



## Newsletter **Primeur**


Week 50/ 2010

Dear Business Partner,


Here is the latest information on **FleurPrimeurs** and the **PlantPrimeurs** available at FloraHolland from week 50. **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 Soundtrack</b>		<b>Product code:107697</b>
<b>New at FloraHolland</b>	Yes	
<b>New at location(s)</b>	Naaldwijk	
<b>Grower</b>	Kester Flowers	
<b>Adm.no.</b>	16394	
<b>Supply</b>	10,000-13,000 pieces a week	
<b>Description</b>	Soundtrack is red and yellow with a beautiful light-green heart.	


[http://www.floraholland.com/nl/inkopen/Noviteiten/PublishingImages/107697\\_Soundtrack\\_xl.jpg](http://www.floraholland.com/nl/inkopen/Noviteiten/PublishingImages/107697_Soundtrack_xl.jpg)

<b>Chrysanthemum spray Velia</b>		<b>Product code:108464</b>
<b>New at FloraHolland</b>	Yes	
<b>New at location(s)</b>	Naaldwijk	
<b>Grower</b>	Arcadia	
<b>Adm.no.</b>	15005	
<b>Supply</b>	20,000 pieces a week	
<b>Description</b>	Velia is a pink spray chrysanth with a green heart.	

[http://www.floraholland.com/nl/inkopen/Noviteiten/PublishingImages/108464\\_Velia\\_xl.jpg](http://www.floraholland.com/nl/inkopen/Noviteiten/PublishingImages/108464_Velia_xl.jpg)

<b>Zantedeschia Red Adair</b>		<b>Product code: 108236</b>
<b>New at FloraHolland</b>	Yes	
<b>New at location(s)</b>	Aalsmeer and Naaldwijk	
<b>Grower</b>	Tsara Zantedeschia	
<b>Adm.no.</b>	94172	
<b>Supply</b>	2,500 stems a week. Total 15,000 stems.	
<b>Description</b>	Red Adair is red and has a round calyx and a classic round shape.	

[http://www.floraholland.com/nl/inkopen/Noviteiten/PublishingImages/108236\\_Red\\_Adair\\_xl.jpg](http://www.floraholland.com/nl/inkopen/Noviteiten/PublishingImages/108236_Red_Adair_xl.jpg)

<b>Zantedeschia White Sox</b>		<b>Product code: 108235</b>
<b>New at FloraHolland</b>	Yes	
<b>New at location(s)</b>	Aalsmeer	
<b>Grower</b>	Tsara Zantedeschia	
<b>Adm.no.</b>	94172	
<b>Supply</b>	3,500 stems a week. Total 20,000 stems.	
<b>Description</b>	White Sox is a white Zantedeschia.	

[http://www.floraholland.com/nl/inkopen/Noviteiten/PublishingImages/108235\\_White\\_Sox\\_xl.jpg](http://www.floraholland.com/nl/inkopen/Noviteiten/PublishingImages/108235_White_Sox_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>

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.