

NIEUWKOOP GLOSSY

The Green Lifestyle®

Edition 05



Dear Reader,

It has probably not escaped you that the Nieuwkoop Glossy has undergone a metamorphosis. In addition to changing the name of the Glossy, from the seasons to 'The Green Lifestyle', we have improved the general layout and presentation, so that our message will hopefully come across better than ever.

An important message. We are emerging from a long period in which the supply of large planters and systems has grown explosively. This is a fantastic development which has benefited the entire branch.

Slowly but surely we are seeing a development where we appear to have landed in a new period. A period in which all positive attention for green in combination with an enormous choice in planters and systems seems to translate into more careful consideration when it comes to choosing the plants.

We see plants becoming bigger, and we see the attention shifting to where it all began... the plant itself. This is good news for plants, but also for planters and systems, because only when we have good arguments for green can we market more green and more planters and systems.

Happy reading!

Board of Directors Nieuwkoop Europe B.V.

Henk Nieuwkoop - Danny Gerritsen

AGENDA

01 - 03 September 2016
Flower Expo Poland Warsaw - Poland

02-04 November 2016
Open Days
De Kwakel - the Netherlands

02-04 November 2016
Royal FloraHolland Trade Fair
Aalsmeer - the Netherlands

24-27 January 2017
IPM | Essen - Germany

Subject to change

COLOPHON

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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The Green Lifestyle®

Edition 05 - summer 2016

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The Philodendron is very rich in colour. This is clearly visible on a sunny summer's day.





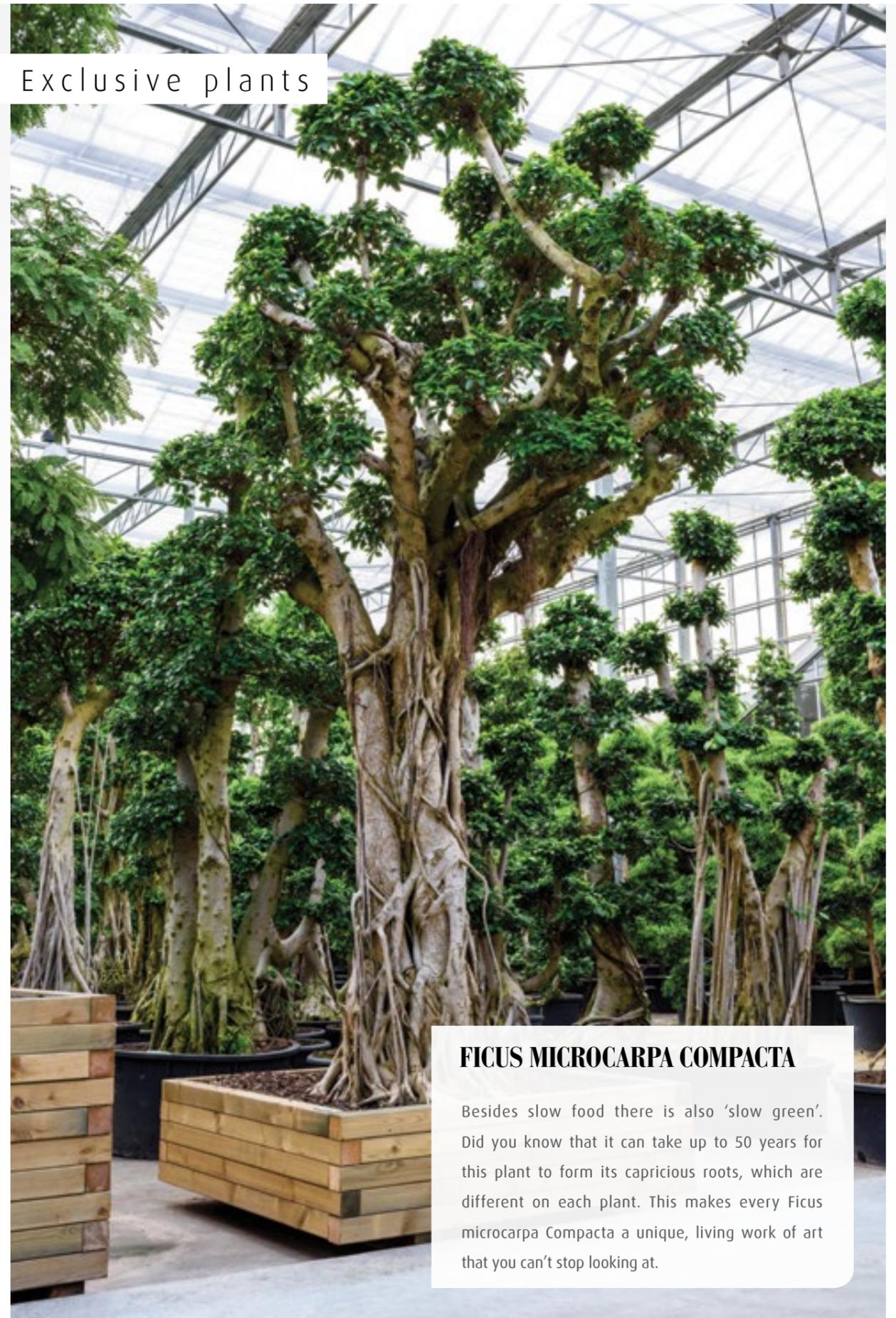
NOT PRICKLY?

The magical beauty of the *Licuala grandis* is bewitching, but watch out! You may admire her beauty and her green pleated garment endlessly, but this diva prefers not to be touched: her stems (or arms) are prickly. Fortunately, the *Licuala* pictured here is not prickly.

Nieuwkoop has been importing this Grand Lady to Aalsmeer for the past 25 years.



