



## Welcome to Petals & Pulse

Your curated bloom digest from the heart of Red Lands Roses. This month, we're blooming with new varieties, insider stories, and a little extra heart.

***Trends, tales, and the timeless beauty of Red Lands Roses!***



## From Kenya to Paris: Red Lands Roses at Le Gala des Saisons

Red Lands Roses SEZ PLC proudly supported “Le Gala des Saisons” with the French Floral Market on December 11, 2025, at the Eiffel Tower Theater.

This event delivered a deep dive into industry trends, sustainability achievements, and export hurdles shaping premium rose markets for 2026, alongside strategic projections for upcoming seasons emphasizing resilient supply chains and cultivation advancements.

The event served as a premier networking platform forging high-impact business alliances, elevating Kenyan floriculture on the European stage.

Watch highlights of the show from the video below.

[Watch Video](#)



## **30 Years in Bloom Begins: Powering Up for Our Best Year Yet**

Our Senior Management Group kicked off the Red Lands Roses' "30 Years in Bloom" with an energising seminar on Thursday, January 15th, uniting our team in alignment, teamwork, and unstoppable drive to make 2026 our most amazing year yet in premium floriculture.

Sessions sparked vibrant cross-functional collaboration, from strategic planning and production insights to supply chain goals, anniversary milestones, and innovative projects fueling our shared vision. The shared energy, problem-solving activities, and reflections reminded us how much stronger we are together.



**NAME : MOUNT ROYALE**  
**TYPE : T-HYBRID**  
**VASE LIFE: 10 DAYS**

*Red Lands Roses*



**NAME : TONIC ROSEVER**  
**TYPE : SPRAY**  
**VASE LIFE : 12 DAYS**

*Red Lands Roses*

# Inspired by Cloud Dancer: Discover Our Signature Whites

[Pantone's](#) Color of the Year 2026, Cloud Dancer, celebrates a new kind of white-soft, calm, and quietly confident. A white that brings balance, light, and timeless elegance.

For us, white has always been more than a color. It is craftsmanship, consistency, and intention. Pure in tone, strong in performance, and refined in form, each stem is bred and cultivated to deliver longevity, reliability, and elegance from farm to vase.

Whether chosen for intimate celebrations or large-scale designs, these whites offer a timeless foundation for creative expression, season after season.

Swipe through our Cloud Dancer-inspired whites! Which one would you choose?

---



# Did you catch the Red Lands Roses 2026 Valentine Campaign?

Valentine's is about love, but it's also about relationships. The relationships we nurture with our clients across the world. The trust we build with our partners and industry stakeholders. The dedication of our teams who grow, harvest, and pack every stem with passion and care.

When we say "Say it with a Red Lands Rose," we mean more than a Rose. We mean commitment. Craft. Consistency. Connection.

From our fields to your markets, from our hands to your hearts, Happy Valentine's Day!

To partnerships that bloom and relationships that last.

[Watch Video](#)



## "30 Years of Blooming Excellence" Anniversary Begins with a Tribute

# to the Founders

Our Celebration of 30 years of blooming excellence begins with the first episode of our History & Heritage series, featuring the founders of Red Lands Roses — Aldric and Isabelle Spindler.

Their passion laid the foundation for the values we carry forward today; quality, integrity, and relationships that span the globe.

A heritage of growth and a legacy that continues to bloom.

Watch all episodes from the links below!

Episode 1: <https://shorturl.at/jcilK>

Episode 2: <https://shorturl.at/4jGHS>

Episode 3: <https://shorturl.at/N6fOM>

Episode 4: <https://shorturl.at/evOAB>

Episode 5: <https://shorturl.at/cBMnH>

Happy Watching!



**What Makes Spray Roses So Special? Step into the World of Spray Roses**

What does World of spray roses stands for and why are spray roses such a unique and inspiring flower?

From their natural elegance and multiple blooms per stem to their versatility in bouquets, events, and retail designs. Spray roses offer endless creative possibilities!

World of Spray roses is a global initiative that brings together growers, breeders, retailers, and flower lovers all connected by a shared passion for spray roses.

Whether you are a florist, retailer, event stylist or simply someone who loves flowers, this video will give you a closer look at:

1. What World of Sprayroses is all about.
2. Why spray roses are loved for design, sustainability, and creativity

Discover the world behind the flower and see why spray roses deserve the spotlight.

[Watch Here](#)

---



## **Red Lands Roses Hosts Murang'a University Students for Floriculture Learning Experience**

On Tuesday, 3rd March 2026, we had the privilege of hosting students from Murang'a University of Technology – School of Agriculture and Environmental Sciences for an immersive farm tour focused on modern floriculture practices.

The visit provided practical exposure to greenhouse management, hydroponics and fertigation systems, integrated pest management, post-harvest handling, and sustainable farming practices that support global flower export standards. Beyond technical learning, the experience offered valuable career insights, reinforcing the importance of bridging academic knowledge with industry experience.

