

SUMMER



NIEUWKOOP GLOSSY

Edition 01 - summer 2015



An artwork made by nature - that's a different look! The vertical green trend continues. Flowers and plants are conquering the walls of both trendy and classic interiors. The underlying idea is: make it green, and it becomes exclusive. Living green on the wall is a resounding success, combining the current nature trend with a modern and harmonious look.

And plants do more for you. They filter harmful, volatile organic compounds from the air, contributing to a healthy atmosphere. Scientific research shows that people are more relaxed and fitter in a green environment, helping them to perform better. That is the effect of 'green energy' in your interior and living environment.



PREFACE



Dear reader,

It is our distinct pleasure to present to you our very first magazine, Nieuwkoop Glossy, and we are very happy to share it with you.

Naturally, we already do this through other instruments too, including our website, social media, mailings, trade fairs and, last but not least, the personal attention of our account managers or other colleagues.

Also, we hope to surprise you with the magazine with new content and a different, fresh presentation, and we also seek mutual reinforcement and interaction between the other media.

Naturally, we hope to reach even more people, and to tell them about our great products and the key themes relating to the products.

We are committed to this, because it is about so much more than great products alone. Themes such as sustainability, working climate, interior environment and their effects on our wellbeing offer key opportunities in our sector.

For maximum leverage of these opportunities, we want to specify these themes to you and all stakeholders.

We hope you are pleased with our magazine!

Henk Nieuwkoop - Danny Gerritsen



On the cover

Bambusa siamensis, one of the inhabitants in the large Nieuwkoop greenhouse



A plant and a pot. That sounds simple!

But how do you optimise a combination of the two?
The pot has to be appropriate for the plant's diameter.
Or is it perhaps a hydro-based plant?

Check the ingredients allowing for opulent growth.

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AGENDA

4-6 november 2015

Open Days Nieuwkoop
De Kwakel - the Netherlands

FloraHolland Trade Fair
Aalsmeer - the Netherlands

1-3 december 2015

Paysalia
Lyon - France

26-29 Januari 2016

IPM Essen Germany

Plants that don't need watering

Artificial plants form a colourful and ambience-enhancing alternative in spots where conditions prevent natural plant growth. The artificial flowers and plants lend your representative spaces a fresh and welcoming look and feel. Their popularity has increased over the past few years.

Nieuwkoop Europe carefully selected a range of artificial flowers and plants for you based on the best quality. Their life-like colours, wonderful details and application of natural stems give the products a 'day-fresh' look that makes it very hard to discern them from real plants - until you touch the luxurious silk...





The Green Lifestyle

Whether we choose a Japanese or industrial interior, metropolitan, Feng Shui, Pop Art or cottage style, there is one thing that all of us value: more green in our homes. Green is big! You are spoiled for choice. Even high-end interior perfectionists can find the best plant and the right pot. Please note that plants and pots have specific heights and diameters and they have to fit together. If you found the right pairs, choose a watering system that makes it easy to maintain the plants. Various materials are available, such as hydrometers, insert sleeves and a range of soil or hydro-pellets. Once planted, you can enjoy a sensational eye-catcher in your home.

The Green Lifestyle®

In the spotlight:

