

# SPRING



NIEUWKOOP GLOSSY

Edition 04 - spring 2016

Now available!



# RUNNER

Available with practical liner; rapid delivery times and top quality at an affordable price.

# The Nieuwkoop Group Board of Directors PREFACE



Dear reader,

In our very first edition of the Glossy, we promised you lots of news about our company, our business and themes that concern us. Well, the fourth edition is here before you and several clients have said how much they like reading about who we are! We could not have hoped for a greater compliment. Thank you!

The *Dicksonia antarctica* is slowly but surely unfurling its young fronds in the light of the gradually lengthening days. We thought that this was a fantastic metaphor for the coming spring and an ideal subject for our cover photo.

In our previous editions we interviewed a great many people: members of our organisation and some outside it - and we do in this one, too. Our operations manager Skipp Huisman, for example, talks about his passion and tells Benoit Pelleriaux, the brand new chairman of the European Interior Landscaping Organisation (EILO) his vision on the future.

This edition also highlights hydroculture again, this time with a cool innovation that is not only functional but also very attractive. After all, appearances count too.

Happy reading!

The Nieuwkoop Group Board of Directors

*Henk Nieuwkoop - Danny Gerritsen*



- Pots
- plants
- hydro

# AGENDA

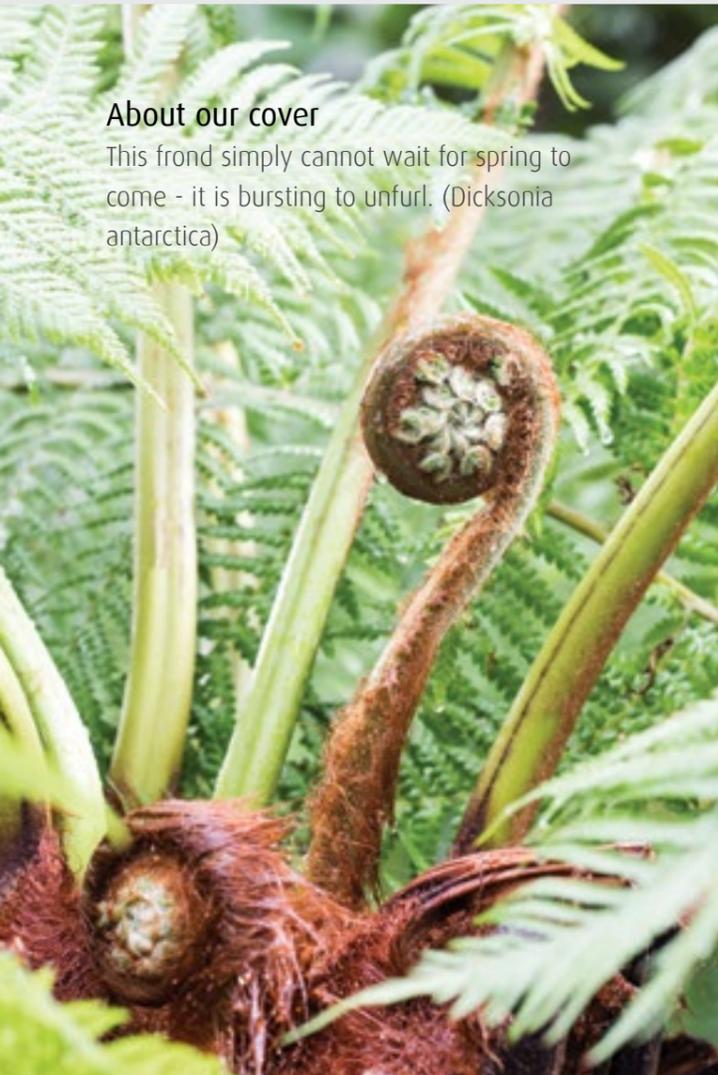
02-04 November 2016

Open Days  
De Kwakel - the Netherlands

02-04 November 2016

FloraHolland Trade Fair  
Aalsmeer - the Netherlands

• \*Subject to alteration



### About our cover

This frond simply cannot wait for spring to come - it is bursting to unfurl. (Dicksonia antarctica)

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Collective combines expertise and innovation

# HYDROCULTURE



**After more than 40 years of producing hydro-culture articles, we felt that it was high time to take another look at the cultivation pot. And our fellow competitors felt the same. We have combined our expertise and developed a new hydroculture pot.**



1. The brown cultivation pot was past its prime and we have changed its colour to an ultra-modern anthracite, and given it a complete make-over.
2. An additional pot size. Besides the familiar sizes 15-19 cm, 18-19 cm, 22-19 cm and 28-19 cm, we are expanding the series with a practical, new size: 25-19 cm.
3. Corporate Social Responsibility (CSR). It is impossible to imagine life today without the concept of sustainability, and our new cultivation pot had to be sustainable too! It is made entirely of recycled plastic and can itself be fully recycled.
4. A healthy plant. Spot the differences. Is there anything else about the new cultivation pot that strikes you? In the past, all the slits were below the water level, but the new pot has a number of slits higher up; this improves oxygen circulation and enhances root growth, thus giving you a healthier plant.