Exclusive plants

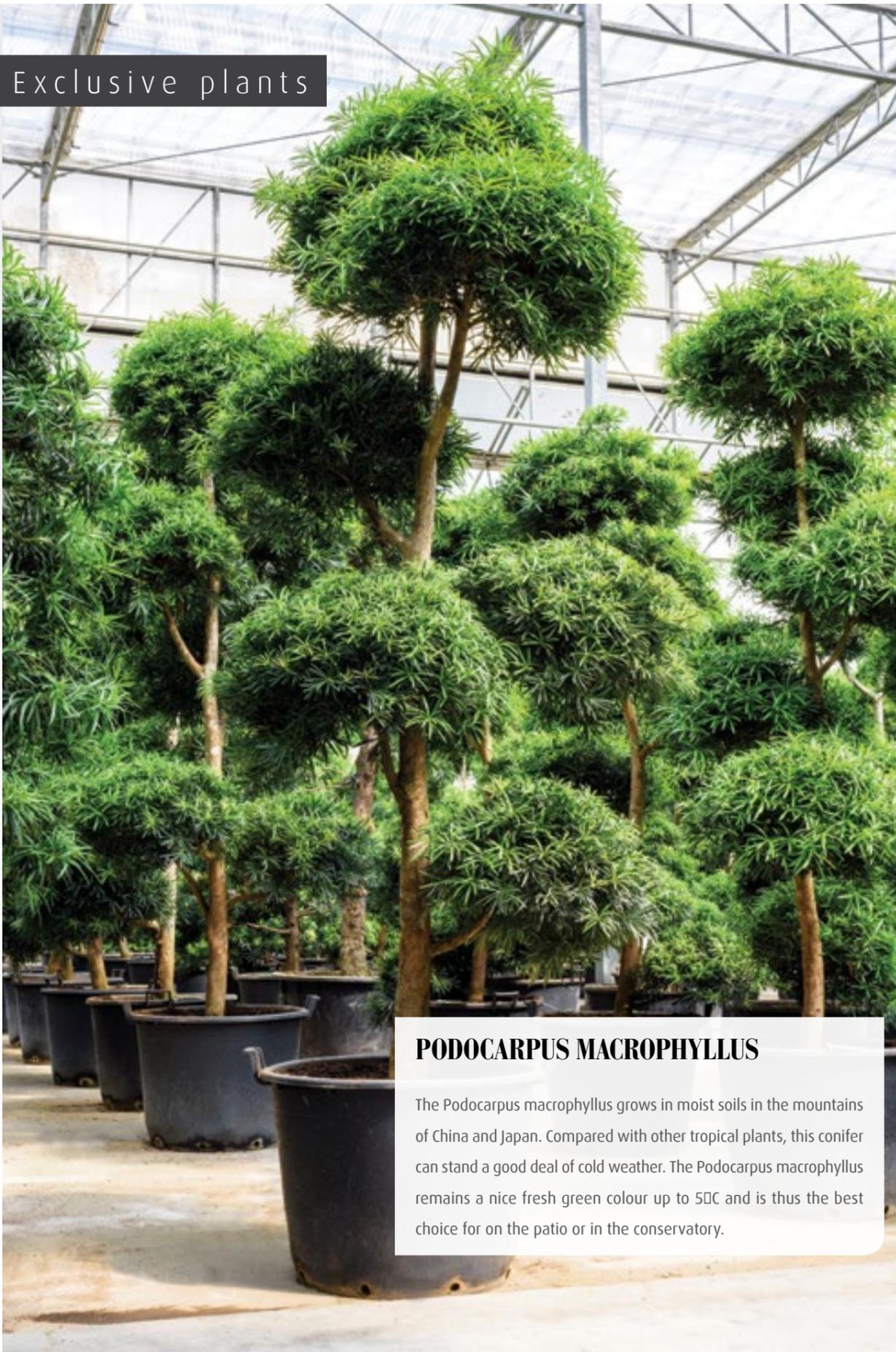


FICUS MICROCARPA COMPACTA

Besides slow food there is also 'slow green'. Did you know that it can take up to 50 years for this plant to form its capricious roots, which are different on each plant. This makes every *Ficus microcarpa Compacta* a unique, living work of art that you can't stop looking at.



Exclusive plants



PODOCARPUS MACROPHYLLUS

The Podocarpus macrophyllus grows in moist soils in the mountains of China and Japan. Compared with other tropical plants, this conifer can stand a good deal of cold weather. The Podocarpus macrophyllus remains a nice fresh green colour up to 5°C and is thus the best choice for on the patio or in the conservatory.



ENKIANTHUS

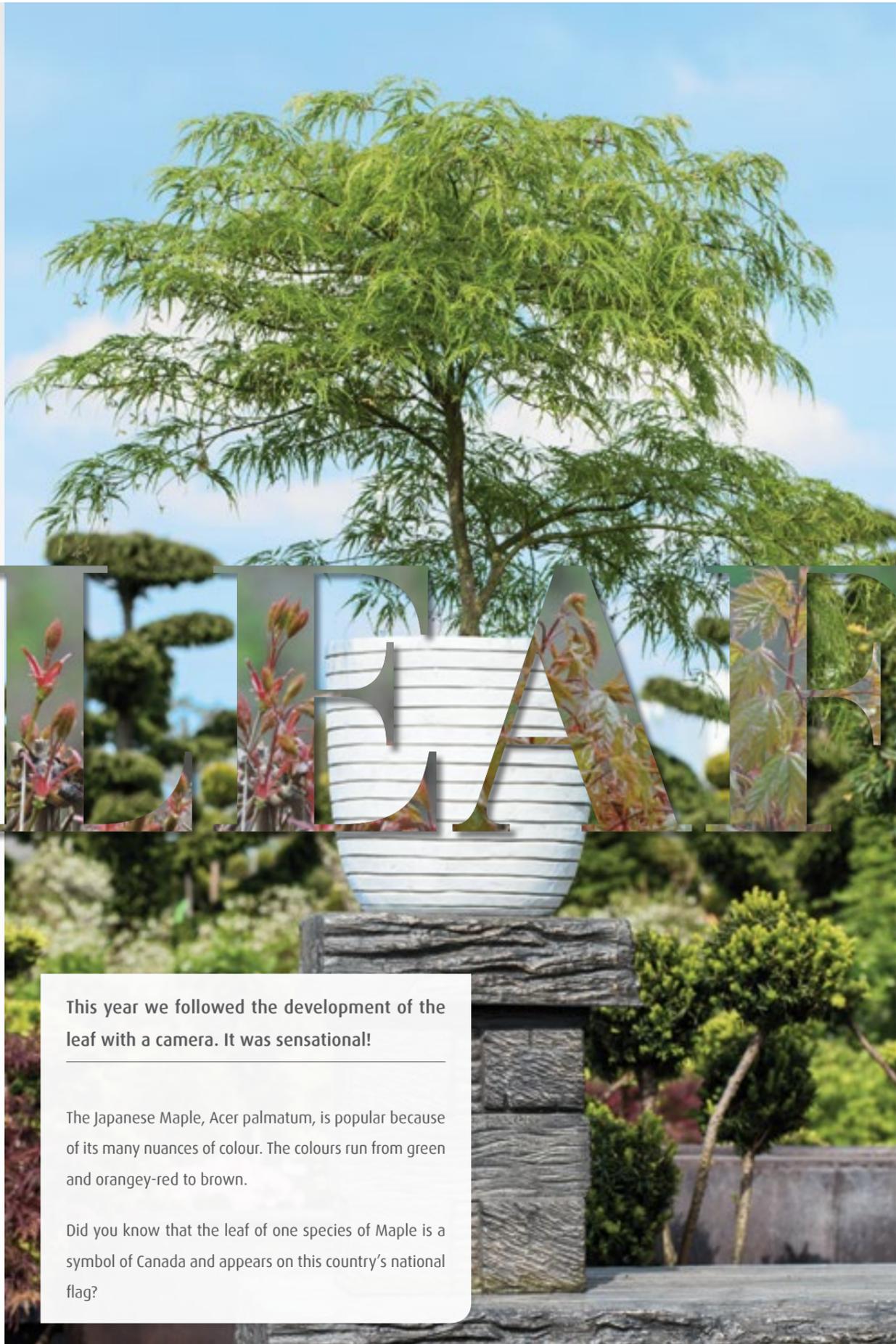
The Enkianthus perulatus has a modest beauty. In winter the bush is bare, but it is one of the first to sprout. From May to June you will be pleasantly surprised by its pure white flowers. A beautiful start to spring!



TAXUS

No garden without Yew, is our motto...

A beautiful Yew (*Taxus baccata*) attracts many admirers and is therefore a favourite in every garden, on every patio and in any other form of outdoor landscaping. The dark green colours of the Yew form a nice contrast with the lighter green shades of other plants and flowers. This provides a lot of green pleasure. The Yew is strong, hardy and remains green all year round.



This year we followed the development of the leaf with a camera. It was sensational!

The Japanese Maple, *Acer palmatum*, is popular because of its many nuances of colour. The colours run from green and orangey-red to brown.

Did you know that the leaf of one species of Maple is a symbol of Canada and appears on this country's national flag?



INTERIOR OFFPLANT THE MONTH



JULY
Sansevieria

Think of a Sansevieria and 'the Belgian windowsill' almost immediately springs to mind. Because of its reputation of being extremely strong and its yellow colour, the plant is very popular around the world. This plant family has many cousins and the numbers continue to increase. All members of the family are equally strong and can survive for long periods without water: they are true 'diehards'!

