


**Newsletter Primeur**

Week 44/ 2011

Dear Sir/Madam,

Enclosed please find the latest information about the **FleurPrimeurs** and **PlantPrimeurs** available from FloraHolland starting from week 44. The **FleurPrimeurs** and **PlantPrimeurs** are new products that meet a number of set criteria.

For questions, please contact the Product and Concept Development Office,  
T: 0174 63 24 78 or 0174 63 42 97.

**FleurPrimeurs**

<b>Rose, large-bloomed Pearl Avalanche+</b>		<b>Product code:110693</b>
<b>New at FloraHolland</b>	Yes	
<b>New at branch(es)</b>	Aalsmeer	
<b>Supplier</b>	Meijer Purple Box	
<b>Adm.no.</b>	81898	
<b>Supply</b>	Pearl Avalanche+® 80cm ± 2000units (30units Purple Box), from Tuesday, 1 November. : Pearl Avalanche+® 70cm ± 5000units (30units Purple Box) : Pearl Avalanche+® 60cm ± 5000units (30units Purple Box) : Pearl Avalanche+® 50cm ± 3000units Numbers of the Pearl Avalanche+® will gradually increase, 90cm length will be added later to the package.	
<b>Description</b>	Pearl Avalanche+® is the newest acquisition in the well-known large-bloomed Avalanche+® line. With its unique large bud form and intense colouring, it is indeed a beautiful pearl among the large-bloomed roses. A valuable pearl that could mean added value for you and your customers. View, try and convince yourself and your customers of Pearl Avalanche+® from 'Meijer Purple'	

[http://www.floraholland.com/SiteCollectionImages/Nov\\_xl/110693\\_Pearl\\_Avalanche+\\_xl.jpg](http://www.floraholland.com/SiteCollectionImages/Nov_xl/110693_Pearl_Avalanche+_xl.jpg)



Veronica Clea Artica		Product code: 110614
New at FloraHolland	Yes	
New at branch(es)	Rijnsburg	
Supplier	Colour Crops/Florius BV	
Adm.no.	33532	
Supply	Daily supply to Rijnsburg branch, with 20,000 units per week.	
Description	Pure white in colour. This Veronica does not produce pollen	

[http://www.floraholland.com/SiteCollectionImages/Nov\\_xl/110614\\_Clea\\_Artica\\_xl.jpg](http://www.floraholland.com/SiteCollectionImages/Nov_xl/110614_Clea_Artica_xl.jpg)

## PlantPrimeurs

There are no PlantPrimeurs this week.

You can view the Primeurs on our website:

<http://www.floraholland.com/nl/inkopen/noviteiten/Pages/default.aspx>

If you are looking for a complete range of international cut flowers, then visit

<http://www.flowers-catalog.com!>

The information in this newsletter has been collected with the greatest possible care.  
FloraHolland cannot be held liable for any errors or deficiencies