

Newsletter **Primeur**


Week 3/ 2011

Dear Business Partner,


Here is the latest information on **FleurPrimeurs** and the **PlantPrimeurs** available at FloraHolland from week 3. **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

| Philodendron Silver Queen | | Product code:109073 |
|----------------------------------|---|--|
| New at FloraHolland | Yes |  |
| New at location(s) | Connect | |
| Grower | MDK Flowers & Greens | |
| Adm.no. | 18044 | |
| Supply | 250 stems a week. | |
| Description | Silver Queen is characterized by its special arrow shape and beautiful silver-gray coloring. Silver Queen is available per 25 in a container. Length 55 cm. | |

http://www.floraholland.com/nl/inkopen/Noviteiten/PublishingImages/109073_Silver_Queen_xl.jpg

| | | |
|--------------------------------------|--|---|
| Rose large-bloomed Red Knight | | Product code:108381 |
| New at FloraHolland | Yes |  |
| New at location(s) | Aalsmeer | |
| Grower | De Ruiters Innovations BV | |
| Adm.no. | 12862 | |
| Supply | 2,000 - 4,000 stems a week. | |
| Description | A red rose with a full bud comprising 50-60 petals. A sturdy stem with a limited number of thorns. | |

http://www.floraholland.com/nl/inkopen/Noviteiten/PublishingImages/108381_Red_Knight_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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