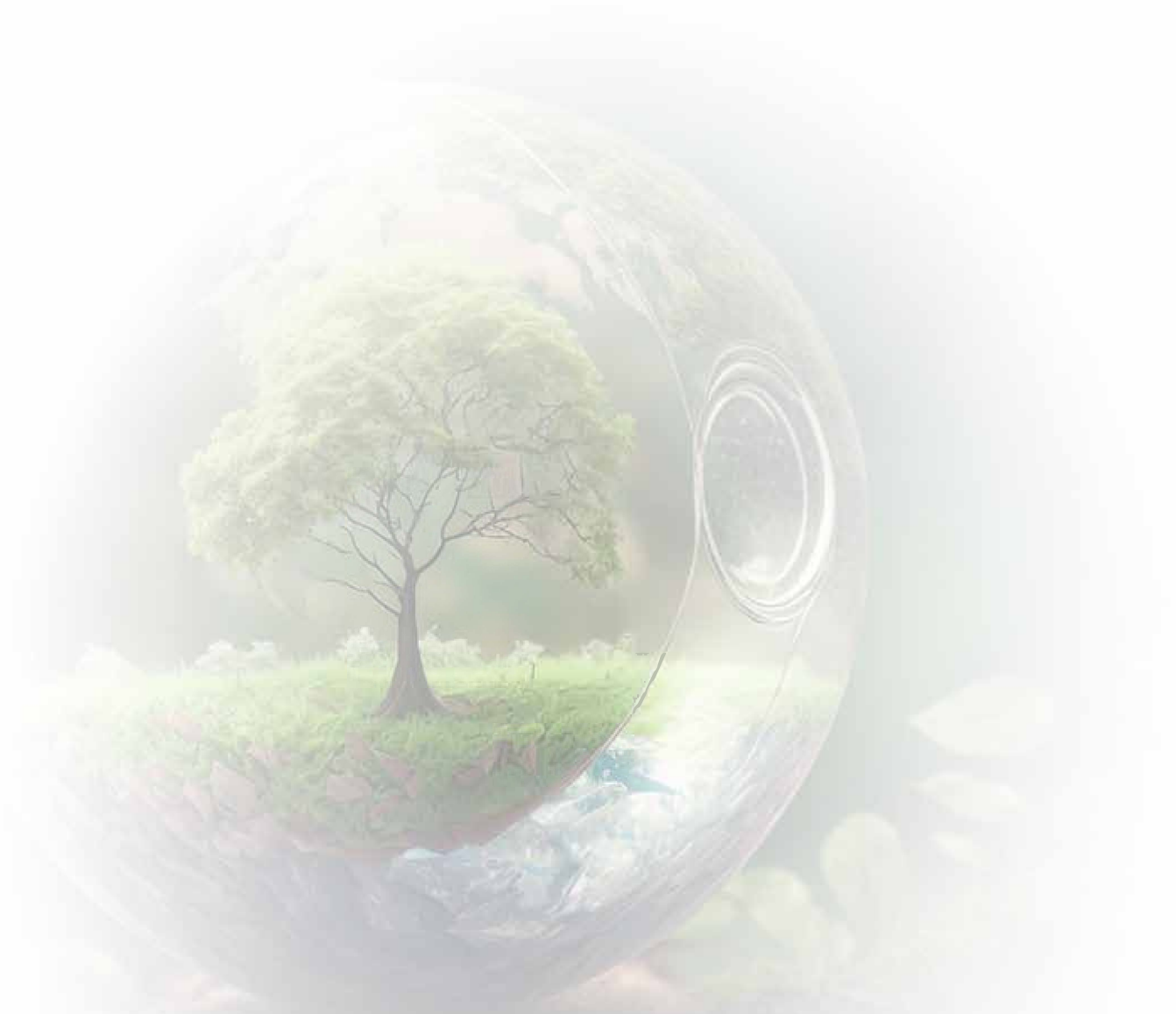




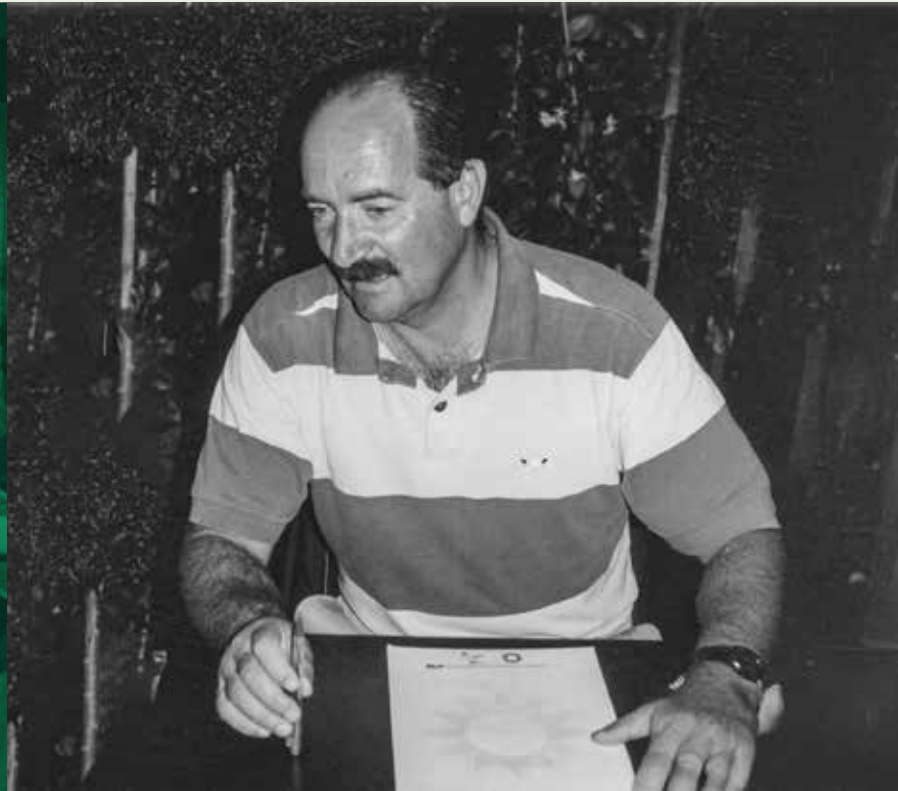
 VIVA!
REALI

Plants, our DNA.



 **VIVAI
REALI**

Plants, our DNA.



LEGACY

From the heart of Pistoia, Europe's leading nursery district, Vivai Reali has been cultivating and selecting ornamental plants for over 40 years.

Founded by the visionary Umberto Reali, the company is now led by Valentina Reali and Maurizio Bartolini, who, together with a specialized team, carry forward a legacy built on tradition, innovation, and excellence.

Quality, reliability, sustainability, and customer focus drive us every day to build long-term partnerships and deliver tailored solutions to the international market.