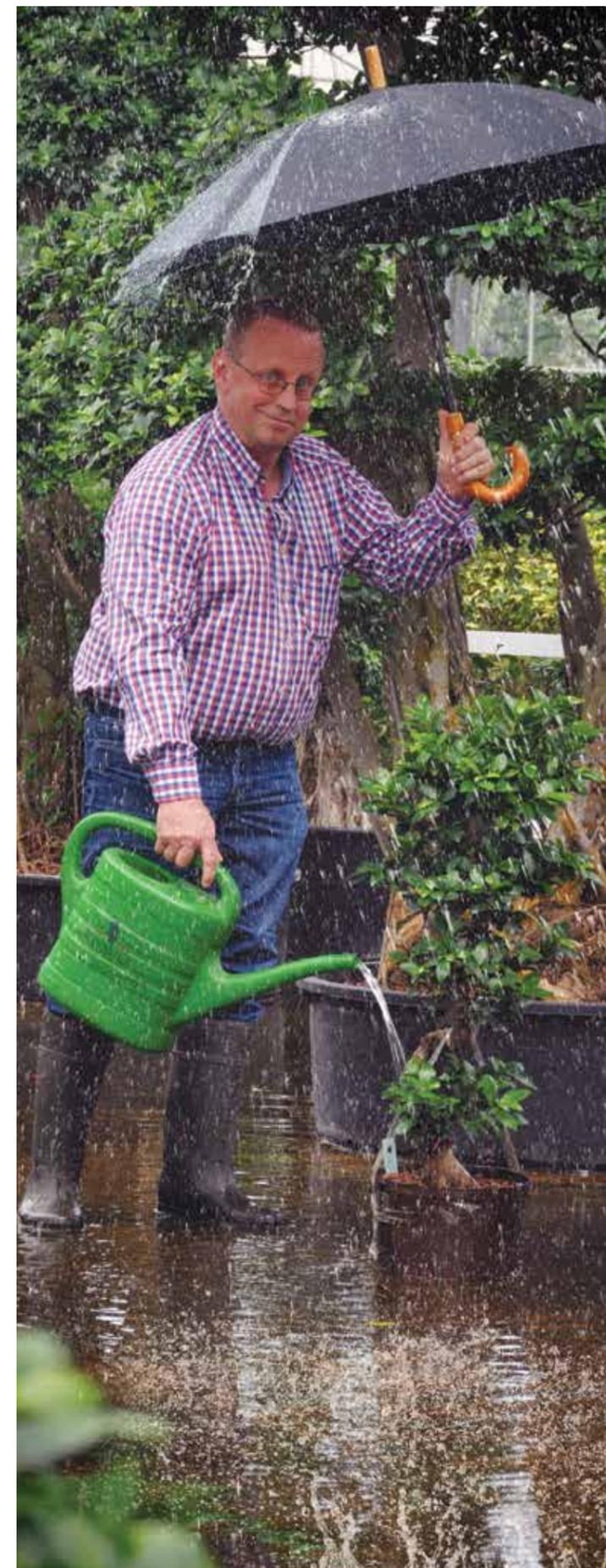
LEO

Over 25 years ago, I started in hydroculture as a 'newbie'. Now, after a quarter century of growth(!), I still have my feet firmly in the water, so to speak, and I love it: hydroculture is a top product.

Hydroculture is a vital part of offices, and in my opinion it should be applied far more often. This has everything to do with today's nature trend.

In the stressful West, we long for peace, simplicity and balance. People become more aware of healthy living conditions. Green is part of that, and personally, I prefer lots of it. Plants give a pleasant sense of wellbeing, both in work and home environments.

Lots of green makes a difference. Planted in a matching planter, you can enhance any interior with a decorative eye-catcher. The possibilities are limitless. Everything from inspiration to accessories is available from Nieuwkoop Europe BV. I hope to supply these products for many years to come.



BIOTROPICA



Biotropica is a tropical conservatory in the Brittany area in France. The 'largest tropical conservatory of France' covers 6,000 m² of flora and fauna originating from tropical rainforests.

During construction of Biotropica in 2012, Adiant Home and Nieuwkoop Europe partnered to supply the entire planting schedule and to plant on site. Many special tropical plants were used, such as *Ravala madagascariensis* (traveller's palm) of 12 metres high and several *Dicksonia antarctica* (tree ferns). The French are, as expected, patriotically proud of 'their conservatory'. According to the French press: 'The final result enchants and stimulates all senses!'

Budget Biotropica: € 120,000



GREENNEST

In GreenNest, the fragrances, colours and sounds are coming at you from all sides. Here, you can experience the typical atmosphere of different biotopes. In this six-storey park hotel, you find yourself in a different natural environment on every ten-metre high storey, ranging from greens of China to a Scandinavian forest.

Two top sectors (horticulture and hospitality) have bundled their forces in an interactive approach to closely bring visitors and hotel guests in touch with green from all over the world. In each floor, suspended lodges are available at the top as overnight accommodation.

The City of Amsterdam is already in favour of this project, and a site has been reserved to house this spectacular hotel connecting horticulture and tourism. The founders of GreenNest: InnovatieNetwerk, SIGN Foundation (greenhouse cultivation) and STIRR Foundation (hospitality) will approach investors to assess the viability.

bron: SIGN

~ From the ancient time ~



Fruit trees and herbs on Java, 1596

The original illustrations from the First Sailing of Cornelis de Houtman to the East Indies in 1595-1597.

Dimensions 145 mm x 220 mm

Image: Rijksmuseum Amsterdam

DO YOU RECOGNISE THESE?

In 1999 the first edition of Plants, Extra Large was released. Various planters are still current and in demand. The '3 plants in a row' are still successfully applied.





