

## Newsletter **Primeur**


Week 5/ 2012

Dear Business Partner,

Here is the latest information on **FleurPrimeurs** and the **PlantPrimeurs** available at FloraHolland from week 5. **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>Fritillaria imperialis Orange Beauty</b>		<b>Product code:109750</b>
<b>New at FloraHolland</b>	Yes	
<b>New at location(s)</b>	Aalsmeer and Rijnsburg	
<b>Grower</b>	Mts. de Jong-Velsma	
<b>Adm.no.</b>	511085	
<b>Supply</b>	2 trolleys on Monday and Thursday to Aalsmeer, and Tuesday and Friday to Rijnsburg. Deliveries have already started.	
<b>Description</b>	Little scent, orange flowers.	

[http://www.floraholland.com/SiteCollectionImages/Nov\\_xl/109750\\_Orange\\_Beauty\\_xl.jpg](http://www.floraholland.com/SiteCollectionImages/Nov_xl/109750_Orange_Beauty_xl.jpg)

### **PlantPrimeurs**

There are no **PlantPrimeurs** this week

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?  
 Visit our <http://www.flowers-catalog.com!>

## Winners of the FloraHolland *Glazen Tulp* Award 2012



*FloraHolland, 20 January 2012 (press release)* – On 19 January 2012, the winners of the FloraHolland *Glazen Tulp* Award 2012 were announced at Hotels van Oranje in Noordwijk, the Netherlands. Each year, FloraHolland presents this award to the most successful introduction to the market in the categories cut flowers, houseplants, garden plants and sales concepts. The four *Glazen Tulp* awards were presented at a festive gathering, where television personality and jury chairman Rob Verlinden had the honor of announcing the winners. This year, the winning products are:

### Cut Flowers category

- 1<sup>st</sup> prize: Disbudded Chrysanthemum ‘Anastasia Star Pink’ – supplier: Arcadia BV
- 2<sup>nd</sup> prize: Disbudded Chrysanthemum ‘Antonov Satin’ – supplier: Chrywijk BV
- 3<sup>rd</sup> prize: *Hydrangea macrophylla* ‘Magical Coral’ (blue) – suppliers: Kwekerij van Geffen VOF, Mts. Lambregts-van Loon, and Kwekerij Berkelrode

The jury was very taken with the subtle color progression (*dégradé*) of the disbudded Chrysanthemum ‘Anastasia Star Pink’: its *dégradé* is gorgeous and its color, which is unique and falls into the category of soft-tone, fits the current trend well. At the moment, skin tones are popular in both clothing and makeup. This flower’s potential for use in bridal bouquets is almost boundless.

### Houseplants category

- 1<sup>st</sup> prize: *Begonia elatior* Group ‘Sunny White’ (Sunny Side Up) – suppliers: Pligt Professionals BV and J.& P. ten Have
- Joint 2<sup>nd</sup> prize:
  - *Hydrangea macrophylla* ‘Avantgarde’ – supplier: Sjaak van Schie BV
  - and *Vriesea* ‘Valetta’ – supplier: Bromelia Specialist BV

The jury felt that there was no shame in being a begonia. It is more than just a plant for frumpy old ladies: it’s nostalgic, retro and very hip. Its name is well-chosen: what you see is definitely what you get.

#### **Garden Plants category**

- 1<sup>st</sup> prize: *Ptilotus exaltatus* ‘Joey’ – supplier: Firma C.&M. Kester
- 2<sup>nd</sup> prize: Garden Orchid – supplier: Anthura BV
- 3<sup>rd</sup> prize: *Hebe* ‘Hebedonna Julia’ – suppliers: J.E.F. Geerts, and Fa.Hkw C.M.A. Roozen & Zn

The jury found *Ptilotus exaltatus* ‘Joey’ to be truly innovative, soft and caressable. Whether or not it would be able to stand up to rain was fully put to the test. Its loose panicle fits the current trend well and the jury found itself intrigued by the plant’s name.

#### **Concepts category**

- 1<sup>st</sup> prize: Anthurium Full Colour ® – supplier: Anthura B.V.
- 2<sup>nd</sup> prize: Kweeksmakelijk – supplier: Kweeksmakelijk vof
- 3<sup>rd</sup> prize: LED it Shine – supplier: Ter Laak Orchideeën BV

The jury stated that Anthurium Full Colour ®, a simple, modern bouquet, was a success with male consumers. The product is well thought-out and not too expensive for the target group. Its long vase life is also to its advantage.

#### **Consumer increasingly at the hub**

Every year, hundreds of new products and concepts are introduced at FloraHolland. This is done via auction clock sales but also goes through FloraHolland Connect. Product innovation has always been important to the Dutch floriculture industry. Suppliers set themselves apart in the eyes of their buyers by introducing new products, and for exporters, new products offer a chance to surprise the customer with something innovative. Jury chairman Rob Verlinden explained that growers are increasingly unconcerned about considering innovative new products in isolation: they are preferring to make it all about the consumer.

#### **Winners to appear on Rob’s television program on SBS6**

Rob Verlinden’s television program, a production of the Dutch broadcaster SBS6, regularly features new flowers and plants. The judging procedure on 15 December and the celebratory finale on 19 January were both filmed and will be featured in an episode of this show as a compilation, to be broadcast in February 2012 on SBS6. This compilation will also include the *Glazen Tulp* 2012 awards ceremony. More information on, and photos of, the nominees are available at [www.floraholland.com/glazentulp](http://www.floraholland.com/glazentulp).

