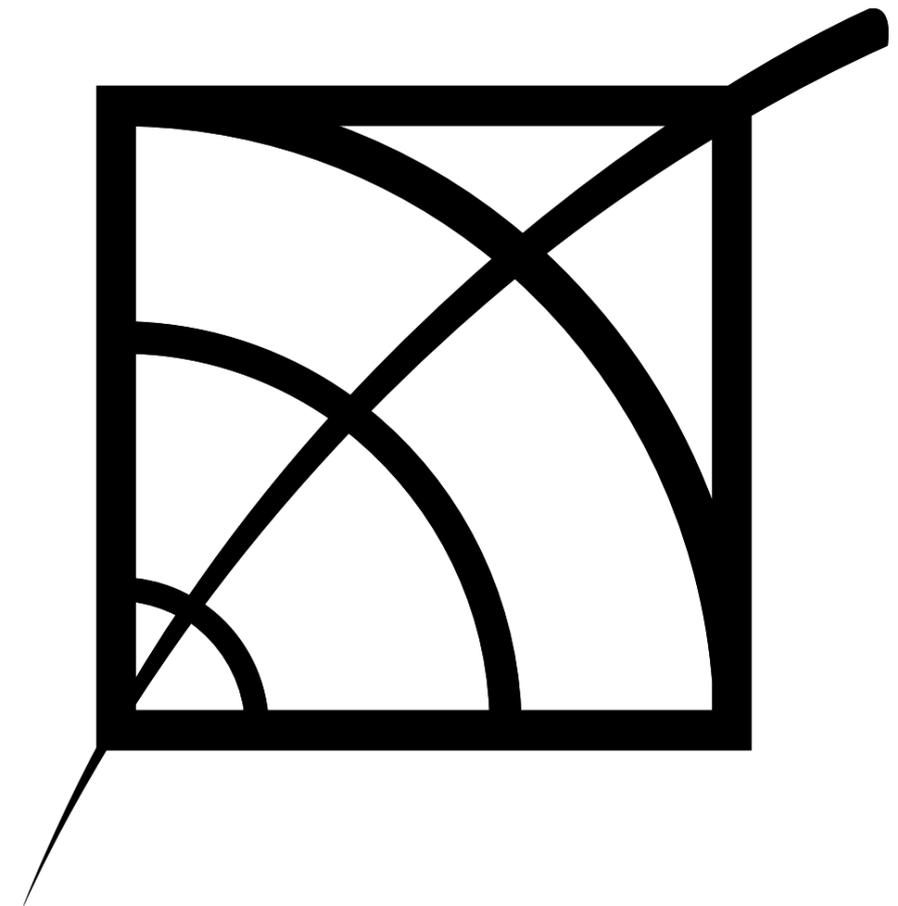


# SILKØKA

flowers for life



CHAPTER ONE | 2025





## Meet the man behind the brand Silk-ka

Patrick's colourful storyline started about 35 years ago as the son of a florist with a love for beautiful flowers, the floristry profession and a big dream.

As with every story there is always a twist, in this case it came in the form of an allergy that put an immediate end to his ambition in working with real flowers and plants. Looking back now this was probably the moment when the seed to be innovative was planted and he took a bold step in starting to design silk flowers.

"I grew up with a love and appreciation for nature thanks to my father's flower shop. His passion and enthusiasm inspired me to further develop my talents in the art of flower arranging. When I came to the conclusion that I needed to look for other creative ways to stay within the business I discovered the endless possibilities of handmade

and high-end quality artificial flowers. Designing them, perfecting them became my new ambition.

It still fills me and my team with great joy and gratitude not only seeing Silk-ka grow as a company but also as a household brand of international recognition. An achievement that was made possible by you, our loyal and much appreciated customer. We truly couldn't have done it without you all!