Would you prefer to visit a wholesale trade for all your purchases? Nieuwkoop Europe has two Cash & Carry stores, specifically designed for optimal service to florists, garden centres, landscaping firms and interior planting firms.

Planters, decoration materials, artificial plants and day-fresh greens and flowering plants; our Cash & Carry stores supply all you need.

The Nieuwkoop Europe range comprises many other floristry supplies and decorative materials. The range has seasonal variations and caters for the latest trends and preferences. You can choose immediate collection or delivery of the products.



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In the spotlight:

MENNO AMMERLAAN



1. Give a brief introduction of yourself and Ammerlaan.

I am Menno Ammerlaan, Director and major shareholder of Ammerlaan The Green Innovator. As a company, we specialise in growing tropical plants, both in soil and in hydroculture. We produce the most sustainable potted plants in the Netherlands, thanks to heating our greenhouses using geothermal heat. This heat is stored in the earth and is, in actual fact, an unlimited source of clean energy. We also currently deliver geothermal heat to ten surrounding horticulture companies and a swimming pool, a sports centre and a school complex.

Our plants have been identifiable by their Geo-Well label since one year. Geo-Well indicates that the

products come from greenhouses that are fully or partially heated using geothermal heat. The reduction of CO2 emissions by using our geothermal source currently represents 10,000 tons of CO2 less. This helps us contribute to a cleaner future. And we are proud of that!

2. What is your relation with Nieuwkoop Europe?

Since 1985 we have been growing plants based on hydroculture for Nieuwkoop Europe, including Dracaena, Yucca, Aglaonema and other, smaller products. In 1995 Nieuwkoop decided to start selling soil-based plants, and we have developed into a major supplier in that segment too. We both feel that a long-term relationship is important for professional mutual reinforcement of complementary skills. We know where we stand with each other and are very complementary. We have been very content about this relationship for many years.

3. Why do you like working with Nieuwkoop Europe?

Nieuwkoop has a very good sales channel, allowing us to fully concentrate on the right cultivation of plants. This makes for a great division of tasks. Together, we are better able to serve the market with a broad range of high-quality plants at competitive prices.



ALEGRIA

A series of contemporary planters. Alegria has a reputation for its unique forms. The latest product, Alegria Water Jar, distinguishes itself with a classic, robust look and feel, and its feather-light weight. Highly suitable for large plants and trees.





