

A close-up photograph of a palm frond, showing the intricate details of its long, narrow leaflets. The edges of the leaflets are serrated, with small, reddish-brown tips. The frond is a vibrant green color, and the background is a soft, out-of-focus green, suggesting a tropical setting.

NIEUWKOOP GLOSSY

# *The Green Lifestyle®*

Edition 19



Dear Reader,

---

The end of the year is in sight. It has been a very dynamic year for Nieuwkoop with many memorable milestones, including our 50th anniversary. We celebrated our golden jubilee the whole year round with great promotions for our customers. Over the summer we expanded our business location in De Kwakel by no less than 28,000 m<sup>2</sup> and closed two business locations. This not only enabled us to expand our production capacity, but also to further optimise the internal logistics operations. In addition, Baq, our new planter brand, celebrated its first anniversary last month and in September we launched our completely redesigned website.

In the coming year we will remain as active as ever and will focus on increasing our relevance for our chain partners. Sustainability and digitisation will continue to be important pillars in the coming year. We will be taking further steps to reduce our carbon footprint by making our production more sustainable. In the area of digitisation, we will focus on further optimisation of our internal processes and further development of our E-Commerce platform. We will make it even easier for you by answering your questions online and simplifying the purchasing process. This could involve your delivery and unloading times, insight into your order and invoice history, and the possibility to make a wish list per project.

We are closing this year with beautiful memories and look forward to working together with you again in the New Year.

Board of Directors Nieuwkoop Europe,

Henk Nieuwkoop - Danny Gerritsen

## AGENDA

28 - 31 January 2020

IPM ESSEN

Essen - Germany

---

11 - 12 March 2020

Royal FloraHolland Trade Fair

Naaldwijk – the Netherlands

---

Subject to change

## COLOPHON

Text/Photography:

Nieuwkoop Europe & Ki Plant Concept

Concept and idea: Ki Plant Concept

Published by: Nieuwkoop Europe

Graphic Design: You're On!

## NIEUWKOOP EUROPE

Hoofdweg 111

1424 PE De Kwakel

The Netherlands

info@nieuwkoop-europe.com

+31 (0)297-363163

copyright © Nieuwkoop Europe BV 2019



# The Green Lifestyle®

Edition 19 - December 2019

4	Wild Ficus
6	Pleomele reflexa
7	Plant passport
8	Stefano Boeri transforms cities into vertical forests
10	Bismarckia nobilis
11	How to prune Ficus trees
12	Style trends 2020
16	A refreshing shower
18	Biological solutions for offices
20	Bruinsma Natuurlijk
22	The same, only different
24	Center Parcs
26	Capi planter production
28	Experience the convenience of ordering online
30	Opus
31	Discover the new catalogue
32	Having everything under one roof has its benefits
34	Fast and easy self-scanning
35	Guest column
36	Easy installation of large trees
38	Choose convenience and efficiency
40	Patrick and Sander
42	A look back on our Open Days
44	Visit us during IPM Essen



The Johannesteijsmannia magnifica is a unique palm species found in the tropical rainforests of Thailand, Malaysia and Indonesia. As the name 'magnifica' suggests, this is a beautiful plant to look at with its large leaves that seem to grow straight up out of the ground.











# WILD FICUS

The *Ficus benghalensis* is native to the jungles of Southeast Asia where the tree can live to be hundreds of years old. Like many other *Ficus* species, this plant produces aerial roots, which grow downwards from the branches. When these aerial roots touch the ground they grow into the earth and develop into sturdy columns that support the long branches. This enables the plant to expand over a large area.

The largest *Ficus* can be found in the Acharya Jagadish Chandra Bose Indian Botanic Garden in Haora, India. The plant has a crown diameter of 486 metres and more than 3,000 aerial roots. It is also known as “The Great Banyan” and is estimated to be at least 250 years old. If you were to look at this *Ficus* from a distance, you would probably think it’s a small forest. What seems to look like individual trees, are really the aerial roots of this plant.





# PLEOMELE REFLEXA

**A TOPPER IN  
SHADY SPOTS**

Of all the plants in our range, this plant can withstand the darkest spot. In places in the interior where there is very little daylight, the Pleomele reflexa retains its fresh green appearance. Here you see the variety with completely green leaves. The Pleomele reflexa "Song of Jamaica" with its two-tone green leaves is a cultivar of this genus. Although *Dracaena reflexa* is its official name, people continue to stubbornly refer to it as Pleomele reflexa.

# WHAT DOES THE PLANT PASSPORT MEAN FOR YOUR COMPANY?

The plant passport is part of the new plant health regulations that came into force on 14 December 2019. The new regulations aim to increase the protection of the European Union from plant diseases and pests. When harmful organisms are discovered, the plant passport can ensure rapid trace-back of a plant's origin.

These new regulations affect the entire sector. All organisations involved in planting, breeding, growing, importing or the marketing of plants must adhere to these new rules. What does this mean for your company?

## 1. Registration

Every company, including interior landscapers, florists, garden centres, horticulturalists and webshops, must register with the national inspection service and will receive a unique registration number.

