

Thursday, September 23, 2025

## Refocusing B2B relationships in horticulture

# **“As intermediators, we don’t expose the names of the people or companies we work with”**

"In today's world, it's not your beliefs that should guide your choices, but the market," says Elisabetta Pircher, founder of FLIP Connection, a business platform in Italy and working globally. "We invite companies to flip their paradigm: to step beyond established habits and adopt a more dynamic and open approach to business."

With offices in Verona and in Montecorvino Rovella (Salerno), at the center of the renowned Piana del Sele horticultural district, FLIP Connection acts as a matchmaker, strategic consultant, and market enabler for greenhouse growers and other players in the horticultural and floricultural supply chain.

"Business is made of relationships," she continues. "Knowledge and know-how are essential, but they only work when built on a foundation of mutual respect. Without relationships, business has no meaning."

The company's slogan 'flip your paradigm' is a deliberate blend of English and Latin. It reflects the need to challenge the mental frameworks that often guide our professional decisions. "These paradigms are our comfort zones," she explains. "They lead us to interact only with people and ideas that reflect our own thinking. But in a rapidly changing business environment, sticking to the same models can limit us."



Today's greenhouse sector demands speed, flexibility, and openness to new methods and collaborations. That's exactly what FLIP Connection facilitates.

### **What FLIP Connection offers to greenhouse growers**

FLIP Connection supports greenhouse growers and industry professionals with

tailored services that help expand and strengthen their businesses in practical, meaningful ways.

They work closely with clients to develop new markets, identify ideal suppliers or producers, and establish or grow sales networks. In addition, they provide consulting services to support companies looking to reposition themselves or tap into new opportunities within the sector.

All of this is made possible through an international network of carefully selected, trusted partners. "Our network is the result of decades of experience in this industry. We've built it with care, and we continue to grow it through research, outreach, and personal relationships."

But equally important is that FLIP operates discreetly. "As intermediators, we don't expose the names of the people or companies we work with," she emphasizes. "Confidentiality is essential. It's part of a non-disclosure agreement we uphold with everyone who contacts us."

She elaborates that trust requires privacy. That's the foundation of the work we do. To borrow from Louis-Ferdinand Céline: 'Everything interesting happens in the shadows.' And that's where meaningful business gets done: away from noise, in a space of trust."

### **FLIP Communication: Telling your sustainability story**

In a marketplace where sustainability is no longer optional, but expected, FLIP Communication (an initiative developed alongside FLIP Connection) helps companies share their environmental commitment with clarity and credibility.

"There's no value in being sustainable if no one knows it," she says. "That's why we provide communication tools that allow companies to clearly express their values and environmental goals."

One of their key offerings is a partnership with BIC Graphic, where FLIP Communication serves as the official distributor in Italy. Companies can customize BIC's eco-conscious writing instruments with their logos, benefiting from a range of products made with recycled materials, renewable energy, and industrial byproducts. This co-branding opportunity allows greenhouse growers and suppliers to align with a global name known for innovation and environmental responsibility.

Another project close to Elisabetta's heart is her role as ambassador for Amazôniabr.org, a non-profit that works directly in the Brazilian Amazon to support reforestation and conservation. Businesses can contribute by adopting and protecting a portion of the Amazon rainforest. In return, they receive a badge that publicly identifies their support for environmental sustainability.

"Greenhouse growers are especially aware of how vital natural ecosystems are. Supporting Amazônia is a way to turn environmental values into real, visible action. It tells your customers and partners: we walk the talk."

"Professionalism matters, of course," she concludes. "But it's the combination of curiosity, courage, and integrity that truly drives growth. If you're ready to challenge the way you do business, to open up to new ideas and opportunities, then it's time to flip your paradigm."

For more information:

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Publication date: Tue 23 Sep 2025

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