



Bak Reta
CERAMIC FLOWERS

We make the flowers,
you build the meadow

A RECIPE FOR SUCCESSFUL EXPERIENCE-LED SALES.

The Bokréta feeling

It makes you stop.
You hadn't planned to,
yet something draws you in.
The colours invite you closer.
The shapes inspire you.
The flowers call you to
choose,

and you can already picture
your own bouquet.
Bokréta draws you in instantly.
Shopping becomes a personal act of
creation.
You step into the experience —
and take it with you.

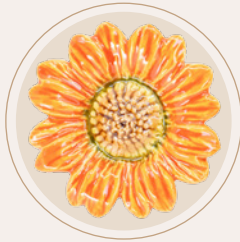


Overview

KEY INFORMATION AT A GLANCE



Click on each topic to explore the details



What is it?

A maintenance-free, handcrafted ceramic flower collection



Why does it work?

A durable, unique product with long-term sales potential



The Bokréta concept

The recipe for successful experience-based selling



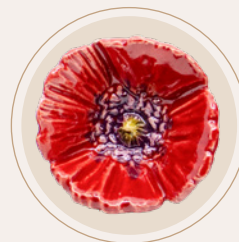
Real-life experience

Proven to work in both shops and markets



Who is behind it?

30+ years of experience, international presence, returning customers



How to get started

Simple ordering online, low entry risk

More than a flower

We create ceramic flowers
that are beautiful
for more than
just a moment.

We preserve the spirit of
craftsmanship in them:
the subtle differences,
the perfection found in
imperfection.

We believe
a flower can become
a memory, a feeling,
or a small part of a story.



The story of a flower meadow

1992



The beginning.

Hand-thrown ceramic vessels, sculptural pieces and ceramic artworks.

2013



The idea of ceramic flowers is born.

A new direction begins.

2014



Our first craft fairs.

The stand quickly becomes a crowd favourite.

2014



The first Bokréta shop opens.

For the first time, the flower meadow appears as a complete experience across 70 m².

2017



Wholesale partnerships begin.

Our first partners join the Bokréta network.

2020



The wholesale website is launched.

The system becomes ready to support a growing partner network.

2023



A new workshop, growing capacity.

The background grows to meet the demand.

The story continues today.

Let's build a meadow together.

The Bokréta concept

 click to see



The idea behind Bokréta is simple: customers do not buy a pre-arranged product. They choose, combine and build their own bouquet according to their personal taste.

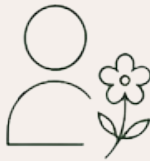
This approach creates an emotional connection, offers a personalised experience, and opens the door to future additions.

The Bokréta modular system is built around the following principles – shaping both how it works and why it is effective.



Emotional engagement

The selection process turns shopping into an experience: customers create their own bouquet, which strengthens their connection to the product.



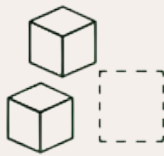
Personalisation

Customers can create a unique arrangement tailored to their own taste and needs.



Flexible spending

Customers control both the quantity and the final value. Smaller and larger arrangements can be created from the same selection.



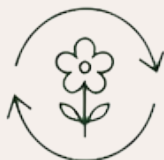
Optimised stock

Modular elements can be combined in endless ways, reducing the risk of unsellable inventory.



Eye-catching display

A well-designed selection counter or display stand creates maximum visual impact, even in a small space.



Repeat purchases

Bokréta does not end with a single purchase – it begins a building process. Customers can later expand their own bouquet with new colours and shapes.

Bokréta is not a single product.

It is a modular, experience-based system that creates a more personal shopping journey and a stronger emotional connection.

How it looks in your space

EASY TO DISPLAY, YET VISUALLY STRIKING



**EVEN IN A
SMALL SPACE**
Works well even
with a smaller stand



**CREATIVE
DISPLAY**
Easy to place and
display



FULL DISPLAY
In a larger space,
it becomes an
experience



SEE IT IN ACTION
Real display examples

A concept that works

A STRONG AND RELIABLE CONCEPT FROM A BUSINESS PERSPECTIVE



MAINTENANCE-FREE

No watering or care required
— it always delivers the same quality.



DURABLE

It does not wilt, spoil or lose its value
— meaning no product loss.



UNIQUE

Each piece is handmade — not a mass-produced item, but a special choice.



REPEAT PURCHASES

Customers keep expanding their own collections over time.



PERFECT SOUVENIR

A handmade, easy-to-carry keepsake
— ideal as a gift for tourists.



EASY TO DISPLAY

Visually striking even in a small space — works well in shops and at craft fairs alike.



ENDLESS VARIATIONS

A modular product selection that can be combined in countless ways.

Works in many settings

THE SAME EXPERIENCE, IN DIFFERENT ENVIRONMENTS



Garden beds and balcony planters

Looks beautiful in both shaded areas and direct sunlight.



Placed in houseplant pots

They bring colour and character to green plants.



Home decoration

Brings colour and atmosphere into any space — with no maintenance required.



Offices and commercial spaces

Adds life to the environment, without any upkeep



Hotels and restaurants

Durable, elegant decoration that always maintains the same quality.



Gift and souvenir

An easy-to-carry, lasting keepsake — made to be enjoyed beyond a single moment.

How it works

REAL EXPERIENCE FROM OUR SHOP



Self-service creativity:

The harmony of colours immediately encourages customers to start choosing.



A personal experience:

Customers handpick the flowers for their own unique bouquet.



Customer connection:

When customers create their own selection, they take the product home with a stronger emotional attachment.

WHAT OUR CUSTOMERS SAY

Natalie O'Leary



”Every time someone goes to Budapest, I send them to this store and slowly all my friends are getting ceramic flower displays.



