

AUTUMN



NIEUWKOOP GLOSSY

Edition 02 - autumn 2015



CONTRIBUTE IDEAS!

WHAT SHALL WE CALL IT?

There are currently many names in circulation for the outer pot. Everyone involved in pots uses a different name according to preference. This is not very professional. Our idea is to invent a name together that we can use throughout Europe. Below are a few examples in various languages.



We would be pleased to hear from our readers which one they prefer. You may also invent a new name. Please send your choice to: marketing@nieuwkoop-europe.com

PREFACE



Dear reader,

Thank you for the many positive reactions to the first summer edition of the 'Nieuwkoop Glossy'!

We are now leaving the summer behind us and are already looking forward to the autumn edition of our beautiful magazine, which is good news, because once again we have much to tell you.

In this edition we interview a customer, because of course we are also interested in what you have to tell us. Also in this issue, besides a great deal of attention to plants, a major scoop from the producer of high-quality planters with a fantastic self-watering system by Lechuza.

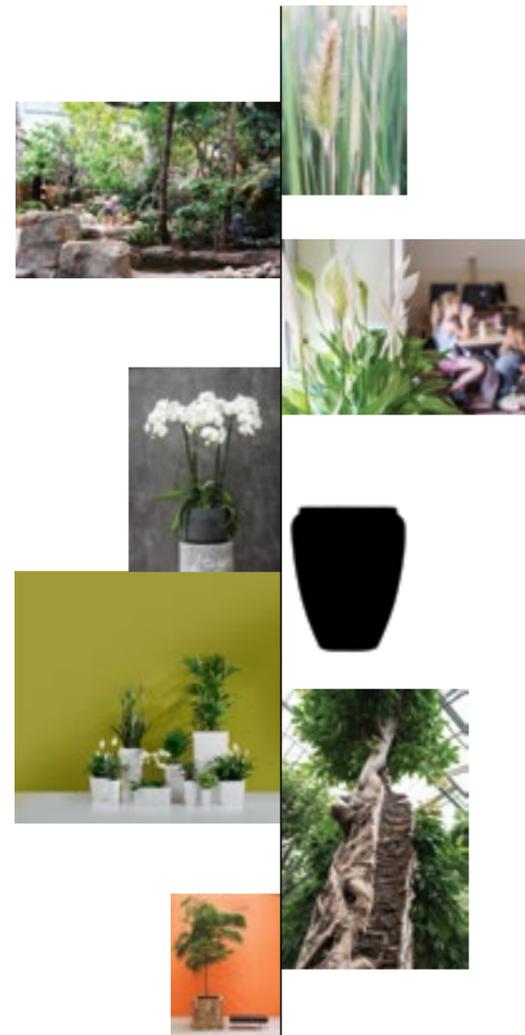
Attention is also given to the famous architect and urban planner Marius Ballieux. His research into 'living proof' paves the way for more green in the office, and that is good news for the future of the plant, the system and the planter.

Finally, we wish to draw your attention to an interesting article about our Nieuwkoop Green Center, where you can read how team chemistry relates to customer service.

Once again, we hope you will enjoy reading our glossy!

The Nieuwkoop Group Board of Directors

Henk Nieuwkoop - Danny Gerritsen



AGENDA

4-6 November 2015

Open Days
De Kwakel - the Netherlands

4-6 November 2015

FloraHolland Trade Fair
Aalsmeer - the Netherlands

1-3 December 2015

Paysalia
Lyon - France

6-7 January 2016

FloraHolland Winter Fair
Aalsmeer - the Netherlands

26-29 January 2016

IPM Essen
Essen - Germany

IN THIS AUTUMN EDITION THERE IS ONE PLANT WE MUST NOT OVERLOOK: DE CROTON ICETON. ITS COLOURFUL MELANGE OF YELLOW, RED AND ORANGE LEAVES ADDS A FANTASTIC AUTUMNAL ATMOSPHERE TO THE HOUSE.



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Taking a quick look at a tree in the large greenhouse is a lot quicker by bike...



THE NEW CUBE OF LECHUZA
**AVAILABLE FROM
SPRING 2016**



LOFT



SUITS EVERY INTERIOR



The Loft is for many of us a well-known and popular planter for interior plantscaping. The planter can be placed as a series of two on the desk of a reception area or several planters can be placed in a row in corridors. The exclusive design of this beautiful Loft planter suits every interior.



HANDY LINER

POLYSTONE TIMELESS

Practical accessories make life easier. The Polystone Timeless series is now optionally available with the practical LECHUZA hydro liners and matching accessories. Water is always close to the roots and the planter stays watertight – guaranteed. What’s more, a lot less expanded clay is required when you use LECHUZA hydro liners. And, thanks to the patented handles, you can remove the LECHUZA hydro liners and change plants with ease.



Lechuza



A REMARKABLE EXAMPLE OF CRAFTSMANSHIP

SUPERLINE®

Modern, relaxing and bewitching, but above all a remarkable example of craftsmanship. That is typical of the Superline® design. 100% Dutch design in which the certified stainless steel acquires its shape through centuries-old craftsmanship.

