

PRESS KIT · 2026

SECONDFLOR

The online wholesale store for preserved flowers, moss and foliage

www.secondflor.com

MEDIA CONTACT

Mikaël Nicolas
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ONLINE STORE

www.secondflor.com
Professionals only · 27 EU countries

PRESS ROOM

secondflor.com/en/content/97-press
Photos, logos and texts

ABOUT

SecondFlor at a glance

SecondFlor is an online store for professionals only. At secondflor.com, florists, decorators, hotels and retailers order preserved flowers, moss and foliage at wholesale prices, 24/7, with delivery to the 27 countries of the European Union. Its founders started MEAMEA in the south of France in 2007 and launched SecondFlor in 2016. Orders ship from Vendargues, near Montpellier.

AN ONLINE-ONLY WHOLESALE STORE

100%	27	5	700+
online, for professionals only	EU countries delivered	languages: French, English, Spanish, German, Italian	products, available to order 24/7

No showroom, no sales rep: professionals open a free account at secondflor.com and order like on any online store, at trade prices from the first unit.

COMPANY	SECONDFLOR SAS (MEAMEA group), B2B online store for preserved flowers, moss and foliage
FOUNDED	2007 (MEAMEA) · SecondFlor since 2016
LOCATION	Head office in Castries and warehouse in Vendargues (Hérault, France)
DELIVERY	27 countries of the European Union; same-day dispatch for orders placed before 1 pm
KNOW-HOW	A French plant-preservation patent acquired in 2010 with its recipes, and in-house preservation formulas
MEDIA	The Green Room, our magazine on long-lasting plant decor

WEBSITE	www.secondflor.com · online orders 24/7
FOUNDERS	Alexandre Beranger and Mikaël Nicolas
CATALOG	More than 700 preserved, dried and artificial plant products
CUSTOMERS	Professionals only: 38,832 accounts opened, 17,875 customers who have ordered and 88,282 orders since 2016 (figures as of November 2026)
MOSS	Reindeer moss preserved by CANOPY, our company in Georgia (the country); fire classification B-s1,d0 under EN 13501-1 (LNE report P235111 DEC/3)
MEDIA CONTACT	press@secondflor.com

BACKGROUND

Our story

SecondFlor did not start as a website. Its founders, **Alexandre Beranger and Mikaël Nicolas**, first made preserved plant pictures and walls and decorated hotels, offices and shops. 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 founded MEAMEA in 2007, acquired a French plant-preservation patent in 2010, developed their own formulas and launched **SecondFlor**, an online wholesale store, in 2016. In 2021 they took a stake in CANOPY, the company that now preserves their reindeer moss. Since 2023, SecondFlor has also sold to American professionals on secondflor.us.

2007
Mikaël Nicolas and Alexandre Beranger found MEAMEA in the south of France

2008–2010
First stands at the Maison&Objet trade show (2008), a French plant-preservation patent acquired (2010)

2016–2017
Launch of secondflor.com in five languages (2016), preserved flowers added (2017)

2021
New warehouse in Vendargues, supported by the European Union (ERDF); stake taken in CANOPY, in Georgia (the country)

2023–2026
First order in the United States on secondflor.us (2023), launch of The Green Room magazine (2026)

SecondFlor in the media

- **Fleurs de France**, June 2017: article by co-founder Mikaël Nicolas on preserved flowers.
- **ICI (Radio France)**, May 2019: radio feature on MEAMEA, the group behind SecondFlor.
- **Occitanie Invest**, March 2025: profile of the MEAMEA group.
- **Architizer**: our head office in Castries, designed by architects Brengues Le Pavec.
- **FloralDaily**, February 2023: SecondFlor launches in the United States (based on our own announcement).
- **FloralDaily**, April 2024: secondflor.us celebrates its first anniversary.
- **FloralDaily**, June 2024: three new preserved hydrangea colours.
- **Florists' Review**, 2024: SecondFlor sponsors the Autumn Weddings design contest.

