

THE GREEN REGINA STORY

fikona
perfection in green plants

Fikona

Billing address: Tallaart 58, 2500 Koningshooikt, Belgium

Visiting address: Tallaart 46, 2500 Koningshooikt, Belgium

www.fikona.be | www.mynewplant.com

To order: sales@fikona.be

Other questions: info@fikona.be

FloraXchange/Floriday: Fikona



Fikona



Fikona_nursery

LET US INTRODUCE OURSELVES

Fikona is a family nursery based in Koningshooikt – near Antwerp, Belgium – and was founded in 1992 by Koen and Nancy. In 2017 and 2019, our son Yorick and daughter Quirine joined the team and are strengthening the company. Since the establishment of Fikona, we are working every day with passion and enthusiasm to produce extraordinary green plants for our customers in a sustainable way. Together with our team we strive to pursue our moto: “Perfection in green plants”.

In the early years we started mainly with cultivating the Ficus Benjamina in a variety of stems. Nowadays we grow lot of different varieties of Ficus. All the Ficus stems are first grown in Costa Rica for multiple years and are then shipped to Belgium, where the plants complete their final stage of growing in our greenhouse. Aside from the Ficus our range of species has expanded during the decennia. Nowadays, the Chamaedorea and Areca palms, the Musa Tropicana (Banana plant) and the Nolina are also grown in our greenhouse. Outdoors the main specialty is the boxwood plant.

Many years of patience and experience in these products have resulted in our own environmental friendly cultivation method. These methods enable us to grow plants with the best possible lasting quality. In 2012 we launched our brand, named Regina, to guarantee this Belgian Quality and perfection in green plants.

The future of Fikona literally looks green. Since 2019, Fikona’s greenhouse grew from 3 hectares to 5 hectares. These two extra hectares full of green are fully automated and are built for the little pot sizes such as the palms Chamaedorea, Areca and for the Nolina. The process of planting, transportation and watering is completely automated. Furthermore, this new glasshouse is even more sustainable and will help us to keep up delivering Belgian Quality plants.

We are happy to guide you through our Regina assortment.

Sincerely,
The Fikona team





REGINA, SUSTAINABLE QUALITY IN GREEN PLANTS

Regina was launched in 2012, as a brand that guarantees our Belgian Quality and perfection in green plants.

The slow and quiet cultivation method that we strive for, first in Costa Rica and later in Belgium, is the foundation of this sustainable quality. Our drive to grow outstanding pieces of green furniture leads to perfection in green.

With our brand Regina our mission is to add value for our customers – with a main focus on wholesalers and garden centers. Our Regina plants, with a strong air-purifying effect, are the perfect sustainable base to create a healthy and stylish living environment.

Aside from the special Regina label, these plants carry also a label with extra information for the end customer. This label, together with mynewplant.com, offers end customers useful information about how to take care for their new plants. This way our brand ensures the best lasting quality and extra value for money.

Since 2012, the Regina collection exists out of two categories: The Ficus trees with different shapes of leaf and stem, and the Musa Tropicana plant. Since this year we added two brand new Regina's: the Chamaedorea Elegans (also known as dwarf palm tree) and the Dyspis Lutescens (also known as Areca palm).

OUR REGINA COLLECTION

Our Regina collection currently exists out of four categories. Within the category Ficus we can offer you a wide range of different pot sizes and shapes. The pictures in this brochure only show a selection from our total Regina collection. Please contact us for the complete range that we offer. We look forward to informing you about this.

Ficus Regina	07
Musa Regina	16
Chamaedorea Regina	18
Areca Regina	20



FICUS REGINA

Since the beginning of Fikona, we grew Ficus Benjamina in different forms and varieties. We quickly expanded our product range by following both the ongoing and upcoming trends to ensure that we offer the latest trending products. Did we already mention that the Ficus leaves act as a filter which quietly purifies the atmosphere around them? The natural, calming appearance of the plants also ensures a relaxing, pleasant atmosphere in every interior and every living room. We grow many different forms of Ficus ranging from potsize 21 (+/- 80cm) until 58 (+/- 250cm+).

FICUS BENJAMINA, CILINDER

8



FICUS BENJAMINA, FLAT TWISTED



FICUS ELASTICA BURGUNDY, STEM

10



FICUS BENGHALENSIS AUDREY, STEM/BRAIDS



FICUS NITIDA, BRAIDS







BRAIDS



STEM

15



SPIRALE



MUSA REGINA

Banana trees grow mostly in tropical and subtropical areas. The ones we grow at our nursery are a dwarf variety. The Musa Tropicana needs a lot of water and creates a tropical atmosphere at your home. This banana plant is ideal to flourish your bathroom or kitchen. We grow these plants in potsize 17.



MUSA TROPICANA



CHAMAEDOREA REGINA

The Chamaedorea Elegans is a Mexican dwarf palm and has a very powerful air-purifying capacity. In addition, the Chamaedorea does not need much light and is one of the easiest plants to take care of. The Chamaedorea Regina is cultivated in potsize 17 cm. We select the best starting material and we cultivate with great care to ensure that we can deliver the best extra thick quality and the most beautiful plants to our customers.



CHAMAEDOREA ELEGANS



ARECA REGINA

Dypsis Lutescens, also known as Areca or Golden palm, is coming from South America. They are very easy to take care of and are perfect to make your home more cosy. The Areca doesn't need much light and is therefore ideal to place in the middle of the room. Within the Regina brand, these palms are grown in pot 17 cm and are cultivated with great care. By letting them grow slowly we ensure plants of extra thick quality that fit the Regina label and the Belgian Quality.



DYPSIS LUTESCENS

OUR BELGIAN QUALITY

To ensure our Belgian Quality, we are always looking to improve our overall way of working. We try to be as up to date as possible to ensure we deliver every single day the best quality for all our customers. This goes from people management to sustainability, to diversity and to technological enhancements.

With the expansion of our greenhouse we did not only increase our capacity, but also our quality by using the state-of-the-art machinery currently available in the Floriculture.

Furthermore, taking care of the environment is an essential part of who we are. At Fikona we are continuously challenging ourselves to obtain new certificates and look for more sustainable methods in order to contribute to the well-being of our planet.

Fikona is Founding Father at Benefits of Nature and aspires to a healthier, more attractive and more beautiful living environment through sustainable green. Next to this we are also MPS Gap Qualified (MPS A, MPS Socially Qualified, MPS-Quality, MPS product proof for Ficus).

All of this results in our Regina collection, which emits elegance and style and quality that is based on our daily pursuit of perfection in green plants.



4049929916869



SEDEX-ZC405599267

THE GREEN REGINA STORY

Regina[®]
MYNEWPLANT.COM