

## Newsletter **Primeur**


Week 52/1 2011/2012

Dear Business Partner,


Here is the latest information on **FleurPrimeurs** and the **PlantPrimeurs** available at FloraHolland from weeks 52 and 1. **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 santini Zola</b>		<b>Product code: 110910</b>
<b>New at FloraHolland</b>	Yes	
<b>New at location(s)</b>	Aalsmeer and Naaldwijk	
<b>Grower</b>	Flower 4 All	
<b>Adm. no.</b>	3448	
<b>Supply</b>	Starts in week 52. 50,000 stems divided between Aalsmeer and Naaldwijk. The product code has been requested.	
<b>Description</b>	Zola is a single-flowered chrysanth and has a beautiful pink colour and a fresh green heart.	

[http://www.floraholland.com/SiteCollectionImages/Nov\\_xl/0\\_Chrysanthemum\\_santini\\_Zola\\_xl.jpg](http://www.floraholland.com/SiteCollectionImages/Nov_xl/0_Chrysanthemum_santini_Zola_xl.jpg)

<b>Chrysanthemum spray Radost Yellow</b>		<b>Product code:110825</b>
<b>New at FloraHolland</b>	Yes	
<b>New at location(s)</b>	Aalsmeer and Naaldwijk	
<b>Grower</b>	Dukker Chrysanten BV	
<b>Adm. no.</b>	20034	
<b>Supply</b>	Grower started delivering to Naaldwijk in week 51. Beginning with 15,000 stems a week, increasing to 25,000 stems a week, divided between Aalsmeer and Naaldwijk.	
<b>Description</b>	Radost Yellow is the yellow mutant of the cheerful species Radost and Radost Cream. The flower's centre is also, of course, a fresh green and it has all the good qualities you would expect of a Radost.	

[http://www.floraholland.com/SiteCollectionImages/Nov\\_xl/110825\\_Radost\\_Yellow\\_xl.jpg](http://www.floraholland.com/SiteCollectionImages/Nov_xl/110825_Radost_Yellow_xl.jpg)

### ConceptPrimeurs

<b>Primula Acaulis Grp Suze</b>		<b>Product code:109516</b>
<b>New at FloraHolland</b>	Yes	
<b>New at location(s)</b>	FloraHolland Connect	
<b>Grower</b>	Kwekerij Van Wijgerden	
<b>Adm. no.</b>	11234	
<b>Supply</b>	Available from week 1. 6,000 units a week through FloraHolland Connect.	
<b>Description</b>	Suze is a large double flower which can be placed indoors and outdoors.	

[http://www.floraholland.com/SiteCollectionImages/Nov\\_xl/109516\\_Suze\\_xl.jpg](http://www.floraholland.com/SiteCollectionImages/Nov_xl/109516_Suze_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>!

The information contained in this email message has been compiled with the greatest possible care.  
FloraHolland cannot be held responsible for any inaccuracies or omissions.