In cooperation with Lechuza



AUGUST
Vriesea

Attractive, charming, flattering, exotic and very eager to flower endlessly! The Vriesea is becoming increasingly more popular and that is not surprising. Cheerful yellow, red or pink, this plant retains its fresh colour. A remarkable detail when watering the plant is that water must (or may) remain behind in the flower itself.

In cooperation with Lechuza



SEPTEMBER
Beaucarnea

What comes from afar, is exciting. This sorcerer's apprentice under the plants is imported as a lump of wood from countries like Guatemala. There's not a piece of green to be seen. But place this wood in a pot and the Big Sprouting begins. The leaves become visible in no time. The foliage looks a bit like a ponytail, which is why the English call it Ponytail.

In cooperation with Lechuza

Architecture
hand-in-hand
with green

A VERTICAL FOREST

Nature and ecosystems often have to make way for large urban development projects. However, the Italian architect Stefano Boeri has very different ideas. He is the designer of two ecological skyscrapers in the centre of Milan.

This project, the Vertical Forest, contributes to the recovery of the biodiversity in the city. The two skyscrapers, standing 110 and 76 metres tall, feature approximately 900 large trees and more than 2,000 other plant species. The greenery retains moisture, absorbs CO2 and dust particles and produces oxygen.

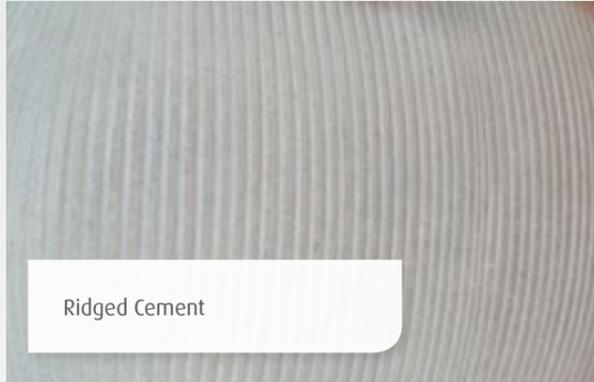
This refreshing microclimate, in the centre of the thirsty city, provides a lovely place to live. And how cool is that – at 50 meters, or even higher – a real tree on your balcony?

The idea of vertical planting is not entirely new. On a worldwide scale, we are seeing more of these types of innovative projects where architecture and green cross-pollinate. This is a green development that we applaud!

Photography: Paolo Rosselli

Source: Stefano Boeri architetti





Ridged Cement



Ridged Grey



RIDGED CEMENT

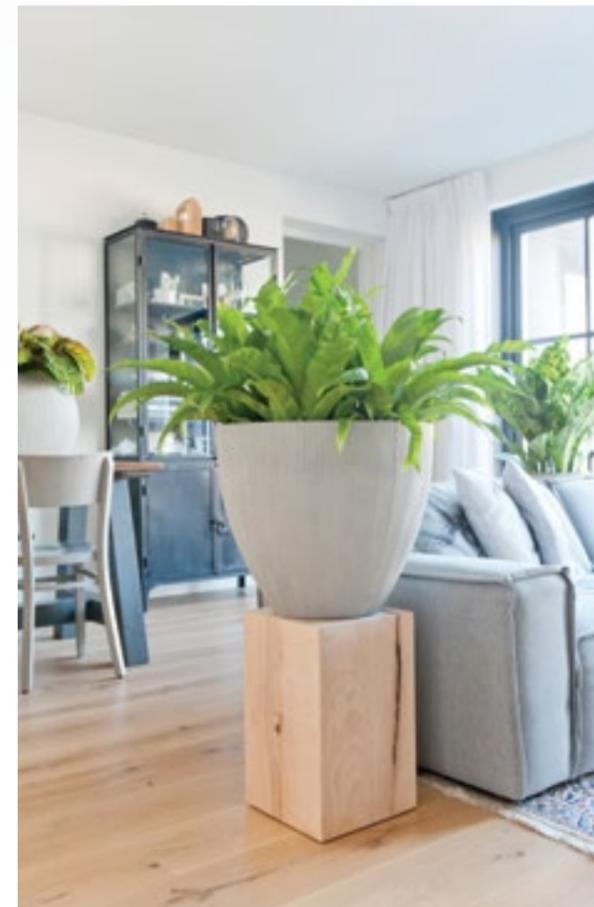
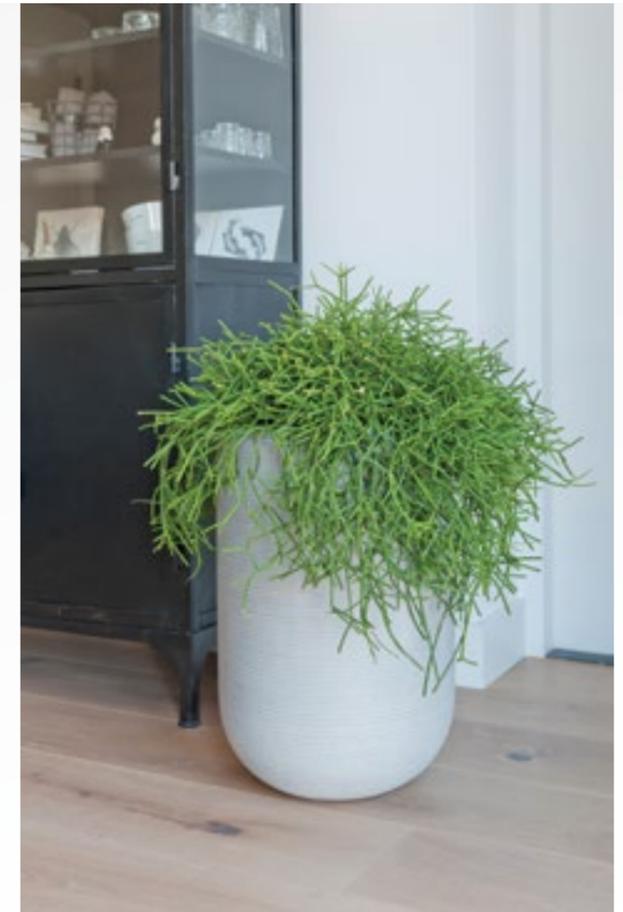
The Egyptians already made earthenware pots in round shapes as we still know them.

Pottery Pots gives these classics, inspired by ancient cultures, a modern twist. A sophisticated ribbed structure has been applied to the classic shape of these pots. Depending on the model, the ribbed structure is applied to the planter horizontally or vertically.

“A symbol of classical beauty with a modern twist.”

This new collection, known as Ridged Cement, is made from fibreglass in combination with cement, sand and gravel. This material is suitable for indoor use (in the living room, the bathroom or in the office) or outdoor use (on the patio, the balcony or in the garden).

The first models are already available at Nieuwkoop Europe. The entire range of this beautiful collection will be available in the autumn in two shades of grey and in various models.

