



Flower in  
a test tube

# Innovation in floriculture

## Flower in a test tube

— The land for agriculture —

— The water for the fish —

— Science in your hands —



# CUSTOMER ISSUES



Care  
requirement

Large sizes



Short-living

Allergies

# A GLOBAL PROBLEM

The purpose of Biotechnology is to fight with the help of science to improve the quality of life of the population.



01

## Land for grain and technical crops

Instead of growing cut flowers to help feed the ever-growing global population.

.....



02

## Consumption of a large amount of water

- 70% of the water goes to irrigate agricultural crops.
  - Floriculture is 37% of agriculture.
- .....



03

## Carbon emissions from air transport

- Over 80% of the flowers sold on the Bulgarian market are imported and transported by air.
- Aviation accounts for 4% of greenhouse gas emissions.
- In 2018, Valentine's Day flowers carried to US airports produced about 360,000 metric tons of CO<sub>2</sub>. That's 78,000 cars driven in 1 year.



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# OUR SOLUTION

The advantages of Flower in a test tube



- ✓ It does not need care for 6+ months, including watering.
- ✓ Blooms and blooms in the tube. Pocket size and doesn't stain with pollen.
- ✓ It is transplanted into a pot later.
- ✓ Suitable for medical facilities and for people with allergies.



# VITAL CYCLE

The plant blooms, reblooms and re-buds inside the test tube.  
It takes root in the culture medium and grows until it fills the tube and consumes the culture medium.



A plant  
with a pimple

Cracked  
plant

Bloomed  
plant

Overblown  
plant

Old  
plant

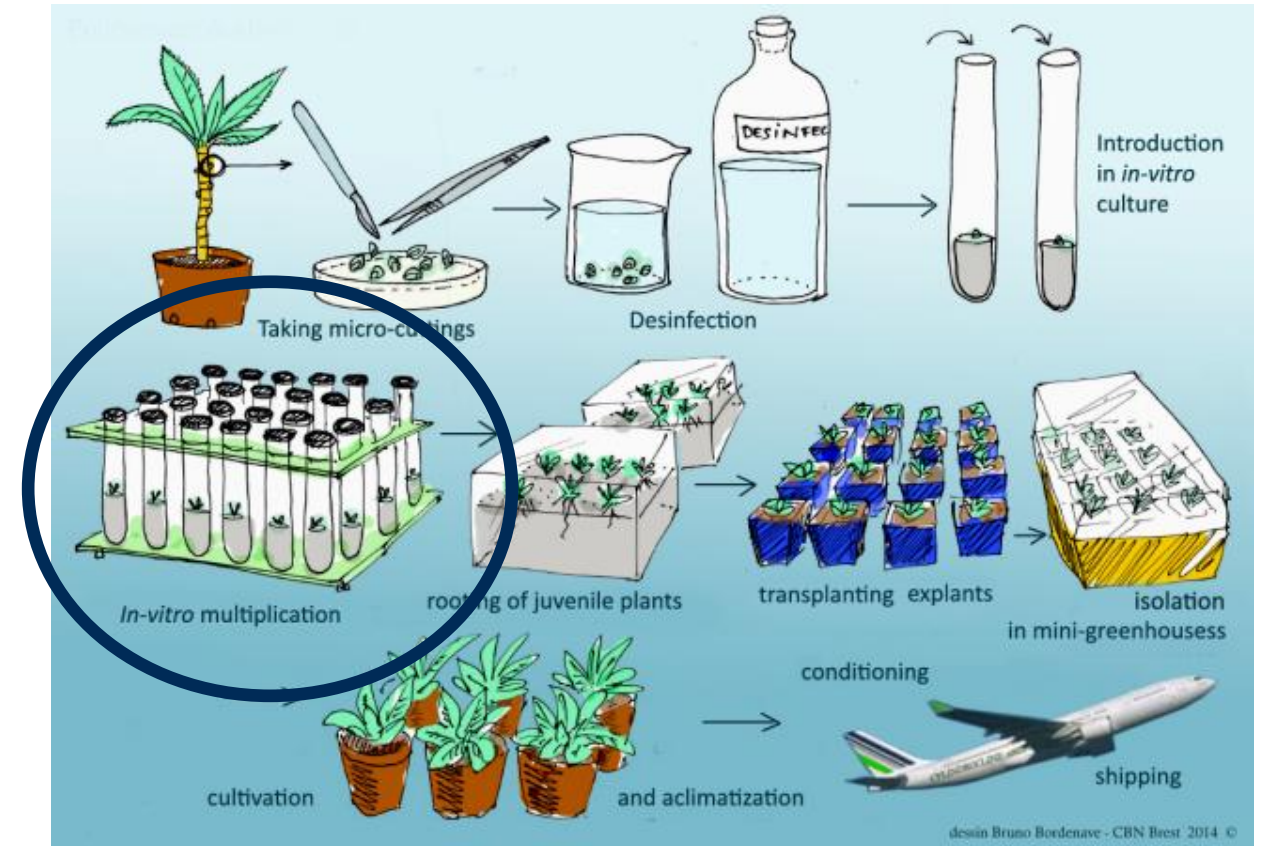
# (BIO)TECHNOLOGY

In laboratory practice, the colour in the test tube is an accidental and unwanted phenomenon and is removed while we aim for the exact opposite – the flower blooms in the test tube, which is our product innovation.



