



## **PRESS RELEASE**

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### **Floramedia and Plantbeeb bring the QR code to the entire horticultural sector!**

Plantbeeb and Floramedia are joining forces to further improve and simplify digital product information in the ornamental horticulture industry.

Through this strategic partnership, the Plantbeeb QR code will become widely available to growers, green suppliers and retailers in the coming years. This marks an important step towards a more uniform and future-oriented way of communicating within the supply chain and with consumers.

#### **Building one digital platform together**

Floramedia – the market leader in plant labels, packaging and communication for the horticultural sector – will begin introducing the innovative Plantbeeb platform to the entire market from 2026 onwards.

All indoor and outdoor plants can then be equipped directly at the grower with labels, pot covers and self-adhesive stickers featuring the Plantbeeb QR code as standard.

The collaboration enhances the quality, consistency and visibility of product information and improves the digital experience for consumers. By combining Floramedia's creative communication expertise with Plantbeeb's digital platform, the companies aim for a uniform, sustainable and future-proof approach that adds value throughout the supply chain.

#### **Looking ahead: preparing for the next step**

Plantbeeb is preparing for the next phase of product identification.

Together with Floramedia, the company is exploring how the QR code can further support digital data exchange within the horticultural industry in the future.

The goal is to develop the QR code in such a way that it not only provides consumers with reliable product information, but also offers new possibilities for retailers.

Plantbeeb and Floramedia are committed to aligning with GS1's Smart QR Code.

In 2026, a pilot project will be launched with the Plant Collect range at selected partner garden centres to test this technology in practice.

#### **Practical application: added value for growers and retailers**

Thanks to the cooperation with Floramedia, growers and retailers can easily integrate the Plantbeeb QR code into their existing labels and stickers.

This creates a single, recognisable and accessible digital entry point for product information that supports consumers and provides added convenience for retailers.

Plantbeeb and Floramedia see this as a logical step towards improving plant labels and packaging, and towards a future in which plant information becomes digital – smarter, more flexible and widely applicable – without losing sight of existing initiatives in the sector.

"With this collaboration, we are taking the next step in the digitalisation of product information within the ornamental horticulture sector," says Jochem Nieuwesteeg, founder of Plantbeeb.

"Together with Floramedia, we are making it easier for growers and retailers to offer consumers reliable and up-to-date product information, while preparing for a future in which this QR code can also be integrated into checkout systems and other applications."

Chris Roggeband, CEO of Floramedia, adds:

"Our collaboration with Plantbeeb fits perfectly with our ambition to help the sector innovate.

By combining our creative communication power with Plantbeeb's digital platform, we are striving for a uniform, sustainable and future-oriented approach that benefits the entire supply chain."

### **About Plantbeeb**

Plantbeeb is an innovative platform that provides consumers with up-to-date and reliable plant information – including care tips – via a unique QR code.

### **About Floramedia**

Floramedia is the market leader in plant labels, packaging and communication solutions for the international horticultural sector, supporting customers with brand and product communication from concept to creation.