## 2. Plant passport

A plant passport is required in order to trade. For example, when growers deliver to wholesalers, but also when wholesalers deliver to interior landscapers. A plant passport is not required when delivering directly to end users, unless the plants are sold "remotely", for example via the Internet. The plant passport is applied to the smallest trade unit, such as a pot or a tray.

## 3. Record-keeping requirement

You do not have to keep the plant passport but the information it contains must be kept in your records in connection with traceability, so that the origin of the plant and where it has been sent to is known. These records must be kept for a period of 3 years.



*Example of a plant passport  
of Nieuwkoop Europe*

## WHAT DOES THE PLANT PASSPORT LOOK LIKE?

The plant passport comes in various formats but it always contains the following fixed elements:

- » Top left the European flag and top right the text "Plant Passport"
- » A: The botanical name
- » B: The registration number of the person who applied the plant passport
- » C: The traceability code (not compulsory)
- » D: The country of origin/production



# STEFANO BOERI TRANSFORMS CITIES INTO VERTICAL FORESTS

The Italian architect Stefano Boeri became world famous in 2014 for his vertical forest tower buildings in Milan: Bosco Verticale. The concept behind the two green towers, adorned with trees and shrubs, was to make a green oasis of this concrete city and improve air quality.







## The vision of an architect

If it is up to architect Stefano Boeri, cities will become green again, with the aim of improving the quality of life in the city. He wants to show through his projects that nature and architecture are perfectly compatible, according to his website. The green towers in Milan are truly a wonderful example! The air quality around the towers has noticeably improved, and biodiversity in the city has increased. Swifts that have not been spotted in Milan for many years have now found a home in the city again.

Stefano Boeri's ideas have not gone unnoticed. The Italian architect has various projects in the pipeline that go beyond one building. Two similar towers are currently being built in

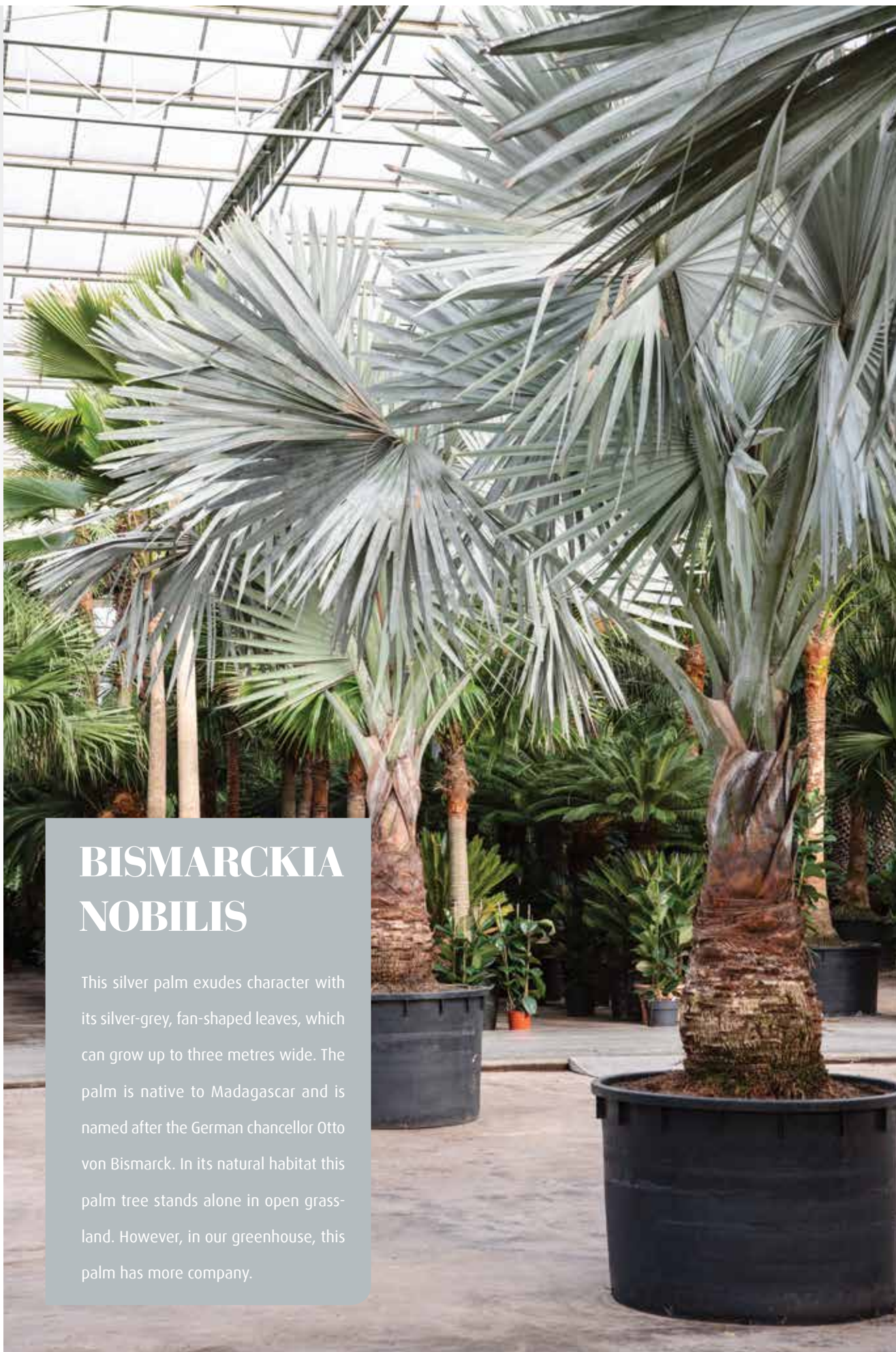
Nanjing in China, and there are plans to do the same in cities such as Paris, Tirana, Sao Paulo and Mumbai.