The hydroculture range will be delivered in the new cultivation pot towards the summer.



# 'FEET' IN WATER

How delicious it must be for those *Chamaedorea metallica* to have their roots permanently in water. This is how plants that are intended for hydroculture are cultivated.

A unique object

# DECOWOOD



Wood is a wonderfully powerful decorative material. Some wood is functional, and for furniture, and some wood is just for loving. No two pieces are the same, so you know that your object is unique.



Realising interior landscaping in rooms and buildings

# FROM AND FOR ARCHITECTS



**The plants used in, on and around buildings are an integral part of the architecture of buildings. Keep that in mind from the very beginning!**

It is advisable to engage a specialist right at the start of a project. This adviser will make sure that all your questions are carefully answered and help you select the most suitable systems and plants. This is the way to avoid mistakes and shortcomings.

Prior to giving any advice, the specialist will identify and list the customer's specific requirements concerning indoor climate, technology and architecture, for example. Where necessary, calculations will be made so that the correct temperature, humidity and light can be realised.

The interior landscape specialist will maintain contact with the architect, the supplier of the plants and trees

to be used and other disciplines such as electricity, lighting and air conditioning.

Since the specialist has a sound expertise in the field of design, planning and drawing (including CAD drawing), the customer can count on successful support throughout the entire cycle. Aplantis AG is an interior landscape architectural agency that creates green spaces in rooms and buildings.

***Aplantis has international experience in designing attractive indoor gardens, plants for façades, vertical planting and biological climate planning for buildings (BioAirTech).***

The team comprises architects, horticultural engineers and business economists. Aplantis plants, designs and realises innovative landscaping in, on and around buildings.

• [www.aplantis.ch](http://www.aplantis.ch) - [info@aplantis.ch](mailto:info@aplantis.ch)





## ALREADY 40 YEARS IN HYDROCULTURE

Harm has been working at Nieuwkoop Europe for over 40 years. He is an expert in the true sense of the word and better equipped than anyone to ensure that our hydroculture systems produce healthy plants. Harm is one of the staff members who is responsible for the marvellous condition of our hydroculture-grown plants.

## EVASDE TAX WITH A HOUSE PLANT. YES, YOU CAN!

# A PLANT IS MANDATORY

Members of Parliament have even asked questions about this. Have you ever heard of 'substance laws'? A foreign party may not simply set up an office in the Netherlands 'just like that' to enjoy the tax advantages intended for domestic companies.

Simply having the proverbial letter box is not enough; a director under the articles of association must, for example, be appointed.

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*This legislation has therefore been created to determine whether a foreign company has enough activities in the Netherlands to qualify for these advantages.*

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According to 925.nl, who received this information from an informer at the Tax and Customs Administration, a new rule has been added: you are only a real Dutch company (and entitled to tax advantages) if you provide a house plant for your personnel.

The theory behind this is that a genuine company (and not an empty shell) looks after its personnel and improves the quality of the working environment with plants. So you may say you have an office even though you do not have any personnel, but you cannot claim to have one unless you have a house plant!

And a plant can survive perfectly well on its own in hydroculture...

• SOURCE: 925.nl



Rent a Plant & Nieuwkoop

# SUSTAINABLE IN GREEN TOGETHER

The 'look' and 'feel' of this fabulous interior plantscaping harmonise perfectly with the modern design of the multifunctional district amenity Lumen in the centre of the Velve-Lindhof district in Enschede.

It is a truly green place of work. Sustainability and Corporate Social Responsibility (CSR). Rent a Plant's specialised team of employees supply and maintain interior plantscaping for the corporate market and governmental and semi-governmental institutions in the Netherlands. Rent a Plant's team is highly service and customer-oriented, flexible and competent - all the things that really count.

### Perfection in service

Rent a Plant knows what a green environment can do. With professional solutions in the field of hydroculture-based interior plantscaping, an office, showroom, waiting room, entrance hall or any other indoor space becomes a splendid place to work.

'The range is wide and contains an enormous variety of styles, from plants to planters and from flowers to green walls. Vertical planting, in particular, is a strongly emergent market. We take a constructive approach to the customer's problem and give appropriate advice, ensuring that the right plant always ends up in the right place.'

*'We want to provide a perfect service. Our team of service employees and sales advisers maintain close contact with one another and with the customer. We believe that good communication and being flexible and able to switch rapidly are of paramount importance.'*

### Sustainability and Corporate Social Responsibility (CSR)

Rent a Plant is in the vanguard when it comes to CSR, as is Nieuwkoop Europe. The CSR policy is anchored in all our operational processes by means of ISO 26000 certification and the CSR declaration we have drawn up. 'Our opting for continuity is a conscious choice. Just like our opting for sustainable business practices: our own premises are fully CO2 neutral and we have also started using electrical vehicles.'

says Johan Reuvers enthusiastically and emphatically. He runs the Almelo-based company in office and project plantscaping 'pur sang' together with his wife Myrian.