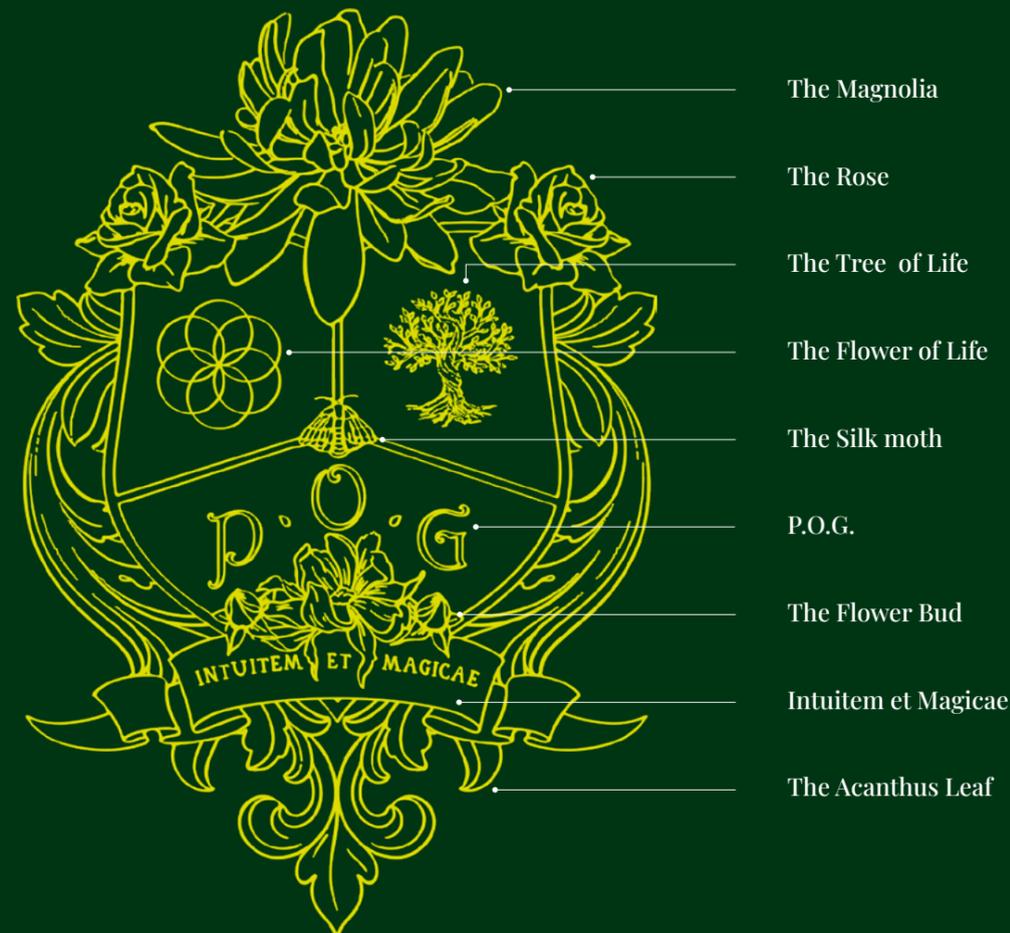
So on behalf of everybody here at Silk-ka we thank you for your choosing us as your favourite faux botanical company and hope to see you soon!"

Patrick Oude Groeniger

## Our Legacy continuous...

We are excited to reveal our new-fashioned company trademark, a crest that beautifully combines our rich heritage and core values. By incorporating elements of nature that have a special symbolic meaning, it reflects our commitment to original Dutch design, enchanting high-end collections and the joy of connecting people.

Inspired by Patrick Oude Groeniger's love for nature, this state of the art trademark also honours the legacy passed down from father-to-son through generations. Celebrate with us as we venture into this next thrilling chapter, continuing to lead with uniqueness, innovation and style!



The Magnolia

The Rose

The Tree of Life

The Flower of Life

The Silk moth

P.O.G.

The Flower Bud

Intuitem et Magicae

The Acanthus Leaf

### Intuitem et Magicae

Two Latin words. Latin, because all flowers, plants, and trees have Latin names. These two words best represent how we create based on our intuition with the goal of enchanting.

### The Magnolia

In Chinese culture, the magnolia is associated with a love for nature and natural beauty. We believe in creating an ultimately enchanting atmosphere. Uniquely combined sources of inspiration such as nature, fashion, and interior design provide a distinctive and world-enriching experience.

### The Rose

Pink roses express admiration and gratitude. Light pink roses are used to show admiration and sympathy, while dark pink roses convey gratitude and appreciation. This represents our admiration and respect for all our colleagues and customers who surprise, stimulate, and facilitate the creation of beauty and natural elegance.

### The Flower Bud

Flower buds are symbols of growth and development. They remind us of the natural processes of change and evolution, both in nature and in human life. Over more than 35 years, we have developed, grown, and become stronger in making choices that have made us trendsetters.

### The Acanthus Leaf

Due to its robust nature and ability to survive in harsh environments, the Acanthus leaf can also symbolize perseverance, resilience, and the ability to overcome setbacks. This symbolizes our history of existence with challenges and growing pains, but above all, resilience, successes, and joy!

### The Flower of Life

For some, the Flower of Life represents the fundamental building blocks of nature, with the geometric shapes underlying everything in the physical world. Thus, all flowers, plants, and trees are our foundation for inspiration and creation.

### The Tree of Life

The Tree of Life stands for the connection between all life forms on earth, with the tree serving as a central point of unity. This also applies to us in our connection with colleagues and customers, sharing a common goal to inspire, create, and enchant.

### The Silk moth

The production of silk by the silkworm can also be seen as a symbol of creativity and craftsmanship. Besides being a symbol for classic silk flowers, the silkworm represents our creativity and skill that we utilize every day to create high-quality, nature-inspired artificial flowers, trees, and plants.

### P.O.G.

The abbreviation P.O.G. stands for Patrick Oude Groeniger, the founder of Silk-ka, who has been called Pog by family, friends, colleagues, and customers for over 35 years.

Excited to see how our brand new trademark came to life?



SCAN AND GO TO  
OUR SPECIAL TRADEMARK PAGE



## Hi there! It's us, your favourite faux botanical company, so good to see you again!

Here at Silk-ka, we are passionate about creating enchanting atmospheres that captivate and inspire. Our unique approach combines the beauty of the botanical world around us, the elegance of fashion, and the sophistication of interior design to craft experiences that enrich and elevate your world.

