



We proudly present
our new brand:

SuPure®

by OVATA

The SuPure® brand is the result of our dedication to growing succulents in harmony with nature. It represents the very best in succulents on the market today:

Succulents,
superior in purity.

Ever since we started growing succulents in 1974, we have distinguished ourselves through sustainable cultivation, exclusive varieties and a consistent level of quality. In the past 10 years you have become familiar with our 'pure succulents' brand, which underscored the purity of our plants and cultivation methods. And now, after many years of ongoing craftsmanship and innovation, we have reached a new level: superior in purity ... or, as we prefer to call it: SuPure®.

A selection of SuPure®

OVATA
SuPure.



Aloe aristata magic



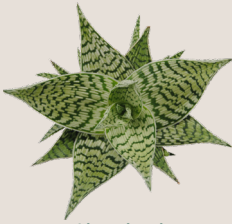
Echeveria purple pearl



Aloe sugar crystal



Echeveria thriller pearl



Aloe demi



Crassula curly green



Echeveria sky pearl



Crassula hulk



Echeveria silver pearl



Crassula trompet



Crassula minova magic



Aloe jaws

Our SuPure® varieties are grown in the most sustainable, modern and highly automated greenhouses, and with the greatest passion. No matter the time of year, every succulent is grown to display the same high quality standards, intensity of colour and sturdiness. 70% of our innovative product range can be obtained exclusively through OVATA. The succulents we grow are thoroughly tested to ensure a long-lasting and sturdy plant that can easily satisfy the high SuPure® standards.

SuPure® by OVATA is available through the supply portals, incl. Floriday, FloraXchange and our personal sales division.



www.ovata.nl