





**FleurPrimeurs**


<b>Alstroemeria Paxi</b>		<b>Product code: 106563</b>
<b>New at FloraHolland</b>	No, already introduced at Aalsmeer	
<b>New at location(s)</b>	Rijnsburg	
<b>Grower</b>	H.M. Tesselaar	
<b>Adm. no.</b>	10576	
<b>Supply</b>	In the beginning, a small number, but to increase later. One trolley per supply day.	
<b>Description</b>	Color is white.	
<b>Link photo</b>	<a href="http://www.floraholland.com/nl/inkopen/Noviteiten/PublishingImages/foto's/172028.jpg">http://www.floraholland.com/nl/inkopen/Noviteiten/PublishingImages/foto's/172028.jpg</a>	

<b>Chrysanthemum spray Airco</b>		<b>Product code: 106562</b>
<b>New at FloraHolland</b>	Yes	
<b>New at location(s)</b>	Naaldwijk	
<b>Grower</b>	VDL Fleurs	
<b>Adm. no.</b>	12251	
<b>Supply</b>	Starts Friday, 4 June 2010. 50,000 items a week	
<b>Description</b>	Airco is a bi-colored spray chrysanth with a colorfast flower. Due to the fresh contrast between its white/ purple florets and green heart, Airco is a welcome newcomer.	
<b>Link photo</b>	<a href="http://www.floraholland.com/nl/inkopen/Noviteiten/PublishingImages/foto's/172146.jpg">http://www.floraholland.com/nl/inkopen/Noviteiten/PublishingImages/foto's/172146.jpg</a>	



<b>Lily LA Moselle</b>		<b>Product code: 102808</b>
<b>New at FloraHolland</b>	Yes	
<b>New at location(s)</b>	Naaldwijk	
<b>Grower</b>	Kwekerij Quality	
<b>Adm. no.</b>	23757	
<b>Supply</b>	Starts with 5,000 stems a week. More available later.	
<b>Description</b>	Moselle has a large, pink flower.	
<b>Link photo</b>	<a href="http://www.floraholland.com/nl/inkopen/Noviteiten/PublishingImages/foto's/168098.jpg">http://www.floraholland.com/nl/inkopen/Noviteiten/PublishingImages/foto's/168098.jpg</a>	

<b>Peony Canary Brilliant</b>		<b>Product code: 27991</b>
<b>New at FloraHolland</b>	Yes	
<b>New at location(s)</b>	Aalsmeer	
<b>Grower</b>	Mw. A.G.M. Vertelman	
<b>Adm. no.</b>	40940	
<b>Supply</b>	25,000 stems in total. Auctions every day except Wednesday.	
<b>Description</b>	Canary Brilliant has a distinctive salmon pink color.	
<b>Link photo</b>	<a href="http://www.floraholland.com/nl/inkopen/Noviteiten/PublishingImages/foto's/163112.jpg">http://www.floraholland.com/nl/inkopen/Noviteiten/PublishingImages/foto's/163112.jpg</a>	

Peony Itoh hybrid 'Shining Light'		Product code: pending
<b>New at FloraHolland</b>	Yes	
<b>New at location(s)</b>	Naaldwijk	
<b>Grower</b>	VAN GURP AC PLANT 1991	
<b>Adm. no.</b>	1991	
<b>Supply</b>	1,000 a week for the next three weeks.	
<b>Description</b>	<p>'Shining Light' distinguishes itself with its very compact plant habitat and wonderful half-filled yellow flowers that bloom just above the plant. The red-flamed base of the petals provides a powerful contrast. The flowers have a very pleasant fragrance. This variety is no higher than approx. 70 cm and needs no support at all. It flowers at the end of May.</p>	
<b>Link photo</b>	<a href="http://www.floraholland.com/nl/inkopen/Noviteiten/PublishingImages/foto's/173637.jpg">http://www.floraholland.com/nl/inkopen/Noviteiten/PublishingImages/foto's/173637.jpg</a>	

## The Glass Tulip Award Ceremony 2010



FLORAHOLLAND, 21 May 2010 (press release) - Last week, the winners of The Glass Tulip were announced in Rijnsburg. FloraHolland hands out this annual award for the most promising new cut flowers, house plants, garden plants and sales concepts. Four Glass Tulips were presented during a festive gathering. TV presenter and jury chairman Rob Verlinden had the honor of announcing the winners.