### Vertical planting

People feel comfortable when the interior plantscaping is geared to their surroundings; it gives them a familiar, safe feeling. The prestigious character of plants is important but their air purifying action and sound-damping effect can also be put to very good use indoors.

'The "Cradle to Cradle" concept is central to our products. You only have to look at how we clean our planters or recycle our cultivation pots to see that. Nieuwkoop takes a constructive approach to our environmentally aware methods. In fact, the staff get thoroughly involved in this and give us the quality of service we provide to our customers: fast and customer-oriented. Jointly we realise the best solutions for our customers. Green and sustainable.'

# WHY HAVE ARTIFICIAL PLANTS?

The popularity of these maintenance-free plants keeps increasing. But why is that? Why might you choose artificial plants instead of 'the genuine article'? Real plants require attention and time. They need looking after and are sometimes very fussy about where you put them. Is the temperature less than optimum? Is there a draught? Or is there too little

daylight or artificial light? Under unsuitable conditions some plants promptly lose heart... and their leaves. However, in spots where natural plant growth is hardly possible, if at all, you can, of course, decorate and vary things to your heart's content using artificial plants. Artificial plants lend your representative spaces a welcoming look and feel!

RAP ABOUT THE  
SURCULOUSA

YOU HAVE A NAME THAT ISN'T SIMPLE

'DRACAENA' IS AT LEAST PRONOUNCEABLE

GODSEFFIANA IS ALMOST A SWEAR WORD

YOU SHOULD SPELL SURCULOUSA WITH A CAPITAL LETTER

AND YOU'VE GOT FRECKLES TOO

LUCKILY YOU'RE VERY STRONG!

AND MANY AN OFFICE MAY ENJOY YOU





Design, design, design



# VONDDOM

Vondom can be described in three words: design, design, design!

The collection was designed by and for enthusiasts of modern design and the newest trends.

People who enjoy fashion and trends just love Vondom's designs. These successful products give any interior a trendy upgrade, enhancing even the simplest space with a hypermodern look.





# BIG FUTURE

Customers often ask us for this image from XL Plants Around. The fact that this wall is so beautiful is partly due to the **Aglaomorpha coronans** (what a name!) used in it; the effect of this fern in a green wall will, without doubt, intrigue every viewer. The fern is a new star in 'plant heaven'. It is perfect for green walls.



# 9 STREETS

Brilliant: there you are, walking round Amsterdam, and then right in the city centre, in the district known to locals as 'de negen straatjes' or 'the nine streets', you suddenly run into a magnificent Licuala grandis. It is really great that a clothing shop is interested in such things.

Rhapis excelsa

# THE TRAVEL REPORT OF THE RHAPIS



A 'tuft' of at least ten cuttings is now made so that a splendid full plant will ultimately form. This tuft is given another five months to prepare for the long journey. During this period, Nieuwkoop representatives travel regularly to Asia, to ensure the quality and quantity of our wares.



When it arrives at Nieuwkoop Europe in De Kwakel, the Rhapis excelsa is exhausted from its journey and will need to acclimatise for three to four weeks. It will subsequently be repotted in a larger cultivation pot with fresh soil and will be given at least three months to develop more roots.



The Rhapis is one of the strongest house plants ever! But it does not end up in a pot at your house just like that; it makes quite a journey to reach you.

The long travels of the Rhapis excelsa sold by Nieuwkoop begin in distant Asia. The cuttings originate from a number of small-scale growers who jointly cultivate around 11 hectares of ground. The young cuttings need three months to develop their own roots after they have been cut from the mother plant.



Now they are well on their way! The only obstacle now remaining is the long journey to their final destination.

When the first eight months are over, the young Rhapis excelsa plants are shipped to Europe, each one being separately packaged to prevent damage to their leaves. The sea container in which they travel is no ordinary container: the temperature and humidity are regulated. It takes four weeks for the plants to arrive at the port of Rotterdam.

PINUS  
NIGRA  
MARIE  
BRÉGEON®

VS.

PINUS  
NIGRA  
BREPO®

These spherical Pinus species are ideal trees for a garden, on the patio or in a decorative pot on the balcony.

They do not have to be pruned to maintain their 'architectonic' spherical shape. This is a unique characteristic! The Pinus is an evergreen and only its innermost needles will fall off in the autumn. This strong tree is impervious to high winds (including sea winds), insects and other pests.

Good drainage is extremely important when planting one of these Pinus species. What ever you do, you must not place your tree in too wet a spot. The Pinus is, on the other hand, very resistant to drought, is very much at home in the full sun and is winter-hardy to as low as -25 °C.