Transforming spaces with nature-inspired collections, we craft high-end artificial flowers, trees and plants. Twice a year our trendsetting original Dutch collections are crafted to amaze and provide fresh new insights, enabling you, our customers, to create astonishing and unique concepts. If you can imagine it, you can certainly make it come to life together with us!

Silk-ka collaborates with a diverse range of customers worldwide. Our expertise extends to retail, where we not only supply but also advise buyers on showcasing our collections. The event and project market is thriving as ever, with our products enhancing high-end events globally. Many renowned companies and brands partner up with us to create stunning experiences. You are more than welcome to contact us for exploring new and exciting opportunities.

### Just a few of the dynamic branches in which our customers operate

Re-sellers: Florists | Garden Centres | Home-Decoration-Furniture Stores | Department Stores  
 Projects: Events | Hospitality | Real Estate | Interior Architects-Stylists | Wedding Planners

### We're right here!

Silk-ka Head Office & Showroom  
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 The Netherlands  
 Phone: +31 (0)74 242 00 48  
 Mail: [info@silk-ka.com](mailto:info@silk-ka.com)  
 Website: [www.silk-ka.com](http://www.silk-ka.com)

### Showrooms & Fairs internationally

Florence | Italy  
 Emmen | Switzerland  
 London | United Kingdom

Maison et Objet | Paris\*  
 Ambiente | Frankfurt\*

\*Attendance at the fairs can vary each year, so just give us a ring to be safe!

[Pinterest](#) [Instagram](#) [Facebook](#) [LinkedIn](#) [silkkaflowers](#)

# Behind the SCENES

The launch of our Chapter One 2025. Always an exciting premiere for all of us at Silk-ka. But what precedes all that? With this sneak peek we offer you a look behind the scenes. Find out about trends, inspiration, innovation and how this is translated into a new collection.



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TREND

## Say yes and figure out the details later



Creativity thrives on spontaneity and intuition. Sometimes, the most innovative ideas emerge when we trust our instincts and gut feelings. Whether it's choosing the perfect colour palette or experimenting with unconventional materials, saying yes opens the door to endless possibilities.

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Yet, this approach requires a leap of faith. It demands a willingness to navigate uncharted waters and embrace the unknown. It's about trusting in the creative process and having confidence in your ability to adapt and problem-solve along the way.

Designing and manufacturing artificial flowers is a captivating blend of creativity and craftsmanship. It's a journey where every petal, every hue, and every curve is meticulously crafted to evoke the beauty of nature. In this process, there are moments where you must embrace the mantra: "Say Yes and Figure out the Details later."

Because we are going to spoil you so much with our new collection, we're already giving you a glimpse of what's to come on the pages that follow with some trendy highlights!

**"A flowerless room  
is a soulless room."**

- Vita Sackville-West

**Are you ready?**



# CURIOUS about how our products come to life?



SCAN AND GO DIRECTLY  
TO THE VIDEO

## A rose is a rose is a rose...

Roses, in all their splendour, are the undisputed queens of the garden and beloved by all. Romantic yet with a thorny wild streak, they captivate the eye of the beholder effortlessly. Gertrude Stein immortalized their timeless allure with “A rose is a rose is a rose,” from her 1913 poem and pays an homage to this lovely flower. Big and voluptuous or small and dainty, roses bring a touch of stylishness to any bouquet making it feel like a million dollars. Like a multi petalled classic they never go out of style.

Whatever you do, you can never go wrong with a rose!



## Gonna buy me a ticket to the tropics?

Azaleas, stunning members of the Rhododendron family, flourish in diverse climates from the Arctic to the tropics. Their vibrant colours allow them to compete with the most exotic blooms, making them wonderfully flexible. Azaleas bright-eyed clusters of handsome flowers are perfect for various arrangements and bouquets. Shapeshifting like a floral chameleon they can go from a lush garden style to a tropical paradise in the blink of an eye. Their adaptability and uniqueness makes them an ideal partner for creating a splash of colour wherever you like.

Go have fun with our Azaleas, you will love them!



## Forever spring

Spring flowers embody the beginning of a new season with their fresh, delicate, and colourful blooms. After a long, dark winter, they fulfil the longing for nature's finest season. Just a few of Silk-ka's springtime flowers can bring life indoors, filling a room with instant happiness and brightness. Their vibrant presence rejuvenates the spirit, making every space feel more alive and welcoming. These blossoms are a joyful reminder of renewal and the promise of warmer and sunnier days ahead!

One must have sunshine, freedom, and a little flower...



## Popping poppies

Poppies, with their delicate, crepe paper-like petals, come in an astonishing variety of colours. Walking through a poppy field is like stepping into a garden of wonders. Ranging from vibrant reds to almost greyish purples, these fragile flowers enchant with their unique shades. In our new collection we added an array of new shades, each more gorgeous than the last, to capture and inspire your imagination. Their ethereal beauty and striking colours make poppies a standout choice for any floral arrangement, adding a touch of eccentricity and elegance that we simply adore.