Every year, hundreds of innovations and concepts are introduced at FloraHolland. This happens through the auction clocks but also through FloraHolland Connect. Product modernization has always been a significant strength of the Dutch floricultural industry. Growers distinguish themselves by making new products available. Dealers see innovations as an opportunity to surprise their customers with something new. Jury chairman Rob Verlinden explained that innovations result in the consumer taking centre stage. Growers are less inclined to look only at the product and have more of an eye on the consumer. The following products were awarded prizes this year:

### **Category garden plants:**

- 1<sup>st</sup> prize: Taste of Nature - Jac. V.d. Hoeven Boomkwekerij
- 2<sup>nd</sup> prize: Campanula SWEET MEE® - Fairytale Flowers
- 3<sup>rd</sup> prize: Phylliopsis hillieri 'Sprite' - Kortenhorst Boomkwekerij

The jury found that the winner, Taste of Nature, provided an experience of nature in miniature. Taste of Nature reflects completely the trend of the edible garden. The shapes of the small trees suit every patio and balcony.

### **Category house plants**

- 1<sup>st</sup> prize: Blad-Vriesea Mix - Stofbergen Plant Company
- 2<sup>nd</sup> prize: Kalanchoë more flowers 'Paris' - Queen
- 3<sup>rd</sup> prize: Alocasia Black Magic - Kwekerij J. de Groot

The Blad-Vriesea Mix is, according to the jury, an authentic plant with an enormous ornamental value that keeps on flowering. The plant has a beautiful silhouette, is compact and the mix has a good diversity.

#### **Category concepts**

1<sup>st</sup> prize: Wallflower - Wallflower

2<sup>nd</sup> prize: Puur Aroma - Vaste Plantenkwekerij Radder

3<sup>rd</sup> prize: Phalaenopsis Mirror Miracle - Opti-flor BV

The jury described the winner, Wallflower, as attractively stylized and easy to use. Wallflower will appeal to a new target group that has previously not been interested in house plants.

#### **Category cut flowers**

1<sup>st</sup> prize: Rose large-bloomed 'Deep Water' - Zuurbier & Co, Sjaak van der Hulst  
Rozenkwekerijen

2<sup>nd</sup> prize: Peony lactiflora 'White Pool' - Kwekerij Besseling

3<sup>rd</sup> prize: Hydrangea 'Papillon' - Hydraflower

The jury was completely charmed with the subtle color gradation (dégradé) of the flower and the light fragrance of the large-bloomed rose 'Deep Water'. Jury member Aty Luitze spoke of 'a real love rose' that you wouldn't want to receive from your neighbor but you would from your husband.

#### **Winners on TV's 'De Tuinruimers'**

Dutch television broadcaster SBS6 is going broadcast a review of The Glass Tulip 2010 award ceremony in its garden makeover program 'De Tuinruimers' (the British equivalent is 'Garden Invaders'). It will be shown on Saturday, 5 June between 17.00 and 18.00.

*Photo caption: TV presenter Rob Verlinden hands the winners of The Glass Tulip 2010 their Glass Tulips. From left to right: Arjo Boers van Jac. v.d. Hoeven Boomkwekerij (winner in the garden plants category), Paul van der Hulst, Sjors Boers, Marja Oudhuis van Zuurbier & Co (winner in the cut flowers category), Rob Verlinden (TV presenter of De Tuinruimers), Timo Huges (General Director FloraHolland), Ed Stofbergen van Stofbergen Plant Company (winner in the house plants category) and Eric van der Horst van Wallflower (winner in the concepts category).*

Photos of the winning products can be found on [www.floraholland.com](http://www.floraholland.com).

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