The Procona System



Hensley's SEED CO. DENVER · COLORADO



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		11.8" (30 cm)	9.4" (24 cm)	9.8" (25 cm)
Florida Container – 35		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"		—	—	9.1" (23 cm)
Florida Collar – 13"		—	—	13" (33 cm)
Florida Lid		11.8" (30 cm)	9.4" (24 cm)	—

FLORIDA SERIES ACCESSORY

Item	Part #	Length	Width	Height
Florida Topframe		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

For information on the Procona system, read the product guidance and compatibility details in this document.




Valencia Lid on Collar


Valencia 13" Collar on Container


Valencia Topframe on 25 cm Container

VALENCIA SERIES

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

Note: The Valencia Partition can be placed in a Valencia Container to support stems in an upright position when the container is partially filled.


Partition


Partition in Container

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.







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