

Benoit Strauven new CEO of Floréac

Lochristi-based Floréac welcomes Benoit Strauven as its brand-new CEO. A fresh breeze of change is blowing through the Belgian family business, which specialises in the international trade and distribution of indoor and outdoor pot plants. Making life easier for garden centres and home-improvement stores has always been Floréac's main focus – a goal Strauven wants to keep working towards by emphasising cooperation even more.

Benoit Strauven has wide-ranging experience and an open world view. After graduating from Solvay Business School, he embarked on an international career in sales management and consulting. He then returned to Belgium to become CFO and CEO at Hoorebeke Timber and CEO at Matermaco – two B2B trading companies. These past 2 years, Strauven has been supporting CEOs and executive committees as an Executive Coach. Over the years, he developed a particular affinity for working with family-owned trading companies.

"We feel both pleased and proud to have found a new CEO for Floréac. Benoit Strauven will secure the continuity of our management and reinforce our new dynamic and strategic focus ahead of the future", Werner Krott, outgoing CEO of Floréac, comments.



Werner Krott, outgoing and Benoit Strauven new CEO of Floréac

Making life easier for garden centres and home-improvement stores

True to its motto of 'Innovating Horticulture Together', Lochristi-based trading company Floréac focuses on specialised retailers such as garden centres and home-improvement stores in Belgium and abroad – from France and the United Kingdom to Germany, Austria and Switzerland. The company aims to make life easier for these stores and garden centres by helping them optimise their commercial and logistical tasks (or even completely relieving them of these). From purchasing and distribution to the displaying of plants in shops. It's all part of Floréac's total solution, which transcends craftsmanship.

Plantify Partners Europe

Floréac is part of the Floré Group, a European group of companies that grow, produce and distribute horticultural products. In 2020, Floréac partnered with Royal Lemkes to form 'Plantify Partners Europe'; ever since, the two companies have been strategically working together to form a vibrant European network of family-owned businesses in the horticultural sector. As experts in their respective international production fields, the pair want to accelerate the sector's shift to sustainability.

Cooperating with customers, suppliers and other companies across Europe is a key step to achieving this. As always, Floréac roots its efforts in its unique strengths and identity. All to keep offering its European customers the highest level of quality and innovation.

Contact (press only)

Bart Van Hoyer, Press Officer

bart.van.hoye@floreac.com

Beerveldsebaan 4

9080 Lochristi

Belgium

+32 (0)9 353 53 53

www.floreac.com