Katharina Zweig



”It is very hard to leave this shop without flowers. We chose dozens of flowers and put together five bouquets.



Niamh Horsfield



”The flowers are beautiful; I wanted to get the whole shop! The colours and designs are incredible...



Romilly H



”An absolutely stunning shop which has lots of choice for gifts - I wish I could have fitted more in my suitcase!



Real experiences, real feedback

How it works

REAL EXPERIENCE FROM CRAFT FAIRS



DRAWS ATTENTION

The colourful flower meadow catches the eye from afar.



IMPULSE PURCHASE

Customers do not plan for it – they see it and choose.



EFFECTIVE EVEN IN

A SMALL SPACE Even a smaller stand creates a strong visual impact.



Not just a stand.
An experience people step into.

Behind the numbers

REAL CUSTOMER DATA AND BEHAVIOUR

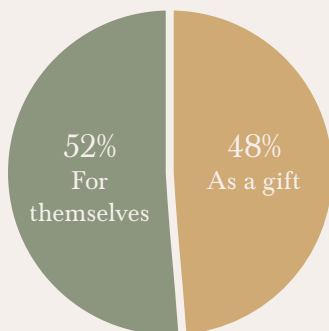


**Nearly 10,000
customers per year
in a single downtown shop.**

400 metres from the city centre, just two streets from
the main pedestrian area.

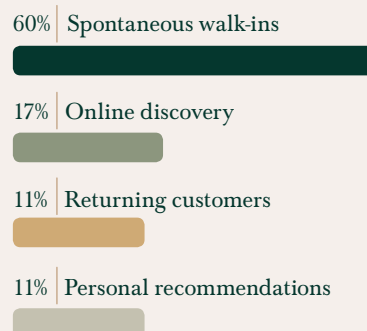
PURCHASE PURPOSE

Nearly half of our customers are
looking for a gift,
creating steady demand throughout
the year.



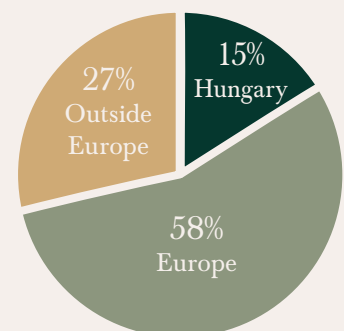
HOW CUSTOMERS FIND US

More than half of our customers
come in spontaneously.



CUSTOMER ORIGIN

A significant share of our customers
are international,
which makes the product especially
strong in tourist environments.



The data tells the same story:
Bokréta is not only visually striking,
but also a concept that works from
a business perspective.

The data is based on internal sales statistics and customer
surveys conducted in our shop with 1,500 participants.

**70,000+
followers
on Facebook**

Worldwide Presence

INTERNATIONAL PARTNER NETWORK,
CONTINUOUS GROWTH



IN MULTIPLE COUNTRIES

Bokréta works in international
markets as well.



IN DIFFERENT SETTINGS

Present at both fairs and in shops.



CONTINUOUS GROWTH

New partners year after year.

Stable Foundation

PRODUCTION CAPACITY BUILT FOR GROWTH

Behind Bokréta stands a workshop built on more than 30 years of ceramic experience.

Since 2014, we have specialized in producing ceramic flowers, continuously expanding our production capacity.

In 2023, we moved into our current, privately owned workshop, where production takes place on two levels with several kilns.

Production is continuous and adapted to seasonal demand.

This allows us to ensure that our partners always have access to the collection.

Decades of ceramic expertise

Own production facility

Continuous, high-volume production

Stable and reliable operation



The scale and stability of our production allow us to reliably meet growing demand.

Who brings the flowers to life

A CLOSE-KNIT CREATIVE COMMUNITY



Bokréta is more than a workshop — it is a close-knit creative community.



Some members of our team have been working with us for decades, while others joined us as young ceramic artists.

**A creative
team
of 20
people**

Knowledge and experience continue to grow within the team, while every new maker brings their own style and perspective to the work.

This shared creative process makes it possible for every piece to be handmade, while still representing a consistent level of quality.



Mónika Mérei

Founder and leader of Bokréta.

“A colourful flower meadow where you can freely choose and create your own bouquet, your own Bokréta.”

This idea became the foundation of Bokréta: a place where every single flower is part of a larger, continuously growing meadow.

“We create the flowers, you grow the meadow.”

Some members of the team have been with us for more than 20 years.

Simple cooperation

The Bokréta system has been designed to make ordering and cooperation simple, transparent and predictable.



ORDERING

Quick and easy ordering

Easy online product selection from a well-structured range.



DELIVERY

Reliable delivery

Predictable fulfilment based on continuous production.



SUPPORT

Ongoing communication

We support you both at the start and throughout the cooperation.



FLEXIBILITY

Adapted to customer needs

Seasonal collections and a continuously expanding product range.



Orders can be placed quickly and easily through our online wholesale platform.

**A system that works smoothly
not only for customers,
but for our partners as well.**

Getting started made simple

You don't need to start with a large stock.
You can begin with a smaller selection and expand it later.

START WITH A SMALLER STOCK

- ✓ Possible even with a smaller quantity
- ✓ No large initial stock required



GRADUAL EXPANSION

- ✓ Adaptable to demand
- ✓ The selection can be built step by step



**We support your first steps with
carefully selected starter assortments.**



Build your own flower meadow

PARTNER WITH US AND BRING THE
BOKRÉTA EXPERIENCE TO YOUR CUSTOMERS.

Get in touch with us.



CONTACT US

sales@bokretakeramia.hu



WHOLESALE WEBSITE

wholesale.bokretakeramia.hu



WE SUPPORT YOU FROM THE VERY FIRST STEPS.