Which one will be your personal favourite?



INTRO

# If you want succes, be unique

- Natalie Massenet

The idea of uniqueness holds a special allure for all of us. It lies in our nature to be drawn to things that are one-of-a-kind, that stand out from the crowd and capture our imagination.

This was the starting point for our new collection and a great source of inspiration. Because what does it truly mean to be unique? For example, nature with its awe-inspiring diversity, is a testament to the power of uniqueness. From the delicate patterns of an tropical orchid to the vibrant colours of a parrot tulip, every aspect of the natural world exhibits its own special characteristics.

So it shouldn't come as a surprise that our storyline is all about being successful by using the power of doing things a little bit different. Thinking outside the box and behaving in an unconventional manner can be triumph in its own right.

Are you ready to break some stereotypical moulds with us?





# Caught a big fish...

FIRST STORY COLLECTION

Dear reader, we're back with lots of refreshed energy, a new inspiring season begins here. Smells like another floriferous adventure awaits us!

Allow me to introduce you to Emma and Lily, two lifelong friends turned business partners and co-owners of a large Perfume Company. They've just landed the deal of a lifetime! The "big fish" they've been chasing tirelessly for years has been finally hooked...

Amidst the serene architecture of their rented astonishing villa, they were walking on air of total excitement. Still filled with a feeling of absolute amazement and gratitude, they celebrated not only their well-deserved success but also their unbreakable bond of friendship. And what better way to celebrate than with flowers!

Lovely Sweet peas, Roses, Poppies and expressive Tulips represent a form of femininity through their curvy silhouettes, elegant shapes, and soft luscious lines.

These flowers embody a delicate yet strong essence, symbolizing both grace and resilience just like our dynamic superhero duo who had conquered the fragrance industry with their determination and skill.

As the day unfolded, they playfully declared it a girls-only affair, no guys allowed unless they were exceptionally cute – a cheeky nod to their shared sense of humour and fondness for mischief.

**So, why not join them?  
Take a step into their world, and  
let's celebrate together!**



SCAN AND GO DIRECTLY  
TO THIS COLLECTION

























# Absolutely fabulous hunty!

SECOND STORY COLLECTION

As the sun filtered through the windows of their lavish villa, Emma and Lily felt refreshed and completely hyped up for what the day would bring.

Because today was no ordinary day – it was time for a fashion extravaganza. With new heels clicking against the marble floors and luxuriously styled hair flowing down their shoulders, they embraced the mantra that age was just a mindset.

At “forever-39,” they embodied a timeless elegance that defied the conventions of age. With each step down the makeshift runway, they demonstrated confidence and grace, proving that Barbie had nothing on them.

Their laughter echoed through the halls as they twirled in designer dresses and struck poses worthy of the fashion elite. But hey, dear reader, aren’t you envious of their fabulousness? In their world, the catwalk was their stage, and they were the reigning fragrance Queens. And a Queen without flowers is like a fish without water!

So bring in the tropical flowers like stunning Heliconias, Orchids, Gloriosa’s, and dangling Mucuna’s that captivate with their vibrant colours, mimicking tropical birds. Their striking appearance embodies a special joie de vivre, radiating energy and vitality. These vogueing flowers’ extraordinary beauty and vivid shades bring a sense of festivity and exotic charm to any setting.

As the day continued, Emma and Lily toasted to the eternal allure of being fabulous at any age. Hunty, they were unstoppable.

