


**Newsletter Primeur**


Week 11/ 2011

Dear Business Partner,


Here is the latest information on **FleurPrimeurs** and the **PlantPrimeurs** available at FloraHolland from week 11. **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>Chrysanthemum spray Dante</b>		<b>Product code:106163</b>
<b>New at FloraHolland</b>	Yes	
<b>New at location(s)</b>	Naaldwijk	
<b>Grower</b>	Bovebo BV	
<b>Adm.no.</b>	86886	
<b>Supply</b>	10,000 stems per week.	
<b>Description</b>	Dante runs from dark pink in the centre, through soft pink to 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)


<b>Chrysanthemum spray Gabbana</b>		<b>Product code:108373</b>
<b>New at FloraHolland</b>	Yes	
<b>New at location(s)</b>	Aalsmeer	
<b>Grower</b>	Hampie Flower BV	
<b>Adm.no.</b>	11815	
<b>Supply</b>	Around 40 to 50,000 pieces a week. Supplied daily. Available year round.	
<b>Description</b>	The Gabbana is a bright white spray chrysanthemum with a beautiful spray structure and lots of flowers on each branch. The anemone-like flower has a unique appearance because of the contrast with the green heart.	

[http://www.floraholland.com/nl/inkopen/Noviteiten/PublishingImages/108373\\_Gabbana\\_xl.jpg](http://www.floraholland.com/nl/inkopen/Noviteiten/PublishingImages/108373_Gabbana_xl.jpg)




Chrysanthemum spray Radost Cream		Product code: 109143
New at FloraHolland	Yes	 VKC
New at location(s)	Aalsmeer en Naaldwijk	
Grower	Dukker Chrysanten BV	
Adm.no.	20034	
Supply	30,000 stems a week. Supplied daily.	
Description	Radost Cream is cream in color with a green heart. The flower is anemone-shaped and like all Radost has an enormous amount of flowers on each branch.	

[http://www.floraholland.com/nl/inkopen/Noviteiten/PublishingImages/109143\\_Radost\\_Cream\\_xl.jpg](http://www.floraholland.com/nl/inkopen/Noviteiten/PublishingImages/109143_Radost_Cream_xl.jpg)


Chysanthemum spray Gabbana		Product code: 108373
New at FloraHolland	Yes	 VKC
New at location(s)	Naaldwijk	
Grower	GOMMANS-FLOWERS	
Adm.no.	31645	
Supply	50,000 stems supplied weekly, divided between both auctions.	
Description	The novel Gabbana is a bright white spray chrysanthemum with a beautiful spray structure and lots of flowers on each branch. The anemone-like flower has a unique appearance because of the contrast with the green heart.	

[http://www.floraholland.com/nl/inkopen/Noviteiten/PublishingImages/108373\\_Gabbana\\_xl.jpg](http://www.floraholland.com/nl/inkopen/Noviteiten/PublishingImages/108373_Gabbana_xl.jpg)




Rose large-bloomed Musette!		Product code:107531
New at FloraHolland	Yes	
New at location(s)	Aalsmeer and Naaldwijk	
Grower	Sjaak v.d. Hulst Rozenkwekerij BV	
Adm.no.	23985	
Supply	15,000 stems a week. Regular supply.	
Description		

[http://www.floraholland.com/nl/inkopen/Noviteiten/PublishingImages/107531\\_Musette!\\_xl.jpg](http://www.floraholland.com/nl/inkopen/Noviteiten/PublishingImages/107531_Musette!_xl.jpg)

Rose large-bloomed Wham		Product code:104948
New at FloraHolland	Yes	
New at location(s)	Aalsmeer and Naaldwijk	
Grower	Sjaak v.d. Hulst Rozenkwekerij BV	
Adm.no.	23985	
Supply	10,000 stems a week. Regular supply.	
Description	A special (old) pink colour with light green on the outside. The rose has a lightly thorned, full leaf. The colour combination of the flower with the green leaf is special. Length 70-100 cm.	

[http://www.floraholland.com/nl/inkopen/Noviteiten/PublishingImages/104948\\_Wham\\_xl.jpg](http://www.floraholland.com/nl/inkopen/Noviteiten/PublishingImages/104948_Wham_xl.jpg)

**PlantPrimeurs**

<b>Hydranchia Dschinni</b>		<b>Product code:104712</b>
<b>New at FloraHolland</b>	Yes	
<b>New at location(s)</b>	FloraHolland Connect	
<b>Grower</b>	Kwekerij de Stadsweiden	
<b>Adm.no.</b>	84672	
<b>Supply</b>	Around 1,000 pieces a week. The plant is supplied in pot size 15 cm. There are 4 to 9 flowers on the plant.	
<b>Description</b>	Hydrangea with a black stem and a reddish-pink flower; 4 to 9 flowers on the plant. Pot size is 15 cm.	

[http://www.floraholland.com/nl/inkopen/Noviteiten/PublishingImages/104712\\_Dschinni\\_xl.jpg](http://www.floraholland.com/nl/inkopen/Noviteiten/PublishingImages/104712_Dschinni_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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