Modern, relaxing and bewitching

No less than ten pairs of experienced hands work on every planter, from cutting, rolling and welding to coating, polishing and final inspection. Authentic craftsmanship and modern technology come together in a stylish design. Every planter can be adapted to suit your personal requirements. This means that the planter can be supplied in any desired shape, height and width, and the design in any RAL or NCS colour.



Lifelike down to the smallest detail

GRASSES

Let's take a closer look at these grass varieties. Do you see the different shades of green? Do you see the natural details? Even the plume feels real! And yet these plants are not real, but artificial plants of the best quality.

Nieuwkoop Europe will be pleased to help you plant them professionally. You will then achieve a lifelike result with grasses that can hardly be distinguished from the real grass varieties. Atmosphere is the focal point, particularly with artificial products.



INTERIOR PLANT OF THE MONTH

This section deals with 'the house plant phenomenon'. Plants that are strong enough deserve a little more attention. They stand there looking beautiful for years and wait patiently when it comes to maintenance. There is a wide choice, wide enough to introduce one every month. If everyone gives the plant mentioned in a particular month extra attention, the likelihood of publicity will increase.

NOVEMBER 2015 *Ficus binnendijkii* Amstel King



The brother of the *Ficus binnendijkii* Alii. The Amstel King has a somewhat wider and thicker leaf. In terms of strength, these two are equally matched. This ficus comes in many forms. The 'standard' and 'tufted' forms are the most popular ones. This ficus can grow quite wildly, but if a branch is not to your liking, just cut it off with some scissors.



DECEMBER 2015 *Araucaria cunninghamii*

This conifer, which can also be placed indoors, has a tongue-twister of a name. The conifer is originally from the subtropics of Australia. It is a fast-growing conifer that can easily reach a height of 60 metres. Imagine that. The capillary pressure at the top can be 6 bar. Nature arranges this beautifully!



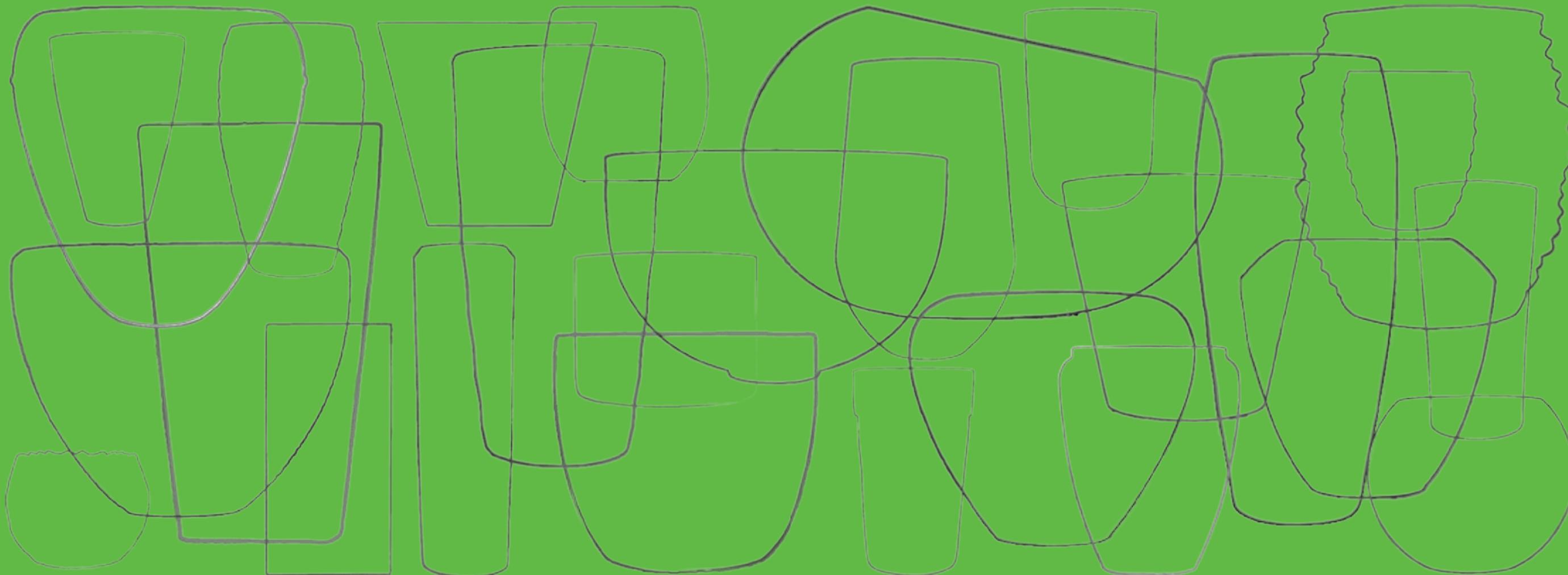
JANUARY 2016 *Dracaena fragrans* 'Janet Craig'

This strong green soldier loves people and we love him. It is probably the best-selling hydroponically grown plant. If you are lucky, you will see flowers growing on this *Dracaena*. Although absolutely charming, they are not so spectacular that you will want to place them in a vase. The strength of the plant is reflected in its dark leaves. The darker and thicker the foliage, the stronger the plant. In other words, it demands less light and water than other green plants.

