

PRESS RELEASE

FLIP CONNECTION: flip your paradigm and connect to the world of business

Business consists of relationships and connections geared towards a professional goal in a mix of knowledge and know-how, without ever forgetting mutual respect.

At FLIP Connection, we are convinced of this and choose companies in the horticultural and floricultural sector from all over the world for our network on this very basis. Professionalism is almost a consequence: fundamental, but an attitude inherent in people's integrity. We thrive on relationships, without which any business is meaningless.

FLIP Connection presents itself with its slogan: *flip your paradigm!*

The paradigm is the mental model that guides all our choices, in work as in life, which sometimes also becomes a problem, preventing us from leaving our comfort zone and leading us to frequent only people and environments that share the same model with us. And if the model works, we don't think much about changing it.

But today's business world requires us to be faster and more flexible: it is therefore important to overturn and reverse our paradigm and thus FLIP. It is not our beliefs that should guide our choices and direction, but the market. The current uncertainty and complexity require us to be flexible and quick in our choices.

What do we do?

FLIP Connection is **#matchmaking #outsourcing #corporateconsulting #intermediation #communication #marketmaker #readytousolutions #realsustainability** ... business to business in the horticultural and floricultural sector.

We create B2B connections between companies based on an extensive global network of selected companies, the result of decades of experience in the horticultural and floricultural sector and continuous research to enrich those who work with us with new proposals.

In brief:

- Development of new markets for companies
- Search for new suppliers/producers for customers and vice versa
- Development of sales networks
- Consultancy to expand the market

We have added a second office to our original headquarters in Verona, located in one of the operational hearts of horticulture and floriculture in Italy, the Piana del Sele (Battipaglia, SALERNO). Here, personal relationships are very important, and relationships take on the value of professional trust.

Another flip: communication with FLIP Communication

FLIP Communication is another of our initiatives, working alongside FLIP Connection to help companies develop their communication by offering concrete tools to communicate their company's sensitivity to environmental sustainability to partners and customers - #realsustainability

For example, with these two #readytoyou solutions proposals, which allow you to develop a wide range of communication on corporate environmental sustainability, with the support of FLIP Communication:

BIC Graphic: FLIP Communication is the official distributor of BIC Graphic in Italy, a service that can be extended to other countries in Europe on request. We offer an extensive catalogue of BIC writing instruments that only BIC Graphic can customize with your company logo. BIC's particular focus on environmental sustainability, thanks to the use of renewable energy, recyclable raw materials or industrial byproducts.

Everything is done with environmental sustainability in mind, in addition to the value of co-branding your company with a corporate known and recognized worldwide for its reliability, status and ability to constantly innovate.

Amazônia.org: I am an ambassador for this non-profit organization, which has been committed to protecting the Amazon rainforest for the last 20 years and operates directly in the Brazilian Amazon, taking care of the conservation and reforestation of what is considered the green lung of the world.



Depending on the value of your donation, you can adopt a portion of the Amazon rainforest cared for by Amazônia and receive a badge identifying your support for the Amazon rainforest through this organization: you actively contribute to Amazônia's activities and can tell your customers and partners about your commitment.

What can I say? *Flip your paradigma!*

PS: Flip your paradigma is not ... a mistake ☺ , but a mix between English and our latin origin.

Elisabetta Pircher

FLIP Connection - Italy

Mrs Elisabetta Pircher

Mob. +39 348 3883102

elisabetta@flipconnection.it

Mr Daniele Airoidi

Mob. +39 348 2268530

daniele@flipconnection.it

