

PRESS KIT · 2026

SECONDFLOR

The B2B online store for preserved flowers, moss and greenery

www.secondflor.us

MEDIA CONTACT

Mikael Nicolas, Co-founder
press@secondflor.us · (770) 729-4716

ONLINE STORE

www.secondflor.us
Professionals only · 48 contiguous states

PRESS ROOM

secondflor.us/content/press
Photos, logos and texts

ABOUT

SecondFlor at a glance

SecondFlor is a B2B online store. At **www.secondflor.us**, florists, designers, hotels and retailers order preserved flowers, moss and greenery at wholesale prices, 24/7, and receive them in 24 to 96 hours in any of the 48 contiguous states. Founded in Europe in 2007, the company has sold online to US professionals since 2023 from its warehouse in Lawrenceville, Georgia.

AN ONLINE-ONLY WHOLESALE STORE

100%	48	24–96 h	400+
online, for professionals only	contiguous states served from Georgia	delivery, free over $100	products with live stock, 24/7

No showroom, no sales rep, no minimum order. Professionals open a free account at **www.secondflor.us** and order like on any online store, at wholesale prices from the first unit.

COMPANY	SecondFlor Inc., B2B online wholesale store for preserved flowers, moss and greenery
FOUNDED	2007 in Europe · US company since 2023
US BASE	Warehouse in Lawrenceville, Georgia (metro Atlanta)
DELIVERY	All 48 contiguous states, in 24 to 96 hours
CUSTOMERS	Professionals only, from florists to hotels and retailers
MEDIA	The Green Room , our magazine on long-lasting floral decor

WEBSITE	www.secondflor.us · online orders 24/7
FOUNDERS	Alexandre Beranger and Mikael Nicolas
CATALOG	400+ preserved references, plus realistic artificial plants
MODEL	100% online, no minimum order, wholesale prices from the first unit
INNOVATION	Several patents in plant preservation
CONTACT	press@secondflor.us · (770) 729-4716

BACKGROUND

Our story

SecondFlor did not start as a website. Its founders, **Alexandre Beranger and Mikael Nicolas**, first installed preserved plant walls and decorated hotels, offices and stores. On those job sites they learned which plants hold up in real buildings, how humidity and light affect them, and what professionals need from their raw materials.

They turned that experience into a wholesale business in Europe in 2007, developed their own preservation techniques and filed several patents. As American florists, designers and venues asked for the same products, they opened **SecondFlor Inc.** in 2023, with a warehouse in Lawrenceville, Georgia, prices in dollars and a US customer service team.



2007

SecondFlor founded in Europe by two green wall installers

2007–2022

Own preservation techniques and several patents

2023

SecondFlor Inc. opens a warehouse in Lawrenceville, Georgia

2025

New US website with prices and live stock open to everyone

2026

Launch of The Green Room, a magazine on long-lasting floral and plant decor

"I put my trust in SecondFlor for this wedding. It was a success and I received both of my orders quicker than I expected."

SHEILA, WEDDING PLANNER, NEW YORK, NY

"I don't even have to ask for a discount, it's automatic. My margins have never been higher."

DENISE, FLORAL DESIGNER, SACRAMENTO, CA

"I have finally found high quality moss that I can use for all my projects. Cherry on top, they are located in the US."

LARRY, INTERIOR LANDSCAPER, CHICAGO, IL

MARKET

Who we serve

SecondFlor sells only to professionals. Most customers do not need to be florists: they use preserved flowers and moss as raw materials, as decor for their own spaces, or as products to resell.

Floral and event professionals

Florists, floral designers, wedding and event planners, caterers and event studios.

Design professionals

Interior designers, architects, green wall installers, visual merchandisers and moss artists.

Businesses decorating their space

Hotels, restaurants, offices, clinics, salons and vacation rentals.

Retailers

Gift shops, wine shops, salons and boutiques that resell preserved roses and arrangements.

What sets SecondFlor apart

A true online store

Free pro account, live prices and stock, checkout in minutes, at any hour. No sales rep or catalog request needed.

Producer and importer

SecondFlor preserves part of its range itself and imports the rest directly from specialized producers worldwide.

Wholesale from one unit

No minimum order, wholesale prices from the first item, volume discounts from 10 units.

All 48 contiguous states

Orders leave Lawrenceville, Georgia, and arrive in 24 to 96 hours anywhere in the contiguous US, free over $100.

Field expertise

A company built by installers, which advises customers on which species work where, and how to make them last.

US customer service

A dedicated team answers US customers by phone, email and WhatsApp.

Story texts you can quote

Free to quote or adapt, with or without attribution to SecondFlor. More detail or an interview: press@secondflor.us.

E-COMMERCE

Buying flowers wholesale like any other online order

Florists and decorators have long bought from local wholesalers, on their opening hours and with their minimums. SecondFlor sells only online, at secondflor.us: professionals open a free account, see live prices and stock, and order any quantity at any hour. Orders ship from Lawrenceville, Georgia, to all 48 contiguous states in 24 to 96 hours.

- 100% online, professionals only
- Live prices and stock, 24/7
- Ships to all 48 contiguous states from Georgia

EXPLAINER

What are preserved flowers?

Preserved flowers are real flowers and plants. Right after harvest, their sap is replaced with a plant-based solution, a process often called stabilization. The flowers keep their natural texture and stay soft and colorful for several years indoors, with no water and no light. They are different from dried flowers, which turn brittle, and from artificial flowers, which are made of plastic or fabric.