Across 30 hectares of cultivation, we produce ornamental plants that combine experience, precision, and innovation – providing garden centers, landscapers, and horticultural professionals across Europe with plants that enhance every green project.





VISION

Growing quality, relationships and greener cities across Europe.

Core Values:

Quality

We grow and select plants with great care to ensure consistent, reliable standards.

Partnership

We build long-term relationships with our customers, offering tailored solutions.

Family & Responsibility

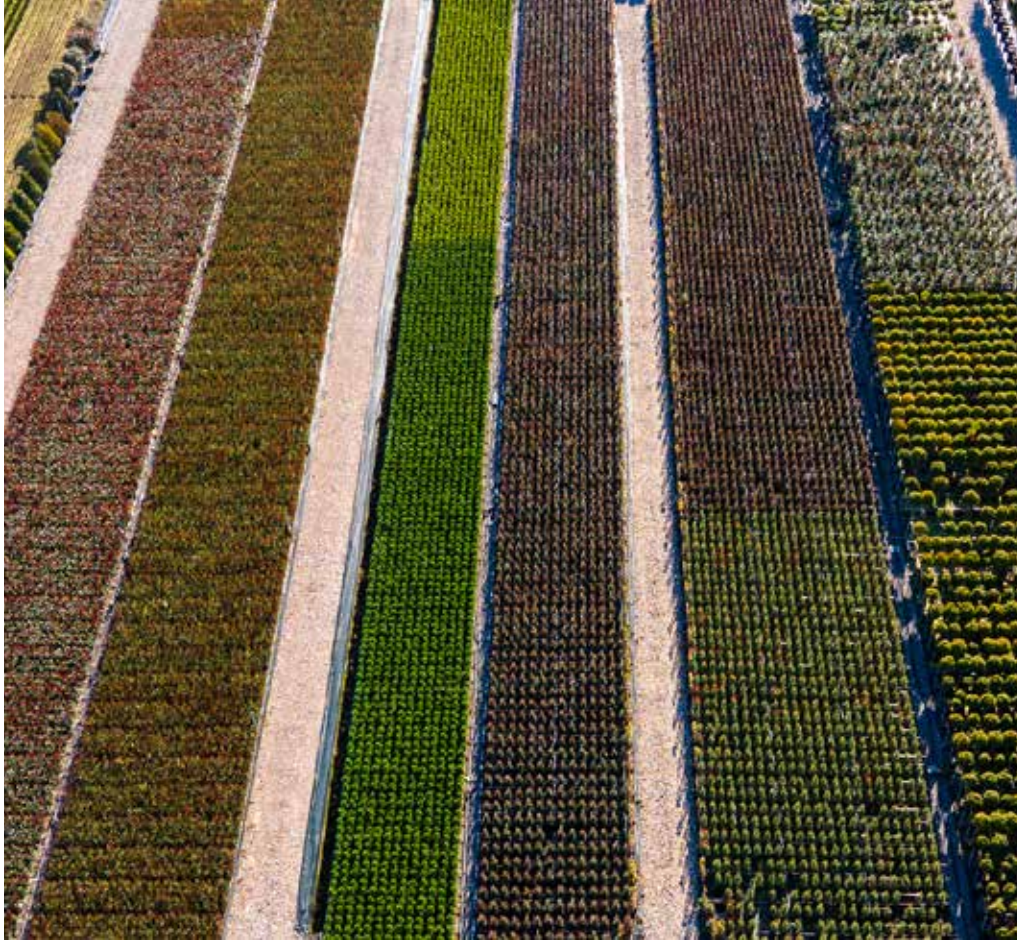
As a family-run nursery, we feel responsible towards our team, customers and local area.

