

# Jetske Korenromp

## Rebloom



**WHAT:** A new ecological packaging material for flowers: 'Rebloom' gives leftovers from the flower auction and withered bouquets a second life.

**WHY:** Did you know that perfectly good flowers are destroyed when they are not sold? Jetske Korenromp designed a sustainable solution by processing these discarded flowers into an all-natural gift wrap for fresh bouquets, eliminating the need for plastics, paper or tape.

**HOW:** The process resembles that of handmade paper: flowers are cooked, milled and pressed into a lightweight material that proudly shows its origin. Roses, chrysanthemums, tulips or lilies each have their own signature. An additional 'bouquet arranger' from the same material makes any arrangement stand out in its vase.

*"Wrap without waste: flowers for flowers"*