## The first "green" towers of the Netherlands

The Netherlands is one of the countries where these prestigious towers can soon be seen. Construction is already underway in Eindhoven and Utrecht. The design for the city of Utrecht can be seen in this article. It is anticipated that these two respectively 90-metre and 70-meter high towers will be ready in 2022. The towers will house hundreds of trees and thousands of shrubs, which will be professionally maintained. A park will be created on the mezzanine floor.







## BISMARCKIA NOBILIS

This silver palm exudes character with its silver-grey, fan-shaped leaves, which can grow up to three metres wide. The palm is native to Madagascar and is named after the German chancellor Otto von Bismarck. In its natural habitat this palm tree stands alone in open grassland. However, in our greenhouse, this palm has more company.





# HOW TO PRUNE FICUS TREES

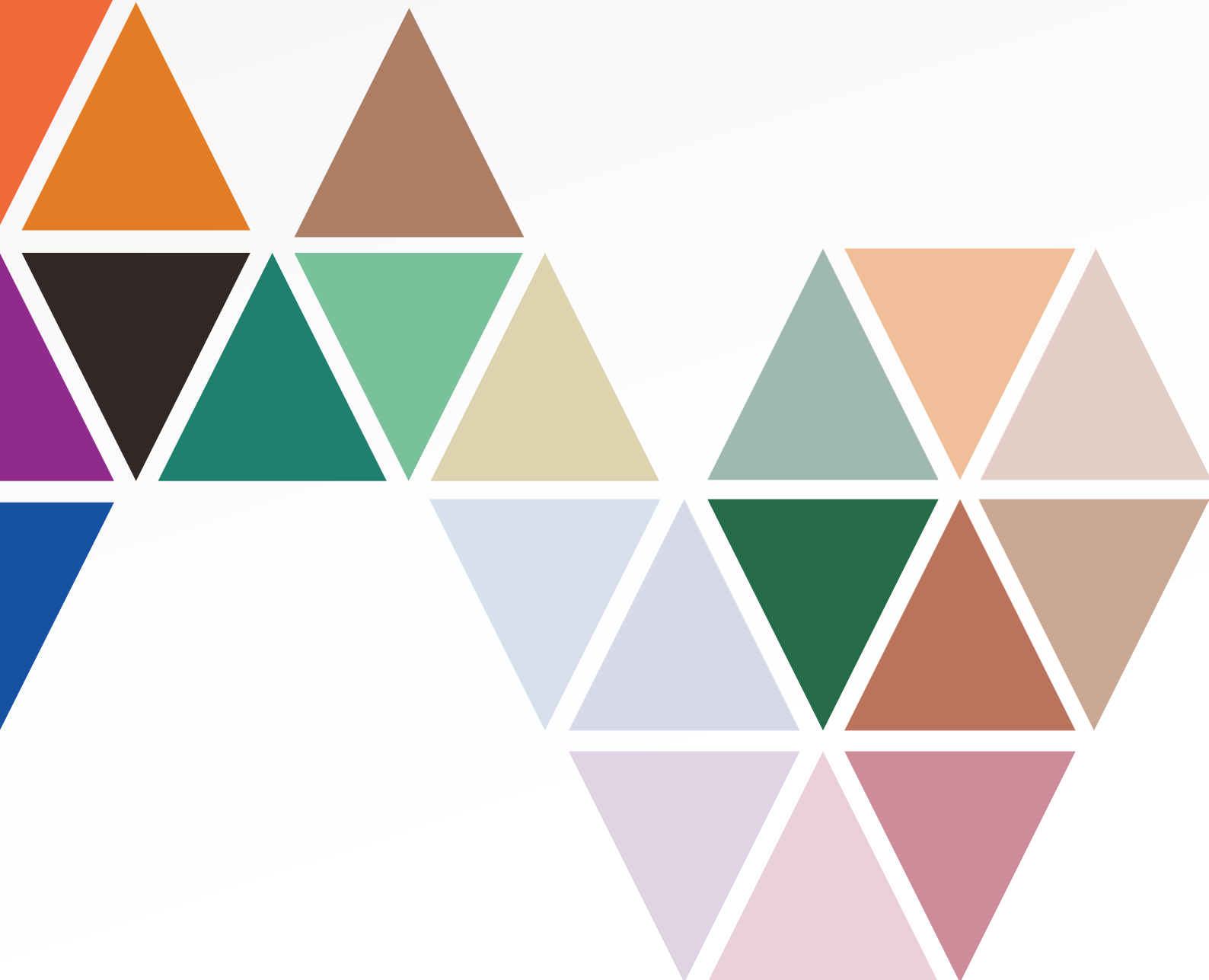
Autumn is the best month for pruning Ficus trees, just behind the leaf. But there is one exception, the *Ficus lyrata* should be pruned in spring, because this plant needs more energy to sprout new growth and sufficient sunlight is needed for this. It is a well known phenomenon that Ficus trees “bleed” after pruning. The milky sap that is excreted can cause skin irritation. It is therefore best to cover the wound with soil to stop the bleeding. Note that a pruned Ficus uses less water when many leaves have been removed.





