


Newsletter Primeur


Week 26/ 2011

Dear Business Partner,


Here is the latest information on **FleurPrimeurs** and the **PlantPrimeurs** available at FloraHolland from week 26. **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

| Agapanthus Blitz Prestige | | Product code:109917 |
|----------------------------------|--|--|
| New at FloraHolland | Yes |  |
| New at location(s) | Naaldwijk | |
| Grower | WIM V.D. HOOGEN CUIJK BV | |
| Adm.no. | 26098 | |
| Supply | 3 times a week leading up to one trolley per delivery day. The agapanthus is delivered in lengths of 70 cm and in a small container with shelving support. | |
| Description | Blitz Prestige has a true blue colour. | |


http://www.floraholland.com/nl/inkopen/Noviteiten/PublishingImages/109917_Blitz_Prestige_xl.jpg

| Agapanthus Blitz Prestige | | Product code:109917 |
|----------------------------------|--|---|
| New at FloraHolland | Yes |  |
| New at location(s) | Aalsmeer, Naaldwijk and Rijnsburg | |
| Grower | BAS VLOET BLOEMISTERIJ | |
| Adm.no. | 566543 | |
| Supply | 15,000 stems a week. Delivered in lengths of 50 - 60 -70 cm. | |
| Description | Blitz Prestige has a true blue colour. | |


http://www.floraholland.com/nl/inkopen/Noviteiten/PublishingImages/109917_Blitz_Prestige_xl.jpg

| | | |
|--|--|---|
| Asclepias tuberosa Heron King Creme | | Product code:105239 |
| New at FloraHolland | Yes |  |
| New at location(s) | Aalsmeer and Rijnsburg | |
| Grower | REX FLORA | |
| Adm.no. | 94566 | |
| Supply | Already started. 15,000 stems a week divided between the colours and two locations. Available until the end of June, then again in September and October 2011. | |
| Description | Unique colour and large flowers. | |


http://www.floraholland.com/nl/inkopen/Noviteiten/PublishingImages/105239_Heron_King_Creme_xl.jpg

| | | |
|---|--|---|
| Asclepias tuberosa Heron King Orange | | Product code:105241 |
| New at FloraHolland | Yes |  |
| New at location(s) | Aalsmeer and Rijnsburg | |
| Grower | REX FLORA | |
| Adm.no. | 94566 | |
| Supply | Already started. 15,000 stems a week divided between the colours and two locations. Available until the end of June, then again in September and October 2011. | |
| Description | Unique colour and large flowers. | |

http://www.floraholland.com/nl/inkopen/Noviteiten/PublishingImages/105241_Heron_King_Orange_xl.jpg


| Asclepias tuberosa Heron King Pink | | Product code:105237 |
|---|--|---|
| New at FloraHolland | Yes |  |
| New at location(s) | Aalsmeer and Rijnsburg | |
| Grower | REX FLORA | |
| Adm.no. | 94566 | |
| Supply | Already started. 15,000 stems a week divided between the colours and two locations. Available until the end of June, then again in September and October 2011. | |
| Description | Unique colour and large flowers. | |

http://www.floraholland.com/nl/inkopen/Noviteiten/PublishingImages/105237_Heron_King_Pink_xl.jpg


| Asclepias tuberosa Heron King Purple | | Product code:105238 |
|---|--|---|
| New at FloraHolland | Yes |  |
| New at location(s) | Aalsmeer and Rijnsburg | |
| Grower | REX FLORA | |
| Adm.no. | 94566 | |
| Supply | Already started. 15,000 stems a week divided between the colours and two locations. Available until the end of June, then again in September and October 2011. | |
| Description | Unique colour and large flowers. | |

http://www.floraholland.com/nl/inkopen/Noviteiten/PublishingImages/105238_Heron_King_Purple_xl.jpg




| Asclepias tuberosa Heron King Yellow | | Product code:105240 |
|---|--|---|
| New at FloraHolland | Yes |  <p>VKC</p> |
| New at location(s) | Aalsmeer and Rijnsburg | |
| Grower | REX FLORA | |
| Adm.no. | 94566 | |
| Supply | Already started. 15,000 stems a week divided between the colours and two locations. Available until the end of June, then again in September and October 2011. | |
| Description | Unique colour and large flowers. | |


http://www.floraholland.com/nl/inkopen/Noviteiten/PublishingImages/105240_Heron_King_Yellow_xl.jpg

| Chrysanthemum disbud Galactica | | Product code:107749 |
|---------------------------------------|---|--|
| New at FloraHolland | No |  <p>VKC</p> |
| New at location(s) | Aalsmeer and Naaldwijk | |
| Grower | KZ Flowers | |
| Adm.no. | 4591 | |
| Supply | 25,000 stems a week. | |
| Description | Galactica has a flower diameter of about 12 cm. It has a green heart of 3 cm that rests in the middle of the upright snow-white petals. | |

http://www.floraholland.com/nl/inkopen/Noviteiten/PublishingImages/107749_Galactica_xl.jpg

| Chrysanthemum disbud Galactica Yellow | | Product code:110016 |
|--|---|---|
| New at FloraHolland | Yes |  |
| New at location(s) | Aalsmeer and Naaldwijk | |
| Grower | KZ Flowers | |
| Adm.no. | 4591 | |
| Supply | 12,000 stems a week divided between the two locations. | |
| Description | Galactica Yellow has big beautiful yellow flowers and an unmistakable large green heart. Galactica Yellow is supplied in bags to protect the flowers. | |

http://www.floraholland.com/nl/inkopen/Noviteiten/PublishingImages/110016_Galactica_Yellow_xl.jpg

| Veronica Christa Bubble Gum | | Product code:110096 |
|------------------------------------|--|---|
| New at FloraHolland | Yes |  |
| New at location(s) | Naaldwijk and Rijnsburg | |
| Grower | FA. KLEPPER | |
| Adm.no. | 29410 | |
| Supply | 13,500 stems a week divided between the two locations. | |
| Description | Bubble Gum is pink. | |

http://www.floraholland.com/nl/inkopen/Noviteiten/PublishingImages/110096_Christa_Bubble_Gum_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>

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