


**Newsletter Primeur**


Week 19/ 2011

Dear Business Partner,


Here is the latest information on **FleurPrimeurs** and the **PlantPrimeurs** available at FloraHolland from week 19. **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**

<b>Alstroemeria Galileo</b>		<b>Product code:106564</b>
<b>New at FloraHolland</b>	No	
<b>New at location(s)</b>	Naaldwijk	
<b>Grower</b>	Van Veen / Together2Grow	
<b>Adm.no.</b>	16645	
<b>Supply</b>	5,000 stems a week. Deliveries Monday, Tuesday and Wednesday.	
<b>Description</b>	White with a lilac exterior. New in the heavy exclusive range.	


[http://www.floraholland.com/nl/inkopen/Noviteiten/PublishingImages/106564\\_Galileo\\_xl.jpg](http://www.floraholland.com/nl/inkopen/Noviteiten/PublishingImages/106564_Galileo_xl.jpg)


<b>Chrysanthemum spray Dante</b>		<b>Product code:106163</b>
<b>New at FloraHolland</b>	No	
<b>New at location(s)</b>	Naaldwijk	
<b>Grower</b>	Bovebo BV	
<b>Adm.no.</b>	86886	
<b>Supply</b>	12,000 stems.	
<b>Description</b>	Dante has a dark pink centre which runs through a soft pink to a white at the ends.	

[http://www.floraholland.com/nl/inkopen/Noviteiten/PublishingImages/106163\\_Dante\\_xl.jpg](http://www.floraholland.com/nl/inkopen/Noviteiten/PublishingImages/106163_Dante_xl.jpg)


Chrysanthemum spray Gonzales		Product code: 109583
<b>New at FloraHolland</b>	Yes	
<b>New at location(s)</b>	Naaldwijk	
<b>Grower</b>	Buijs Chrysant	
<b>Adm.no.</b>	42811	
<b>Supply</b>	15,000 stems a week.	
<b>Description</b>	Gonzales is a bright green chrysanthemum with a full umbel.	

[http://www.floraholland.com/nl/inkopen/Noviteiten/PublishingImages/109583\\_Gonzales\\_xl.jpg](http://www.floraholland.com/nl/inkopen/Noviteiten/PublishingImages/109583_Gonzales_xl.jpg)

Chrysanthemum disbud Antonov Satin		Product code: 109760
<b>New at FloraHolland</b>	Yes	
<b>New at location(s)</b>	Naaldwijk	
<b>Grower</b>	CHRYWIJK	
<b>Adm.no.</b>	539546	
<b>Supply</b>	15,000 stems a week.	
<b>Description</b>	<p>Antonov Satin is a large disbud chrysanth. It's flower opens fully as soon as it is put in the vase.</p> <p>Seeing is believing. Antonov Satin literally grows in the vase. See how it grows:  <a href="http://www.dekkerchrysanten.nl/english/home.aspx">www.dekkerchrysanten.nl/english/home.aspx</a></p>	

<b>Dianthus spray Piaff</b>		<b>Product code:108399</b>
<b>New at FloraHolland</b>	Yes	
<b>New at location(s)</b>	Naaldwijk	
<b>Grower</b>	Ab van Kester	
<b>Adm.no.</b>	1161	
<b>Supply</b>	10,000 stems a week. Daily supply.	
<b>Description</b>	Piaff has a bright red color. The flowers are velvety smooth.	

[http://www.floraholland.com/nl/inkopen/Noviteiten/PublishingImages/108399\\_Piaff\\_xl.jpg](http://www.floraholland.com/nl/inkopen/Noviteiten/PublishingImages/108399_Piaff_xl.jpg)

<b>Rosa large-bloomed Oxygen®</b>		<b>Product code:109594</b>
<b>New at FloraHolland</b>	Yes	
<b>New at location(s)</b>	Aalsmeer	
<b>Grower</b>	De Buitenvaart	
<b>Adm.no.</b>	503359	
<b>Supply</b>	25,000 stems. Already started.	
<b>Description</b>	The Oxygen ® is a light pink rose. The colour is a unique marzipan pink.	

[http://www.floraholland.com/nl/inkopen/Noviteiten/PublishingImages/109594\\_Oxygen\\_xl.jpg](http://www.floraholland.com/nl/inkopen/Noviteiten/PublishingImages/109594_Oxygen_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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