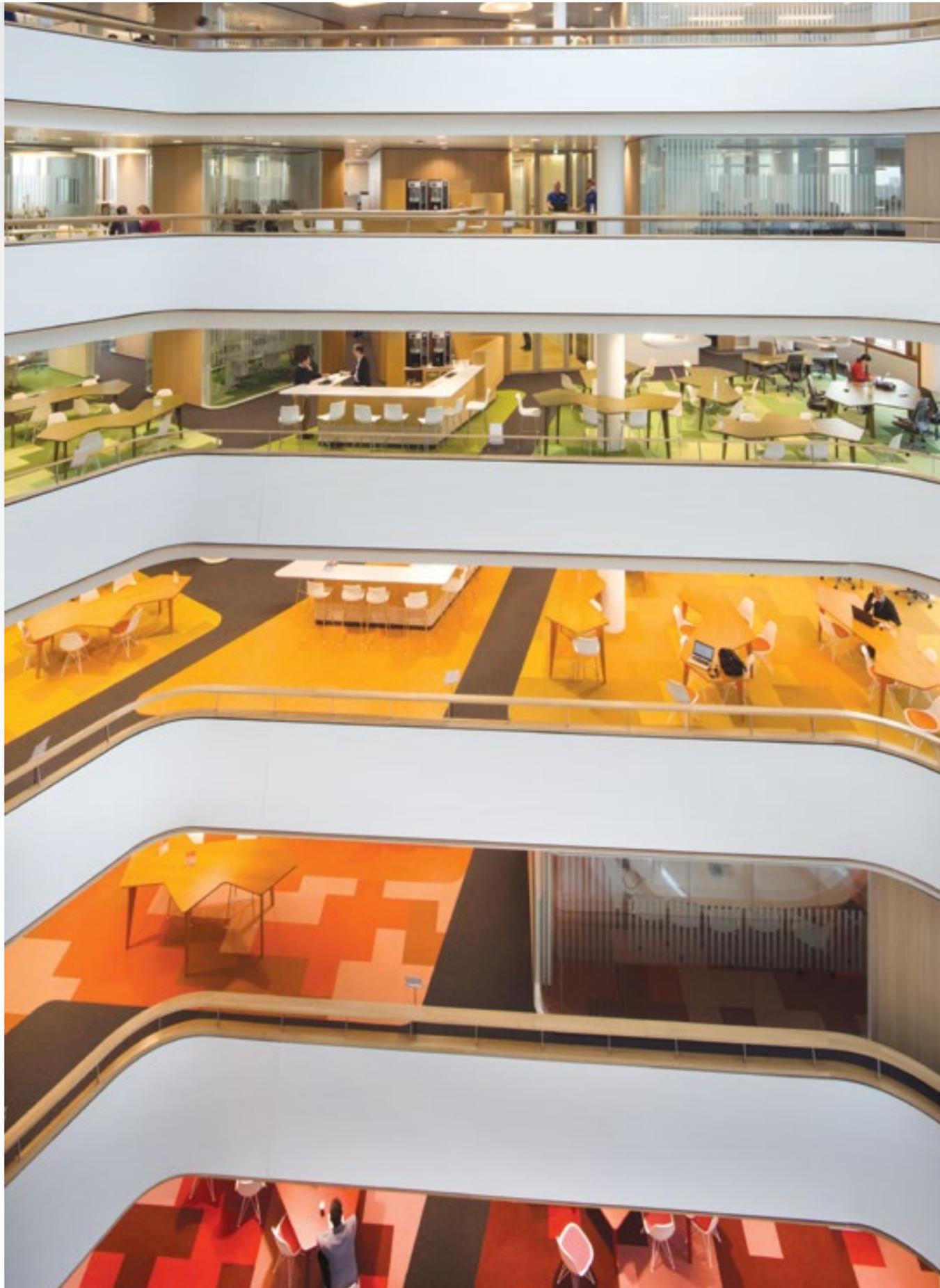




Krappa & Radica
**GOLDEN
OLDIE**

These golden oldies continue to create the right atmosphere. Even though plant pots now come in all sorts of models, colours and materials, the natural look is still very much in demand. That makes us extremely proud of the Krappa and Radica. The application of the shells is quite a chore. Real craftsmanship! We are happy to help the local population in Asia with this work. It gives them a nice income.





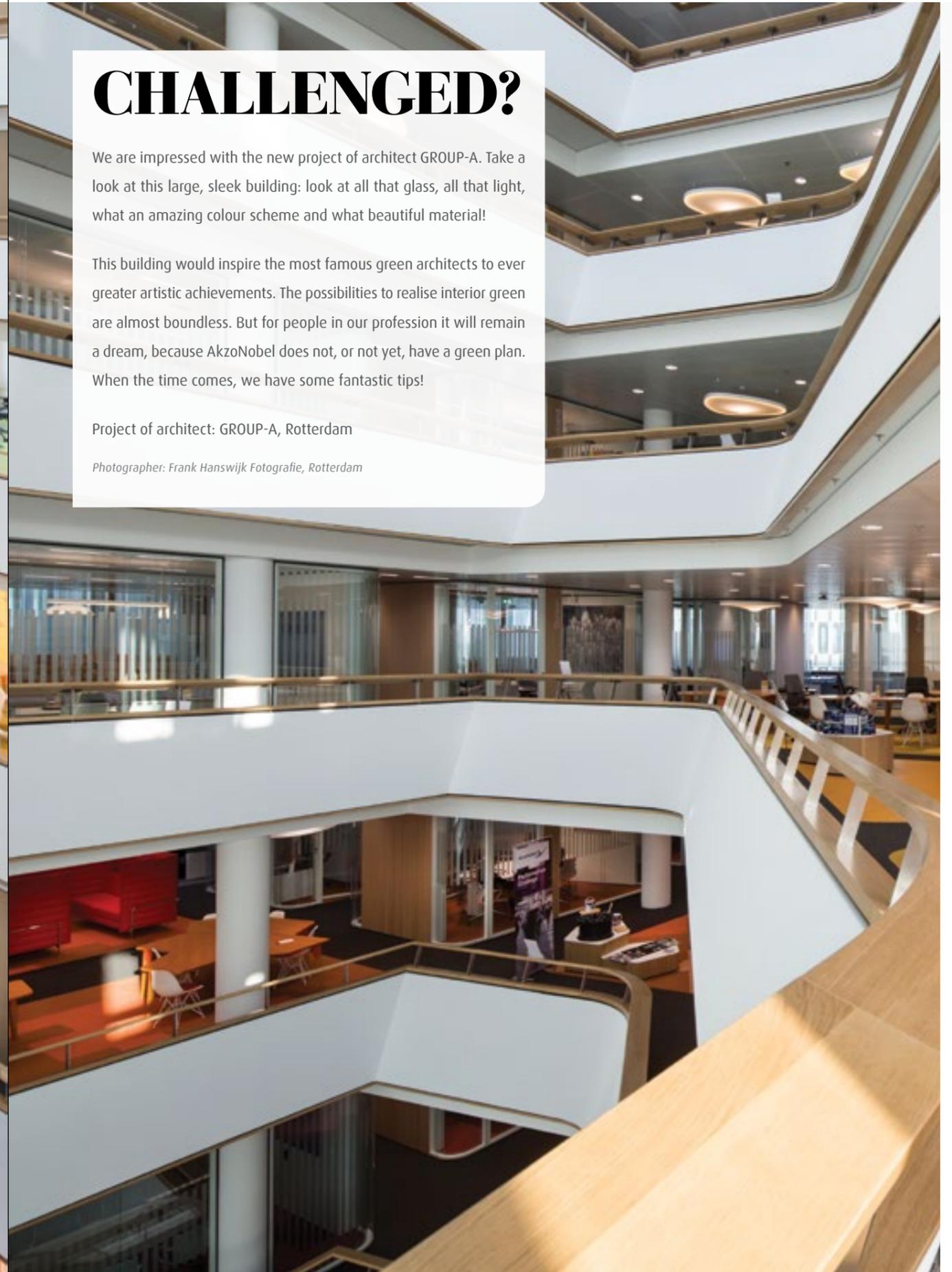
CHALLENGED?

We are impressed with the new project of architect GROUP-A. Take a look at this large, sleek building: look at all that glass, all that light, what an amazing colour scheme and what beautiful material!

This building would inspire the most famous green architects to ever greater artistic achievements. The possibilities to realise interior green are almost boundless. But for people in our profession it will remain a dream, because AkzoNobel does not, or not yet, have a green plan. When the time comes, we have some fantastic tips!

Project of architect: GROUP-A, Rotterdam

Photographer: Frank Hanswijk Fotografie, Rotterdam



PRINTED VERSION OR DIGITAL COPY?

