Your supply in order

Increase your sales chances in just a few steps

Read all tips & steps in this whitepaper

Grow your business. Simplify your process.

Floriday

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Your supply in order
Increase your sales chances in just a few steps

**Great
product photos**

**Complete
product information**

**Correct
availability**

Floriday helps growers and buyers to increase trade and make it easier. To use Floriday to sell successfully, it is important to add attractive photos, complete product information and correct availability. This makes your products easier to find and helps customers make the right choice for their purchase.

By ensuring an accurate listing for each flower or plant, you as a grower make life easier for your own company and you also help your buyer, their customer and the logistics service provider. For example, buyers who can search in Floriday more easily or customers who can show your products in their webshops. Making sure that product characteristics such as transport height are known and correct helps logistics service providers deliver your product more efficiently and damage-free!

Having your supply in order helps. Details really count!

These guidelines apply to direct trading on Floriday. Different regulations may apply to products auctioned, such as the photo regulations of **Royal FloraHolland** or **Veiling Rhein-Maas**.

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✔ Great product photos

Using a great photo of your flowers and plants ensures that buyers can judge your product properly and helps them know what they are buying. Great photos make your product more attractive and are essential for an ever-growing group of online buyers.

**Check the Helpcenter for tips on good product photos**

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One or more product photos for each product

Make sure to include at least one product picture per product. Buyers who do not see an photo – or only your logo – can literally not picture your product. In addition, adding information or extra photo will help your buyers evaluate your product better.

❌ No photo or only a logo instead of a photo
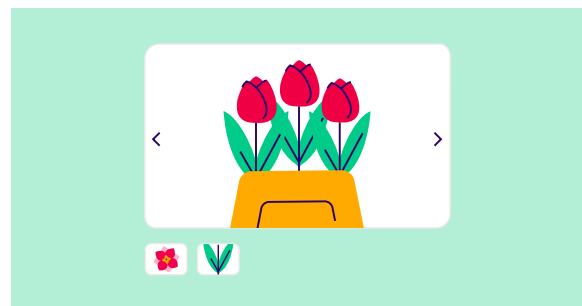
✅ One or more (detail) photos

TIPP: In the catalogue you can add and set up photos quickly by using the **photo management** option for your entire range.

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Current and representative photos

A photo is current and representative if the buyer gets exactly what is in the photo. Think of the correct colour reproduction, visible stage of maturity and packaging (container). For direct trading in Floriday, we advise you to stick to the following rules. For products auctioned through Royal FloraHolland or Veiling Rhein-Maas, for example, there are separate photo requirements.

❌ Use of dark background

❌ Logo is too predominant and the product depicted too small

❌ Other plants/flowers/objects in the photo

✅ Sharp photo with white/light grey background

✅ Product and packaging cover approx. 70%

✅ Photo is representative (colour, ripeness etc)

TIP: Check that the correct photo is set as the **default photo** because it will be shown first in Floriday (or in customers' webshops).

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✔ Complete product information

In order to sell successfully, it is important that your product information is complete and correct. It makes your product easier to find and helps buyers and carriers make the right choices.

Check the Helpcenter for tips on complete product information

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Correct product specifications

What are the specifications of your product? The number of stems per bunch, the maturity stage, the pot size or which quality group your offer falls into? The more details of your product are known, the easier it is for buyers to find your product.
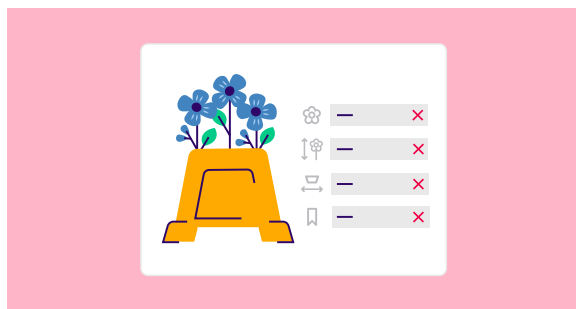
❌ Poor findability due to incomplete specifications

✅ Good findability thanks to complete product specifications

TIP: Add additional specifications in the catalogue yourself. Then your product information will be more complete and you will be even easier to find.