**So, please sit down in your imaginary frontrow seat and join the spectacle!**



SCAN AND GO DIRECTLY  
TO THIS COLLECTION











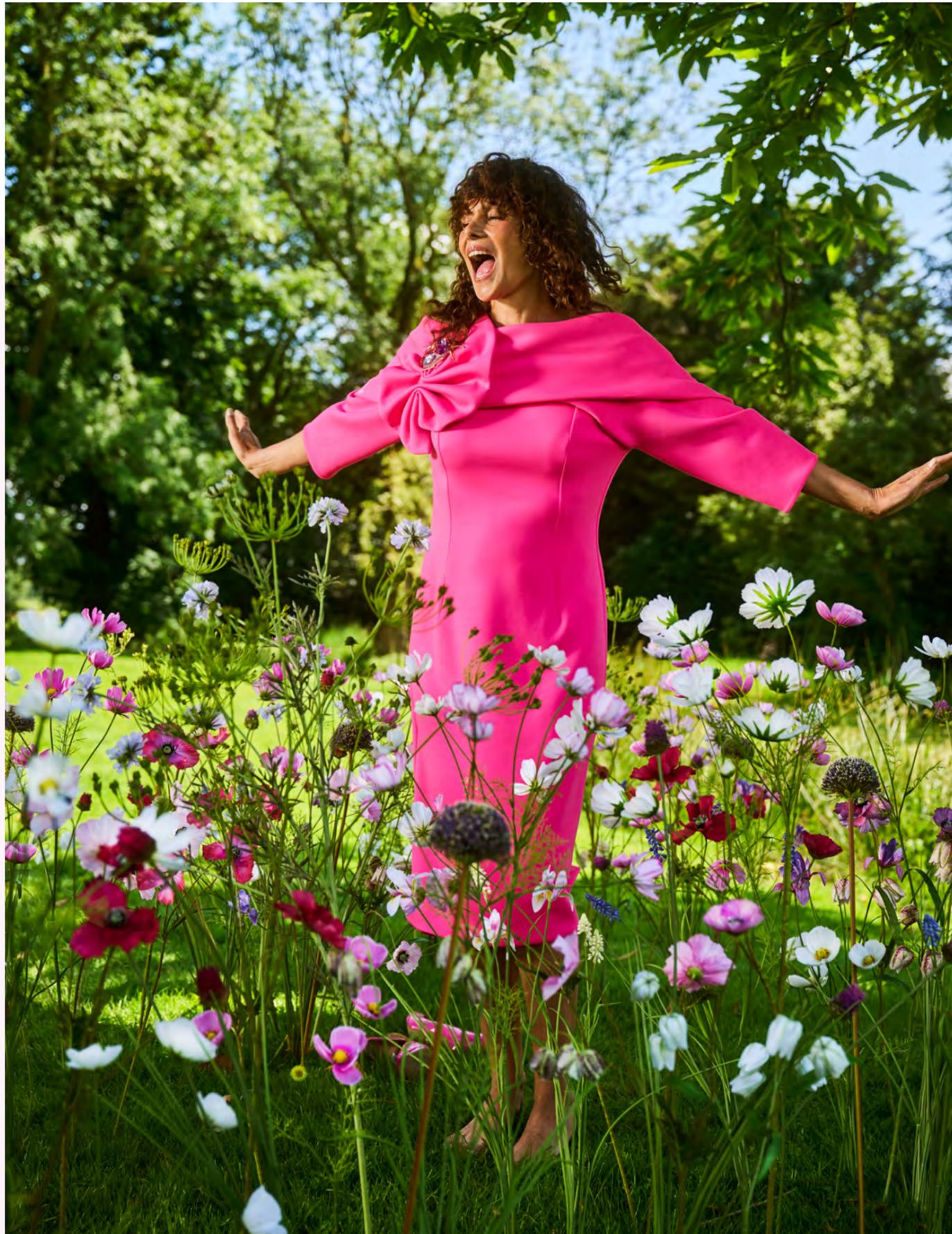












# Let them eat cake? Or pizza?

THIRD STORY COLLECTION

While they strolled relaxed through the villa's lush gardens, our two lovely ladies found themselves drawn to the antique teahouse nestled amidst generously blooming Spring flowers like Prunus blossoms, Camellias, Lilacs and magnificent Magnolias signalling the full bloom of the season.

Unstoppable in their floral tracks whilst the painted ceilings of the teahouse whispered tales of bygone eras. How even more enchanting could this day become?

Seated at a quaint little table, they pondered their high-end culinary choices. Caviar on toast, lobster bisque, and duck à l'orange were tempting, but sometimes simplicity held the greatest allure. What were they truly craving? Mouth-watering pizza and delicious milkshakes from a nearby fastfood joint?!

With a sigh of relief, they realized they didn't have to journey far for their guilty pleasures. Ordering in, they indulged in spicy pepperoni, burgers, French fries and thick, creamy shakes, take pleasure in each bite in the comfort of their own haven.