Our wide range of products could fill a brochure as thick as a telephone directory, which would not be a very realistic thing to do. Besides, when do you get the time to immerse yourself in a publication of that size? For this reason we have made a selection of current products which we wish to inform you about. This information will be published on paper and, of course, as a pdf file.

Would you like to receive our brochures with your logo printed on it? We like to be constructive when it comes to this kind of thing.



FABRIEK BOTANIEK

As a result of exhaust emissions in urban areas, the outdoor environment is becoming increasingly harmful to human health. Moreover, a lack of ventilation can make the air inside a house 10 to 20 times as polluted as the air outside. It is estimated that by 2050, two-thirds of the world's population will live in cities. Consequently, the need for innovative air purification will increase tremendously. Fabriek Botaniek offers a natural solution.

Plants have the capacity to purify the air and create a pleasant indoor climate. Compared with technical solutions such as air filters, plants have the added advantage that they strengthen the bond between people and nature. Research has shown that the presence of plants reduces stress. Less stress means a healthier blood pressure, heart rate and less muscular tension.

In short, plants contribute to improving physical and mental health.

Dennis Holten and Floris Provoost have a unique concept with Fabriek Botaniek. There are no individual plants, but biotopes inspired by a natural habitat. Every order is custom made for the customer. Instead of plastics, recycled and sustainable materials can be used and processed in a spontaneous way in interiors. Together with the customer or the interior architect, Fabriek Botaniek determines the colour arrangement and the location of the plants, and it takes care of the design, the delivery and maintenance.

Through innovative maintenance technology using sensors, costs on maintenance and care can be reduced. This makes interior landscaping also affordable for smaller organisations.

Fabriek Botaniek introduces a natural atmosphere in our living and working environment in a unique way.



LIVEPANEL

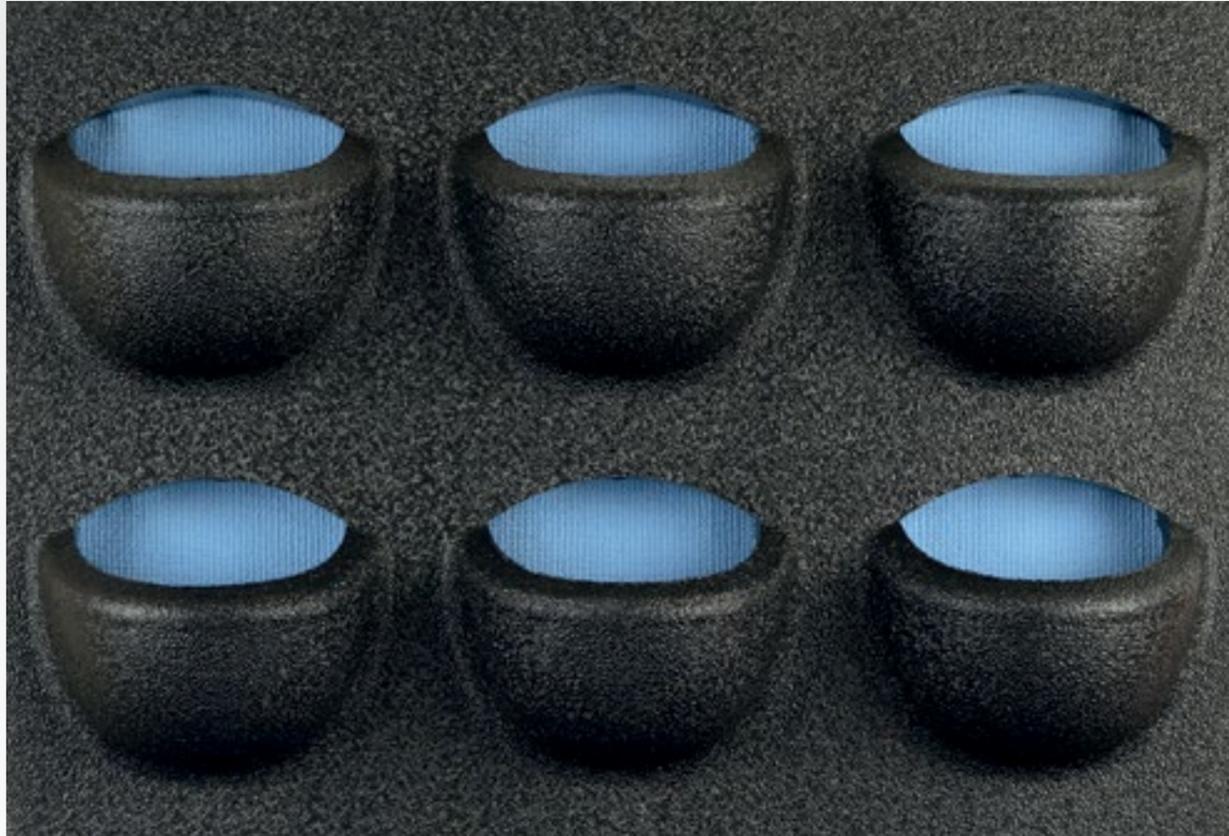
Make your walls come alive

The so-called green walls are becoming increasingly popular, not only in offices and shops, but also in bars and restaurants and public spaces.

LivePanel is a green wall for both indoor and outdoor use. The modular system can easily transform a bare wall into a living green wall.

Green is the best way to bring atmosphere into any living space. Let your creativity run wild with the freedom in design and plant choice that this system has to offer.



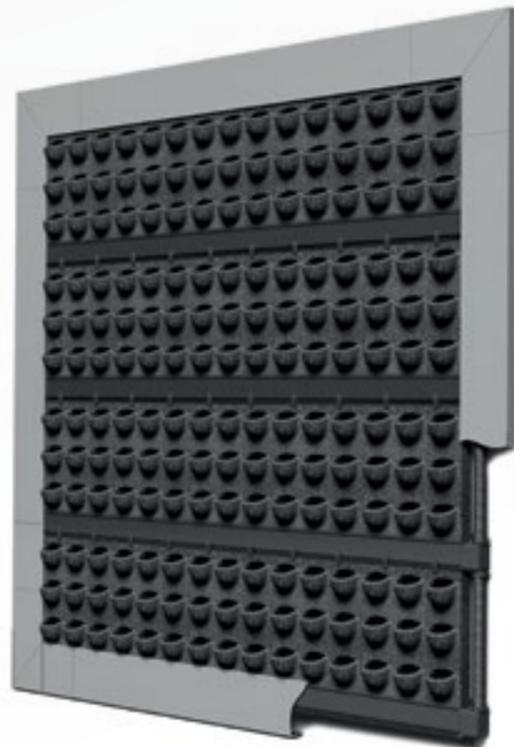


LIVEPANEL

INNOVATIVE SYSTEM

LivePanel is a system with plant cassettes that are easy to exchange. It enables the plants to be installed or adjusted easily. Each row of plant cassettes is placed in a gutter section that also serves as a water reservoir. The innovative construction enables the plants to absorb water from the reservoir.

The system should be equipped with a drainage point. For larger walls, it is advisable to install an automatic irrigation unit. In addition, it is advisable to use water-resistant foil on the rear wall when the system is installed indoors.



