

NEWS

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Prizes for www.queenofflowers.com

Azaleas suit every interior, as the trendy www.queenofflowers.com website proves. This striking azalea marketing concept revolves around stylish packaging. An eight-language site offers care tips and inspiring photos of interiors.

This initiative by Mario Naudts has not gone unnoticed: in April the Flemish Azalea Association awarded Queen of Flowers its Innovation Prize. In addition, a trade jury at the Aalsmeer Market international flower and plant fair nominated this project for the 'added value' category of the Aalsmeer Market Award. This nomination put Queen of Flowers on the fast track. '70% of our azaleas are now already being sold as Queen of Flowers,' says Mario Naudts, 'while before the nomination it was only 30%.'

This interest is being shown by a wide variety of markets. 'Our Queen of Flowers range is on offer in several of the better European supermarkets, with great success. We also see that the website is increasingly being visited in quite a few European countries, an average of 20 countries a month, and more and more Eastern European ones. In fact we even deliver Queen of Flowers to Siberia every week through a Dutch exporter.'

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