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The transport height stated

The transport height is very important for the logistics process. This information helps the buyer or logistics service provider to make proper preparations for cart assembly, for example. If the correct transport height has been stated, products can be delivered to the buyer and end customer more efficiently and damage-free.
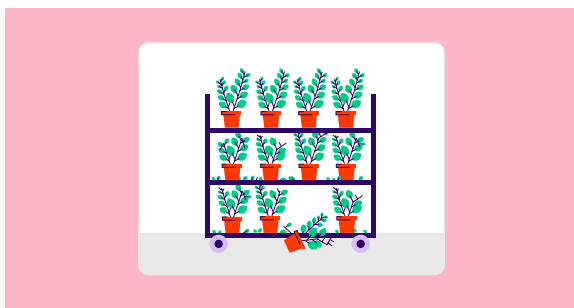
❌ Damage due to unknown or incorrect transport height
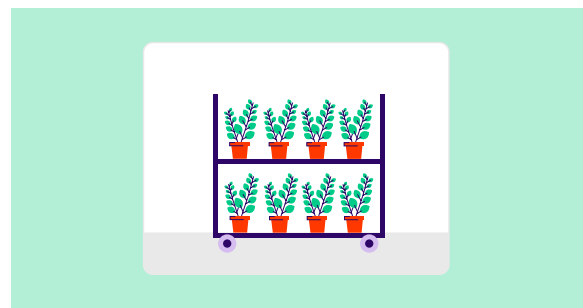

✅ Transport height correctly filled in

TIP: Make sure the transport height is at least 5 cm higher than the height of your product including packaging (container/pot/tray).

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Correct VBN and country codes

Make sure you select the correct VBN code for your product. Products are regularly placed in the category 'VBN other'. The underlying characteristics differ per VBN code which means that the product cannot be found easily. Missing country codes (country of origin) are also a problem when exporting to, for instance, the UK: here a country code is compulsory.
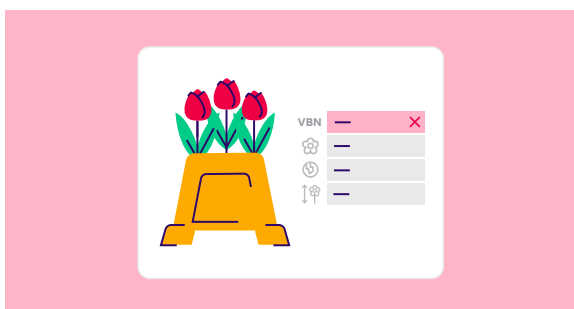
❌ No or incorrect VBN and country codes
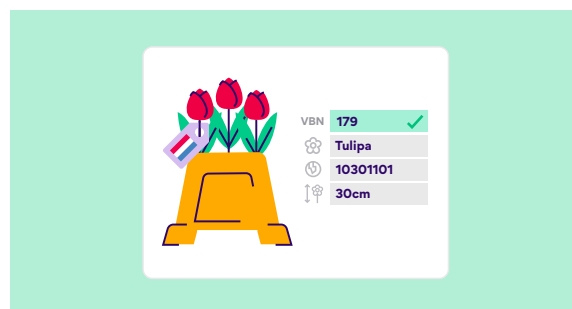
✅ VBN and country codes are known

TIP: You can select several items at once in the list view in the catalouge. Using **quick set** lets you adjust a property such as country of origin (S62)

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✔ Correct availability

Correct availability is essential for buyers. Only then will your product show up in the right search and the buyer can order what is available. That is why it is important to make sure both the expected availability of your items in the catalogue and the availability of the supply are correct.

**Check the Helpcenter for tips on correct availability**

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Expected availability

For buyers putting together new assortments, availability during the year is very important. Therefore, make sure the expected availability stated for the entire year in your catalogue is realistic. This avoids confusion and disappointment for your buyers.
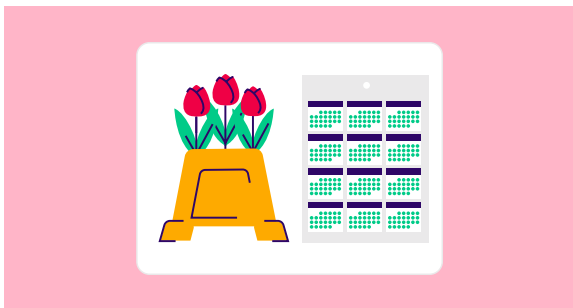
❌ A seasonal product appears to be available all year round
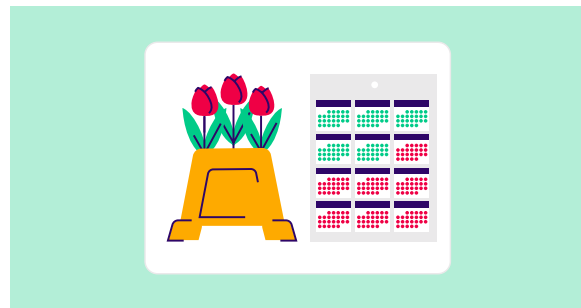
✓ The weekly availability matches the seasonal availability

