

PRESERVED ROSES CATALOGUE



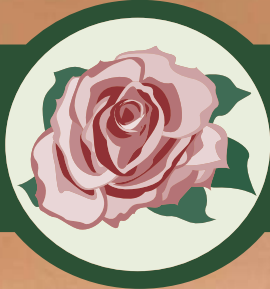
BEAUTY + EMOTIONS > ECUADOR

HOJA



VERDE

HOJA VERDE



OUR STORY

Alinatura is a company founded in 2013 by three professional [Danilo, Mery and Santiago] connoisseurs of chemical and agribusiness. We started a process of research and application of new techniques to preserved roses industry. For two years and through trial and error, we developed a formulation to preserve a rose which keeps its original structure and beauty. At the same time we set up a pilot processing plant to process 2000 roses/month which allowed us to enter the local market and further improve the preservation process. In 2015 we needed to go one step further: find an investment partner with market knowledge of roses that will help us to increase production, efficiency, and reach the foreign market. In 2016 the Hoja Verde Group integrated by three prestigious farms Flormare, Joygardens, and Hoja Verde decided to support this initiative, which offered interesting expectation and great challenge to achieve.

Santiago Villalba
CEO ALINATURA

PRESERVED ROSES CARE

Made with fair trade certified roses, which have been preserved by a process that replaces natural sap with a synthetic color sap. Thus maintaining the roses shelf life for a long time (1-2 years) depending on the environmental conditions. As natural sap, synthetic may also stain hands and cloths, please take care.



Keep in a cool dry place.
Moisture lower than 80%HR



Do not expose
to direct sunlight.



Do not expose
to heat sources.



For cleaning use
a cool dry air source.



Do not water.



The flower is not
edible and may stain.



Do not refrigerate.



HOJA  VERDE



Romantic Shape

In all of its beauty, this garden rose gives you a feel of antique but new at the same time. Ideal to transmit the romance in your floral arrangements.



Classic Shape

A simple, serious and beautiful rose at the same time, ideal for all kinds of floral arrangements for any occasion thanks to its variety of colors.

HOJA VERDE



Blooms and stems are sold separately.

Industrial Pack

60 cm.



30 cm.



Stems

Height
30/60
cm.



Colors



red



1815C

white



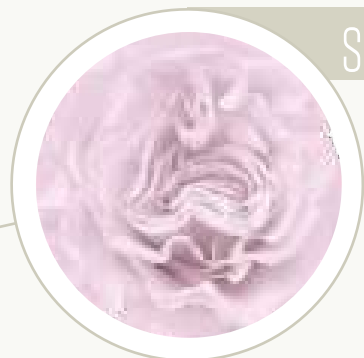
light pink



010T

1765C

soft lavender



ivory



0243C

7500U

Romantic Shape

mint



0345C

blue



beige



0539C

light red



7402C

almond



1795C

light blue



7499C

light pink



0290C

ivory



1765C

champagne



7500U

green



0489C

0375C

sunny yellow



pink



0012C

1787C

orange



peach



1505C

0163C

red



black



1815C

0006C

white



fuchchia



0601T

0219C

lilac



soft lavender



0512C

0243C

Classic Shape



Industrial

Showcase



267
(5/6 cm)

12
(3/4 cm)

6
(6 cm)

4
(8 cm)

1
(10 cm)

Rose Size	Diameter	Height	Stem Length	Size	Packing
	cm	cm	cm		
3 cm	3-4	3-3.6	0.5-1	Mini	Showcase
4 cm	4-5	3.4-4.0	0.5-1	XS	Showcase
5 cm	5-6	4.5-5.2	0.8-1.5	S	Industrial
6 cm	6-6.8	4.5-6.0	0.8-1.5	M	Industrial
6.5 cm	6.5-7	5.6-6.5	0.8-1.5	M Premium	Showcase
8 cm	8-8.5	5.6-7	0.8-1.5	L	Showcase
10 cm	10-10.5	5.6-7	0.8-1.5	XL	Showcase

SIZE



XL

Diameter
10,0 - 10,5
cm.

Height
5,6 - 7
cm.



Stem
0,8 - 1,5
cm.



L

Diameter
8,0 - 8,5
cm.

Height
5,6 - 7
cm.



Stem
0,8 - 1,5
cm.



M Premium

Diameter
6,5 - 7,0
cm.

Height
5,6 - 6,5
cm.



Stem
0,8 - 1,5
cm.



M

Diameter
6 - 6,8
cm.

Height
4,5 - 6,0
cm.



Stem
0,8 - 1,5
cm.



S

Diameter
5 - 6
cm.

Height
4,5 - 5,2
cm.



Stem
0,8 - 1,5
cm.



XS

Diameter
4 - 5
cm.

Height
3,4 - 4,0
cm.



Stem
0,5 - 1
cm.



Mini

Diameter
3
cm.

Height
3 - 3,6
cm.



Stem
0,5 - 1
cm.



Address: HojaVerde Cia. Ltda: 13 de Abril
s/n, Hacienda Ishigto - Parroquia Juan
Montalvo, Cayambe.

Contact us: CAYAMBE 593-2-22127085
QUITO 593-2-22127056

Factory: santiago.villalba@illari.com.ec

Sales: sales@hojaverde.com.ec

<http://www.hojaverde.com.ec>

MADE WITH