# STYLE TRENDS 2020

Which colours will we be seeing a lot of in the coming year? What shapes and materials will be used in the interior? Trendwatcher Aafje Nijman answers these questions. In a presentation organised by Bloemenbureau Holland, she talked about which trends we will see in 2020 and how they will affect our environment. Based on this, she has developed three style trends, which are explained in more detail in this article.





## BLENDED CULTURES

We no longer think in boxes. The boundaries between generations, genders and origin are blurring and groups like the ones we know today will disappear. This means that different worlds will be mixed together. A variety of colours and contrasting colours are being used, there is variation in shapes and sizes, and different types of plants are grouped together in an exotic mix of plants.





## INNER RETREAT

We are becoming overstimulated and have difficulty finding our way in a world in which we are overloaded with information. In response to this, we look for spaces that have a calm, soft and serene appearance. The Plant Bathing Studio in Amsterdam where you can unwind by literally immersing yourself in greenery is a good example. The trend is characterised by light colours and pastel shades, round shapes and materials with a matt or semi-transparent appearance.





## STREET SAVAGE

The world is so focused on perfection that there is a need for authenticity, which is characterised by imperfection. Resistance against the perfect role model is growing and we are becoming a little rebellious. We want to find things out for ourselves and not be harassed by rules. This is reflected in bold and unconventional designs, in which existing products are used in an innovative and eccentric way. Powerful colours are combined with concrete grey and industrial black, and plants with painted leaves are in the spotlight.









A close-up photograph showing a person's hand holding a plant's root system. A spray of water is directed at the roots, which are light brown and fibrous. The background is blurred, showing more plants and a greenhouse-like setting.

## A REFRESHING SHOWER

Cleaning roots with recycled water

The transition from soil plant to hydroponic plant starts with removing the soil. No grit may be left on or between the roots. When soil is permanently submerged in water it can rot and cause acidity levels to rise, with damaging results.

For that reason, pot plants (including those that have been imported) are rinsed thoroughly under the shower. This process uses a lot of water. The water used in this process is recycled by Nieuwkoop Europe. It is thoroughly filtered and then directed through a new, state-of-the-art system where it is neutralised by UV light.





# BIOLOGICAL SOLUTIONS FOR OFFICES

Following the success of organic pest control in greenhouses, useful insects are now also used to combat daily problems with office plants. No one should be exposed to pesticides and both plants and people benefit from a natural solution!

---

International biocontrol company Koppert Biological Systems has more than 50 years' experience in developing sustainable solutions for the horticultural and agricultural sectors. The company invests much of its research and development in the production of organic products that can be used to control pests and diseases in interior landscaping and that are safe for humans. Companies and other organisations are paying more and more attention to the health and well-being of their employees. The introduction of office plants for cleaner air and a pleasant working environment is a popular way to achieve this.

## A growing market

The presence of plants in offices, hospitals, schools, restaurants and public places, however, presents its own challenges for interior architects and facility management. A pot plant can live for just a few months or for many years and needs regular maintenance. The use of pesticides is not an option, so it is up to useful insects to rid the plant of harmful pests such as spider mites, thrips and mealybug - the most common indoor plant pests.

Nowadays, many companies are choosing sustainable solutions and the various products of Koppert are already being used for the biological control of plant pests in working environments. After a survey has been carried out to identify the type of plant pest infestation, the most effective natural enemy can be introduced to attack and effectively destroy the pest. Insects can also be used for the prevention of plant pests.

## Support from experts

Koppert Biological Systems has 28 subsidiary companies worldwide and more than 200 consultants who actively support their customers in applying a range of biological solutions to combat common pests and diseases.

Most insects that are used to combat pests are so small that they are barely discernible by the human eye. The popular 'Swirski Ulti-Mite' breeding medium for predatory mites from Koppert is very effective in the control of various thrip species and the eggs and larvae of whitefly. The mites are supplied in a small industrially compostable bags that allow the mites to do their work on the plant. This biological solution offers interior landscapers a medium to keep office plants free from pests. In addition, Koppert also provides biological solutions for the control of lacewings (Chrysopa) and mealybugs (Cryptobug).



CUSTOMER IN THE SPOTLIGHT

# HELGA BRUINSMA OF BRUINSMA NATUURLIJK







The family-owned company Bruinsma Natuurlijk started in 1957 as a garden centre and specialised in interior landscaping. Under the name Green Creations, Bruinsma Natuurlijk also develops its own products such as plant modules with which plant walls, living curtains, room dividers and wall planters are made. The company recently opened its Green Creations Centre, a beautiful showroom including flexible workspaces for its own employees. How do these two functions work together?