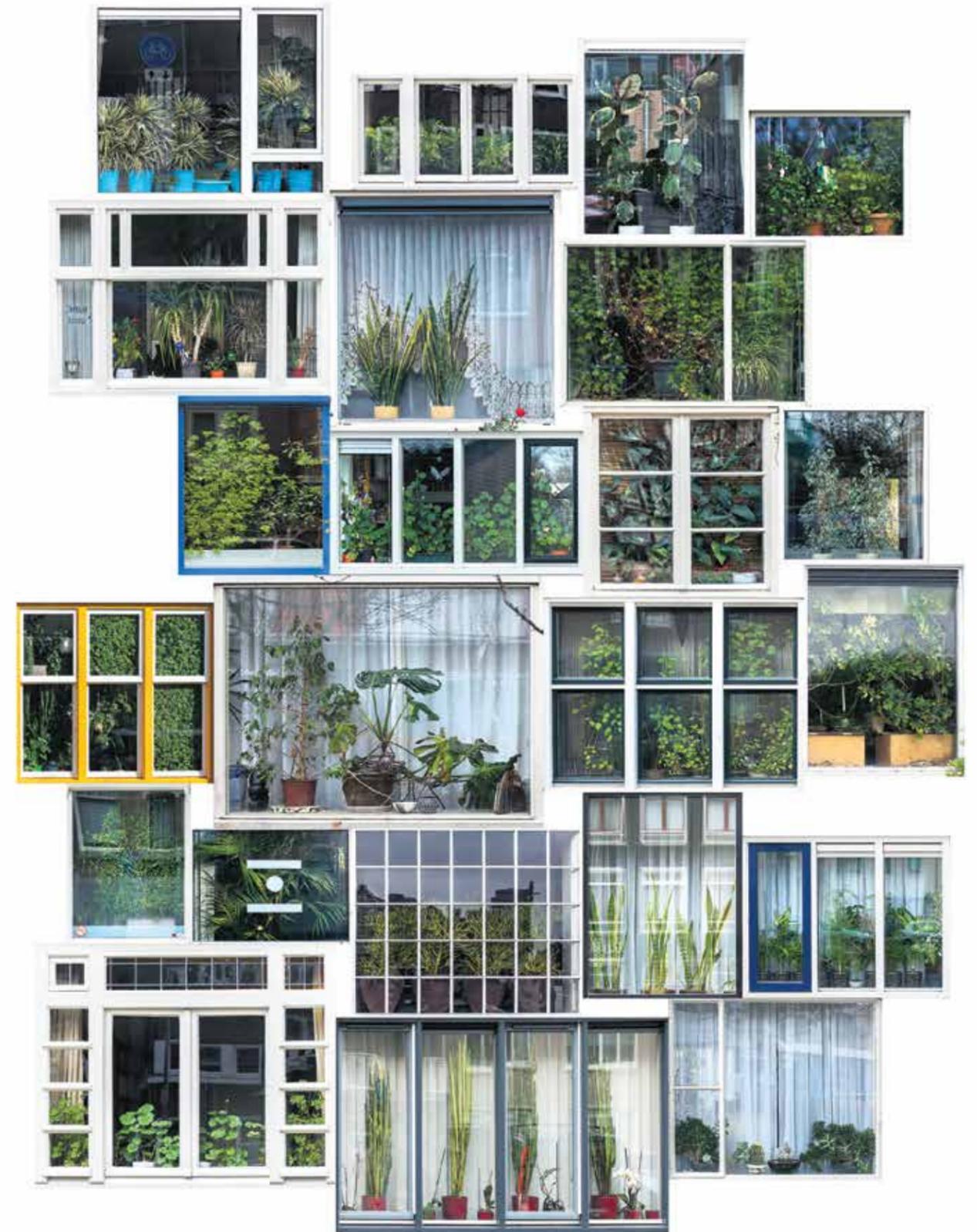
THE GAME



You can play with plants too.

Whether they are large (up to 10 metres) or small. Put them in a suitable pot and create a playful interior, or use them to play chess. In the picture, Henk Nieuwkoop plays black. It's Danny Gerritsen's turn to move with white.

Picture: Louise Lemaire | styliste: Elize Evenleens



Window story

Photographer Allard de Witte photographs and collects windows, ordering them by type rather than by street. He took some shots in Amsterdam and put them together in marvellous compositions. Source: NRC 10 January 2015

LOTS OF MOVEMENT

From De Kwakel (near Aalsmeer, the flower capital), in the immediate vicinity of Amsterdam Schiphol Airport, Nieuwkoop Europe ships many plants and pots to places virtually all over the world every day.

Optimal partnerships with various logistics partners enable the company to achieve a swift and ultimate logistics performance in over 40 countries.

The starting point of Nieuwkoop Europe is always to honour the orders with logistics solutions appropriate to the specific wishes of our buyers, wherever they are.



JUST IN TIME

●
STOCK

●
IS PACKAGED



WHERE IS THE PANDANUS IN THE GREENHOUSE...?

If you ever decide to go looking for diamonds in Africa, you should first immerse yourself in the characteristics of the Pandanus candelabrum. This rare African plant variety can point you to a diamond site. It concerns a fern species with long, thin roots that grows above kimberlite, which is igneous rock and an important source of natural diamonds.

When discovering a diamond field in an area referred to as Camp Alpha, these fern-like plants appeared to grow exactly above one of such kimberlite pipes, which are narrow, vertical slices of rock that often contain diamonds. The Pandanus candelabrum is so fond of kimberlite due to the presence of certain nutrients in the rock, including magnesium and potassium. What do you think, should this make the Pandanus 'A Girl's Second Best Friend'?

Bron: nu.nl



Polystone & Polystone Rock

This is surprising: a stone planter with a rustic, natural look and feel that is far lighter than you would expect. An ideal planter with a robust look, yet easy to move around.

The secret of Polystone is a mixture of plastics and ground stone. In accordance with ancient tradesmanship, this paste is pressed into moulds by hand and allowed to harden out at room temperature.

POLYSTONE





WITH A HELICOPTER VIEW

Nieuwkoop Europe is a trendsetting trade name in the field of exclusive planters. They offer an extensive range. Products come in clean lines or in round shapes, in a wide variety of colours and materials with a more exotic, robust, harmonious or hyper-modern look and feel. They all find their way to mostly business end users through project planters, landscapers, exporters, garden centres and florists. Eventually, they can be found in any interior style throughout the world.