A SMALL DRINK FOR THE PLANT



Keep your plants in the best possible condition with our liquid feed. A solution of NPK compound fertilisers ensures healthy plant growth.



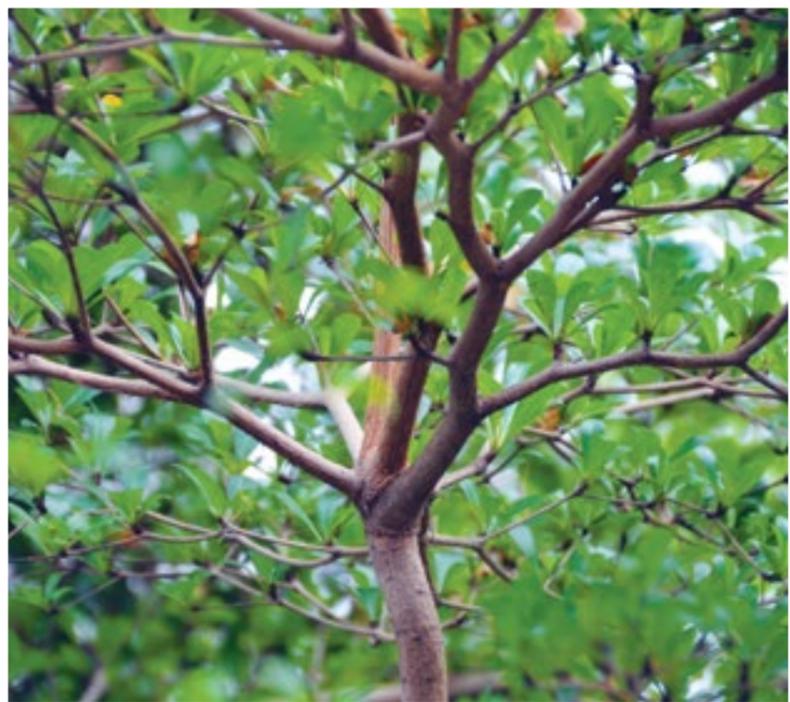
A WIDE RANGE

Are you familiar with our range of planters? Do a test! Which of these items do you recognise from their shape?

Do you fancy changing your interior? There is really no need to make any drastic changes. You can create striking colour tones with unique planters. Nieuwkoop Europe is a trendsetting trade name in the field of exclusive planters. The planters come in clean lines or round shapes, in a wide variety of colours and materials with a more exotic, artistic or contemporary look.

Nieuwkoop Europe has a planter that suits every interior, every location, every surface and every furniture trend. Our employees will be pleased to help you make the right choice from our wide range of planters.

THE NO 1 INDOOR TREE



BUCIDA BUCERAS SHADY LADY

The summer may have gone, but that outdoor summer feeling still remains. The Bucida makes sure of that. The Bucida Buceras Shady Lady is a popular tree with architects and indoor planters. This has everything to do with the 'outdoor effect'. The tree, which originally grew in Central America, has the same appearance as the European green. This creates a very natural transition from outdoor to indoor planting and vice versa. For that reason, the Bucida is often used in atrium planting. This is the place where you can enjoy being indoors while actually feeling as though you are outside!



PHALAENOPSIS

The Phalaenopsis appears to have come directly from the set of The Arabian Nights. The plant transforms every interior into a luxurious atmosphere and for that reason it deserves a special place. The beautiful flowers give these plants great ornamental value!

In spite of the vast amount of different variations, the large-flowered white Phalaenopsis Ikaria is by far the most popular at Nieuwkoop Europe. The pure white colour and beautiful yellow heart make it a much loved variety with indoor landscapers. This classic colour can be applied to any interior.

Are you looking for something special? Take a look at the more exclusive varieties of the large-flowered white Phalaenopsis, such as Formidablo. The flowers of this plant grow in perfect geometry together. That is a formidable sight!



LIVING PAINTING

In autumn and winter we probably go outside less than we would like. That is why we are so fond of green as the new living trend. Green brings nature into the living space. Plants contribute to our health and our feeling of wellness. The feel-good factor of green is great; more and more people know this from their own experience. However, plants can take up a lot of valuable space. Live Picture is the ideal space-saving solution: a living painting of plants.



Live Picture®



Live Picture is a combination of modern design and vertical planting. It gives the living and working environments a refreshing and pleasant green atmosphere. An innovative integrated watering system supplies the plants with water throughout a period of 6 weeks. This saves on time and maintenance!