TIP: You can select several items at once in the list view in the catalouge. By using the quick set function, you can thus adjust the **expected availability** for similar products at once.
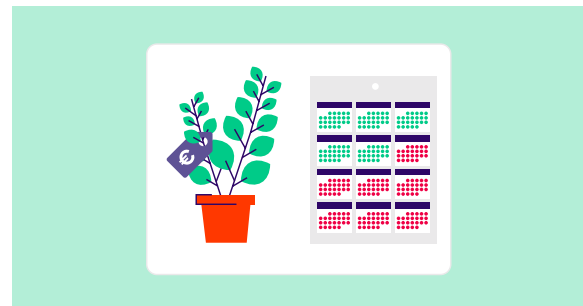
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Actual available supply

Buyers who buy what you offer naturally want to know whether it is actually available. So make sure that everything is filled in Floriday in the supply section for each product: in which weeks, quantities and at what price are your products available?
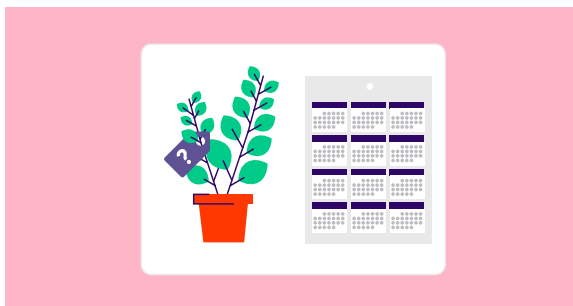
❌ Weeks and quantities not stated

❌ Customers not assigned to price groups

✅ Weeks and quantities correctly filled-in

✅ Customers categorised into price groups

💡 **TIP:** Under supply, select several items at once and choose period prices. The period you select then immediately applies to all selected products.

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Correct delivery times and conditions

Set realistic delivery times and conditions for each delivery location. Often, the same times are entered at all delivery locations, while in practice these are not feasible. As a grower, you can indicate this per delivery hub (Aalsmeer, Naaldwijk, etc.) or per individual buyer as customer-specific conditions. This way, the buyer knows when they will get the product and their subsequent logistics process is not impacted.
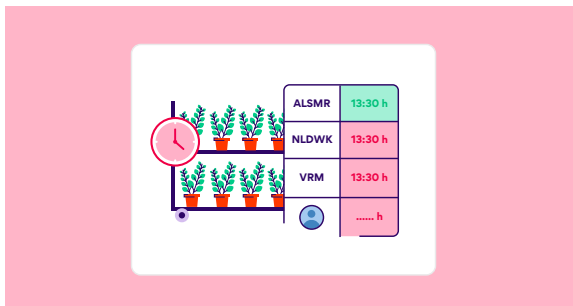
❌ Products arrive late because times are the same per delivery location

❌ No customer-specific conditions

✅ Correct delivery times for each hub

✅ Customer-specific conditions for regular customers

TIP: Can buyers also collect your products themselves? Then make sure to state this in the delivery conditions by selecting EXW – Aftuin.

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Your supply in order
Checklist

Great product photos

One or more (detail) photos

Sharp photo with white/light grey background

Product and packaging cover approx. 70%

Photo is representative (colour, ripeness etc)

Complete product information

Good findability thanks to complete product specifications

Transport height correctly filled in

VBN and country codes are known

Correct availability

The weekly availability matches the seasonal availability

Weeks and quantities correctly filled-in

Customers categorized into price groups

Correct delivery times for each hub

Customer-specific conditions for regular customers

**For more information, visit
floriday.com/supplyinorder**

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