

Newsletter **Primeur**


Week 14/ 2011

Dear Business Partner,

Here is the latest information on **FleurPrimeurs** and the **PlantPrimeurs** available at FloraHolland from week 14. **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


Alstroemeria Greenday		Product code:109488
New at FloraHolland	Yes	
New at location(s)	Aalsmeer	
Grower	Van Veen / Together2Grow	
Adm.no.	16645	
Supply	Starting with 3,000 stems, increasing to 7,000 stems a week.	
Description	Green Alstroemeria.	

http://www.floraholland.com/nl/inkopen/Noviteiten/PublishingImages/109488_Greenday_xl.jpg




Chrysanthemum spray Lucia		Product code:108572
New at FloraHolland	Yes	
New at location(s)	Naaldwijk	
Grower	MTS. JANSSEN	
Adm.no.	70623	
Supply	Regular supply. 20,000 stems a week, after two weeks increasing to 50,000 a week.	
Description	Lucia is characterized by a multitude of bright white flowers that have beautiful green hearts to contrast. Good leaf quality. It is an ideal species to include in a bouquet.	

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


Rose large-bloomed Megastar		Product code:103998
New at FloraHolland	Yes	
New at location(s)	Naaldwijk	
Grower	EMINENT Top Roos	
Adm.no.	130708	
Supply	Delivery days: Monday, Tuesday, Wednesday, Friday	
Description	Megastar has big yellow buds with a pale red flame. A constant yellow colour all year round.	

http://www.floraholland.com/nl/inkopen/Noviteiten/PublishingImages/103998_Megastar_xl.jpg

Rose large-bloomed Outlaw!		Product code:108518
New at FloraHolland	Yes	
New at location(s)	Aalsmeer	
Grower	Rosa Plaza A Q Roses	
Adm.no.	561470	
Supply	10,000 stems a week.	
Description	Outlaw! is a striking red and yellow bi-coloured rose. Outlaw! has beautiful, sharp colors.	

http://www.floraholland.com/nl/inkopen/Noviteiten/PublishingImages/108518_Outlaw!_xl.jpg

PlantPrimeurs

Dahlia LaBella Piccolo Mixed		Product code: 108939
New at FloraHolland	Yes	
New at location(s)	Aalsmeer and Naaldwijk	
Grower	Potpl.Kw Sjaloom BV	
Adm.no.	85000	
Supply	Already started. 10,000 pieces a week.	
Description	<p>LaBella Piccolo has small flowers and small leaves. The flower has beautiful bright colours. The range consists of five species and/or colours:</p> <p>Coral (108933), Fandango (108936), Orange (108935), Rose (108937), White (108938) and Yellow (107887).</p>	

You can also find the Primeurs on our website:
<http://www.floraholland.com/NL/INKOPEN/NOVITEITEN/Pages/default.aspx>

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