DIRK MERMANS

Briefly introduce yourself and the Dirk Mermans Nursery

Dirk Mermans grows house plants by hydroponics and in potting soil. In 2001 we moved into our new, modern nursery of approximately 2 ha, where currently the fourth generation of Mermans cultivates plants. We use the very latest technology. A CHP (Combined Heat and Power) unit produces the right amount of warmth, and an active heat storage system does not allow any energy to escape. Everything in our nursery is about sustainability and care for the environment.

Why is hydroponics such a beautiful product?

Hydroponics guarantees a balanced and healthy plant growth. In hydroponic growing the plants decide for themselves how much water they need. The plant therefore receives the right amount of water at all times. Another example is that the substrate does not rot, shrink or dry out, which make ideal conditions for the plant's roots.

Third place during International Grower of the year 2012. Can you tell us more about that?

Third place in the International Grower of the year 2012 is a great appreciation for our efforts. It proves that we, with our small business, can compete with the international leaders. In 2011 Ammerlaan The Green Innovator won the bronze rose. We are therefore in good company.

Where do the challenges lie for you in the future?

It is important to grow a balanced range of top-quality house plants at the right moment. When you grow a large range of plants, it is a puzzle trying to get everything ready on time.

Why do you like working with Nieuwkoop



Europe?

We have a win-win relationship. We grow a wide range of bespoke plants for Nieuwkoop Europe and they take care of marketing. Nieuwkoop Europe indicates the quantities and periods. This allows us to fully concentrate on the cultivation of the plants. Because Nieuwkoop Europe is closer to the end users, they quickly pick up the latest trends and, in consultation, we can adapt the range and the quantities.

5 YEARS NGC



This autumn sees the 5th anniversary of the Nieuwkoop Green wholesale trading centre! The company looks back on these years with pride. Its success continues to grow thanks to the extensive range, adapted to the latest trends, and the enormous choice of fresh plants. And there is another success factor - our sales team. Their assistance and professional advice are greatly appreciated.

Meet Arno, Jeroen, Jaap, Irma, Joanna, Harry and Fabian. They represent personal attention, customer satisfaction and service. The ambience, hospitality and customer focus conveyed by NGC give you a good feeling immediately upon entering the premises. The employees help you with good advice, and they are happy to drink a cup of coffee with you.

EXOTIC ANIMAL HOUSE AT KARLSRUHE ZOO

Enormous trees, climbers and ferns now grow in the Tullabad, a former swimming pool in Karlsruhe, and in between all that green flows an idyllic stream. This tropical paradise is the new Karlsruhe Zoo Exotic Animal House. A narrow path for visitors to follow winds adventurously through the tropical house, and all kinds of animals crawl, walk and fly amongst the lush greenery.

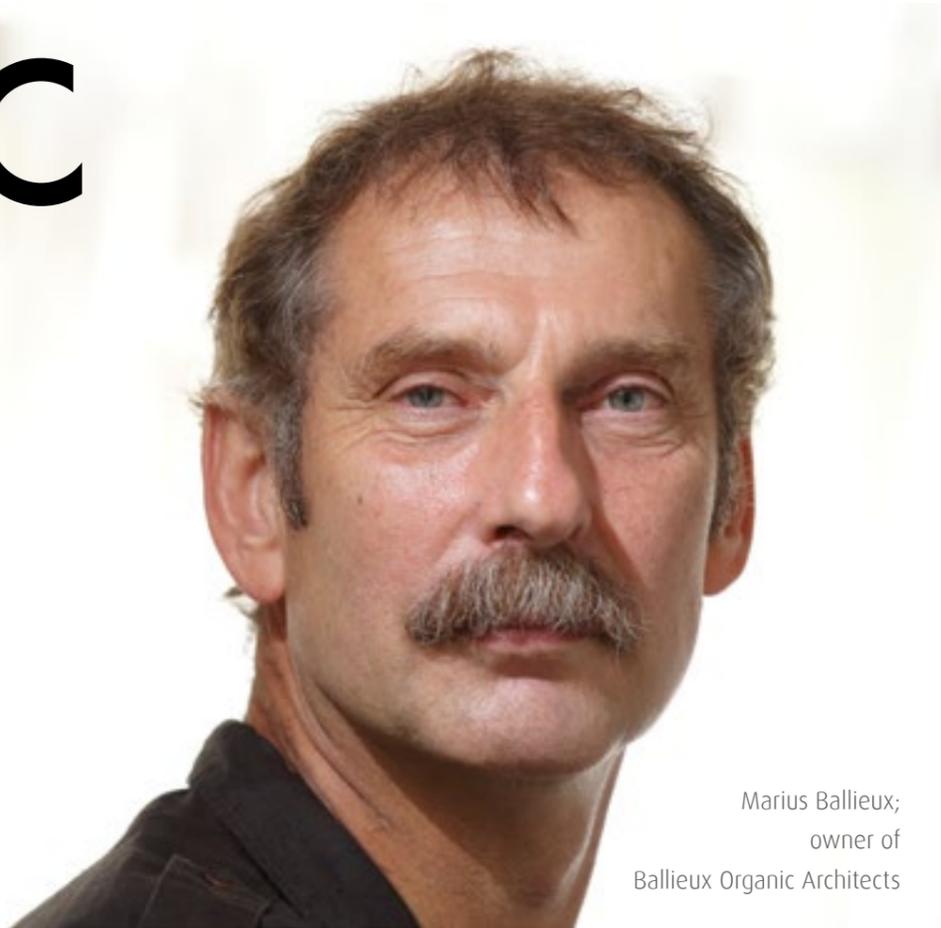
In February 2013 Nieuwkoop Europe was approached by KREIKENBAUM + HEINEMANN architects to discuss the plant arrangements for this exceptional project. This was no everyday assignment. The Exotic Animal House at Karlsruhe Zoo is the second largest tropical house in Germany and was one of the largest tropical planting projects in Europe.