We are proud to mentor future agricultural professionals by creating spaces where theory meets practice — inspiring innovation, building confidence, and supporting sustainable growth in the agricultural sector.

---



## The Stories Behind the Stems: Celebrating 30 Years of Dedication


Behind every stem we grow, every bouquet we send, and every milestone we celebrate, there are hands, hearts, and stories that have stood the test of time.

As we celebrate our 30 years of blooming excellence, we honor the voices of our long-serving team members, their journeys, their dedication, and the quiet strength that has shaped who we are.

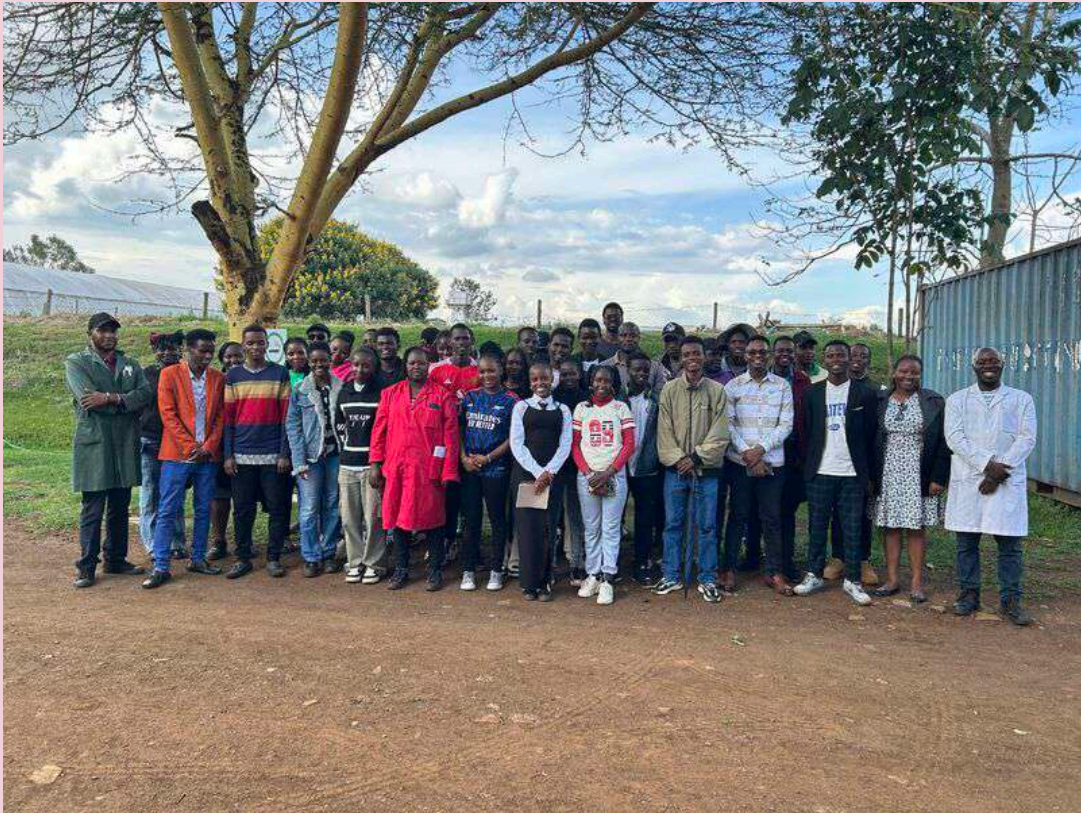
From the early days to now, their commitment has been the roots of our growth and the soul of our success.

This is more than a workplace. It's a legacy built on loyalty, resilience, and shared purpose.

Thank you for growing with us.

 Watch their stories. Celebrate their impact.

[Watch Here](#)



## What Defines the Quality of a Red Lands Rose?

Ever wondered what defines the quality of a Red Lands Rose?

We continue our 30 Years of Blooming Excellence series, now focusing on the processes behind our quality

Check out the video below.

[Watch Here](#)

---



## From Kazakhstan, with Love: Red Lands Roses at Flora Expo Astana

In partnership with our trusted partner, Bonnar, Red Lands Roses was delighted to take part in the 2026 [Flora Expo Astana](#) at IEC EXPO, [Flora Expo Astana](#), a vibrant gathering of partners, industry peers, and flower enthusiasts from across Central Asia.

The event was a true celebration of floral elegance and regional collaboration, and we were honored to share our passion for roses with such a dynamic community.

These blossoming markets hold incredible promise. As always, we remain deeply committed to cultivating strong relationships, understanding each client's unique needs, and delivering the exceptional quality that defines Red Lands Roses.

**Red Lands Roses SEZ PLC**

Ruiru Kamiti Road, Nairobi  
Kenya



You received this email because you signed up on our website or made a purchase from us.

[Subscribe](#)