When planting it in the ground, make the hole twice as big as the root ball. The top of the root ball must just be visible above the surface of the earth. Then tamp down slightly and water your tree. The Pinus thrives



in both sand and light clay soil with a moderate pH (around 5)

and does not need much fertiliser. A couple of applications of an organic fertiliser in the growing season, that is, in spring and summer, will be adequate.

***If your Pinus gets too big, you can prune it at the top and bottom to keep it in shape; do so at the end of June or beginning of July. The needles can be pruned even shorter in September if necessary.***

Spot the differences:

- » The Marie Brégeon® has a slightly finer form and grows more slowly than the Brepo®
- » The Marie Brégeon® stays smaller and compacter than the Brepo®
- » The Marie Brégeon® has a fresh green colour and the Brepo® is darker.

# READY FOR THE FUTURE

You have already been working at Nieuwkoop Europe for ten years and currently hold the position of operations manager. Would you like to tell us about yourself and how you arrived at Nieuwkoop Europe?

*My name is Skipp Huisman, I am 47 years old, married and father of a 14-year-old daughter. My big hobby is making music; I play the bass guitar in a band named 'Always There' and we perform regularly.*

Before I came here, I worked for an IT agency as head of the technical service; Nieuwkoop Europe was one of the IT agency's customers and, among other things, I was responsible for their system administration.

In that time, we learned a lot from each other and recognised that my knowledge and interests and Nieuwkoop Europe's needs were well matched; the switch was a logical step. I started in the position of IT manager and moved on to operations manager, a position I really enjoy.

## There is always a lot of movement in the markets in which you operate. How does this affect your discipline?

By using scalable systems and processes, we can expand our capacity without much difficulty and thus continue to provide for the continually changing needs of our customers.

Furthermore, both our internal logistics software and webshop have been optimised with the most sophisticated technologies so that we can respond to our users in a rapidly changing world. Mobile devices and online shopping, for example, are playing an increasingly important role in our business.



SKIPP HUISMAN

## What else will your customers notice regarding all this?

To begin with, the customer experience must, of course, remain at the familiar high level. We want to improve our service, in particular, by making it even more personal and even more customised.

One of the improvements we have made is to further optimise the 'user experience' of our website so that customers can find their way through the solutions Nieuwkoop Europe has to offer even more easily.

## How does your discipline take environmental aspects into account?

Actually, our pay-off 'The Green Lifestyle®' says it all: we consider sustainability to be of paramount importance. Our entire server park has, for example, recently been replaced by energy-efficient models.

Furthermore, wherever possible, we try to work in accordance with the 'ThreeR principle', that is, 'Reduce Reuse & Recycle'. Our ISO-9001 and MPS certification indicates that we are on the right track.

We pass on equipment we are finished with to an organisation that ensures that it is disposed of in an environmentally-friendly manner and donates the proceeds to charities.

## What future developments will have a big influence on your work as operations manager?

In the winter glossy, we wrote that we have to move in the direction of smart logistics and that good chain integration focused on service orientation and a personal approach is extremely important.

My challenge is to translate new needs in the market into optimum processes while minimising costs and maximising environmental protection and customer satisfaction.

**As far as I am concerned, we are ready: bring on the future!**



# SELFIE



Whether you like your Bambusa species green or yellow, they certainly go with the times; look, they even make their own selfies!



# INTERIOR OFFPLANT MONTH



## April Bambusa vulgaris

April is a really good month for bamboo. The daylight is optimum and bamboo uses it to make spurts of growth of as much as one cm a day. It goes without saying that it appreciates some extra water during this period.

## May Ficus binnendijkii

This Ficus species was named after Mr Binnendijk (1821-1883), its finder. He was deputy technical manager of the Buitenzorg Botanical Gardens in Bogor, Indonesia, and he described many of the plants in this garden. Only in those days there weren't any Ficus species on such beautifully entwined stems.

