



For generations we have been passing on our cultivation knowledge from father to son and we deliver more than 100,000 of the most beautiful, colourful Orchids every week

We are decisive innovators who strive for progress with distinctive concepts that fit the developments in the market. From this drive and the continuous search for sustainable solutions Hazeu Orchids came up with the idea of a new pot shape. By replacing the classic, round Orchid pot with a six-sided pot, new possibilities emerged.

The new pot is...

- ... 20% more efficient when it comes to growing and transporting, which reduces the use of CO2
- ... more sustainable in the use of raw materials due to its unique shape
- ... naturally made from 100% recycled plastic
- ... an answer for Hazeu to the increasing demand of complete orders from the market



In addition to the groundbreaking innovation of the pot, there was a growing need for the introduction of a Hazeu own brand. One that can ensure that the product stands out among a broad target group and retail and clearly sells something else.

The name is based on the word kaleidoscope.

The word “Caleidos” comes from the old Greek ‘kalos’, which means beautiful and ‘Eidos’, which stands for form, a direct reference to the beautifully shaped Hazeu orchid.

The new identity is colourful and versatile. An asset to the floral landscape by the distinctive design.

The cover is different from other orchid covers and consists of more than 50% paper.

Due to the diversity of patterns and colours combined with the correct flower colour, the colourfulness of the flower is further emphasised and will get the customer’s attention.

Add colour to your segment! Choose the beautiful Caleidos line of Hazeu.

Caleidos shaping colours...



CALEÍDOS
ORCHIDS

Inspired by Hazeu Orchids

20% CO2 reduction

Due to its shape, less space is needed
to grow and transport our Caleidos

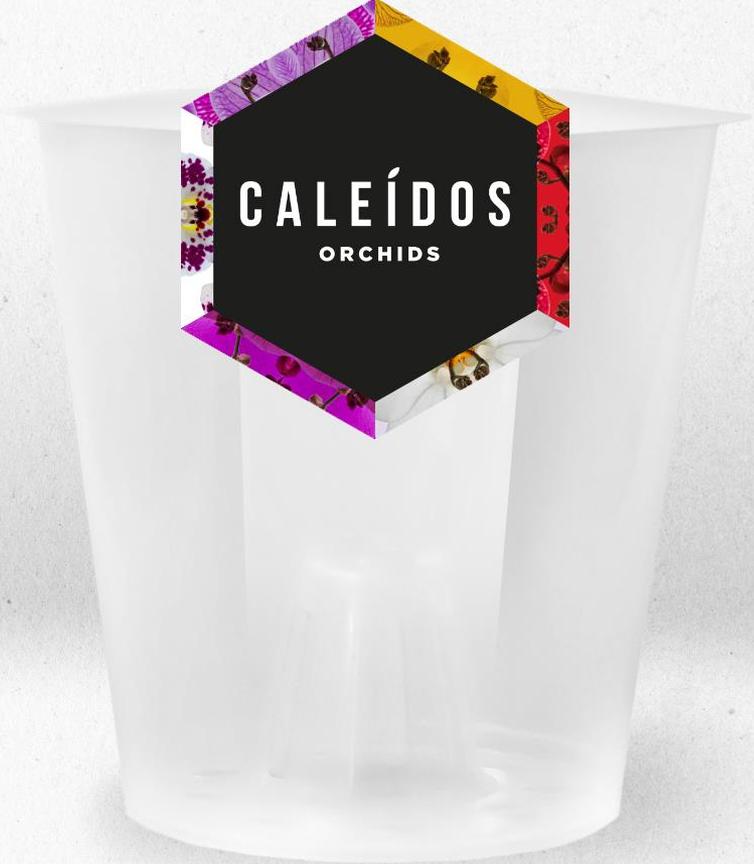


Sustainable resources

The hexagonal shape ensures a reduction of 11%
of the raw materials, where the quality
of the Caleidos surpasses others!

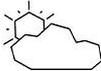
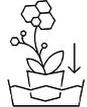
100% recycled plastics

All our Caleidos pots are made
entirely from recycled plastic!



CALEÍDOS
ORCHIDS

caleidosorchids.nl

1x WEEK 5-7 WEEKS IN BLOOM

Grown with care by Hazeu Orchids

	Plantenpaspoort/ Plant Passport
A Phalaenopsis	C
B NL - 467856869	D NL

CGN 4052852548892

Shaping Colours
by Caleidos

At Caleidos, nature is our business.

That means we always do what's best for the environment, the plant and you as a fellow orchid lover. Our orchids are grown in special hexagonal pots made from recycled plastics.