MARKET

Who we serve

SecondFlor sells only to professionals. Most are not florists: they use preserved plants 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.

Design professionals

Decorators, interior designers, green wall makers, visual merchandisers.

Businesses decorating their space

Hotels, restaurants, offices, clinics, salons and holiday lets.

Retailers

Gift shops, wine shops and concept stores that resell eternal roses and arrangements.

What sets SecondFlor apart

A true online store

Free trade account, live prices and stock, checkout in minutes, at any hour.

Producer and importer

The group preserves part of the range itself and imports the rest directly from specialized producers.

Wholesale from one unit

Trade prices from the first item, volume discounts from 10 units on most products.

27 countries delivered

Same-day dispatch from Vendargues before 1 pm: next-day delivery in France, 2 to 5 working days in Europe, free delivery from €100 excl. VAT.

Field expertise

A company founded by green wall makers, which knows which species work where, and how to make them last.

A site in five languages

French, English, Spanish, German and Italian since the launch in 2016.

Ready-to-use story texts

Free to quote or adapt, with or without attribution to SecondFlor. Need more detail, figures or an interview on one of these topics? Write to 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.com: professionals open a free account, see live prices and stock, and order at any hour. Parcels leave Vendargues, near Montpellier, for the 27 countries of the European Union.

- 100% online, professionals only
- Live prices and stock, 24/7
- Delivery to the 27 countries of the European Union

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 plants 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
- Several years indoors, away from humidity and direct sun

SUSTAINABILITY

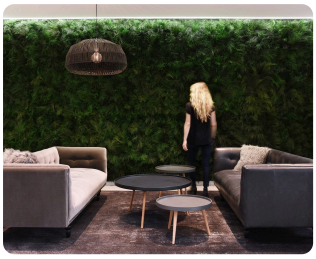
Flowers that do not end up in the bin

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, a recurring flower budget becomes a one-time purchase.

- One arrangement instead of weekly replacements
- No water, no cold storage
- A natural material, sourced from specialized producers

MEDIA GALLERY

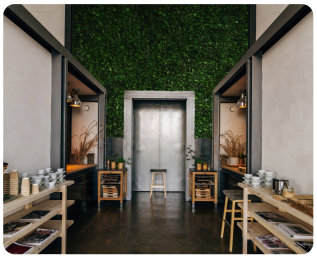
Media gallery



GREEN WALLS
Preserved tree fern wall in an office lounge



WORKPLACES
Reindeer moss wall along an office hallway



HOSPITALITY
Preserved ivy wall at the back of a cafe



MOSS ART
Hexagon moss art made with preserved reindeer moss



GREEN WALLS
Preserved grass wall along a staircase



HOSPITALITY
Preserved heather centerpiece on a restaurant table



FLOWERS
Bouquet of eternal roses, pampas and eucalyptus



SEASONAL
Autumn table with preserved grasses and candles

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About SecondFlor

SHORT VERSION

SecondFlor (secondflor.com) is a B2B online store selling preserved flowers, moss and foliage at wholesale prices to professionals in the 27 countries of the European Union.

FULL VERSION

SecondFlor (secondflor.com) is a B2B online store specializing in preserved flowers, moss and foliage. Professionals open a free account, see live prices and stock, and order at wholesale prices. Founded by Mikaël Nicolas and Alexandre Beranger, who started MEAMEA in 2007 and launched SecondFlor in 2016, the company offers more than 700 products and delivers to florists, event planners, decorators, hotels, restaurants and retailers in the 27 countries of the European Union, from Vendargues in the south of France.

MEDIA CONTACT

Talk to us

Mikaël Nicolas

Mikaël Nicolas, co-founder, available for interviews by phone or video. Email him at press@secondflor.com and he will send you his full contact details. SECONDFLOR SAS, 175 avenue de la Capelado, 34160 Castries, France

www.secondflor.com

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Our magazine: The Green Room · secondflor.com/blog

The Green Room *by* SecondFlor