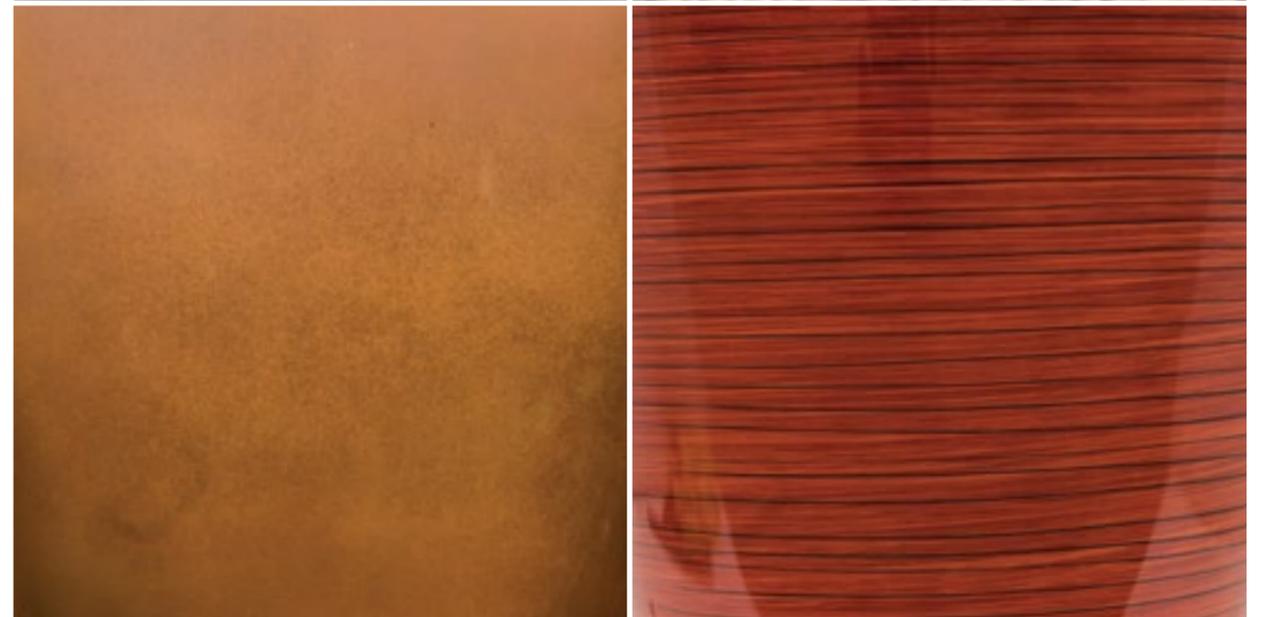
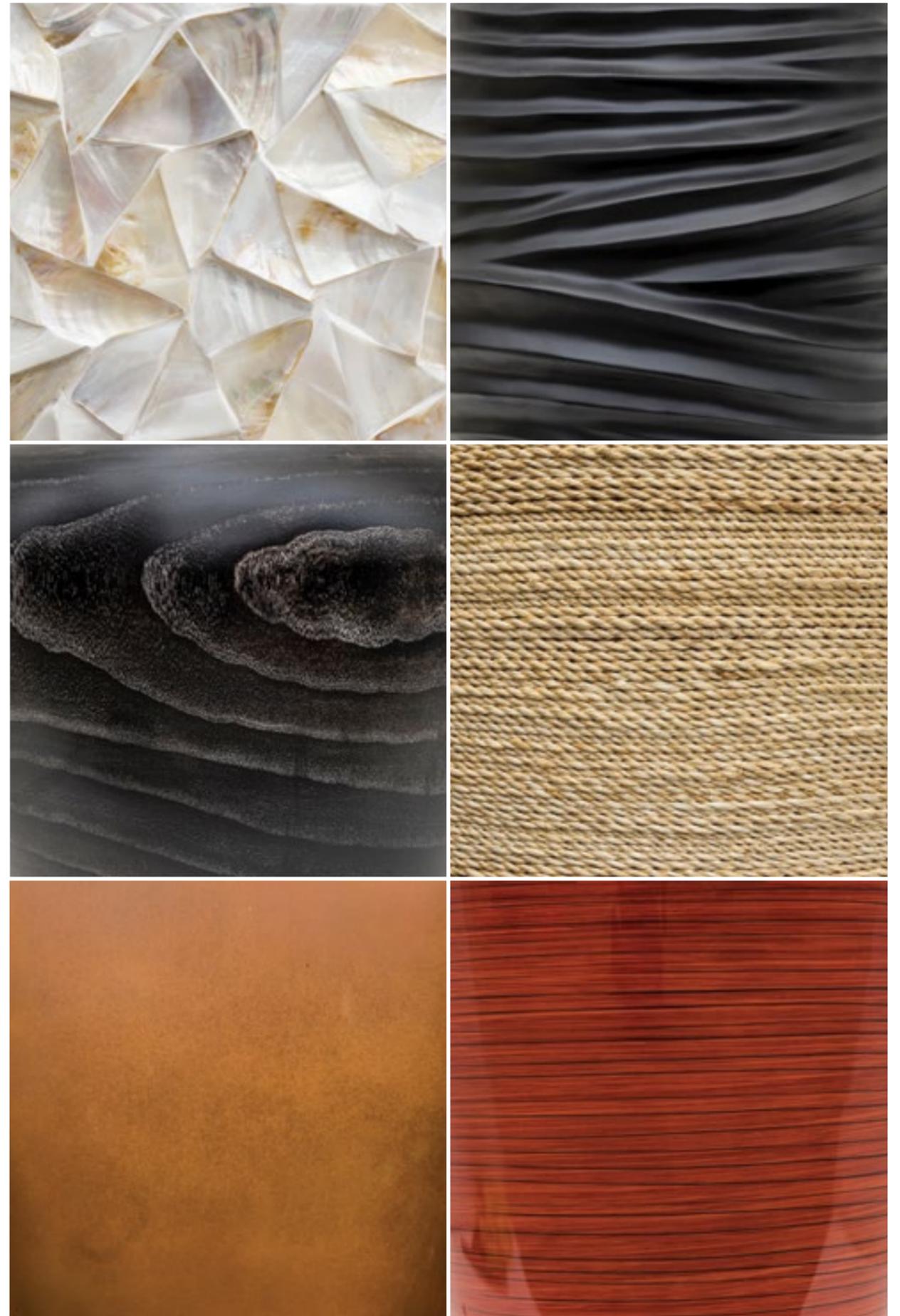
## June Dracaena lemon lime