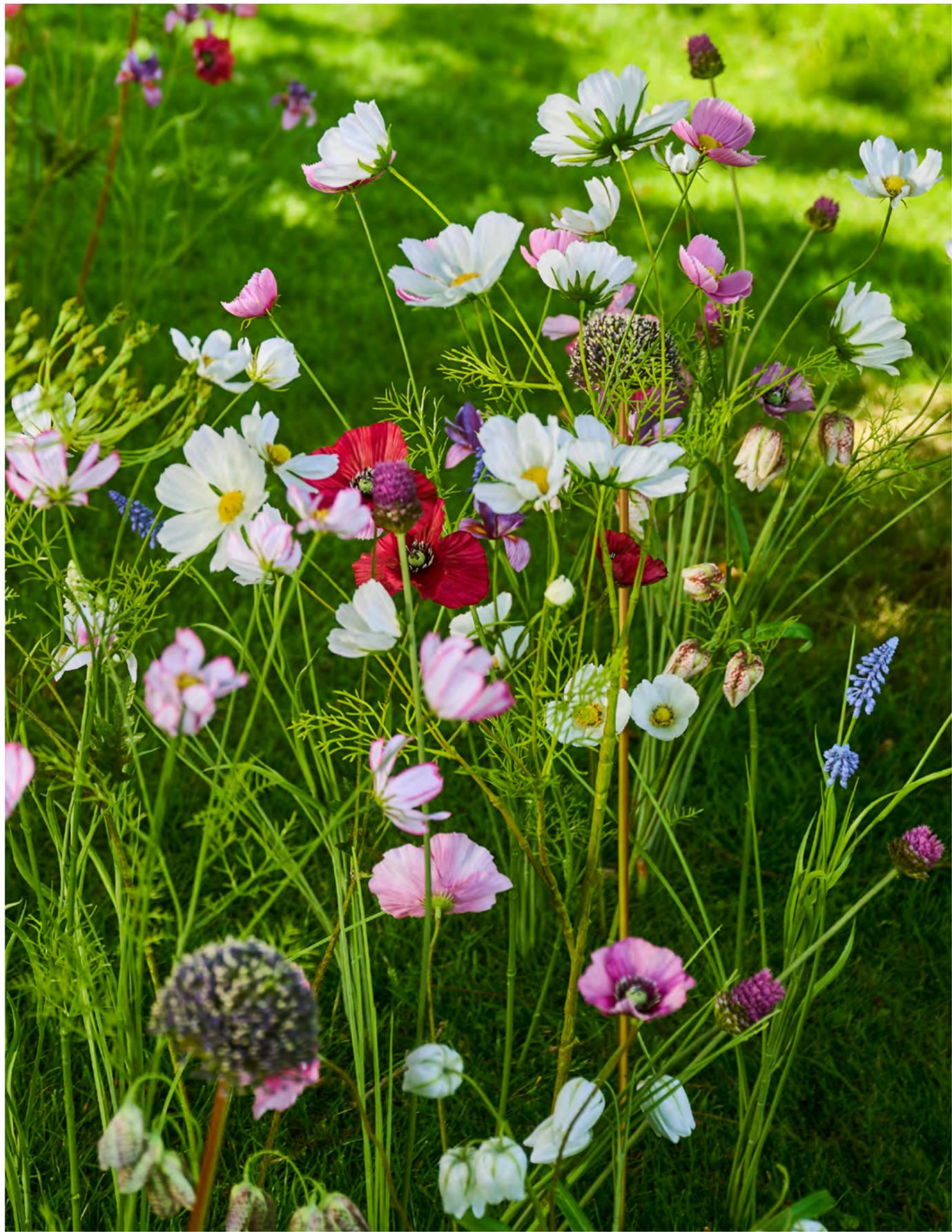
But hey, darling reader, who wouldn't want to ditch the fancy fare sometimes for some pizza and milkshakes every now and then? Underneath the decorated ceiling, filled with tropical birds, Emma and Lily appreciated not just the flavours of their improvised feast, but the joy of being together, having fun and sharing life's simple pleasures in the most extraordinary of settings.

To quote Hans Christian Andersen: "Just living is not enough, and these flowers bring sunshine, freedom, and joy."

**Sometimes, a single spring bloom is enough to evoke happiness.**



SCAN AND GO DIRECTLY  
TO THIS COLLECTION



















# Time for a nightcap!

FOURTH STORY COLLECTION

As the afternoon settled in, casting a velvety blanket over the skies, Emma and Lily found themselves at a crossroads of possibilities.

Should they indulge in a fantasy movie marathon or dip their toes into the unpredictable waters of Tinder? With a side-eyed glance, they opted for simplicity, craving nothing more than a moment of pure relaxation and a stiff drink.

Have you ever faced such a delightful dilemma with your friends? Bottoms up, they toasted, acknowledging their uniqueness that had carried them through their careers. As a feeling of nostalgia filled the air and stories flowed freely, they stayed in the mindfulness of the moment. Success was sweet, but it was the shared experiences and cherished memories that truly enriched both their lives.

Still dressed to the nines, they settled onto plush couches, clinking glasses filled with their favourite nightcap. Darker and lighter coloured flowers and leaves complement

each other marvellously in the background of the living room, with their contrasting hues adding an extra dimension to the arrangements. Weeping Lilacs, Scabiosas, Queen Anne's Lace and Viburnums create a perfect, exciting mix of handsome branches, leaves, and flowers.