Helga explains: 'In our showroom the customer, but also architects and project designers, can find plenty of inspiration for greening the workplace. And yes, there are indeed workplaces for our own employees. It was becoming quite busy in the office, so we used part of the showroom to install a greenhouse. So we now have a greenhouse within a greenhouse in which we can control the climate so that you can work comfortably in summer and in winter. We have workplaces and separate "meeting areas" where you can sit with your customers. It's more relaxing sitting there amongst the greenery than in the office. It is spacious with plenty of daylight and the plants provide "cover", which is very relaxing. We notice that it has the same wholesome effect on our customers as it has on us. We know from experience how that works. We give inspiration to make the workplace greener, we can show and experience how we use green functionally, and we can sit there ourselves.'



**During the year, the company employs between 25 and 32 people, and works with 70 people for a number of weeks in December and January to help out with the rental of Christmas decorations. The Christmas show is an enormous success! How did you come up with the idea?**

'As interior landscapers we were often asked whether we could take care of the Christmas tree in the office, because, according to the customers, "That's green too, isn't it?". At the time, I read that it was common practice for companies in the United States to have their Christmas decorations taken care of professionally. We were already doing that for three or four customers after they had asked us. I thought to myself: why not do it for more customers? And that's how it has grown. During the Christmas show we spend a lot of time helping customers design and choose a Christmas atmosphere that suits their organisation. But it's not all about Christmas, we also take time to chat to our customers and to ask them about their interior landscaping. Quality time in a festive atmosphere.'

**How is the cooperation with Nieuwkoop Europe; you are almost neighbours geographically?**

'Nieuwkoop has always been a valuable supplier for Bruinsma Natuurlijk. They have an extensive product range, are open to joint development and offer good opportunities to visit them with our customers. We cannot show our customers everything there is to see in the way of materials in our showroom, neither can we house very large trees ourselves. Being able to visit Nieuwkoop Europe with our customers to look for what they want and be able to reserve it right away is ideal. Such visits impress customers.'





# THE SAME, ONLY DIFFERENT

There is a great difference between the roots of a soil plant and those of a hydro plant. That is clearly evident from this *Dracaena marginata*. The roots of the soil plant grow around the inside of the entire pot in search of nutrition. By contrast, the roots of the hydroplant grow straight down to get their nutrition from the water. However, the roots do not stay in the water but hang just above it. You can see that clearly in this photo. The space between the bottom of the roots and the bottom of the pot measures two centimetres and is filled solely with hydro clay pebbles.











CUSTOMER IN THE SPOTLIGHT  
**JEAN HENKENS**  
**OF CENTER PARCS**





**Center Parcs opened its first park in Ireland this year. Jean Henkens has been working for the company as a biologist and landscape architect for 40 years. He calls himself an enthusiastic, slightly fanatic biologist whose task and life's work is to promote his vision of green space in every new social development.**

Henkens explains: 'At Center Parcs I have the privilege of creating places where people, often families, can spend the best time of their year together. In cooperation with Nieuwkoop Europe, we create exotic landscapes where that "togetherness" can take place, such as in our swimming and water worlds and our Market Domes. These are large, covered areas where, regardless of the weather and surrounded by exotic vegetation, you can wander around, eat and participate in family entertainment the whole year round. These tropical gardens, made up of a hundred different tree and plant species, form a biotope, a copy of a real piece of adventurous jungle. We order trees for the jungle, which are sometimes ten to twelve metres high and weigh up to three or four thousand kilograms, from Nieuwkoop Europe. From the first day after the opening every guest who visited us was overwhelmed by the multitude of leaf shapes, leaf colours, floral and plant scents. Even if you have only driven for half an hour to get here, at Centre Parcs you feel as though you are very far from home, in a totally different landscape, another world.'



Connecting people and nature in a unique and respectful way is the passion and life motto of Henkens: 'Man is part of nature, and if we respect our place in the creation it will lead to beautiful encounters. I am convinced that nature contributes to our well-being. As a biologist, I think it is important that trees and plants that we remove from other parts of the world are not seen as a consumer article, but that they are given a second life without a "sell-by date". I also think it is important that we, as designers and architects, strive to create green landscapes, not only around but also within buildings, that make the building timeless and a pleasant place to stay. Architecture and colours are subject to fashion, but nature will never date. A green building is less sensitive to trends and will last longer. That vision would genuinely contribute to a better world. I would like to challenge young, ambitious designers and architects to think about creating architecture that is placed over green, as it were, instead of constantly removing it.'

'Our firm has 40 years' experience and has been working with Nieuwkoop Europe, and the previous Nieuwkoop generation, for just as long. This long-term, friendly and professional relationship has led to unique projects, of which some of them are already 40 years old and where the same trees are still growing that we chose together.'



# THE PRODUCTION OF CAPI PLANTERS

## THE STORY BEHIND THE ORANGE INTERIOR



Capi Europe makes unique indoor & outdoor design flowerpots. Part of the production takes place in the factory in Tilburg. These pots are easily recognisable by the striking orange colour on the inside of each pot. The orange colour has meanwhile become a trademark and a nod to Dutch production. Behind this striking orange colour lies a sustainable and very Dutch story.