What an odd name to give a plant. The 'lime' is what interests me, although I catch myself wondering more than once whether it should be 'lime' or 'line'. After all, there are arguments in favour of both. This plant certainly has lines, but it is also lemon coloured... and evidently that is what has won the argument!



# TEXTURE

In our last issue, we photographed our pots from above, showing the pot rim. But there is another way to look at them. Zoom in on the pot and examine the beautiful texture. From coarse to fine, smooth to ridged. You could make wallpaper with that texture!





### WHAT IS GOING ON THERE?

The person in question is off screen... inspecting plants, looking at how the roots are developing, how the growth is in general and checking for undesirable little visitors. Just a minute, what are those boots doing there?

Sander's column

# HOUSTON, WE HAVE A PROBLEM



There are more than 500 million residents in EU countries. They could all buy our plants. If some of them also buy plants for their offices as well, we have a serious problem: **Houston, we have a problem!**

Unfortunately, we do not yet have this problem. And why not? Is it the economy, is it that difficult customer, is it the competition? Undoubtedly; but we cannot do much about these factors. What we can do, however, is to take control of the things we can do something about.

Be creative, take the things you are enthusiastic about, translate your ideas into plans and roll them out.

*Do something silly now and again, confront customers, get them interested and curious... Do this on your own... or perhaps with a colleague.*

There is an old proverb: although you go faster on your own, you get further with others. But it is not always that easy. You might prefer not to share 'your brilliant idea' but keep it to yourself. That is pretty incomprehensible really in these times of Facebook, Instagram and so on, when everyone is sharing everything, but still...

Let us seize the opportunities; contact Nieuwkoop and be amazed how far we can go together. We might end up not having enough growers to meet the demand!

## Respect for language and culture

Nieuwkoop has been active on the French market since 1980 and has had its own branch and logistics hub in Bezons, near Paris, since 1990.

# NIEUWKOOP FRANCE

So why did Nieuwkoop opt to establish a local branch in the third largest country in Europe? The answer has everything to do with respect for the French language and culture.

Catherine Philippe (Director of Nieuwkoop France): 'In France, it is vital that you try and speak French when you do business. People find the fact that you are doing your best charming and more important than the fact that you have not yet fully mastered the language.'

What else do the French like? Catherine: 'Besides doing business, the French love to discuss weighty topics such as art, philosophy, sport and history.'

Catherine continues: 'France is one of the European trendsetters in the field of corporate social responsibility, which is partly why Nieuwkoop feels like a fish in water here. But, unless you are fluent in French, this saying is not very easy to translate. And we have not even mentioned French business etiquette.'

'By setting up our own branch in 1990, first in Rouen and later in Bezons, Nieuwkoop has shown that it takes this market seriously - and the approach has been successful.'



Catherine has worked at Nieuwkoop France since 1996, first in a commercial post and, since 2009, as the director. She manages a team of five committed colleagues on a day-to-day basis.



Livinggreen Design arose early in the 1990s with its first series of glass fibre planters comprising five shapes and three colours. In those days, the founders could never have imagined that the next 25 years would bring such enormous changes.

# INTRODUCTION TO LIVINGGREEN DESIGN



own design team, which comprises product designers and CAD specialists. Every interior plantscaper has access to this specialism via Nieuwkoop's experienced team, each of whom has undergone a special Livinggreen training, thus ensuring that a solution can always be found even in the most unlikely or demanding situation.

Livinggreen works with a state-of-the-art formula of glass fibre. This material is incredibly lightweight, enormously strong and can be produced in almost every conceivable shape,

including extra large planters for huge trees. Most of the designs can also be produced in flame-retardant models that are compliant with European standards.

If you are interested, contact Nieuwkoop so that we can tell you more about all the possibilities.

Today Livinggreen is an established name throughout the whole of Europe. The range consists of hundreds of designs that are suitable for indoor and outdoor use and are all handmade at the company's own production site in Great Britain.

From now on, Nieuwkoop will be playing an important role in the accessibility of the brand. These planters are now available more quickly because we keep the most popular models in stock in the uncoated form, that is, treated only with primer. The planters can be sprayed in any colour you like in around five to ten working days. This new system accelerates things considerably as Livinggreen planters are normally produced after an order has been placed, so the usual delivery period is four to five weeks.