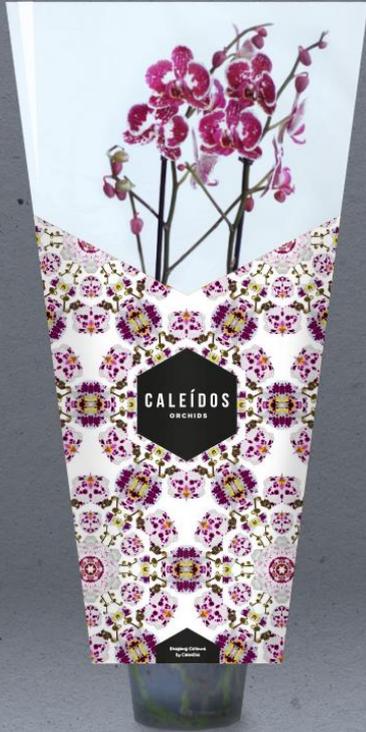
This reduces the space needed to grow and transport our orchids, leading to a 20% reduction in CO2 use. And even though we'd love to show you as much as possible of our beautiful plants, 50% of this package is non-transparent – because of using recycled paper. With this sleeve we've reduced the plastic used by 50%.

We hope you'll love this magnificent plant as much as we do. With a little care it will bring colour to your house or your office for 5-7 weeks with now and then only a small amount of water.

And let's not forget – they also make fabulous presents!

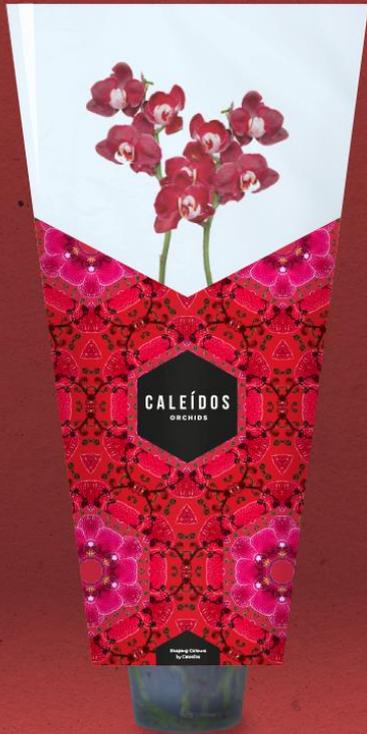
The logo is a dark blue house-shaped icon with a white outline. Inside the house shape, the text "Shaping Colours" is written in a bold, white, sans-serif font, and "by Caleidos" is written in a smaller, white, sans-serif font below it.

Shaping Colours
by Caleidos



Special

Violet



Red



White



Pink

Yellow

A



1.



2.



3.



B



1.



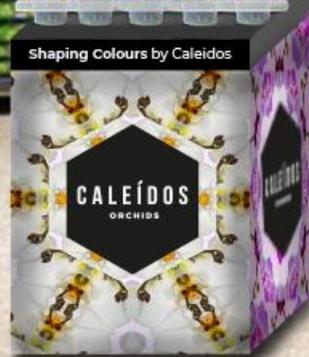
2.



Shaping Colours
by Caleidos



Shaping Colours by Caleidos





Reservar para delivery



CALEIDOS
Sleeping Country
by Caleidos

CALEIDOS
DUCIDOS



150 160 170 180 190 200 210 220 230 240 250

Zahrada

CALEÍDOS
ORCHIDS

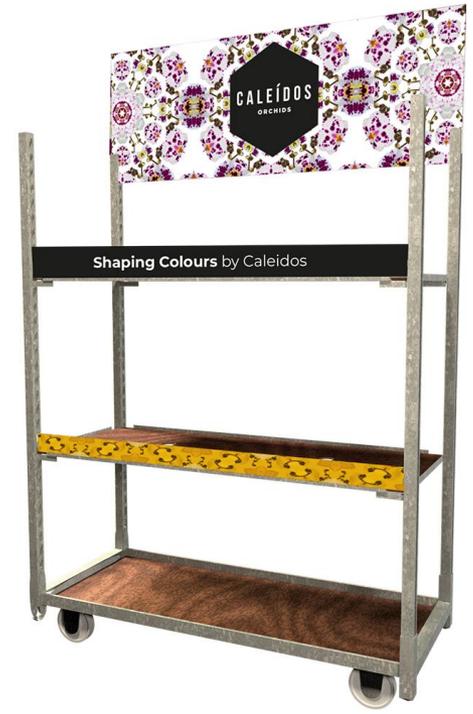




Option 1/2



Option 3/4



Option 5/6

CALEÍDOS
ORCHIDS



Grown with care by Hazeu Orchids

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caleidosorchids.com