For several years now, Capi Europe has produced part of the production in the Netherlands: a sustainable collection of high-quality flowerpots. The first test models were made

in the factory in Tilburg in 2013. The then unfamiliar word “reshoring” is now an integral part of the story. Reshoring – bringing production back to the Netherlands – was a major change in the history of Capi Europe and resulted in flowerpots with an orange interior.

For the production of the “Made in Holland” pots, Capi Europe has developed its own method of rotational moulding, with which 1200 pots per day can be produced. This production technique results in an energy savings of 80% compared to traditional rotational moulding. The pots are made from a powder mix of plastic with recycled materials and wood fibre. The mould is heated, causing the powder to melt and become liquid. The robots turn the moulds around and, as a result,



the liquid is evenly distributed in the shape of the mould. As soon as the substance has cooled down, a beautiful flowerpot emerges.

The second layer, the orange interior, is made in the same cycle. This layer is not only a nod to Dutch production, it is also an insulation layer. This layer ensures that the roots of the plant are protected against frost in the winter and heat in the summer. This double layer also provides extra strength. This ensures that the pot is break resistant, while still being extremely lightweight.

It sounds simple, but it certainly isn't. These robots are not off-the-shelf items. This requires a lot of in-house technical

knowledge, but it will keep you ahead of competition. After the production process, the pots are transferred to quality control via a conveyor belt. Here the pots are checked and labelled. This process is run with employees from the Diamant Group, a work placement company for those people furthest from the labour market.

Sustainability is not only reflected in the production process, but also in the quality of the pots. Capi Europe stands firmly behind the quality of its products and gives a 10-year guarantee on every Made in Holland flower pot. Sustainable and recyclable pots with a long life cycle, that you will enjoy for many years.



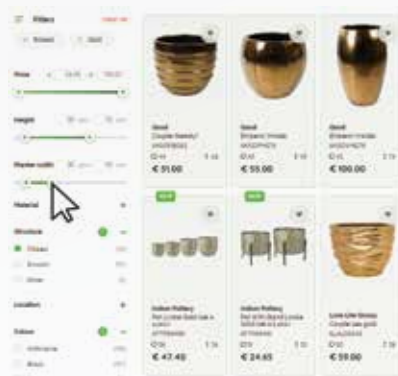
# EXPERIENCE THE CONVENIENCE OF ORDERING ONLINE

Our completely redesigned website has now been live for 4 months! In the meantime, however, we have not been idle. We work continuously on improving the user experience and the performance of the website. We use the feedback from our customers, among other things, for this purpose. Following your request, we have brought back the download centre. In the coming period, we will continue to work hard to make ordering online even easier. This article contains a few tips that may be helpful to you.



## Search versus Explore

ListView and GridView are used to display our products. Essentially, both do the same thing, the difference is in the lay-out. ListView focuses primarily on relevant product information and allows you to scan multiple products simultaneously. This is useful if you are looking for specific products and want to order quantities quickly. GridView focuses on a larger image. This is easy if you want to explore the product range.



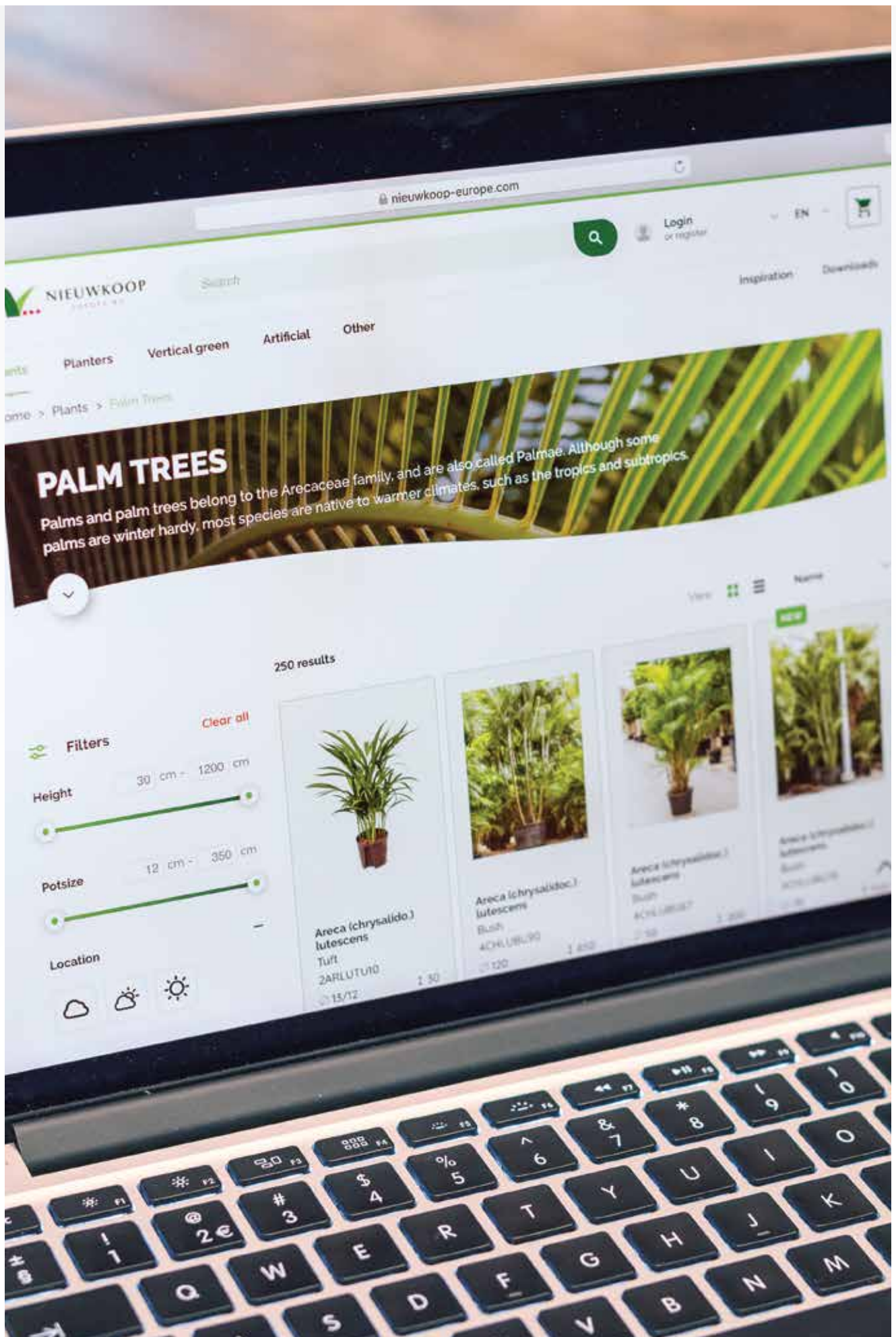
## Filtering by specific characteristics