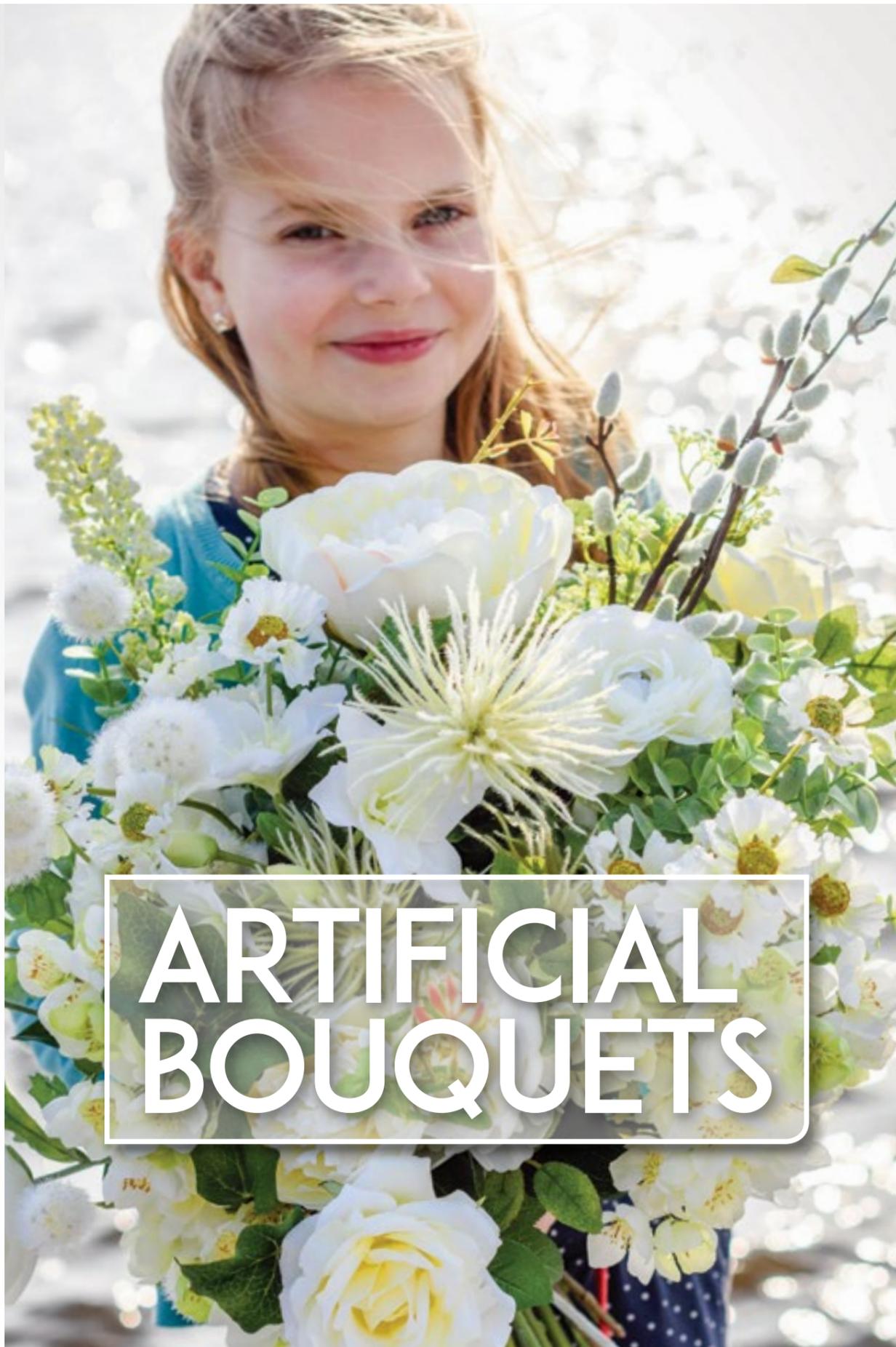
GREEN SKIN

A unique combination of wood and glass

Are you looking for something special to brighten up your interior? This vibrant combination of teak wood and recycled glass will certainly fascinate you.



The molten glass shapes itself around the wood, resulting in a very artistic object. Each object is therefore unique. Arrange your plants and flowers on a unique wooden pedestal and create a natural look to suit your personal style.



ARTIFICIAL BOUQUETS



ENJOY BEAUTIFUL FLOWERS MUCH LONGER

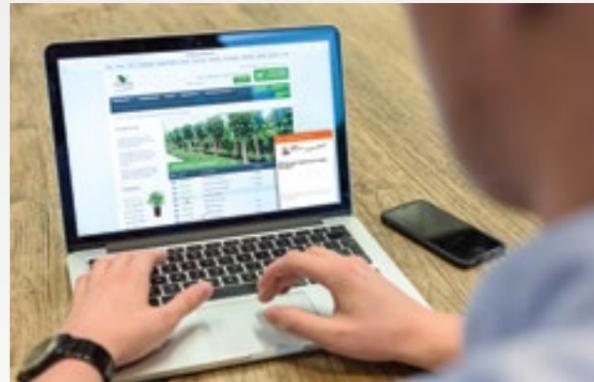
We are proud to present an entirely new range of artificial bouquets, designed and arranged by top florists in the Netherlands. The collection comprises 10 different bouquets, which are extremely realistic. The bouquets range from White Dream, which includes beautiful peonies, to Exotic Mix with beautiful tropical flowers. Discover for yourself that you only need one bouquet to give your living room an entirely different appearance.

OPEN DAYS 2016

Our annual Open Days will be organised this year from 2 to 4 November.

This is a perfect opportunity to take a closer look at the organisation and our new products and strengthen the mutual relationship while enjoying a snack and a drink.

We hope you will join us! Please let us know so that your contact person is aware of your attendance.



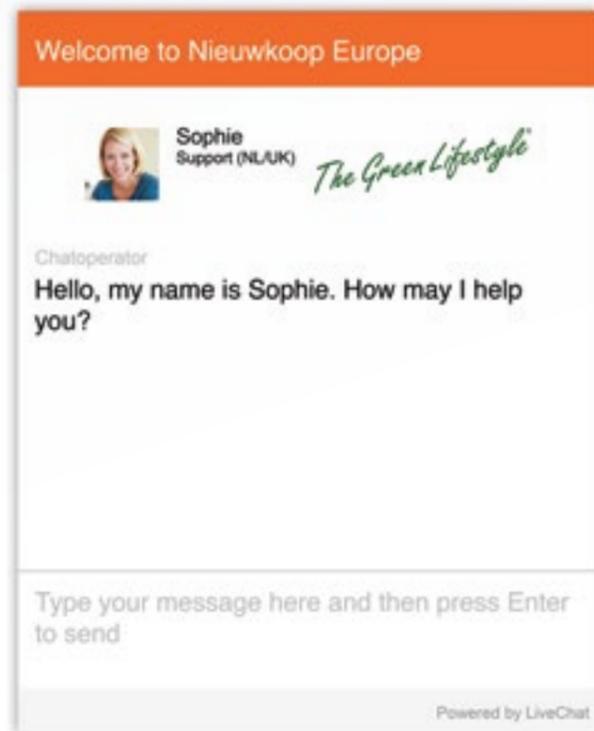
LIVECHAT

Immediate answers to your questions

If you have a question during your visit to our website, feel free to chat to Sophie, our LiveChat support.

Sophie can help you find the answer to most questions and will put you in contact with the right person if necessary.

Our LiveChat support is available 7 days a week from 9 a.m. to 9 p.m. Questions and answers in both Dutch and English.



JUST ARRIVED

Look how carefully the Phoenix palm trees are unwrapped after their journey. This is not an easy task at such a height and with such sharp thorns on their leaves. They are currently being well taken care of and are ready for the next journey.