- Real plants, not plastic
- No watering, no light, no trimming
- Lasts several years indoors, away from humidity and direct sun

SUSTAINABILITY

Flowers that do not end up in the trash

A fresh-cut arrangement is usually thrown away within days, then replaced. A preserved arrangement can stay in place for years, which means fewer deliveries, no water and no weekly waste. For hotels, offices and restaurants, the shift is from a recurring flower budget to a one-time purchase.

- One arrangement instead of weekly replacements
- No water, no refrigeration
- Natural material, sourced from specialized producers

DESIGN & WORKPLACE

Biophilic design without a gardener

Preserved moss walls bring the look of nature into lobbies, offices and clinics without irrigation, grow lights or a maintenance contract. The Human Spaces report (2015) found that office workers in spaces with natural elements reported higher well-being and creativity. Preserved moss makes that look possible in rooms with no daylight.

- Moss walls, moss art and preserved plant panels
- Works in windowless rooms
- Reindeer moss panels with a US fire rating (ASTM E84) on request

WEDDINGS & EVENTS

The wedding flowers you can keep

According to The Knot Real Weddings Study, couples spend an average of $2,723 on flowers, about 8% of a $33,000 wedding. Preserved flowers let planners and DIY couples build bouquets and centerpieces weeks in advance, and the bouquet becomes a keepsake instead of being thrown away after the reception.

- Arrangements made weeks ahead, no last-minute rush
- Bouquet kept as a keepsake
- Same flowers reusable for several events

SMALL BUSINESS

A floral product with no shelf life to worry about

Gift shops, wine shops, salons and boutiques sell preserved roses as add-on gifts. They need no cooler and no daily care, and unsold stock does not wilt. Event studios also turn about $2 of preserved flowers into a small centerpiece they resell for around $5.

- No cooler, no daily care
- Unsold stock keeps its value
- Wholesale pricing from the first unit

ABOUT SECONDFLOR (BOILERPLATE)

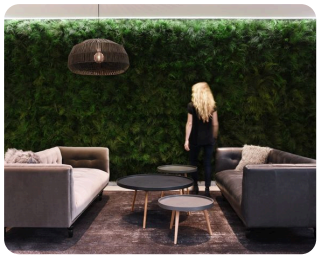
SecondFlor (secondflor.us) is a B2B online store specializing in preserved flowers, preserved moss and preserved foliage. Professionals open a free account, see live prices and stock, and order at wholesale prices with no minimum. Founded in Europe in 2007 by green wall installers Alexandre Beranger and Mikael Nicolas, the company opened SecondFlor Inc. in 2023 and ships more than 400 preserved references from Lawrenceville, Georgia, to florists, event planners, interior designers, hotels, restaurants and retailers in all 48 contiguous states, in 24 to 96 hours.

MEDIA GALLERY

Photos available in high resolution



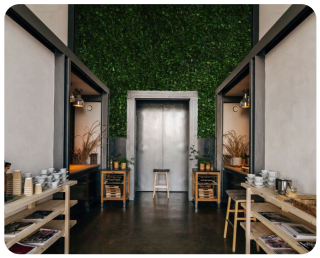
01 Preserved moss wall used as a backdrop for a portrait



02 Preserved tree fern wall in an office lounge



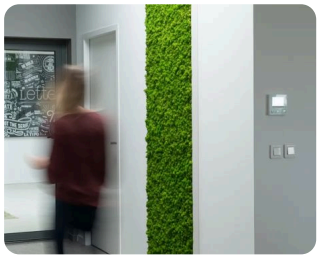
03 Reindeer moss wall along an office hallway



04 Preserved ivy wall at the back of a cafe



05 Preserved ivy wall in a showroom



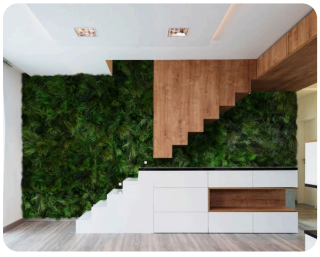
06 Reindeer moss panel in an office corridor



07 Musician walking past a preserved moss wall



08 Hexagon moss art made with preserved reindeer moss



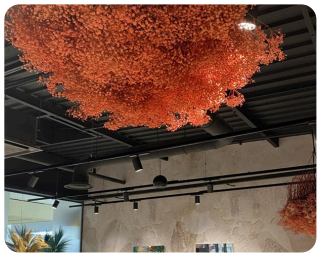
09 Preserved grass wall along a staircase in a home



10 Preserved heather centerpiece on a restaurant table



11 Statement arrangement of preserved greenery in a lobby



12 Preserved baby's breath ceiling installation in a hair salon



13 Bouquet of infinity roses, pampas and eucalyptus



14 Preserved fern fronds in a stone vase



15 Hanging preserved amaranthus in a sculpted vase



16 Fall table with preserved grasses and candles

Free for editorial use with the credit "© SecondFlor". Download every photo and logo at secondflor.us/content/press, or email press@secondflor.us for print files.

MEDIA CONTACT

Talk to us

Mikael Nicolas, Co-founder

Available for interviews by phone or video.
press@secondflor.us · (770) 729-4716

SecondFlor Inc.
753 Winer Industrial Way, Suite A
Lawrenceville, GA 30046

www.secondflor.us

The B2B online store for preserved flowers, moss and greenery · Magazine: secondflor.us/magazine