Do you have specific requirements that the product must meet? The new site makes it very easy to get the desired search results with just a few clicks, whether it concerns a plant with large leaves for in a dark room, or a gold-coloured planter with a ribbed surface.



## Relevant products at the top

Are you looking for our offers, new items or do you want to sort by price? With the sort filter you can adjust the order of your search result so that the most relevant products appear at the top of the screen. This way you don't have to scroll endlessly.







# OPUS

## BOLD AND ELEGANT

The Opus collection has a unique appearance that looks similar to hammered metal. With its elegant yet bold character, this planter from our Baq brand guarantees a statement in any interior. The planter is made from Polystone but, thanks to a unique spray finish, it is difficult to distinguish it from real metal.



# DISCOVER THE NEW CATALOGUE

This totally new Baq catalogue is packed with new articles and inspiring photos. A spectacular overview of more than 600 items, ranging from sleek simplicity to luxurious designs.



*View the new Baq catalogue online  
or request a printed version from our  
account managers.*





# HAVING EVERYTHING UNDER ONE ROOF HAS ITS BENEFITS

It is already a year ago that we informed you of the plans regarding our new building. In the meantime, the new building is ready, officially opened and now in use. In this article we share our first experiences and identify the advantages once again.

## Consolidation of activities

Our daily work involves a great deal of logistics. Not only in terms of the import and export of goods, but also the internal logistics handling. For example, our daily work involved transport from our external production facilities to the main location





in De Kwakel. This can be done more efficiently, we thought. In our strategy the new building is inextricably linked to the closure of our external production facility and our branch in the Pyramide. Bringing all activities together in one location creates new benefits in terms of logistics. We can then organise our work in a smarter, more efficient and cost-saving way.

### Increasing the production capacity

The demand for green house plants has increased considerably in recent years. To meet this growing demand in the future, we have invested in “more space for green”. The extra square

metres will largely be used as cultivation and acclimatisation space to enable us to increase our production capacity.

### Working smarter and more efficiently

In the past, order pickers drove great distances to collect all the plants needed for an order. This too was resolved creatively. By separating our production and sales activities in the main location, our order pickers now drive a shorter and more efficient route. In addition, by separating the products we can improve how we manage the availability and quality of our plants.





# FAST AND EASY SELF-SCANNING

Product scanners have been in use at Nieuwkoop Europe for several weeks now. The name says it all: with this device you can easily scan a product, after which you will see all kinds of information on the screen, such as the product description, price and current stock.

---

How does this work exactly? All products have recently been given a label with a QR code. After scanning the QR code you will see the price and current stock of the product. You can then add the required quantity to your shopping cart with just one push of the button and afterwards place your order quickly and easily.

Because the product scanner shows the current stock, we can prevent quantities from being taken that have already been sold or are still in production stock. You can see exactly which quantities are available for you. If you scan a product of which there is insufficient stock, you will be shown a suitable alternative.



