



Information for | 6 November 2009 | Page 1  
all FloraHolland business partners that have packaging code 566 and 596 in circulation

## Fake packaging in circulation

Recently, several lots at FloraHolland have come across fake packaging, also known as pirated packaging. It concerns the small flower container type with packaging code 566 and the corresponding shelving support with packaging code 596. It is important that all partners in the chain keep these pirated packaging out of the chain.

### No payment of deposit

FloraHolland does not pay back deposits if such pirated packaging is found upon delivery. Therefore, extra checks will take place at the depot with packaging codes 566 and 596.

### Features of pirated packaging

Pirated packaging is recognizable by a number of abnormal features compared to the original packaging:

- There is no “Property of Sivepo” or other manufacturer’s mark on the pirated packaging. The codes 566 and 596 are also missing.
- The color of the pirated packaging 566 and 596 varies slightly to the original packaging; it is kaki (green-white).
- The pirated packaging 566 has sharper edges (the top edges in particular are not smooth).
- A cluster of 5 separate raised points can be seen on the underside of the pirated packaging 566.
- Pirated packaging 566 is about 100 gr. heavier than the original: 750 grams instead of 650 grams.
- Pirated packaging does not fit 100% when being stacked in or on original packaging (stackable).
- Pirated packaging 566 has an unusual pattern at the bottom of the internal storage bin (2 middle stripes are missing).

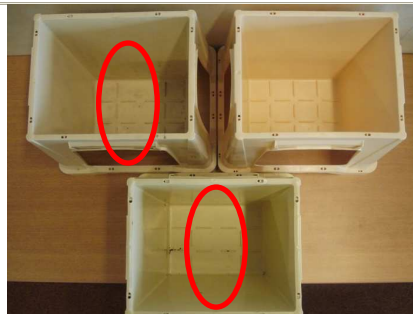
### Have you found suspicious packaging?

If you find suspicious packaging or you have questions about this subject, please contact the Logistical Resources Concern department on +31 (0)174 63 4158 or email us at [meldpunt@floraholland.nl](mailto:meldpunt@floraholland.nl).

### Examples



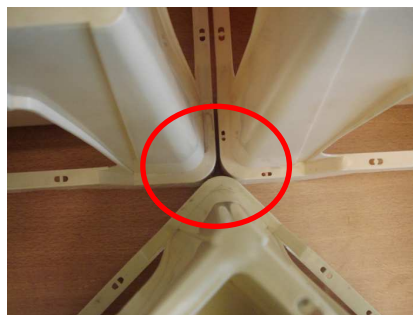
Packaging color differs (underneath: pirated)



Unusual pattern at the bottom (middle stripes missing)



No manufacturer’s name or other marks, just 5 raised points



There are no holes at the corners unlike the originals.



There is no packaging code or ownership mark on the side of the pirated version (in contrast to the original shaded packaging)

\* There is also no 566 code on the original packaging with the Aalsmeer logo, but it is original.