



FloraHolland

Persbericht



PRESS RELEASE

A. Heemskerk BV of Rijnsburg wins FloraHolland Summer Flowers Award

RIJNSBURG, July 2008 (press release) - During the recent FloraHolland summer flowers day the Summer Flowers Novelties Award was presented to A. Heemskerk BV of Rijnsburg, Holland. The award is in recognition of the trading company that, across all FloraHolland auction locations in the Netherlands, purchased the greatest number of new summer flowers within the product group in 2007. Else van den Beukel, a FloraHolland board member, presented the award to Mark de Mooij and Han Katenberg, both buyers at A. Heemskerk BV.

A continuous stream of new products

A. Heemskerk BV is one of the largest flower and plant exporters in the Netherlands. It is a leading export company and is especially renowned for its expertise, commitment to customers and logistical know-how.

A state-of-the-art company with a floor area of 12,000m², A. Heemskerk is situated in FloraHolland Rijnsburg's Florapark. The company's customers include retailers, wholesalers, importers and chain stores from all over the world. They can choose from A. Heemskerk's wide selection of bouquets produced to standard design or made individually to taste. A. Heemskerk's own cash & carry stocks an extensive assortment of flowers and decorative greenery. New products play a key role in this.

FloraHolland Summer Flowers Day

In addition to the presentation of the Summer Flowers Award, promotion was an important facet of the summer flowers day. The general conclusion was that joint promotion of floricultural products is a success. If the entire chain is involved, growers and buyers are certainly able to reap the promotion's rich rewards.

Promotion can be of great value to summer flowers on today's quality market. Consumers expect more than just a top quality product, they want a story, an experience. It is the way in which summer flowers are presented on the sales shelves that really makes the difference. Grower, trader and retailer are best able to tempt the consumer when they combine their efforts. The sales shelves, the transport vehicles and promotions at the nursery; all of these constitute valuable contributions.

Photo caption: Else van den Beukel, a FloraHolland board member, presents the FloraHolland Summer Flowers Award to Mark de Mooij and Han Katenberg, of A. Heemskerk BV.

About the FloraHolland merger combination

On 1 January 2008 Bloemenveiling Aalsmeer and FloraHolland merged. The new FloraHolland cooperative offers growers and customers a network of six locations (Aalsmeer, Naaldwijk, Rijnsburg, Venlo, Bleiswijk and Eelde), a single national intermediary organization (FloraHolland Connect) and a centrally managed Import department. Around 4,500 staff work at FloraHolland and annual sales are in excess of 4 billion euros.

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