Innovation

We constantly improve production and logistics with modern, efficient solutions.

Sustainability

We work to reduce our environmental impact with responsible and efficient cultivation practices.





MARKET POSITION

We are positioned as a medium-to-large, export-oriented nursery within the Pistoia district, one of the most important horticultural hubs in Europe. Compared to local competitors, we focus on high and consistent quality, a wide and specialized range of container-grown ornamental plants, and reliable logistics for European deliveries. Our market position is based more on service, assortment and long-term partnerships than on being the lowest-price supplier.

Our core business is B2B: specialist trade, garden centers, cash & carry, wholesalers and professional landscapers, mainly in European markets. We do not focus on direct online retail to final consumers.

We are a specialized player with a solid and growing position in our niche (container-grown ornamental plants from the Pistoia district) and are often among the key suppliers for hedging and structural plants within our customers' assortments. We do not publish an official market share figure.



PRODUCTS

We specialize in container-grown ornamental plants: hedging plants, conifers, topiary and shaped plants, flowering and evergreen shrubs, climbers, bamboo, espaliers and selected specimen plants for landscaping.

Our best-selling lines are hedging plants, topiary/shaped plants and trellis and panels on stems.

They are appreciated for consistent quality, uniformity, availability in large volumes and reliable, well-organized logistics for European deliveries.

BRAND

We market our products primarily under the Vivai Reali – Reali Valentina brand. For some customers we also work with co-branded labels and customized communication. We already supply private label products for several customers, including customized photo labels, barcodes and packaging according to their brand guidelines.



PRODUCTION

Our production sites are in the Pistoia nursery district (Tuscany, Italy), with several nurseries concentrated in this area for a total of about 30 hectares of container-grown ornamental plants, plus dedicated areas for logistics and shipping.

We operate at a high level of capacity utilization, while keeping a strategic margin to grow with key customers and to manage peak-season demand. Detailed figures can be provided in a dedicated discussion if needed.

Most of our assortment (approx. 90-95%) is produced in-house in our own nurseries. A smaller share (around 5-10%) is sourced from selected partner nurseries to complete ranges, sizes or specific items.

In addition to our standard assortment, we can source or produce special items (sizes, varieties or formats) on request, in cooperation with selected partner nurseries, provided that quantities and lead times are compatible with planning.







I QUALITY

At present, we do not hold certifications such as ISO, IFS or BRC. However, our nursery is MPS certified, and we are in the process of obtaining Global G.A.P. certification, expected by April 2026.

Our production and logistics processes comply with applicable EU and Italian regulations on plant health, traceability, worker safety and environmental aspects.

For key partners, we are open to aligning with their specific standards and to evaluating dedicated certification paths if required (e.g. quality or environmental management systems).

The most relevant requirements concern phytosanitary regulations and import documentation for ornamental plants. We work with the official phytosanitary authorities to provide all necessary documents for export. If additional certifications or documents are required, we are ready to review them together and adapt our processes where needed.





SUSTAINABILITY

We are working to make our production more sustainable along several lines:

- Use of more sustainable substrates (e.g. reduced peat content, coconut fiber).
- Efficient irrigation and water management, with recycling and optimization of water use.
- Investments in energy efficiency and photovoltaics.
- Reduction and optimization of plastic and packaging, and better waste separation.
- Careful planning of logistics to optimize loads and reduce unnecessary transport.
- Sustainability is an ongoing process for us, and we continuously review our practices to improve our environmental performance.



ENVIRONMENTAL CERTIFICATES

Our nursery is MPS certified, and we are in the process of obtaining Global G.A.P. certification expected by April 2026. We do not currently hold specific environmental awards, but our strategy and investments are strongly oriented towards sustainable production and logistics.





LOGISTIC

We mainly work with specialized external transport partners experienced in handling ornamental plants across Europe. Depending on the destination and agreement with the customer, we usually work with EXW / FCA (from our nursery in Pistoia) and, for some partners, DAP solutions organized together with our logistics providers.

We normally deliver to garden centers, wholesalers, cash & carry and professional landscapers.

Delivery times depend on season, order composition and destination country. Within our main European markets, we can usually ship within 1–2 weeks after order confirmation, while in peak seasons a longer lead time may be needed. Specific delivery times are agreed individually with each customer and load.



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CUSTOMERS SERVICES

Our customer service is mainly organized through our office and sales team in Pistoia. We support our B2B customers (garden centers, wholesalers, landscapers) with:

- Order management and availability checks
- Logistics and documentation support (phytosanitary, transport, etc.)
- Technical information on plant use and maintenance
- For key partners, we also provide field visits and on-site meetings, mainly for assortment planning and project support. we support our customers in handling any after-sales issues related to our plants. However, for specific projects we can cooperate with landscapers and professional partners indicated by the customer and provide all the technical information needed for correct planting and maintenance.





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