In order to keep this range up to date, Nieuwkoop Europe steps into the shoes of its buyers to understand their wishes and ideas. Additionally, on your behalf, Nieuwkoop keeps up to date with the latest trends in decorative elements and new materials conquering the market. The result of this passion for the field is a series of many different series of exclusive design planters, small and large, with practical accessories such as insert sleeves, coasters and wheelie platforms.





Averrhoa carambola



Cerbera manghas



Magnifera indica



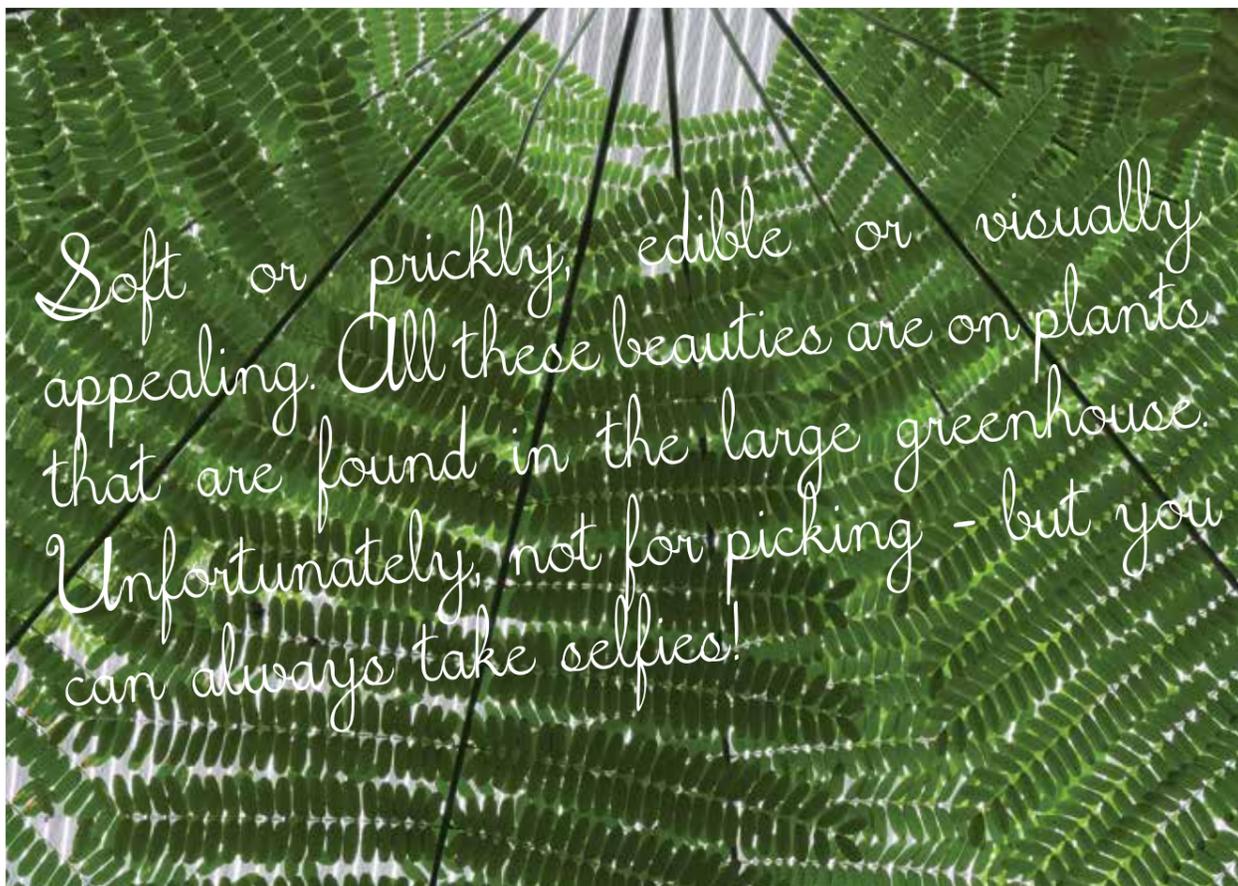
Carica papaya



Citrus medica var *Sarcodactylis buddha's hand*



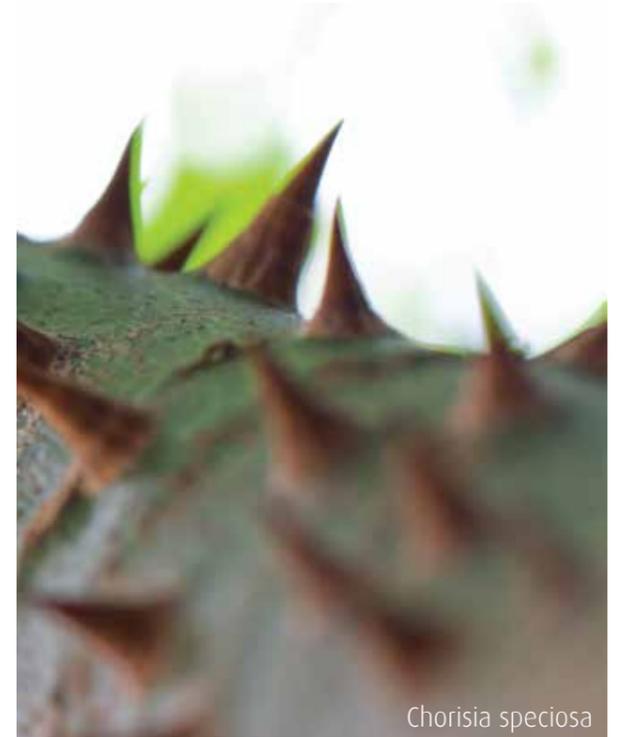
Couroupita guianensis



Schizolobium excelsum

Soft or prickly, edible or visually appealing. All these beauties are on plants that are found in the large greenhouse. Unfortunately, not for picking - but you can always take selfies!

EXCITING
EXOTICA
-REAL-
EYE-CATCHERS



Chorisia speciosa



Available immediately

Anthurium Arrow

ROUGH AND ELEGANT

A Nature's Legacy product

Polystone rough
Partner Lava raw grey

In the spotlight:

NATURE'S LEGACY

PETE DELANTAR

1. Introduce yourself and Nature's Legacy shortly.