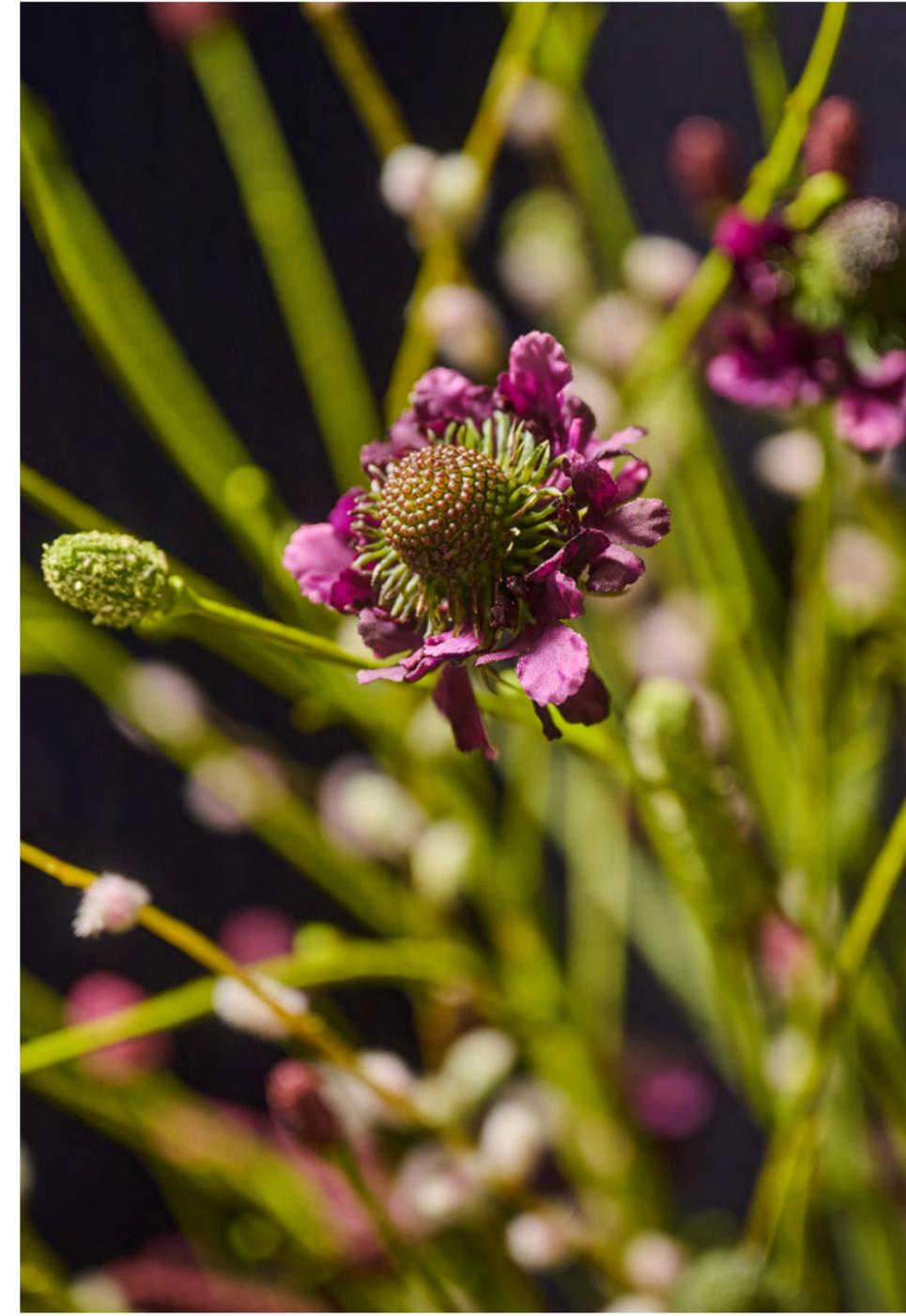
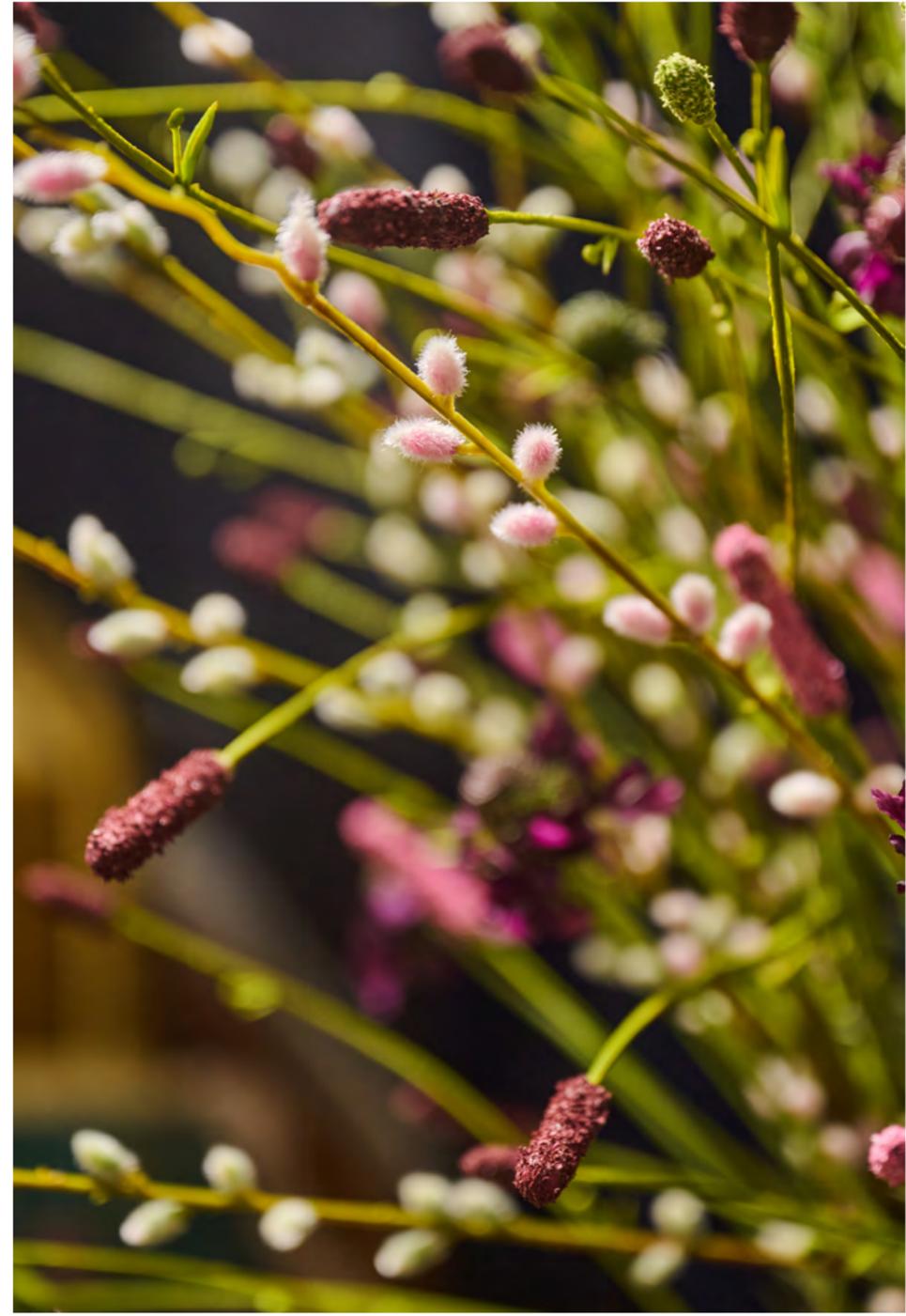
In these tranquil surroundings, they both found comfort and contentment, knowing that no matter what tomorrow would bring, they would face it together, with unwavering friendship and endless possibilities.

