frankfurt · Milupa, Frankfurt · Black & Decker, Frankfurt · Demag Fördertechnik, Bergzabern · Düsseldorf Hilton · Dell Computer, Langen · Ernst & Young AG, Frankfurt SEB AG, Frankfurt · Siemens Dematic AG, Offenbach · Degussa-Hüls AG, Frankfurt · DIT, Frankfurt · O2 Germany Köln, Hannover, Dortmund, Hamburg, Berlin und Leipzig (Facility Lösung) · BT British Telecom Berlin, Frankfurt, Dortmund, Mannheim (facility solution) · Stadtwerke Neu Isenburg · and many thousands more*



## Vodafone, Eschborn

**Conceptual formulation:** To develop a suitable interior plant display for a cutting-edge company of mobile communication. For this project we wanted to work high quality containers that had a kind of "technical look" and tall, bushy plants. We also wanted to make use of the entire height of the room. We eventually chose plants that had a very abstract and eye catching growth and therefore fitted the corporate design perfectly.

**Picture:** Lune aluminium containers with a specially brushed surface.  
Main plant: Ficus benjamina "Exotica".  
In the background: Ficus microcarpa "Compacta".



## DeTe Systems, Frankfurt

15

**Conceptual formulation:** We designed this project together with the architects of DeTe Property. The display was to consist of a combination of various Ficus benjamina "Exotica" stocks that are different in their habitus and between 7-4 metres tall. We surrounded the seating in the waiting area with plants that created a calm, comfortable and inviting atmosphere.

**Picture:** We chose terracotta pots in suitable colours, planted with Ficus benjamina "Exotica" with corkscrew stocks, to fit into the surrounding of the seating area.





**And this is what our clients say about our services since 1968:**

*„ ... we would like to thank you for the immediate delivery despite the short notice. Today we have more than 100 plant displays all around our building, creating a special atmosphere in each room and delighting everyone throughout. ” SCHWAB AG, Hanau, 1973*

*„ ... hereby my colleagues and I would like to thank you once more for your service and pay a very high compliment to your employees. The delivery of the plants was speedy and your employees were competent, helpful and very friendly ...” PARAMETRIC TECHNOLOGY, Neu Isenburg, 1996*

*„ ... because of many years of experience with hydroflora we are able to confirm both their huge reliability as well as the neat and satisfactory accomplishment of their work and plant care service (ca. 300 plants). Herewith we would like to convey our thanks ...” ERNST & YOUNG GmbH, Frankfurt, 1996*

*„ ... when we moved into the new building, your company received the assignment of integrating the existing plants, of which half the amount was already more than 10 years old, into the new interior planting concept. Today we can certainly confirm that you have done a great job. Hereby I would like to thank you for your reliability in keeping appointments, the fast, clean and trouble-free implementation as well as excellent consultation. ...” PSA Finance Deutschland GmbH, 2003*

*„ ... with your help we have defined a standard interior planting concept for our company, which we have integrated into our in-house intranet-ordering system. Both the images of plant arrangements as well as the description of each plant enable the person responsible to place their order independently. The thus arising administrative expense and handling cost have been reduced distinctly. The solution for the computerized accounting on basis of cost location, which we elaborated together with you, has resulted in the planned positive outcome. We are striving for a nationwide collaboration ...” SEB AG, Verwaltung, Frankfurt*



**Hydroflora GmbH Objekt-Begrünung (interior planting)**

Hugenottenallee 65-67, D-63263 Neu-Isenburg, Germany  
Telephone 0049 (0)6102-25 000-0, (Tele)fax 0049 (0)6102-25 000-50  
info@hydroflora.de, www.hydroflora.de