Nature's Legacy Inc is a family-owned manufacturing company specializing in indoor and outdoor home and garden products. With over three decades of expertise, Nature's Legacy reinvents itself by creating sustainable material alternatives namely Naturescast and Nucast. Manufactured in Cebu wing business relationship Nature's Legacy owners, Pete and Cathy, maintain a close friendship with Nieuwkoop.

2. What is your relationship with Nieuwkoop Europe?

Nieuwkoop and Nature's Legacy have been in business together since 2005. Year after year, business has been growing as our relationship has blossomed. Outside of this growing business relationship, Nature's Legacy owners, Pete and Cathy, maintain a close friendship with Nieuwkoop.

3. For what reason you like to work together with Nieuwkoop Europe?

Nature's Legacy considers Nieuwkoop Europe as a highly respected client. Nieuwkoop values design, overall manufacturing process and quality workmanship. We love working the Nieuwkoop staff and their design team as we work together on future collections and collaborate on how to tackle trends.

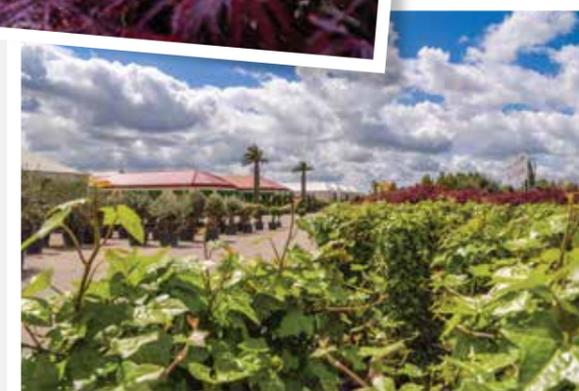
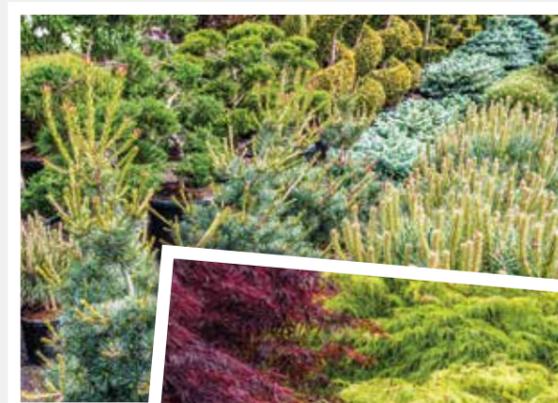




Greetings from... the Mediterranean

The Mediterranean Season takes place at Nieuwkoop Europe during the warm months every year. From March through September, a wide range of specially selected Mediterranean plants are available from France, Spain, Italy, the Netherlands and Japan.

