

# The Procona System



*The Procona System is an all-in-one harvest, transport, and display system for professional market growers to bring blooms from field to market.*

There are three main parts to the system:

- **The Container**
- **The Collar**
- **The Lid**

The uniform dimensions of the system's rectangular elements ensure portability and stackability, allowing you to maximize your storage space.

We offer two different series:

**The Florida Series**, perfect for smaller market booths or for loose stem offerings

**The Valencia Series**, for efficiently harvesting and marketing larger quantities of blooms

Containers and collars for each series are offered in two different heights, to accommodate different stem lengths.



## FLORIDA SERIES

Item	Part #	Length	Width	Height
Florida Container – 25	7941	11.8" (30 cm)	9.4" (24 cm)	9.8" (25 cm)
Florida Container – 35	7924	11.8" (30 cm)	9.4" (24 cm)	13.8" (35 cm)
Note: Leaving a 1.5" (3–4 cm) "breathing" space between flowers and lid is suggested with the Florida Series.				
Florida Collar – 9"	7927	—	—	9.1" (23 cm)
Florida Collar – 13"	7926	—	—	13" (33 cm)
Florida Lid	7925	11.8" (30 cm)	9.4" (24 cm)	—

### FLORIDA SERIES ACCESSORY

Item	Part #	Length	Width	Height
Florida Topframe	7928	11.8" (30 cm)	9.8" (25 cm)	Adds 6" (15 cm) onto container height
Note: The Florida Collars and Lid are not compatible with the Florida Topframe.				

#### PROCONA SYSTEM

Learn how using the Procona system can elevate your flower business to a whole new level. Watch at [Johnnyseeds.com/procona-video](http://Johnnyseeds.com/procona-video)





## VALENCIA SERIES

Item	Part #	Length	Width	Height
Valencia Container – 25	7929	15.7" (40 cm)	11.8" (30 cm)	9.8" (25 cm)
Valencia Container – 35	7930	15.7" (40 cm)	11.8" (30 cm)	13.8" (35 cm)
Valencia Collar – 9"	7933	—	—	9.1" (23 cm)
Valencia Collar – 13"	7932	—	—	13" (33 cm)
Valencia Lid	7931	15.7" (40 cm)	11.8" (30 cm)	—

Note: Leaving a 2" (5 cm) "breathing" space between flowers and lid is suggested with the Valencia Series.



### VALENCIA SERIES ACCESSORIES

Item	Part #	Length	Width	Height
Valencia Topframe	7934	17" (43 cm)	13" (33 cm)	Adds 9.8" (25 cm) onto container height

Note: The Valencia Collars and Lid are not compatible with the Valencia Topframe.

Valencia Partition	7935	11.8" (30 cm)	—	—
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Note: The Valencia Partition can be placed in a Valencia Container to support stems in an upright position when the container is partially filled.



# Fresh and Beautiful Flowers from Field to Market

## *Advantages*

- **Reduce labor.** Eliminate extra steps when harvesting, storing, and transporting by harvesting blooms directly into final display containers that are stackable and easy to load and unload.
- **Minimize costs.** Reuse these economical, durable containers for many seasons and save on storage and packaging materials.
- **Keep blooms fresh.** Add water to fill line indicated to provide maximum hydration. Side and top ventilation provides optimal cool-warm air exchange during transport.
- **Create a professional display.** Simply remove collars and lids for a beautiful presentation at market.
- **Not just for flowers!** The Procona System is extremely versatile and easy-to-clean and repurpose for CSA boxes, winter tuber storage, or other functions.

