



Newsletter **Primeur**


Week 44/2010

Dear Business Partner,


Here is the latest information on **FleurPrimeurs** and the **PlantPrimeurs** available at FloraHolland from week 44. **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

Chrysanthemum disbud Pantheon		Product code:105501
New at FloraHolland	No	
New at location(s)	Rijnsburg	
Grower	P.C.J. Wubben CV	
Adm.no.	1577	
Supply	10,000 stelen.	
Description	Pantheon has a bright red color and a flower diameter of at least 10 cm.	


http://www.floraholland.com/nl/inkopen/Noviteiten/PublishingImages/105501_Pantheon_xl.jpg

Chrysanthemum spray Desire		Product code:107611
New at FloraHolland	No	
New at location(s)	Naaldwijk	
Grower	DE HEUVE	
Adm.no.	3249	
Supply	11,000 stems	
Description	Desire is a velvet red, single-flowered spray chrysanth.	


http://www.floraholland.com/nl/inkopen/Noviteiten/PublishingImages/107611_Desire_xl.jpg

Lily oriental Paradero		Product code: 100686
New at FloraHolland	Yes	
New at location(s)	Aalsmeer	
Grower	De Jong Flowers BV	
Adm.no.	212495	
Supply	Already started. 3,000 stems a week.	
Description	Extremely large calyx with a beautiful structure and a unique color.	

http://www.floraholland.com/nl/inkopen/Noviteiten/PublishingImages/100686_Paradero_xl.jpg


Lily oriental Parasol		Product code: 106981
New at FloraHolland	Yes	
New at location(s)	Aalsmeer	
Grower	Kwekerij A. en L. Duin	
Adm.no.	84606	
Supply	1,500 stems a week.	
Description	Upright buds on the stem. Large pink flowers with a white star-shaped heart.	

http://www.floraholland.com/nl/inkopen/Noviteiten/PublishingImages/106981_Parasol_xl.jpg

Phlox Paniculata Orit		Product code:108375
New at FloraHolland	Yes	
New at location(s)	Aalsmeer, Naaldwijk en Rijnsburg	
Grower	Alperovitz Farm	
Adm.no.	35526	
Supply	Already started. 10,000 stems, regular supply.	
Description	Orit is a bi-colored Phlox.	

http://www.floraholland.com/nl/inkopen/Noviteiten/PublishingImages/108375_Orit_xl.jpg

PlantPrimeurs

Leucothoe fontanesiana Whitewater		Product code:319566
New at FloraHolland	Yes	
New at location(s)	FloraHolland Connect	
Grower	Boomkw Ron van Opstal BV	
Adm.no.	74376	
Supply	Already started. Limited availability.	
Description	The leaf of the Whitewater has a black and white edge and a purple glow.	

http://www.floraholland.com/nl/inkopen/Noviteiten/PublishingImages/319566_LEUCOTHOE_FO_WHITEWA_xl.jpg

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

The information contained in this email message has been compiled with the greatest possible care.
 FloraHolland cannot be held responsible for any inaccuracies or omissions.