Our 2015 brochure of Mediterranean plants provides an overview of this superb selection of Mediterranean plants. At your request, we are pleased to send you a paper copy of this brochure.





Potplants **VERY**

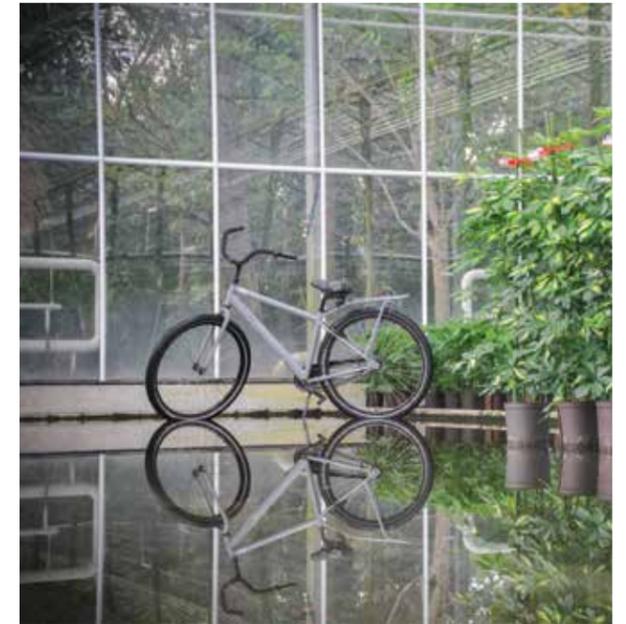
STRONG PLANTS OF IMPORTED NIEUWKOOP EUROPE

NIEUWKOOP EUROPE

offers you a wide range of plants. Nieuwkoop Europe B.V. is a market leader both in terms of the scale of its range and especially in terms of quality and knowledge of plants. And you should make full use of that.

The biggest part of the market consists of soil-based plants, with many different species and varieties. This includes room plants, Mediterranean plants and exclusive XL soil-based plants that will transport you and your customers to sunnier places. Get some inspiration from us, or make use of our knowledge, experience and practical tips, which we are very happy to share with you. In the past few years, we made the most exclusive and pampered green ideas of all our customers feasible based on our experience and our range!

...
TYPICALLY DUTCH
THROUGH THE GREENHOUSE ON YOUR BIKE
AT WORK.