Many unique plants were used, such as a *Dicksonia antarctica*, *Terminalia catappa*, *Baccaea remiflora* and *Hevea brasiliensis*. The first delivery took place in October 2014 and final delivery in May 2015. The residents of Karlsruhe and environs could hardly contain their curiosity until the Exotic Animal House at Karlsruhe Zoo opened its doors to visitors at the end of July 2015.



Photo: The City of Karlsruhe, Roland Fränkle
Photo: KREIKENBAUM + HEINEMANN

VOC



Marius Ballieux;
owner of
Ballieux Organic Architects



Plants reduce harmful Volatile Organic Compounds: VOC.

We often spend more than 90% of our time indoors and the air that we breathe is 5 to 10 times more polluted than the air outside. Research carried out by climate architect Marius Ballieux, supported by Waterdrinker Aalsmeer and Nieuwkoop Europe, shows that plants filter out many of the harmful VOC in the air, which has a positive effect on our health. This research proves that plants can, to a certain extent, take over the role of ventilation systems!

Currently, expensive ventilation systems are often taken into consideration in the designing of schools, office buildings and hotels, etc. The owner of Ballieux Organic Architects, Marius Ballieux, is dedicated to organic architecture: 'Building with Nature'®. He would like to see plant capacity being taken into consideration during the design phase of buildings rather than when the building is already finished. His primary reason for this is that plants are natural air purifiers and can, to a certain extent, take over the role of the aforementioned ventilation systems. This is the added value of organic architecture, which also saves a significant amount of money.

'Hard figures are needed to realise this.'

Ballieux knows that: 'Hard figures are needed to realise this.' In order to deliver these hard figures, he has been carrying out tests with NASA-validated equipment for some considerable time. This equipment measures the composition of the air at the molecular level. It is not so much the quantity of oxygen in the air (normally 20-21%), but particularly the concentration of VOC. These are substances that we, as human beings, excrete ourselves, but they are also contained in products and plasticisers all around us, such as in furniture, floor coverings and electrical equipment. People in a room with high VOC concentrations in the atmosphere will develop headaches, allergies and other symptoms.

To find out which plants had which effect, Ballieux began placing plants in test environments. This quickly showed that a plant immediately begins to absorb VOC and can bring down the level of VOC to zero in just a few hours. Having achieved positive results in the test environments, Ballieux wanted to repeat his

research in an existing environment. And what could be a more appropriate environment than a classroom of 30 pupils?

The Jozef School in Aalsmeer was only too willing to take part in this test and made two classrooms available. Measuring instruments and plants were placed in one classroom and measuring instruments without plants were placed in the other. The level of VOC in the classroom with plants was reduced by no less than 50%! This means: a better indoor climate for pupils and teachers, fewer illness symptoms and fewer allergies. This is, of course, in addition to the other positive effects known to be related to the presence of plants: better concentration, less aggression, and better learning results.



What is so nice about NGC?

‘Me, of course..... no, joking side, the fantastic range of plants and planters, the variety of work and, of course, the great team. It is also satisfying to help customers by giving good advice.’

What are your hobbies?

‘I have only one, Beagles. I currently have 12 beautiful dogs. I breed them and take them to shows. Taking my dogs to shows is my passion. That’s when they look their best and, as modest as I am, I am proud to say that my cupboard is full of prizes, also at the European level. I love doing it, even though it takes up all of my free time.’

You are a great team, is that right?

‘Yes, absolutely. We are willing to support each other, work together well and are a close-knit team. How do we achieve that? We share a lot together. We all move in the same direction. We work hard and, from time to time, we all have a good laugh.’

What kind of people come to NGC?

‘Very diverse: interior landscapers, florists, stylists, architects, gardeners, exporters and, of course, internal customers. We have the knowledge and can advise any type of customer. We help them with their choice, with the packing, and we can also arrange the transport.’

To whom would you like to give a plant and a planter as a present?

‘Wouldn’t it fantastic to sell a pot and a plant to Maxima or give them to her as a present? I think she’s a great lady.’

