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The tale behind flowers

There is a lot of research done behind flowers, but not everyone knows it. Therefore, Ball is eager to show the world. In the recently launched video, the story behind the flower research and development is being told.

Everyone knows flowers, everyone loves the emotions they transmit and how they are used to express happiness, gratitude, love and excitement. Flowers help tell stories, they reduce stress levels, they awake most of the senses: sight, smell and touch and they even lift peoples' moods.

As flowers have multiple benefits for everyday situations, wouldn't it be nice to have more varieties, more colors, new shapes and sizes and/or have them last longer? That is what breeders do! Ball is constantly looking for innovation and to keep up with the latest trends in the effort to keep up with the industry trends and evolved in consumer preferences in flowers and floral decor. Ball is a world leader in the research, breeding, propagation and marketing of fresh cut flowers. Delphiniums, Dianthus, Gypsophilas, Limoniums, Stocks and Snapdragons are just some of the great flower genetics of Ball.

For more information, please visit us on Instagram @ballsbcutflowers or webpage www.ballsb.com.

Help us spread the joy of flowers around the world.