BROAD RANGE



PHALEANOPSIS



AVAILABLE IN MANY COLOURS



July plant of the month



FICUS GINSENG

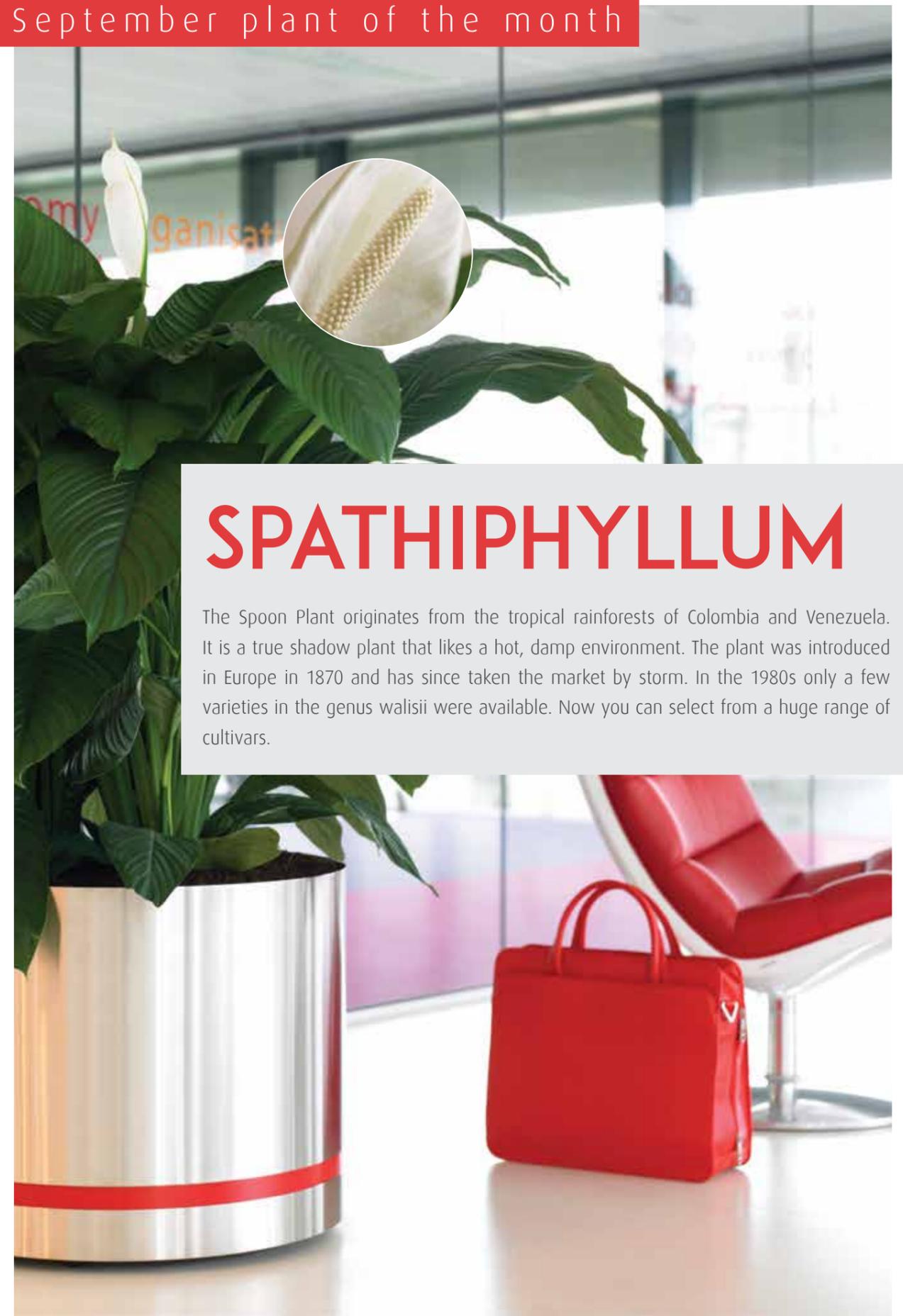
The Ficus Ginseng is grown in China and Malaysia. Ginseng is Chinese for 'root'.

It takes years to form the interesting shapes of the root trunk; then the small-leaved Ficus is grafted onto it. The plant is then pruned with much patience, allowing for the bonsai-like shape. Subsequently, Dutch growers import, finish and trade the plants.



SANSEVIERIA

Mother-in-law's tongue is one of the easiest room plants. The plant has root rhizoma with thick, upward-growing, lance-shaped leaves with succulent properties. Mother-in-law's tongue is the plant's common name. This refers to the sharp pointy top of the leaf, ostensibly characterising the sharp tongue of mothers-in-law. Nonsense, of course.



SPATHIPHYLLUM

The Spoon Plant originates from the tropical rainforests of Colombia and Venezuela. It is a true shadow plant that likes a hot, damp environment. The plant was introduced in Europe in 1870 and has since taken the market by storm. In the 1980s only a few varieties in the genus walisii were available. Now you can select from a huge range of cultivars.

LATEST POLYSTONE



De Nathan James

is the latest superb item in our Polystone collection. This impressive planter is no less than 2.20 metres high!



Polystone Timeless

If you prefer smaller planters, Nieuwkoop Europe is pleased to present the timeless design of the new Polystone Timeless series.

Available immediately.





LARGE PLANTS IN THE LARGE GREENHOUSE

Real Eye-catchers!

These exclusive XL plants and trees are about 2 to 10 metres tall. The plants are imported by Nieuwkoop Europe and further acclimatised and nurtured at our De Kwakel production site.

You are very welcome to tour our nursery, where all these wonderful XL plants can be admired 'live'. We are looking forward to welcoming you!





HYDROCULTURE

is a growing method of plants in which the roots are grown in hydro-pellets rather than soil. These indoor plants are ideal for in the office or other locations where people have little to no time to take care of the greens.

Hydroculture is based on a water reservoir, which makes it easy to see when the plants need water. Additionally, hydroculture ensures oxygen circulation around the roots. This promotes root growth, which makes for a healthier plant.



WHERE CAN YOU FIND US?

The beating heart of the company, the headquarters of Nieuwkoop Europe, is located in De Kwakel in the province of North Holland. This location means that the company 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 Amsterdam. Easy access for imports and exports - and also for 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

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