One of Livinggreen's biggest trump cards is the capacity to produce small numbers of customised planters. This is an ideal solution if standard models are inappropriate - in terms of design or simply because they do not fit in the space available. The made-to-measure planters are produced with the aid of the company's



# PERFECT DESIGN



Sometimes you have to choose between practical and beautiful for an interior. Perfect Design planters, however, are both, so that is one less thing to have to worry about! The collection comprises models that reflect contemporary architecture; the lines that are so specific to Perfect Design seem to change depending

on the angle from which you view them. They really are quite intriguing! And what about the practical aspects? Perfect Design planters are made from polyester, are waterproof and are available in any RAL colour you like. The series is made by hand in Europe, so that the delivery times agreed can be guaranteed.



# AIR-PURIFYING 'PLANT BAG' FIGHTS SMOG



source: SIGN



The Dutch Foundation for Innovation in Greenhouse Horticulture (SIGN) recently organised a design competition for a mobile personal air filter (the concept name is iGreen). The challenge was to design an innovative concept that uses plants to purify outside air by removing harmful substances, such as particulate matter and volatile organic compounds (VOC). The concept also had to be user friendly and easy to carry. The jury chose the 'Plant Bag' designed by students of Delft University of Technology (TU Delft) as the winner.

The Plant Bag is a backpack containing plants in which a ventilator system draws air both through a generous plant root substrate and a High-Efficiency Particulate Air (HEPA) filter. Clean air is released near the nose

and mouth via a system of tubes passing through the wearer's collar or scarf. SIGN is going to develop the winning concept further. A prototype is now being made and the action of the iGreen Plant Bag is being tested in practice.

## Air pollution problems

Unfortunately, the iGreen is not going to solve the increasing air pollution, currently one of the largest global problems we face. In cities, particularly abroad (for example, China), the smog problems are extremely severe. The objective in the long term is, of course, to limit and prevent air pollution but, in the meantime, protection is the only option.

The iGreen is just one of the projects of SIGN's new innovation programme Waard&vol Groen (valuable green).

# ONE-STOP-SOLUTION



Our pay-off, The Green Lifestyle®, says it all. We are the link between plants and planters. Nieuwkoop Europe has the ideal solution for whatever you have in mind: hydroculture, soil-based plants, artificial plants

and a wide range of planters. Do not forget your water meter and waterproof liner, will you? We think along with you and provide a fabulous, and complete, final product.



But the **ONE-STOP-SOLUTION** offers so much more! Our professional team accompanies you in your search for a suitable solution - and provides the best possible customised advice, whether it concerns resolving

complex logistics issues or assisting in realising planting schemes. Nothing is impossible and we are always happy to put our creativity to good use and help you realise any wishes you may have.



• Benoit Pelleriaux, chairman of the European Interior Landscaping Organisation (EILO)

Benoit, who was born in 1961, followed a classical humanities programme followed by higher education in Architecture and Garden and Landscape Architecture. After ten years as the sales director and project manager at a landscape contractor's, he started his own company in 1996. At the time, Any Green focused on the hiring out and sale of plants (or 'green') to the business-to-business sector. Now the company employs 17 people and is primarily active in Belgium. Any Green, whose cheerful slogan reads 'Green Happiness', has won awards that get prestigious green professionals' mouths watering, including the Gold and Grand Awards in the US (Associated Landscape Contractors of America) in 1998/1999/2007; two EILO Gold Awards in 2014 and the Gold Award of the International Design Contest of I-Plants Magazine (US) in 2015.

his 'to do' list. What functions and activities does he envisage for the website? Benoit: 'It is important that we collect the most interesting plant articles that have appeared, such as stories about innovative projects carried out by members. The website can also stimulate interaction between suppliers and interior plantscapers. Another significant function of the website is to provide information about interesting plants, plant events and trade fairs in Europe.'

And then there are other aspects that deserve attention, including encouraging participation in the biennial awards (including new categories) and seminars, as well as the annual excursion. And a website can, of course, be a platform for increasing awareness of new trends in our business... the circular economy; the share economy; cradle to cradle; the new way of working (NWOW), internet marketing, and so on.'

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**Benoit: 'My objective for EILO.'**

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Benoit: 'I would like to expand our EILO story and involve more European countries and colleagues who are active in interior plantscaping (as organisations or as individual members). Companies that work solely in interior plantscaping are scarce and that is why it is even more vital to cooperate.' The elaboration of a more informative EILO website is also high on

**These days, everything is 'just a click away', but nothing is better than real personal contact. Let's meet @EILO!**

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Benoit likes to use the slogan: 'Clients do not come first. Employees come first! If you take care of your employees, they will take care of your clients.'



