



## Newsletter **Primeur**


Week 38/ 2011

Dear Business Partner,


Here is the latest information on **FleurPrimeurs** and the **PlantPrimeurs** available at FloraHolland from week 38. **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>Brassica Rita</b>		<b>Product code: 0</b>
<b>New at FloraHolland</b>	Yes	
<b>New at location(s)</b>	Aalsmeer	
<b>Grower</b>	J. Rodenburg	
<b>Adm.no.</b>	22303	
<b>Supply</b>	Supplies start 19 September for about two weeks. 7,000 pieces in total. Delivered daily to Naaldwijk	
<b>Description</b>	A light pink Brassica.	

[http://www.floraholland.com/SiteCollectionImages/Nov\\_xl/0\\_Brassica\\_Rita\\_xl.jpg](http://www.floraholland.com/SiteCollectionImages/Nov_xl/0_Brassica_Rita_xl.jpg)

<b>Chrysanth disbud Zivena</b>		<b>Product code:110376</b>
<b>New at FloraHolland</b>	No	
<b>New at location(s)</b>	Aalsmeer	
<b>Grower</b>	CHRYWIJK	
<b>Adm.no.</b>	539546	
<b>Supply</b>	The Zivena will be delivered to Naaldwijk from week 34. Around 25,000 pieces a week will be delivered, divided between the two locations.	
<b>Description</b>	Zivena, named after the goddess of life. Zivena has a fresh appearance and brings life to any type of arrangement. The solid stem, strong leaf and the net around the flower make the Zivena an excellent chrysanth to transport.	

[http://www.floraholland.com/SiteCollectionImages/Nov\\_xl/110376\\_Zivena\\_xl.jpg](http://www.floraholland.com/SiteCollectionImages/Nov_xl/110376_Zivena_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>

Looking for a complete range of international cut flowers?  
Visit our <http://www.flowers-catalog.com>!

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