Which trends do you see in NGC?

‘There is increasingly more demand for quality and design. Where once you would sell 100 pieces, today you sell 10 pieces but the value is much higher.’

Which is your favourite plant and pot?

‘The Sansevieria, preferably the green one, and I would put it in a Smoke Polystone.’

DO YOU REMEMBER THIS?

FEELING GOOD WITH PLANTS EXTRA LARGE

This second book (2005) in the PXL series has once more proven its value. Plants that did not receive an opportunity to present themselves in Part 1 can be found in abundance in the second book. You will also see the developments within the domain of the planter. Colours are going to play a role. There is also the tendency that planters may cost more than the plant itself. Intriguing!



Photos from the book: Feeling Good with Plants Extra Large





THIS IS HOW HYDROPONICS WORKS

The planting of a hydroponics watering system

There are several systems in which pot plants grow. The two most important ones are hydro and semi-hydro. In this edition we explain the hydro system. The plants used in this system are specially cultivated on hydro-pellets, such as cuttings on Oasis Import plants, Hydro immediately from the grower. Subsequently, all the soil is rinsed off and the plant is potted up in hydro-pellets. When buying a plant grown hydroponically, the following steps should be taken when planting in a decorative pot:



1. Ensure that the bottom of the water level metre is equal to the underside of the cultivation pot (this allows the water metre to measure the amount of water in the pot).
2. Place the plant and the water metre in the planter.
3. Pay attention to the aesthetic aspects, place the plant in the centre.
4. Place the cultivation pot 1 cm below the rim of the decorative pot so that the edges of the cultivation pot are not visible.
5. Make a hill of the granules in the planter so that they do not fall off.
6. Fill the water meter to the maximum.



OUR WEBSITE

Visit our website regularly and stay up to date with all the news.

This is where you will quickly find clear information on the latest articles, sharply priced offers, digital brochures, recent projects, trade fairs, and interesting product information and product photos. Don't miss a thing!

OUR WEB SHOP

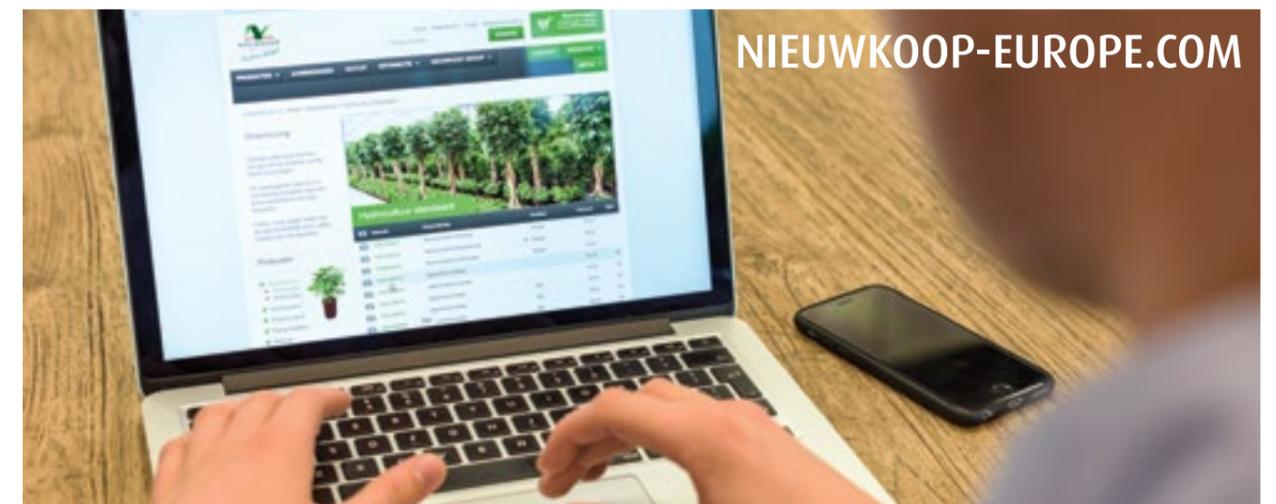
You can order products quickly and easily from our web shop 24 hours a day, 7 days a week. That means doing business wherever and whenever you like!

- Order anytime and anywhere
- All product information visible at a glance
- User-friendly
- Extensive search function for targeted results
- Time-saving
- You will maintain contact with your account manager at all times



NOT CLAWS

These are not the claws of a Chimpanzee, but the offshoots of a Cycas revoluta. This fascinating process takes place after the Cycas has been imported and removed from the container.



TREE SIGNALS

The European Commission announced in July 2014 that it will invest more than 1 million euros in a project to use trees as bio-sensors for drought and air pollution.

The idea is to place electrodes in trees which will capture electronic signals running through a leaf or an offshoot of a branch. These are transformed through measuring and control devices into understandable messages and subsequently placed online. Anyone wishing to know how dry a certain park in Barcelona or Paris 'feels' can follow this on an app.

