

**FOR IMMEDIATE RELEASE**



**LOCAL FLORAL COMPANY KICKS OFF ITS LARGEST AMARYLLIS SEASON IN COMPANY HISTORY  
WITH A 22,000 SQUARE FOOT WAREHOUSE EXPANSION**

- Bloomaker Will Ship Nearly 1.5 Million Amaryllis Bulbs from Its Waynesboro Headquarters -

**SEPTEMBER 4, 2020 (WAYNESBORO, VA)** – Bloomaker ([www.bloomaker.com](http://www.bloomaker.com)), a U.S. market leader in amaryllis bulbs and hydroponic tulips, hyacinths, and daffodils, today announced plans for a major expansion to its Waynesboro, VA, headquarters. Last year, the company’s owner, Joep Paternostre, decided to bring the production of Bloomaker’s amaryllis bulbs in house for quality-control purposes. This holiday season, the company will produce and ship nearly 1.5 million amaryllis bulbs from its headquarters to stores across the country, including Costco, Trader Joe’s, Kroger, Harris Teeter, Martin’s and Whole Foods. The decision to produce the amaryllis bulbs in house, along with the shipment of 14 million tulip bulbs and 500,000 hyacinth bulbs annually from its Waynesboro location, will require an expansion of the facility. A 22,000 sq.-ft. warehouse will be developed this year, following an additional 40,000 sq.-ft. facility in the near future.

Paternostre, along with local and state officials and community leaders, held a press conference today at the site to discuss plans for the expansion and what it means for the local area. The speakers included:

- Joep Paternostre, Owner, Bloomaker
- Congressman Ben Cline (R-VA-06)
- Steve Morelli, South River representative on the Augusta County Board of Supervisors
- Reo Hatfield, local businessman and community leader

“The decision to bring the production of the amaryllis in house was necessary for us to be able to offer the most beautiful and highest quality blooms to consumers,” said Paul Gabb, General Manager. “However, we also knew this decision would mean we’ve reached our maximum capacity in our Waynesboro facility. An expansion is needed in order to continue to grow at our current rates.”

Previously, Bloomaker relied on third-party suppliers for the sourcing, planting and harvesting of its bulbs. Bloomaker now sources the bulbs from its own farm in Peru, where 50% of the world’s amaryllis crops are grown. Bloomaker started a partnership with Holland-based Kebol BV and together they control half of the world’s Amaryllis market with a farm in Northern Peru and partnering farms in Brazil.

The amaryllis bulbs are shipped from Peru and Brazil to Waynesboro, where they are planted, harvested, packaged, and shipped to traditional and dot com retailers. This method allows Bloomaker to control the size, number of stems, and number of flowers of its amaryllis. By harvesting the bulbs in

its greenhouses in Waynesboro, Bloomaker also is able to control the timing of availability. The goal is to make this traditionally winter flower available all year long.

The company employs 100+ part-time seasonal workers to help with the planting, harvesting, packaging and shipping of its blooms. The company's high season begins in August with amaryllis and lasts through the spring with its tulips. The bulbs are sold in stores across the country, as well as online at Costco.com, Walmart.com, Amazon.com, on QVC, and on Bloomaker.com. Amaryllis sales account for 35% of the company's overall sales. Bloomaker's goal is to increase the production of its amaryllis bulbs by 50% in five years.

For more information or to request images or interviews, please contact Paul Gabb at 540-997-3394 or [pgabb@bloomaker.com](mailto:pgabb@bloomaker.com)

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#### **ABOUT BLOOMAKER**

Bloomaker is the leading producer and supplier of hydroponically grown flowers in the U.S. The company was founded in 2005 by owners Joep and Lillian Paternostre. Bloomaker is based in Waynesboro, VA. While deeply rooted in the United States, the company has operations worldwide, including its amaryllis farm in Peru. Bloomaker also has strong partnerships and facilities in the Netherlands. For more information, visit [www.bloomaker.com](http://www.bloomaker.com).