



Newsletter **Primeur**


Week 6/ 2011

Dear Business Partner,


Here is the latest information on **FleurPrimeurs** and the **PlantPrimeurs** available at FloraHolland from week 6. **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

Tanacetum parthenium Pure Kamille		Product code:108298
New at FloraHolland	No	
New at location(s)	Naaldwijk, Rhein-Maas and FloraHolland Connect	
Grower	JB MATRICARIA	
Adm.no.	71417	
Supply	Between 9,000 and 40,000 stems per auction day, spread over the various locations. Already started supplying Rhein-Maas auction.	
Description	Pure Kamille originates from the Pure line. The products from the pure line are grown with vitalised water. As a result, the colour is deeper, the scent more intense and the product more robust.	

http://www.floraholland.com/nl/inkopen/Noviteiten/PublishingImages/108298_Pure_Kamille_xl.jpg


Tanacetum parthenium Pure White		Product code:108296
New at FloraHolland	No	
New at location(s)	Naaldwijk, Rhein-Maas and FloraHolland Connect	
Grower	JB MATRICARIA	
Adm.no.	71417	
Supply	Between 6,000 and 10,000 stems per auction day, spread over the various locations. Already started supplying Rhein-Maas auction.	
Description	Pure White originates from the Pure line. The products from the pure line are grown with vitalised water. As a result, the colour is deeper, the scent more intense and the product more robust.	

http://www.floraholland.com/nl/inkopen/Noviteiten/PublishingImages/108296_Pure_White_xl.jpg


Tanacetum parthenium Pure Yellow		Product code: 108297
New at FloraHolland	No	
New at location(s)	Naaldwijk, Rhein-Maas and FloraHolland Connect	
Grower	JB MATRICARIA	
Adm.no.	71417	
Supply	Between 4,000 and 20,000 stems per auction day, spread over the various locations. Already started supplying Rhein-Maas auction.	
Description	Pure Yellow originates from the Pure line. The products from the pure line are grown with vitalised water. As a result, the colour is deeper, the scent more intense and the product more robust.	

http://www.floraholland.com/nl/inkopen/Noviteiten/PublishingImages/108297_Pure_Yellow_xl.jpg

PlantPrimeurs

Anthurium Deco Rosso		Product code: 105522
New at FloraHolland	Yes	
New at location(s)	Naaldwijk	
Grower	HOFZICHT RP GROUP	
Adm.no.	707	
Supply	5,000 pieces in total.	
Description	Deco Rosso has a unique wine-red color with a purple-brown spadix. It's a compact plant filled with flowers that create an exuberent whirl. Deco Rosso has dark green rigid foliage.	

http://www.floraholland.com/nl/inkopen/Noviteiten/PublishingImages/105522_Deco_Rosso_xl.jpg

Kalanchoë Diamond® serie		Product code:
New at FloraHolland	No	
New at location(s)	Connect	
Grower	Kwekerij Vreugdenberg BV	
Adm.no.	17219	
Supply		
Description	Larger flowers, more intense colors. Florist and garden center concept. Various colors.	

http://www.floraholland.com/nl/inkopen/Noviteiten/PublishingImages/0_Kalanchoë_Diamond®_serie_xl.jpg

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

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