In the open database of the project (Pleased) approximately a hundred electronic signals can now be seen, such as that of a cabbage plant that has been standing dry for eighteen days, or a cucumber exposed to a flame. - www.pleased-fp7.eu -



Ready for sale.

THIS ONE IS FOR YOU!

When you walk into the greenhouse, you may see this red label on the tree. This label is hung on the tree when you buy it, but delivery does not take place until later. The label is further explained below.

Order number	558914	Article number	4BUBURS17
Name of buyer	Jan Breedijk		
Name of the plant	Bucida buceras shady	Pot diameter in cm	70
Shape	Stam	Height in cm	350
		Loading date	10-08-15

INTELLIGENT BEAN

It seems that plants are intelligent and do not just grow 'at random'. A bean plant, for example, twists and turns around a pole expressly. In a second video clip, with two bean plants competing for the stick, the losing bean goes in another direction when the winner reaches the stick.

YouTube: bean plants Pollan



MARKET UNDER THE PALM TREES

This painting (1661) by Andries Beeckman depicts the market in front of the Castle of Batavia, seen from Kali Besar West.

Photo: Rijksmuseum Amsterdam

DESIGN, INNOVATION, QUALITY

LECHUZA PLANTERS
WITH SUB-IRRIGATION SYSTEMS



TALKING TO:

Lechuza®

The innovative LECHUZA planters with sub-irrigation systems have been a part of the Nieuwkoop Europe assortment for many years. It's time to ask the LECHUZA team a few questions.

What is LECHUZA's aim?

We want to get to the bottom of things and change and improve them wherever necessary. In so doing, we seek to make working with plants easier and more convenient. This was the aim with which we – under the initiative of our director, Horst Brandstätter – began to develop planters made of plastic 15 years ago.

Thanks to many discussions with interior gardeners and experts, and after a lot of intensive work, we were able to present the first planters with sub-irrigation systems and accessories for plantscaping. The LECHUZA CUBICO was a major success for us. Demand for the stylish column shape is still increasing today.



Why do interior gardeners love LECHUZA?

- The unique sub-irrigation system can be used immediately and supplies the plants with precisely the right amount of water and nutrients required for optimal growth.
- Our multi-award-winning design, with its many different shapes and trendy colors, is perfectly suited to the style of modern offices.
- Many customers value high-quality workmanship – made in Germany.
- Our extensive range of accessories for soil and hydrocultures is also very popular. For instance, planting or replanting with patented plant liners is fast and can be done without getting your hands dirty.

What can Nieuwkoop customers look forward to in the future?

We want to keep a keen eye on the industry in the future as well, and provide high-quality plant and plantscaping solutions with LECHUZA. We would like to take this opportunity to thank everyone who has placed their trust in the LECHUZA brand for so many years and enabled us to continually improve our products with their feedback.



FICUS LYRATA

15 pieces in stock
Pot size 90 cm
Total height 5.50 m



Sander's column



MARKTPLAATS

Have you ever entered 'Ficus' in the search criterion on Marktplaats, a Dutch type of ebay? The results are diverse, to put it mildly. The professional growers are present, of course, with their beautiful plants, and also the large number of artificial plants attract attention, but what is being offered by individuals I find most amusing. Take a look at the photos! Some of these plants hardly have any leaves on them. An advantage is that your car will remain nice and clean when transporting them.

The funniest advertisement that I found had the following text: 'Super large Ficus Benjamina, 30 years, given to me as a small plant, is becoming too big for me (now 2.00 metres).' If a Ficus from a grower took 30 years to reach that height there would not be many growers left. This does indicate, however, that a Ficus can be kept indoors, except this example has been indoors too long in my opinion.... We throw a bunch of flowers away after one week...

HYMA BECOMES NIEUWKOOP



Ambius supplies, designs and maintains a wide range of indoor plants, including office plants, green walls and interior gardens for offices, hotels, shops, shopping centres, hospitals, care homes and airports. In a bespoke plan we improve the work climate for employees, strengthen the appearance of a company and increase productivity.



AMBIUS AND NIEUWKOOP ENSURE

THE PERFECT GREEN EXPERIENCE!

Workplace experience

As a market leader, Ambius ensures a total workplace experience through the many opportunities available, such as indoor planting (hydroponics), vertical gardens, outdoor planting, fresh flowers, silk flowers, premium scenting, fruit, Christmas decorations and atmospheric ceilings.

With 10 support centres and over 140 specialists across the Netherlands, Ambius is able to provide an excellent service. Our head office is located in Duiven in the province of Gelderland.

Room for green

In recent years we have changed our way of working at the office. This has led to office layout changes, such as task-oriented rooms

and more variation and colour. What remained consistent was the attention to green in the workplace: people had become convinced of the many positive characteristics of plants in the workplace. However you design your building (straight lines, contemporary, traditional, multiformed, soft furnishings), there is always room for green.