## Plant biotechnology

The Plant Micropropagation method has been used for hundreds of years around the world to rapidly multiply large numbers of plants in sterile (laboratory, *in vitro*) conditions, which are then adapted in greenhouses and transplanted into pots or cut to be transported to the final customer worldwide. While we aim to stop the process at the test tube, for the flower to bloom in it, and when it has completely filled the test tube, for its owner to transplant it himself into a pot.





# OUR IN-VITRO FLOWERING PLANT VARIETIES

At this stage, we do not offer the option of choosing a type of plant. So far, we have 5 researched types of plants flowering in a test tube.



*Torenia fournieri*



*Persian violet (Exacum)*



*Mini rose*



*Calibrachoa*



*Bidens*

# FLOWERS WITH WOODEN STANDS

In addition to these models, for corporate customers we make stands according to their requirements.



15 EUR

17 EUR



17 EUR



20 EUR



20 EUR



20 EUR



With magnet,  
15 EUR



17 EUR



20 EUR



20 EUR



20 EUR



# FLOWERS WITH STANDS FROM BIODEGRADABLE PLASTIC

In addition to these models, for corporate customers we make stands according to their requirements.



15 EUR



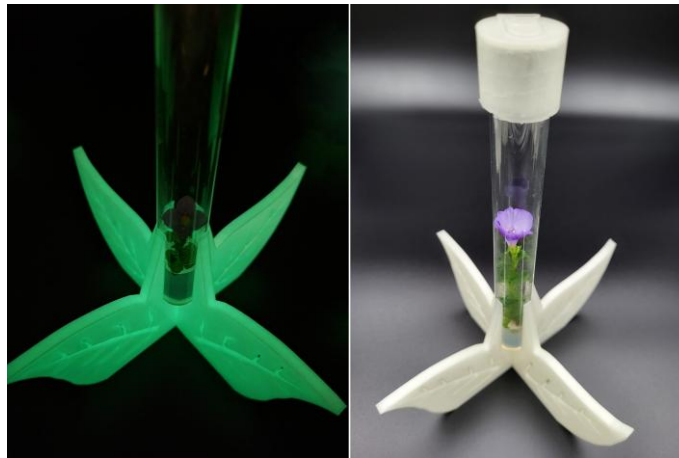
20 EUR



20 EUR



It phosphoresces in  
the dark, 22 EUR



# FLOWERS WITH WOODEN STANDS CHRISTMAS



20 EUR



20 EUR



17 EUR



# FLOWERS WITH WOODEN STANDS

These amounts are not included in the annual subscription price.



With LED lighting with USB cable or batteries, 34 EUR



Wall  
mounted,  
34 EUR



# CORPORATE CLIENTS



MINISTRY OF ENVIRONMENT AND WATER



THE BUSINESS INSTITUTE





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# SUSTAINABLE DEVELOPMENT GOALS



We work according to all laboratory requirements and without carbon waste. We create an eco-friendly and high-quality innovative product with the help of plant biotechnologies.



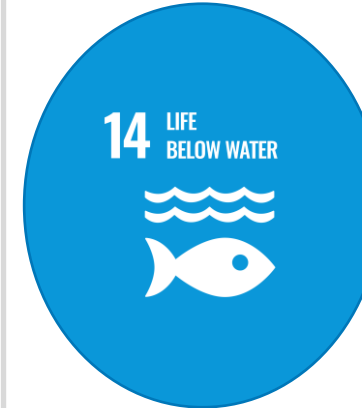
We show that women and people with disabilities have an equal chance to build their own business.



A product with biodegradable components and no carbon waste. Glass tubes and caps are returnable.



Reducing the use of air transport and cold storage in the flower industry, which emit carbon emissions.



Reducing the amount of water used for irrigation in floriculture.



Reducing the areas for growing cut flowers.

# PACKAGE OFFERS

We can also create an individual proposal according to your needs.



## Annual decoration subscription

**65 EUR**  
in position

Minimum quantity of 25 positions.

- ✓ Creating a stand according to your requirements.
- ✓ Stand branding.
- ✓ Change the flowers every 2 months to make them look good aesthetically.

## Corporate gifts

**Depending  
of the number**

The deadline is 2 months.

- 5% discount on the price for 40-80 flowers.
- 10% off the price for 81-200 flowers.
- 15% off the price for over 200 flowers.

The price includes the creation of a stand according to your requirements and branding.

+ 100 EUR for branding the box. When ordering over 200 units.



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Website:  
[flowerinatesttube.com](http://flowerinatesttube.com)

# TAKE THE SCIENCE IN YOUR HANDS.

E-mail: [info@flowerinatesttube.com](mailto:info@flowerinatesttube.com)

LinkedIn: [Flower in a test tube](#)

Facebook: [@cvetevepruvetka](#)

Instagram: [@cvetevepruvetka](#)

YouTube: [@cvetevepruvetka](#)

