

# b | o o m o n

**UTTERLY ORIGINAL BOUQUETS DELIVERED TO YOUR HOME ON REPEAT.**  
ENTREPRENEURIAL DUTCH FLOWER DELIVERY SERVICE, BLOOMON, LAUNCHES  
TO THE UK

According to the International Trade Centre, Britain is the second biggest market for Dutch flower export; in the first 6 months of 2015 this amounted to more than €500 million in sales. In the last 12 months, Dutch start-up **Bloomon** ([www.bloomon.co.uk](http://www.bloomon.co.uk)) raised €8 million in funding from international investors INKEF Capital and Partech Ventures, one of Europe's biggest Venture Capital funds with offices in Berlin, Silicon Valley and Paris, and delivered over 100,000 bouquets within their first year. The ambitious team behind Bloomon have set themselves a single-minded mission: to deliver 1 million bouquets Europe-wide before the summer of 2017. Launching in London this February 2016, Bloomon is debuting simultaneously in Germany.

Bloomon began life in their hometown of Amsterdam, in the heartland of the flower-connoisseur. Using their own carefully honed, unusually short supply chain which turns the industry on its head, the team meets flower growers on a regular basis to discuss seasonal blooms, ensure the best possible quality and that the flowers arrive at customer homes exceptionally fresh. They also use their own drivers to pick up the flowers from the field and deliver straight to your doorstep. Not only do they disturb the old-fashioned *grower-auction-wholesaler* chain, but also prolong life of flowers by cutting out the middleman. This saves Bloomon's customers at least 5 days of freshness.

Aiming to surprise and enchant with every delivery, each bouquet is different from the last, devotedly seasonal and distinctively styled in an entirely refreshing manner, with no cheap filler – all flowers delivered are of outstanding quality. Bloomon's arrangements are creative and colourful, creating a unique atmosphere in every room. The varying length in stems, careful spacing between blooms and other interesting little details help to build a more artistic style - each flower gets the attention it deserves.

Convenience is key for Bloomon; bouquets arrive as requested - in the daytime or evening, after work and are specially created by Anton, Bloomon's resident stylist also known from his regular TV appearances.

There are no delivery charges and subscribers can always change, pause or cancel their delivery – but with such vibrant, fresh designs, Bloomon's customers are bound to anticipate each delivery with delight!

**Simplicity is key:** 3 sizes, 1 fresh design every 2 weeks – delivered straight to the door. 100% flexibility, 0% fuss. Deliveries will be made to all locations within the M25.

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**Choose from three sizes** (delivery cost included):

- **Small:** perfect for a small dining table or mantelpiece £20.95 per bouquet
- **Medium:** Bloomon's bestseller, the medium is suitable for most interiors £24.95 per bouquet
- **Large:** Want your flowers to be even more striking in your home? Go for the large! £31.95 per bouquet

## **Notes to Editors**

### **Ordering with Bloomon:**

#### **Step 1 - Choose your size**

Treat yourself with a small, medium or large bouquet. For the complete Bloomon experience, and for ultimate convenience, add a vase to your first delivery. There is a unique vase for each bouquet size, in which your flowers will fit perfectly.

#### **Step 2 - Choose how often**

Choose how often you'd like to have your flowers delivered – weekly, fortnightly or monthly. You can easily manage deliveries in your online account.

#### **Step 3 - Receive your flowers at home**

Bloomon currently delivers flowers on Wednesday during daytime between 9am–6pm and evenings between 6.30pm–10pm. A day before, on Tuesday, a customer receives a text message including an hourly delivery slot. Not at home? No problem! Just provide a safe place or neighbour's address where we can leave the flowers. Flowers come pre-cut allowing you to place them directly into your vase.

#### **Step 4 - Enjoy your flowers!**

Once you have your flowers at home, it's time to enjoy them. The team put together a fun guide helping you to take care of your flowers so they last long and fill your home with happiness. With every delivery a special flower card will be provided helping customers extend their knowledge and learn about seasonal blooms.

### **About Bloomon**

Bloomon was launched in The Netherlands in November 2014 and has ambitious plans to deliver world-famous, high-quality Dutch flowers to customers all over Europe, aiming to deliver one million bouquets within two years. Quality remains of the essence; Bloomon deals one-on-one with the grower, cutting out the middleman and ensuring their flowers arrive in pristine condition. Our innovative supply chain is 80% shorter than that of the traditional florist.

# bloomon

## **Founder Biography**

### **Michiel Bakker UK MD:**

Michiel Bakker began his studies Applied Physics in 2008 at Delft University of Technology in the Netherlands. During his bachelors he started a company with four friends, booking music artists for student events throughout the Netherlands. After a research project at CERN in Geneva he continued his physics studies with a research master specialising in Quantum Computing in Delft. He conducted projects at RWTH Aachen, QuTech and IBM Research in New York and graduated cum laude. During his Masters he worked a year in Myanmar at Rocket Internet's Yangon headquarters where he led their real-estate classifieds platform [House.com.mm](http://House.com.mm) from scratch to market leadership and met Bloomon founders Patrick Hurenkamp and Koen Thijssen where they were inspired to task Michiel with their ambitious plans for UK expansion.

For more information, please visit [www.bloomon.co.uk/](http://www.bloomon.co.uk/)

Connect with Bloomon over social media:

- Twitter: <https://twitter.com/Bloomonuk>
- Instagram: [www.instagram.com/Bloomonuk](http://www.instagram.com/Bloomonuk)
- Facebook: [www.facebook.com/BloomonUK](http://www.facebook.com/BloomonUK)

For all media enquiries and bouquet requests, please contact **Right Hand PR:**

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