Together with Nieuwkoop, we ensure that our designs take further shape at the customer. Whether it concerns small plants in pots or a beautiful 10-metre high Bucida for an interior garden, at Nieuwkoop they know what challenges to expect.

Ideas for the planting arrangements are contributed and the wide choice makes it possible for our consultants to offer a wide range to their clients. In addition, the option to visit De Kwakel together with the client and see the many possibilities is an eye opener for many people. A knowledge of the business, good contact and fast deliveries ensure that we can supply quality to our clients.



PLANT CONSULTATION

The Epipremnum upped and walked away
Yes, even plants consult, preferably without us. What they consult about? They keep that to themselves. From reliable sources we have heard that they all want to have their picture taken.



Green stripe

Metalica

Wave

Congo crown

Black Gold

Kirkii

Spikes

Cylindrica

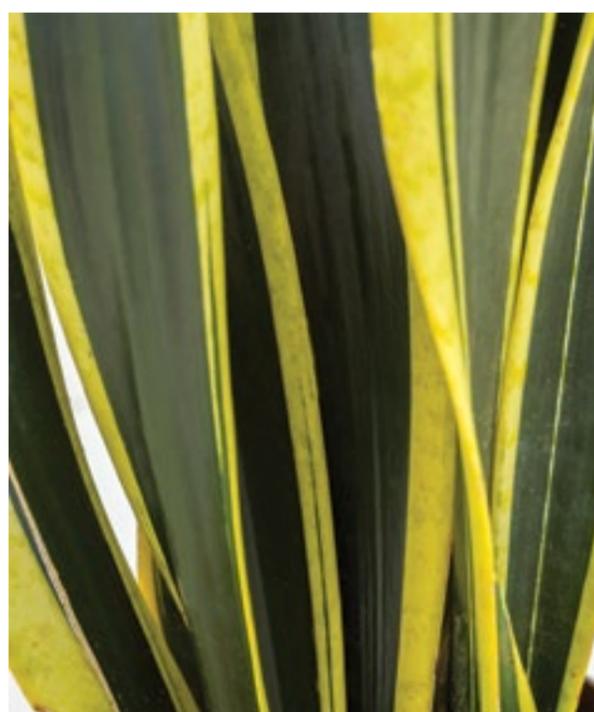
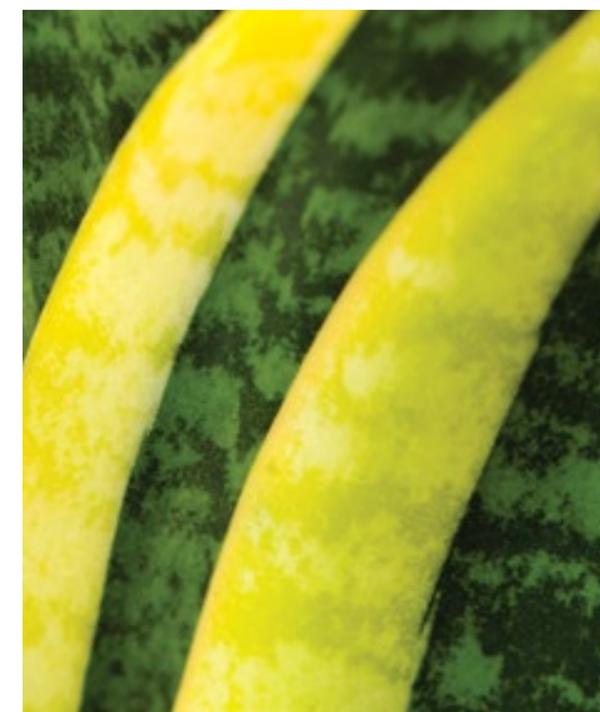
Laurentii

Tower

THE MANY FACES OF: *Sansevieria*

The Sansevieria is making a comeback because of its high 'vintage' calibre. Place this plant in a striking pot and it will fit perfectly in a trendy interior.

Did you know that our Sansevierias are largely from our own imports? Nieuwkoop Europe travels to Thailand and Costa Rica to see the Sansevierias with their own eyes and select the best ones for you.



STRANGLER



Our well-known Ficus is not a tree and no sweetheart. The Ficus is a climber that has wrapped itself very easily around a palm tree. The palm tree did not survive and has rotted away completely. All that remains is the Ficus 'cloak'.



RONDO & CUBICO
NOW ALSO AVAILABLE
IN ALL RAL COLOURS

Lechuza®

be
colorful



WELCOME

The headquarters of Nieuwkoop Europe, the beating heart of the company, is located in De Kwakel in the province of North Holland.

This location is a mere few minutes away from the flower and plant auction FloraHolland Aalsmeer, and no more than a few kilometres away from Schiphol Airport and the city of Amsterdam. The company is readily accessible to imports and exports - and also to you, as a visitor!



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Text/Photography

Nieuwkoop Europe, Ki Plant Concept

Concept and idea

Ki Plant Concept

Published by

Nieuwkoop Europe

Design

You're On!

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