**So, raise your glass alongside them, and let's toast to the magic of friendship and the joy of sometimes simple pleasures!**



SCAN AND GO DIRECTLY  
TO THIS COLLECTION























# ”Every great OUTRO dream begins with a dreamer”

- Harriet Tubman

It's time to say goodbye to Emma and Lily dear reader, at least for now... Amidst the laughter, fashion, flowers, and delightful extravagances, their story is a testament to the power of standing strong and the beauty of friendship.

As you flip back through this new 2025 brochure you will find it is filled with dreams, uniqueness, joie de vivre, friendship and timeless inspiration. Pages and pages full of a diversity of 'one of a kind' flowers especially designed for you, From pastel coloured Spring favourites, big blousy Summer Roses to lavish amounts of exotics like vibrant Orchids and Heliconias!

Take it all in and add your own unique signature! Everything in the Silk-ka collection can literally be unfolded and shaped into a complete and exciting new world. Any special event or home decor could be transformed into a luxurious English flower filled garden from a souvenir picture postcard or an opulent perfume label.

What's next you ask? There are many options if you are in need for some inspiring creativity or just a helping hand. For a quick fix we're literally a phone call or e-mail away. But you can also visit one of the showrooms or international fairs, subscribe to our newsletter, follow us on the Silk-ka socials or get a business login for our webshop.

Whatever you do, as part of the Silk-ka family you can always rely on us, your favourite faux botanical company, we'd love to see you soon!

**“It is all about being successful by using the power of doing things a little bit different”**

- Silk-ka

# DIVE INTO THE WONDERFUL WORLD OF SILK-KA

Where every blossom is a testament to uniqueness and creativity. Our Chapter One 2025 collection is a symphony of colour and inspiration, crafted to bring joy and happiness to every surrounding.

**Willkommen. Bienvenue. Welcome to a journey of endless possibilities with Silk-ka!**

# SILK-KA PROMISES YOU

PURE CRAFTSMANSHIP

DUTCH ORIGINAL FLORAL DESIGN

INSPIRATION FOR EVERY SEASON

A HIGH SERVICE LEVEL

WORLDWIDE DELIVERY



OUR HEAD OFFICE  
IN HENGELO



## Our showroom

Visit our 650m<sup>2</sup> showroom to see and feel our high-end flowers, trees, and plants. We are dedicated to creating the ultimate enchanting ambiance. Drawing inspiration from nature, fashion, and interior design, we offer an inspiring and unique experience!

## Our warehouse & stock

With 4500m<sup>2</sup> of storage space we always carry a large stock in our warehouse. Good to know that if you need something, we can always deliver directly from stock. We work with the best logistics partners to deliver your order properly and on time.



Our collections are also available online via our customer portal. Please visit [silk-ka.com](http://silk-ka.com) and register or login. **Sign-up** to receive our newsletter including inspiration, product updates and events.

Be among the first to find out what's up at Silk-ka.

### Feast your eyes on this!

Get inspired by your favourite faux botanical company by checking out our everchanging collections and... Shop that look!



For a quick fix we're literally a phone call away



**Follow us on social media** and join our world: don't miss out on inspiration, special editions, looks behind the scenes, stories and latest trends at Silk-ka.

Thanks to our large international network our products can be obtained in over 75 countries worldwide and in metropolises such as New York, Tokyo, Dubai and Paris.

For more information contact our head office.

#### **Silk-ka head office and showroom**

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Mail: [info@silk-ka.com](mailto:info@silk-ka.com)

#### **Our sales contacts**

All our sales contacts can be found at [silk-ka.com/salescontacts](http://silk-ka.com/salescontacts)



[www.silk-ka.com](http://www.silk-ka.com)