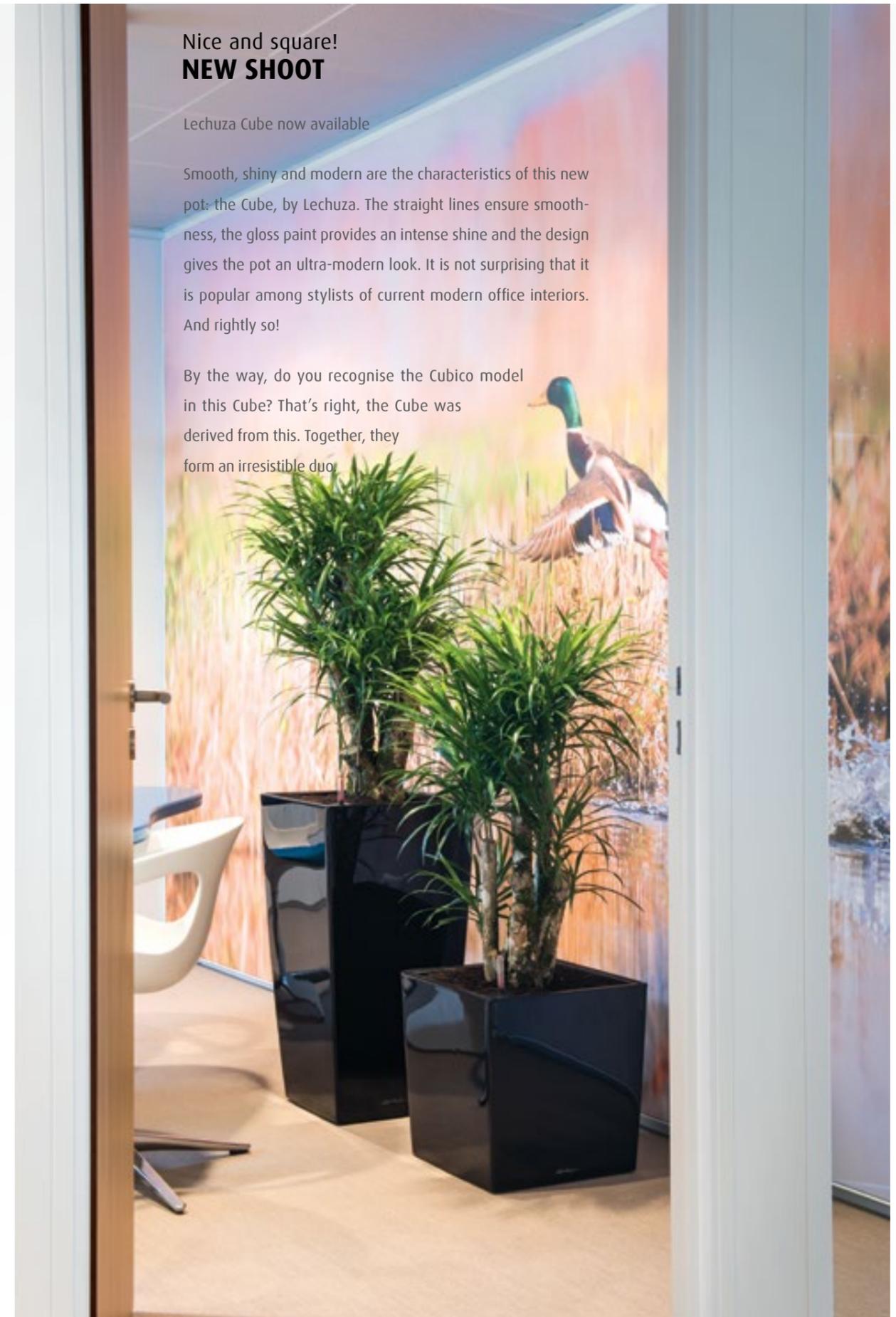


Nice and square! NEW SHOOT

Lechuza Cube now available

Smooth, shiny and modern are the characteristics of this new pot: the Cube, by Lechuza. The straight lines ensure smoothness, the gloss paint provides an intense shine and the design gives the pot an ultra-modern look. It is not surprising that it is popular among stylists of current modern office interiors. And rightly so!

By the way, do you recognise the Cubico model in this Cube? That's right, the Cube was derived from this. Together, they form an irresistible duo.





**COMINGS
AND
GOINGS**

The NGC sees a daily coming and going of customers and employees. But the plants, pots, artificial plants and accessories are also moved around. This makes the NGC dynamic and up to date. You will find everything you need to make your green project a success.

In the spotlight

MARC BAKKER

My name is Marc Bakker. I am 44 years old and live in De Kwakel with my girlfriend Mirjam and our sons Mika (5) and Finn (3). My hobbies are water sports, cycling, tennis, gardening and travelling.

After completing my agricultural study at a university of applied sciences and a management training, I worked in the import and export of flowers and flower bulbs industry for several years.

In 1999, a large complex with tall greenhouses and a fantastic office was built in De Kwakel. Following a tour of the old company in Andel and after seeing all the beautiful plants and hardware, I was immediately smitten and wanted to work for Nieuwkoop.

I have now been working at Nieuwkoop Europe for over 16 years. I am responsible, together with my 14 colleagues, for the sales at Nieuwkoop Europe. I have an extensive customer portfolio with customers from the Netherlands, Germany, Switzerland, Austria, Italy, England but also from countries like Macedonia and the Baltic States. The diversity of customers, countries and products is different and challenging every day.

You have worked at Nieuwkoop Europe for quite some time. You will certainly have a lot to tell us! What do you remember most from this period?

I mainly remember a number of special customers. Some time ago a customer arrived in the private plane of his client to look for plants and planters. It concerned the owner of a large multinational. How this man sees the role of green within his organisation is amazing and inspiring. But also the contact with the various customers is unique. I know some people

well and that creates a pleasant relationship, both personally and on a commercial basis.

A lot has changed within the organisation. Many developments have taken place in the field of automation. Where we previously had to print out the orders on paper, we now work with the most sophisticated software and ultra-modern technology.

The 'Nieuwkoop team' has received intensive training recently in order to be of even better service to the customers. How will you apply everything you learned in practice?

I have learnt quite a lot during these multiple training days. The customer plays a key role within our organisation. It is extremely important that we listen attentively to our customers in order to identify their needs. Together with the customer, we identify the best way to work together and whether we can intensify this cooperation.

Currently, many studies are being carried out into the effect of plants on our wellbeing. This places green in a very different role. Is this evident from customer requests?

Yes, this is certainly evident. Various customers closely monitor the results of the various studies. This subject is therefore often discussed. I notice that the demand for green plants is increasing. Green is alive again and I sometimes call green the 'new gold'.

Finally, how do you see the future?

I look forward to a positive future. The number of customers who order from our website will only increase. A major advantage is that orders can be placed 24/7 anywhere in the world, from the office, home or on the road!

I also anticipate an increase in communication via social media. Yet, for me, personal contact with my customers is more important.



I SOMETIMES
CALL GREEN
'THE NEW GOLD'.



FIBREGLASS

A characteristic design with wide edges. The series is made from transparent plastic called fibreglass. This creates a unique effect when the planter is placed in a light or illuminated environment.

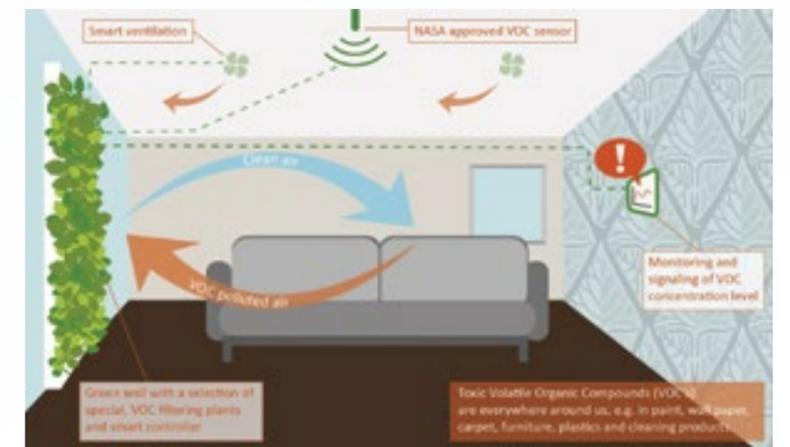
A GREEN VENTILATION SYSTEM

A HIGH-TECH SENSOR MONITORS AIR QUALITY AND CONTROLS THE VENTILATION OF AIR-PURIFYING PLANTS

During the Innovation Expo in Amsterdam the prototype of a unique horticultural project was on display. A green wall with a high-tech sensor. NASA already demonstrated in 1989 that plants contribute to a healthy atmosphere through purifying the air and filtering out harmful compounds. But is it also possible to guarantee the air quality for users of buildings? A special sensor by ASML can now accurately measure the so-called volatile organic compounds.

