


**Newsletter Primeur**


Week 40/ 2010

Dear Business Partner,


Here is the latest information on **FleurPrimeurs** and the **PlantPrimeurs** available at FloraHolland from week 40. **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>Anthurium Anouk Impr.</b>		<b>Product code:101143</b>
<b>New at FloraHolland</b>	Yes	
<b>New at location(s)</b>	Aalsmeer	
<b>Grower</b>	LEO KUYVENHOVEN	
<b>Adm.no.</b>	29525	
<b>Supply</b>	Already started. Supply is between 1,200 and 1,500 pieces a week. Supplied on Mondays, Tuesdays and Fridays.	
<b>Description</b>	Elongated bract in intense scarlet red/ purple with purple veins. The spadix is dark purple. The diameter is 10 to 14 cm.	

[http://www.floraholland.com/nl/inkopen/Noviteiten/PublishingImages/101143\\_Anouk\\_Impr\\_xl.jpg](http://www.floraholland.com/nl/inkopen/Noviteiten/PublishingImages/101143_Anouk_Impr_xl.jpg)


<b>Brassica Olga</b>		<b>Product code:106112</b>
<b>New at FloraHolland</b>	No	
<b>New at location(s)</b>	Aalsmeer	
<b>Grower</b>	Vet-Boon	
<b>Adm.no.</b>	78655	
<b>Supply</b>	Already started. 5,200 stems.	
<b>Description</b>	Olga has a light pink color, is uniform and has a long length.	

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[http://www.floraholland.com/nl/inkopen/Noviteiten/PublishingImages/106112\\_Olga\\_xl.jpg](http://www.floraholland.com/nl/inkopen/Noviteiten/PublishingImages/106112_Olga_xl.jpg)


<b>Chrysanthemum santinii Marka</b>		<b>Product code:106723</b>
<b>New at FloraHolland</b>	Yes	
<b>New at location(s)</b>	Naaldwijk	
<b>Grower</b>	A.L. VAN SCHIE EA.	
<b>Adm.no.</b>	17918	
<b>Supply</b>	15,000 stems a week. Regular supply.	
<b>Description</b>	Marka is pink with a purple heart.	

[http://www.floraholland.com/nl/inkopen/Noviteiten/PublishingImages/106723\\_Marka\\_xl.jpg](http://www.floraholland.com/nl/inkopen/Noviteiten/PublishingImages/106723_Marka_xl.jpg)

<b>Chrysanthemum spray santini Madiba Dungu Red</b>		<b>Product code:108299</b>
<b>New at FloraHolland</b>	Yes	
<b>New at location(s)</b>	Aalsmeer	
<b>Grower</b>	Bloemenkw. vd Westeringh	
<b>Adm.no.</b>	150334	
<b>Supply</b>	10,000 stems in Aalsmeer.	
<b>Description</b>	Madiba Dungu Red is a red santini chrysanth with lots of small flowers on each stem.	

[http://www.floraholland.com/nl/inkopen/Noviteiten/PublishingImages/108299\\_Madiba\\_Dungu\\_Red\\_xl.jpg](http://www.floraholland.com/nl/inkopen/Noviteiten/PublishingImages/108299_Madiba_Dungu_Red_xl.jpg)

### PlantPrimeurs

<b>Dieffenbachia seguine Ariba</b>		<b>Product code: 108269</b>
<b>New at FloraHolland</b>	Yes	
<b>New at location(s)</b>	Aalsmeer and Naaldwijk	
<b>Grower</b>	De Wilgenlei BV Potpl.	
<b>Adm.no.</b>	219243	
<b>Supply</b>	Already started. 50 pieces a week.	
<b>Description</b>	Ariba has a straight petiole with wavy, glossy dark green foliage. Light-colored and fine markings on the leaf.	

[http://www.floraholland.com/nl/inkopen/Noviteiten/PublishingImages/108269\\_Ariba\\_xl.jpg](http://www.floraholland.com/nl/inkopen/Noviteiten/PublishingImages/108269_Ariba_xl.jpg)

<b>Viola Plentifal Purple Wing</b>		<b>Product code: 107499</b>
<b>New at FloraHolland</b>	Yes	
<b>New at location(s)</b>	Aalsmeer, Naaldwijk, Bleiswijk, Venlo en FloraHolland Connect	
<b>Grower</b>	van der Valk BV	
<b>Adm.no.</b>	71336	
<b>Supply</b>	25,000 pieces. Regular supply.	
<b>Description</b>	Plentifall Purple Wing is a hanging viola for the balcony or hanging baskets. It is hardy. Color is purple and white.	

[http://www.floraholland.com/nl/inkopen/Noviteiten/PublishingImages/107499\\_Plentifall\\_Purple\\_Wing\\_xl.jpg](http://www.floraholland.com/nl/inkopen/Noviteiten/PublishingImages/107499_Plentifall_Purple_Wing_xl.jpg)

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

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