



## MORE PLANTS, MORE LIFE

Plants are our passion. Their beauty is the most evident and certainly the most communicative aspect, but today more than ever the word "plants" is closely linked to the word "planet." Plants represent one of the most accessible and effective architectural materials in the short term to counteract climate change and improve our lives.

We share Paola Lenti's manifesto "Beyond the Gaze."  
We need to recover the bond between man and nature.

### OUR STORY IS ALSO PART OF US

Since 1938, we have been cultivating ornamental plants. Vannino Vannucci senior, the founder of our company, started on an area of 8000 m<sup>2</sup>, cultivating 4 species: oaks, pines, boxwoods, magnolias, which he sold in city markets. Today, our nurseries cover an area of 600 hectares, and our range includes over 3000 species and varieties that adorn parks, gardens, terraces, and urban spaces in 60 countries worldwide.

### THE EXTENSION

Our extension of container-grown plants allows us to ensure continuous supplies for 12 months a year. In containers, we offer not only the range traditionally destined for retail sale in nurseries and garden centers but also medium to large-sized deciduous trees and many specimens for immediate impact. These are grown in open ground, transplanted several times, and then potted and put up for sale only after developing a new root system.

### TUSCANY LIFESTYLE

Our roots lie in the Tuscan soil, in the fertile plain of Pistoia, where the climate is extremely favorable and plants grow healthy, harmonious, and robust, capable of adapting even to different geographical and environmental conditions.

### THE HANDS

Not only do we not have fully automated processes in our operation, but the most delicate tasks are still exclusively manual, entrusted to our experts, qualified, efficient, and passionate individuals. Human Factor: A Precious Resource!

### QUALITY FIRST

To cultivate our plants, we put to good use the vocation, passion, and expertise that stem from an ancient tradition. We apply the best nursery practices and use the most innovative techniques. The quality of our production has always been our primary goal, an essential requirement for operating in the markets we target. Vannucci Piante adheres to an ethical code in its daily procedures and operates with the highest environmental certifications.

### PARK SPECIMEN COLLECTION

The specimens for immediate impact in pots, transportable and transplantable throughout the year, are the flagship of our productions. Our collection is showcased in the most evocative outdoor showroom: the Pistoia Nursery Park, Europe's first nursery park.

### DESIGN PARK

The Design Park is the new nursery dedicated entirely to semi-mature plants, designed for architects and landscapers. The plants are harmoniously arranged on grassy beds.

### LOGISTICS

It would be futile to offer quality production, a complete assortment, and competitive prices if all of this were not supported by an effective logistical organization, which has always been one of our strengths. Thanks to state-of-the-art infrastructure and highly specialized staff, we are able to provide appropriate solutions for every destination and throughout the year, ensuring punctual and very rapid deliveries even during peak seasons.

### TEAM

The people who work in our company are the real engine of our organization, guided daily by sincere passion, inspired by talent and expertise, but above all, animated by an exceptional spirit of teamwork.

### RESPECT

Our nurseries, especially those newly established, are designed to minimize environmental impact and make rational use of natural resources. Our irrigation systems can collect up to 95% of unabsorbed drained water. We have adopted a natural mulching technique using wood waste granules, which inhibit the growth of weeds without resorting to chemical herbicides. The same function is performed by breathable and permeable anti-algae mats used in container systems. All our containers are made from recycled plastic.

### PISTOIA NURSERY CAMPUS

Our industry needs young and well-prepared professionals. The Pistoia Nursery Campus is a research and training center dedicated to the new generations who will accompany and support us through the rapid changes underway. Located near our headquarters, the Pistoia Nursery Campus also serves as a venue for business events and tourist hospitality. It is a functional architectural structure with multimedia classrooms, meeting rooms, spaces for sports, surrounded by a 10-hectare park.

Vannucci Piante applica il codice etico nelle sue procedure quotidiane e opera con le massime certificazioni ambientali.



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