



## Newsletter **Primeur**


Week 4/ 2012

Dear Business Partner,


Here is the latest information on **FleurPrimeurs** and the **PlantPrimeurs** available at FloraHolland from week 4. **FleurPrimeurs** and the **PlantPrimeurs** are new products that conform to a number of set criteria.

If you have any questions, please contact us on +31 (0)174 63 24 78 or +31 (0)174 63 42 97.


### **FleurPrimeurs**

<b>Chrysanthemum spray Bontempi</b>		<b>Product code: 110278</b>
<b>New at FloraHolland</b>	Yes	
<b>New at location(s)</b>	Aalsmeer, Naaldwijk and Rijnsburg	
<b>Grower</b>	Harry Wubben Flowers	
<b>Adm.no.</b>	86488	
<b>Supply</b>	Starts Thursday, 19 January. 75,000 stems a week divided between Aalsmeer, Naaldwijk and Rijnsburg.	
<b>Description</b>	Bontempi has a warm red colour with a green heart. The heart stays green.	

[http://www.floraholland.com/SiteCollectionImages/Nov\\_xl/110278\\_Bontempi\\_xl.jpg](http://www.floraholland.com/SiteCollectionImages/Nov_xl/110278_Bontempi_xl.jpg)


<b>Tulipa parrot Marvel Parrot</b>		<b>Product code: 107082</b>
<b>New at FloraHolland</b>	No	
<b>New at location(s)</b>	Aalsmeer	
<b>Grower</b>	Triflor	
<b>Adm.no.</b>	562913	
<b>Supply</b>	112,000 stems in total. Starts Friday, 20 January at Aalsmeer.	
<b>Description</b>	Marvel Parrot is a pink parrot.	

[http://www.floraholland.com/SiteCollectionImages/Nov\\_xl/107082\\_Marvel\\_Parrot\\_xl.jpg](http://www.floraholland.com/SiteCollectionImages/Nov_xl/107082_Marvel_Parrot_xl.jpg)

<b>Tulipa parrot Orange Air</b>		<b>Product code: 107083</b>
<b>New at FloraHolland</b>	No	
<b>New at location(s)</b>	Aalsmeer	
<b>Grower</b>	Triflor	
<b>Adm.no.</b>	562913	
<b>Supply</b>	95,000 stems in total. Starts Friday, 20 or Monday, 23 January at Aalsmeer.	
<b>Description</b>	Orange Air is an orange parrot.	

[http://www.floraholland.com/SiteCollectionImages/Nov\\_xl/107083\\_Orange\\_Air\\_xl.jpg](http://www.floraholland.com/SiteCollectionImages/Nov_xl/107083_Orange_Air_xl.jpg)

## PlantPrimeurs

<b>Medinilla magnifica Belo</b>		<b>Product code: 110453</b>
<b>New at FloraHolland</b>	Yes	
<b>New at location(s)</b>	FloraHolland Connect	
<b>Grower</b>	Kwekerij Atlantis	
<b>Adm.no.</b>	24004	
<b>Supply</b>	Small quantities already delivered. Large quantities are now being delivered. 500 items a week. Supplied through FloraHolland Connect.	
<b>Description</b>	Belo has red buds and red flower stems. The leaf is a bright green, which contrasts well with the intense red of the bud.	

[http://www.floraholland.com/SiteCollectionImages/Nov\\_xl/110453\\_Belo\\_xl.jpg](http://www.floraholland.com/SiteCollectionImages/Nov_xl/110453_Belo_xl.jpg)

You can also find the Primeurs on our website:  
<http://www.floraholland.com/nl/inkopen/noviteiten/Pages/default.aspx>

Looking for a complete range of international cut flowers?  
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