**PREMIUM  
LUNA**

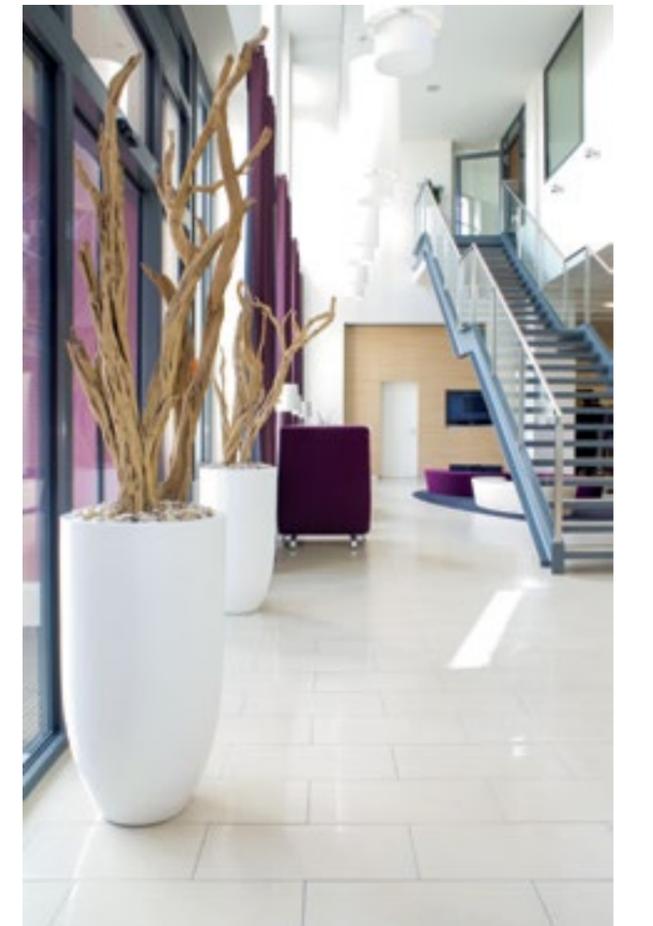
# PREMIUM PANDORA



A false bottom guarantees easy planting and a counterweighted base improves stability. The PREMIUM Pandora also has a drainage system with a screw cap, making it suitable for both indoor and outdoor use.

Optional base plates ensure extra stability and protect against theft. You can, moreover, combine the PREMIUM Pandora with a ground screw so that it can be placed on a soft surface outside.

PREMIUM planters are virtually indestructible as they are made from reinforced polyester. This durable material is waterproof, UV protective, impact and scratch resistant and is suitable for both indoor and outdoor use!





# AIR PLANTING

**After my speech about design and trends for interior plantscaping, I chatted to people and learned that people often only see plants as decoration, whereas living greenery can also be used for so much more. Various studies have shown how valuable plants are when it comes to the interior climate.**

I am a designer and an interior architect and I know the effect the environment has on one's well-being. Despite these scientifically-proven advantages, however, it is still ultimately the appearance of plants that determines whether or not I use them.

Is it possible in my world, the world of Dutch Design, Instagram and design shops, to position plants as 'design' objects? That was the thought at the back of my mind when I started to design. When I presented the Air Planting design at the Dutch Design Week, I was rather nervous about this, not least because some of the members of the Nieuwkoop Europe management would be attending the event and, by focusing on plants, I rather felt that I was encroaching on their terrain.

Not long after this presentation, the Volkskrant decided to publish an article about it in their design column and others, such as Trouw and NRC and magazines like ELLE decoration, followed in hot pursuit. Now there are around 15 design shops in the Netherlands, 12 in Denmark and a couple in Germany, Sweden and France that sell Air Planting. I still have to laugh when an interior architect orders Air Planting because his client has seen it on Instagram. In my opinion, the combination of plants and design is here to stay!

· [Carolijn Slottje]

# INVESTING IN OUR EMPLOYEES

**Nieuwkoop knows that the power of service lies in finding the most suitable solution for the customer. Our excellently trained, highly efficient, customer-oriented 'Nieuwkoop team' do just that!**

Compare it with improving your sports performance. Can you learn to football, run or do gymnastics out of a book? Is there a link between training and success? Just ask Lionel Messi, Epke Zonderland or Dafne Schippers. All three train really hard, under expert supervision, to perform as well as they possibly can.

Increasing numbers of companies invest in their employees to ensure that they receive professional training. The skills they learn are immediately applied at the workplace and translated into creativity, flexibility and clear communication with the customer.



· Edwin Webster – trainer Kenneth\*Smit'



These companies see the relationships between team and customer improve still further and mutual understanding and trust develop. The resulting insight into the customer's wishes enables the employee in question to give the best possible advice and the customer is, in turn, very satisfied with the service. The experience and enthusiasm of an expert team helps to keep Nieuwkoop among the top companies in the sector.

Nieuwkoop will continue to spend time on training to ensure that we will be able to provide the best possible service in the future too.

I AM PREMIUM

100% INDOOR  
OUTDOOR



# 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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Copy/Photography

Nieuwkoop Europe, Ki Plant Concept

Concept and idea

Ki Plant Concept

An edition of

Nieuwkoop Europe

Design

You're On!