# COLUMN

We have a guest columnist in every edition of the Nieuwkoop Glossy. This time, the column has been written by Albert Haasnoot, Programme Manager of The Green Agenda



## GREEN IS MORE THAN JUST BEAUTIFUL

'Green is more than just beautiful and can offer a solution for social problems such as urbanisation, climate and health; this is the basic premise of the programme "The Green Agenda", a programme of The Green City Foundation and Royal FloraHolland. We occupy ourselves with collecting, defining and capitalising on green knowledge. In 2015, we launched The Green Agenda, a programme in which knowledge institutes and entrepreneurs jointly develop and test innovative green ideas.

One of the current projects revolves around the business case of the effect of indoor green on our thermal comfort. In 2008, the importance of plants for the thermal comfort of animals

has long been taken into account. I once walked through a butterfly garden with glasses fogged by humidity. So we were already doing it for butterflies, but not for people. Meanwhile, it seems that plants can also have a similar impact on our own thermal comfort. They provide a pleasant climate experience. During a recent study of the effects of indoor plants on our well-being and our productivity, we also looked at the energy costs. They turned out to be much lower. Humidifying dry air costs energy. A plant does this free of charge. The fact that plants in a room contribute to energy savings is important news for architects and interior landscapers who have to substantiate the use of greenery.





EASY INSTALLATION OF

# LARGE



# TREES



The installation of large trees on-site is often a challenge. As soon as the building has been plastered, painted and made dust-free, it is the turn of the interior landscaper who then has to transport trees across shiny new floors before planting them in tall pots.

Lifting huge heavy trees up with just two employees is extremely difficult, if not impossible. Nieuwkoop Europe has a simple solution for this: the 4-legged hoist. It's simple: fasten the sling around the plant low down, hoist the plant up, and slide the pot underneath. Get in touch with your contact person to reserve this hoist for your project.



# CHOOSE CONVENIENCE AND EFFICIENCY

Today, we are increasingly opting for speed and convenience. This applies to consumers as well as b2b customers. We don't want to read endless instructions. We want to order quickly (online or otherwise) and use our time as efficiently as possible. That's why we unburden our customers by offering complete product combinations.

Choose a beautiful plant, matching planter, water level indicator and the option to have a top layer of decorative stones or tree bark. Our assembly service will put everything together for you; a ready-made, complete product that can be delivered directly to the project. All you need to do is set the planter down in the chosen spot. Besides a beautiful product, we also deliver simplicity, convenience and substantial time savings. Who wouldn't want that?









# PATRICK & SANDER

---

*'Thanks to accurate estimates we avoid disappointing our customers.'*

---

In every edition of the magazine, we introduce you to one of our colleagues. This time, we are doing things slightly differently by introducing you to two colleagues: brothers Patrick and Sander Holtman.

---

As you can see from the photo, Patrick and Sander are twins and both of them work as plant purchaser at Nieuwkoop Europe. 'This caused some comical moments, especially at the start of our employment, because many of our colleagues found it hard to tell us apart', says Patrick. Although they work in the same department they do different work. Patrick mainly focuses on importing plants from Costa Rica and Asia, and Sander focuses more on buying from domestic growers and trade from Italy.

'As a buyer, you have to be able to think ahead. Usually, we look one year ahead to determine which species and quantities we need to buy for that period. Analyses and figures from previous years play a major role for our purchasing organisation. As a result, we know which articles are popular and which articles do not sell well. By basing our purchasing on accurate estimates, we avoid disappointing our customers', says Sander.







‘The plants come from selected growers whom we have worked with for many years. We make long-term agreements with these growers, which assures us of an honest price, reliable deliveries and constant quality’, says Sander. As for imports from Costa Rica and Asia, that’s a different story. Patrick explains: ‘In those countries we look more for unique species. In that case, the value of the plant is determined by the thickness of the trunk and its branches, among other things. We can see from these characteristics how the plant will develop in the Netherlands.’

‘It is important to carefully check any agreements made as we are faced with a language barrier when importing from Costa Rica and Asia. I am currently having Spanish lessons, which makes communicating a lot easier. Furthermore, when importing we have to take increasingly complex legislation into account, such as the new requirements for the importation of plants with a growing medium’, says Patrick.

The twins both love working with plants. ‘We work with a living product and that makes every plant unique. One plant is slightly fuller in the leaf and the other has nice branching. When you buy a plant, you have a certain feeling about it.’



# A LOOK BACK ON OUR VERY SUCCESSFUL OPEN DAYS

We look back on three very successful days with a good feeling. Once again, our Open Days attracted many interested visitors earlier this year, including many familiar faces, but also some new customers who wanted to become acquainted with our company. Visitors to the Open Days had an opportunity to have a look round our new building, drink a toast to our 50th anniversary, and receive a copy the new Baq brochure. This entirely new brochure includes the latest collections and is packed with inspiration for your future projects.











# VISIT US DURING IPM ESSEN

The entire ornamental plant sector will come together again at the IPM in Essen from 28 to 31 January. With over 1,500 exhibitors and 50,000 visitors, it is the world's largest trade fair in the field of plants, flowers and horticulture-related articles.

Nieuwkoop Europe will also be there and will present the latest Baq collections on the stand. We are pleased to invite you to visit our stand and see the collections with your own eyes. The trade fair is also an ideal opportunity to meet our colleagues, to consult with them and exchange ideas.

You will find us at our usual location (stand 1B14 in Hall 1).