



## Newsletter **Primeur**


Week 23/ 2011

Dear Business Partner,


Here is the latest information on **FleurPrimeurs** and the **PlantPrimeurs** available at FloraHolland from week 23. **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 Voyager</b>		<b>Product code:109966</b>
<b>New at FloraHolland</b>	Yes	
<b>New at location(s)</b>	Aalsmeer	
<b>Grower</b>	H.M. TESSELAAR	
<b>Adm.no.</b>	10576	
<b>Supply</b>	3,000 stems a week. Supplied 3 days a week.	
<b>Description</b>	Voyager is a heavy bright yellow alstroemeria.	

[http://www.floraholland.com/nl/inkopen/Noviteiten/PublishingImages/109966\\_Voyager\\_xl.jpg](http://www.floraholland.com/nl/inkopen/Noviteiten/PublishingImages/109966_Voyager_xl.jpg)


<b>Chrysanthemum santini Karibu</b>		<b>Product code:109987</b>
<b>New at FloraHolland</b>	Yes	
<b>New at location(s)</b>	Aalsmeer and Naaldwijk	
<b>Grower</b>	Hans & Ruud Hendriks	
<b>Adm.no.</b>	122501	
<b>Supply</b>	16,000 stems divided between the two locations. From week 37, 40,000 stems divided between the two locations. Delivered every day.	
<b>Description</b>	Karibu is a single-flowered santini and has a bright orange colour. Gives lots of flowers on each stem.	

[http://www.floraholland.com/nl/inkopen/Noviteiten/PublishingImages/109987\\_Karibu\\_xl.jpg](http://www.floraholland.com/nl/inkopen/Noviteiten/PublishingImages/109987_Karibu_xl.jpg)




Hydrangea macrophylla Magical Revolution		Product code: 105571
New at FloraHolland	No	
New at location(s)	Rijnsburg	
Grower	Fa van Nobelen	
Adm.no.	509614	
Supply	720 stems a week. About 4x for the Clock.	
Description	Magical Revolution has a very firm head.	

[http://www.floraholland.com/nl/inkopen/Noviteiten/PublishingImages/105571\\_Magical\\_Revolution\\_xl.jpg](http://www.floraholland.com/nl/inkopen/Noviteiten/PublishingImages/105571_Magical_Revolution_xl.jpg)


Phlox Paniculata Eve		Product code: 109934
New at FloraHolland	Yes	
New at location(s)	Aalsmeer	
Grower	Gafni Efraim	
Adm.no.	555110	
Supply	10,000 a week and 50,000 pieces in total, with a regular supply. Deliveries already started.	
Description	Bi-coloured Phlox in pink and purple.	

[http://www.floraholland.com/nl/inkopen/Noviteiten/PublishingImages/109934\\_Eve\\_xl.jpg](http://www.floraholland.com/nl/inkopen/Noviteiten/PublishingImages/109934_Eve_xl.jpg)



<b>Phlox Paniculata Neon Flare Blue</b>		<b>Product code:109935</b>
<b>New at FloraHolland</b>	Yes	
<b>New at location(s)</b>	Aalsmeer	
<b>Grower</b>	Gafni Efraim	
<b>Adm.no.</b>	555110	
<b>Supply</b>	10,000 pieces a week supplied over the next 6 weeks. Deliveries have already started.	
<b>Description</b>	A unique purple-blue phlox.	

[http://www.floraholland.com/nl/inkopen/Noviteiten/PublishingImages/109935\\_Neon\\_Flare\\_Blue\\_xl.jpg](http://www.floraholland.com/nl/inkopen/Noviteiten/PublishingImages/109935_Neon_Flare_Blue_xl.jpg)

<b>Rosa large-bloomed Heidi!</b>		<b>Product code:104927</b>
<b>New at FloraHolland</b>	Yes	
<b>New at location(s)</b>	Aalsmeer	
<b>Grower</b>	Tinaw Flower	
<b>Adm.no.</b>	4480	
<b>Supply</b>	Supply already started. Has 1 hectare.	
<b>Description</b>	Heidi! has a wonderful light pink colour. It has large buds, few thorns and long stems.	

[http://www.floraholland.com/nl/inkopen/Noviteiten/PublishingImages/104927\\_Heidi!\\_xl.jpg](http://www.floraholland.com/nl/inkopen/Noviteiten/PublishingImages/104927_Heidi!_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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