
Newsletter Primeur


Week 16/ 2011

Dear Business Partner,

Here is the latest information on **FleurPrimeurs** and the **PlantPrimeurs** available at FloraHolland from week 16. **FleurPrimeurs** and the **PlantPrimeurs** are new products that conform to predetermined conditions.


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

FleurPrimeurs


Chrysanthemum spray Exopolis		Product code:107004
New at FloraHolland	Yes	
New at location(s)	Aalsmeer and Naaldwijk	
Grower	Zentoo	
Adm.no.	20064	
Supply	35,000 stems a week. Delivered every day.	
Description	Exopolis is a strikingly decorative chrysanthemum, distinguishable by its color. The slogan for the Exopolis is Rich Purple Passion.	

http://www.floraholland.com/nl/inkopen/Noviteiten/PublishingImages/107004_Exopolis_xl.jpg




Chrysanthemum spray Lucia		Product code:108572
New at FloraHolland	No	 <p>A photograph of a spray of white chrysanthemum flowers with yellow centers and green foliage. A small 'VKC' logo is visible in the bottom left corner of the image.</p>
New at location(s)	Aalsmeer	
Grower	MTS. JANSSEN	
Adm.no.	70623	
Supply	Regular supply. 20,000 stems a week, rising to 50,000 a week after 2 weeks.	
Description	Lucia is characterized by its multitude of bright white flowers with beautiful green hearts as a contrast. Good leaf quality. It is an ideal species to put in bouquets.	

http://www.floraholland.com/nl/inkopen/Noviteiten/PublishingImages/108572_Lucia_xl.jpg

Limonium sinuatum Navy Sun Birds		Product code:109372
New at FloraHolland	Yes	 <p>A photograph of several stems of purple Limonium sinuatum flowers. A small 'VKC' logo is visible in the bottom left corner of the image.</p>
New at location(s)	Rijnsburg	
Grower	Gebr. R.&.S. van Paasen	
Adm.no.	32170	
Supply	3,000 stems a week. Regular supply.	
Description	Navy Sun Birds has an intense blue colour and lots of flowers on top.	


http://www.floraholland.com/nl/inkopen/Noviteiten/PublishingImages/109372_Navy_Sun_Birds_xl.jpg



Rosa large-bloomed Dukat		Product code:108584
New at FloraHolland	Yes	
New at location(s)	Aalsmeer	
Grower	Rosa Plaza A Q Roses	
Adm.no.	561470	
Supply	Already started. 10,000 stems a week.	
Description	Dukat is a very beautiful large-bloomed yellow rose. It has a wonderful bright yellow color that does not discolour despite its long vase life.	


http://www.floraholland.com/nl/inkopen/Noviteiten/PublishingImages/108584_Dukat_xl.jpg

PlantPrimeurs


Cyclamen persicum small- flowered Melody Outdoor Deep Rose		Product code:106685
New at FloraHolland	Yes	
New at location(s)	Aalsmeer and Naaldwijk	
Grower	Plantenk w van der Lugt	
Adm.no.	70518	
Supply	5,000 - 7,000 pieces a week.	
Description	The mini cyclamen Melody Outdoor (R). Product features: keeps flowering when cold (5-7 °C); Botrytis tolerant, marbled leaves, five bright colours, glossy (shiny) appearance. All plants are issued with the Outdoor label (which has become a familiar feature of the potted Gerbera Durora).	

http://www.floraholland.com/nl/inkopen/Noviteiten/PublishingImages/106685_Melody_Outdoor_Deep_Rose_xl.jpg




Cyclamen persicum small- flowered Melody Outdoor Light Pink Eye		Product code:106687
New at FloraHolland	Yes	
New at location(s)	Aalsmeer and Naaldwijk	
Grower	Plantenk w van der Lugt	
Adm.no.	70518	
Supply	5,000 - 7,000 items a week.	
Description	<p>The mini cyclamen Melody Outdoor (R). Product features: keeps flowering when cold (5-7 °C); Botrytis tolerant, marbled leaves, five bright colours, glossy (shiny) appearance.</p> <p>All plants are issued with the Outdoor label (which has become a familiar feature of the potted Gerbera Durora).</p>	


http://www.floraholland.com/nl/inkopen/Noviteiten/PublishingImages/106687_Melody_Outdoor_Light_Pink_Eye_xl.jpg

Cyclamen persicum small- flowered Melody Outdoor Purple		Product code:108473
New at FloraHolland	Yes	
New at location(s)	Aalsmeer and Naaldwijk	
Grower	Plantenk w van der Lugt	
Adm.no.	70518	
Supply	5,000 -7,000 items a week.	
Description	<p>The mini cyclamen Melody Outdoor (R). Product features: keeps flowering when cold (5-7 °C); Botrytis tolerant, marbled leaves, five bright colours, glossy (shiny) appearance.</p> <p>All plants are issued with the Outdoor label (which has become a familiar feature of the potted Gerbera Durora).</p>	

http://www.floraholland.com/nl/inkopen/Noviteiten/PublishingImages/108473_Melody_Outdoor_Purple_xl.jpg

Cyclamen persicum small-flowered Melody Outdoor Red		Product code: 106688
New at FloraHolland	Yes	
New at location(s)	Aalsmeer and Naaldwijk	
Grower	Plantenkwekerij van der Lugt	
Adm.no.	70518	
Supply	5,000 - 7,5000 pieces a week.	
Description	<p>The mini cyclamen Melody Outdoor (R). Product features: keeps flowering when cold (5-7 °C); Botrytis tolerant, marbled leaves, five bright colours, glossy (shiny) appearance.</p> <p>All plants are issued with the Outdoor label (which has become a familiar feature of the potted Gerbera Durora).</p>	

http://www.floraholland.com/nl/inkopen/Noviteiten/PublishingImages/106688_Melody_Outdoor_Red_xl.jpg

Cyclamen persicum small-flowered Melody Outdoor Pink White		Product code: 106686
New at FloraHolland	Yes	
New at location(s)	Aalsmeer and Naaldwijk	
Grower	Plantenkwekerij van der Lugt	
Adm.no.	70518	
Supply	5,000 - 7,000 pieces a week.	
Description	<p>The mini cyclamen Melody Outdoor (R). Product features: keeps flowering when cold (5-7 °C); Botrytis tolerant, marbled leaves, five bright colours, glossy (shiny) appearance.</p> <p>All plants are issued with the Outdoor label (which has become a familiar feature of the potted Gerbera Durora).</p>	

http://www.floraholland.com/nl/inkopen/Noviteiten/PublishingImages/106686_Melody_Outdoor_Pinky_White_xl.jpg

You can also find the Primeurs on our website:

<http://www.floraholland.com/NL/INKOPEN/NOVITEITEN/Pages/default.aspx>

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