On behalf of a consortium of horticulturists, Organic Architects built a prototype of a green wall with a ventilation system that actively directs the air along the green wall. The higher the concentration of the harmful compounds, the higher the level of ventilation. Subsequently, the researchers introduced a high concentration of volatile compounds into the room. The actively ventilated plant wall was able to degrade the contaminants: methane and urea were halved within three hours, alkanes and cyclic hydrocarbons after 9.5 hours. The baseline measurement showed that without the plant wall pollution remained stable at a high level. This demonstrated that the degradation was caused by the green wall with increased ventilation.

In the second phase of this project, industrial designers set to work to develop a universal ventilation system which, in combination with various kinds of existing green wall systems, can contribute to a healthy living and working environment.



That system forms the basis for a business concept to provide 'clean air assurance' to building managers.

The consortium supporting this project consists of: Royal FloraHolland, Waterdrinker, Into Green, Van der Tol, Priva, Nieuwkoop Europe and Stichting Innovatie Glastuinbouw (SIGN), in alliance with the Dutch Ministry of Economic Affairs.

This project is a continuation of the previous article 'VOC - Volatile Organic Compounds', published on pages 24-25 in the AUTUMN edition.



LIGHTWEIGHTS

These granules have been magnified, of course. It enables you to have a good look at their structure. Brittle, brown and lightweight; that is the result after processing of the original clay granules.

MAURICE DE GRAVE

You are a Transport Planner at Nieuwkoop. Would you like to tell us about yourself?

My name is Maurice de Grave. I am 37 years old and I live in Nieuw-Venep. I am the father of a son aged four. I have played football since a very early age, but, after 31 years, I have just finished my last season as a player. If my son wants to play football I will be proud to cheer him on from the sidelines. My other big hobby is motocross, which I have actively done from the age of 23 to my 30th. I don't ride very much now but I do go and watch major competitions. We have a large garden at home, which I also like taking care of.

What does a Transport Planner do exactly?

All orders leaving Nieuwkoop, apart from the Cash & Carry, go via the Transport Planner. For most of the countries within Europe we work with regular carriers to whom we forward our orders each morning through dispatch lists. Orders that are ready for consignment are scanned, so that consignment letters or CMR's go with the carriers. All orders immediately end up in our administration, which is also very important for keeping track of the containers. We ship our plants on CC trolleys to many European countries, so these can be found in very many places. Or they are on the road with the various carriers. To manage this efficiently we have a system which records the balances per customer or carrier. In this way we can always see where our trolleys are.





Wildlands Adventure Zoo
**EXPERIENCE
 NATURE**

Build the zoo of the future! The zoo in Emmen had ambitious plans, and turned them into reality. The project resulted in a magnificent Adventure Zoo, where visitors can feel like 'world travellers' the whole day long. So it will not come as a surprise to us if Wildlands attracts more visitors each year.

Wildlands represents a combination of nature and adventure, which can be experienced in three thematic worlds: Jungola, a tropical jungle; Serenga, the savanna, and Nortica, the polar region. These images may remind you of fairy tale-like scenes from a Disney nature film, but here everything is 'real'!

"The new zoo allows people to enjoy nature and its residents in a totally different way."

The zoo has reduced the number of animal species, on the other hand the animal enclosures are now much bigger. The aim was to emulate the natural habitat of the animals and that has been achieved, down to the last green detail. Whether you are an adult or a child, you will feel you are at one with nature here.

A large part of the preparatory work consisted of landscape development. Nieuwkoop Europe has made a significant contribution with our large subtropical plants.

Wildlands is not just a zoo. The word 'experience' is key. The zoo takes its visitors on a journey into nature. Much attention is given to excursions, education and various shows. Informative and exciting, at Wildlands there is always something to experience!



AN EXTENSIVE PROCESS

PLANTS ARE NOT JUST PLACED 'ON HYDRO'. IT INVOLVES AN EXTENSIVE PROCESS IN ADVANCE.



Mainly it involves imported plants. Upon arrival, the root ball of the plant is given a shower to separate the soil from the roots.

The plants are then potted up in granules in a specially designed cultivation pot.



TIME TO GROW

Subsequently, the base of the pots are placed in water and the growing time begins, for both the leaves and the roots.



M/F

One plant, two plants. So far, everything's OK. But now... One Ficus, two Ficus. Is that correct?

Or how about two Spathiphyllums or two

Dracaenas? How will these plurals be translated into French, German, or Dutch? And it gets even more complicated, because how do we deal with a plant name that, for the sake of a nice text or attractive quotation, we don't wish to keep repeating and is therefore replaced by the word 'him' or 'her'? This last question comes from Ellen, the editor-in-chief (... as she likes to call herself) of our Glossy.

She allowed herself to be swayed by the magical beauty and the green pleated garment of the Licuale grandis... and speaks of a 'Grand Lady'. But... is this correct, or should we be referring to her instead as a 'Gentleman'? When it comes to green atmospheres, I also find myself guessing whether plants are of the male or female gender. Sometimes I write about a 'he', then a 'she' and sometimes I even corrupt the plural forms.

As plant experts, are we all dyslectic as far as the M/F gender is concerned? No, that's not how I experience it. When you talk to people who are not plant experts and you throw some beautiful plant names such as Xanthorrhoea australis or Araucaria cunninghamii into the conversation, they are usually so impressed that M/F no longer seems to matter. At that particular moment you have the complete attention of the admirer and you convey something about the love for your profession.

You can then make an impression and score points, which is nice.

INQUISITIVE FICUS

What is this Ficus searching for? Does it want to escape, is it just inquisitive, or perhaps no one has thought about giving this Ficus a good pruning?



What conclusion can we draw from this? In any case, we see a strong Ficus that is seeking out the dark. There also seems to be sufficient water and feed in the pot to help the plant during its escapades. I am assuming that there is no interior plantscaper to be seen here.



BALCONERA

Planters in pastel shades can also be placed on the table. These colours are nice in the summer, of course, but they can also be placed on the table all year round. Lechuza has already responded to this. These smart planters can now also be tested by the interior plantscapers. What an honour!



81 RUNNER(S)



When it comes to logistics, the advantage of the Runner is that you can fit 81 pieces in a pallet, while similar models often do not exceed 15 to 20 pieces per pallet. Obviously, you do not need to have 81 identical white planters, but you can select the contents of the pallets yourself from a choice of 2 conical shapes and 5 different colours. In addition, 6-8 pieces, complete with plants, can be placed on a CC trolley.



EVERY COLOUR OF THE RAINBOW

Soon, our plastic planters will be available in every colour of the rainbow!

The growing demand for plastic planters, for fast delivery times and flexibility, and the increasing need for colours that match the identity of the clients, prompted us to take on the paint spraying ourselves.

The arrival of a professional paint spray booth and an experienced employee means that this extra service will soon be available.



SANSEVIERIA SPIKES

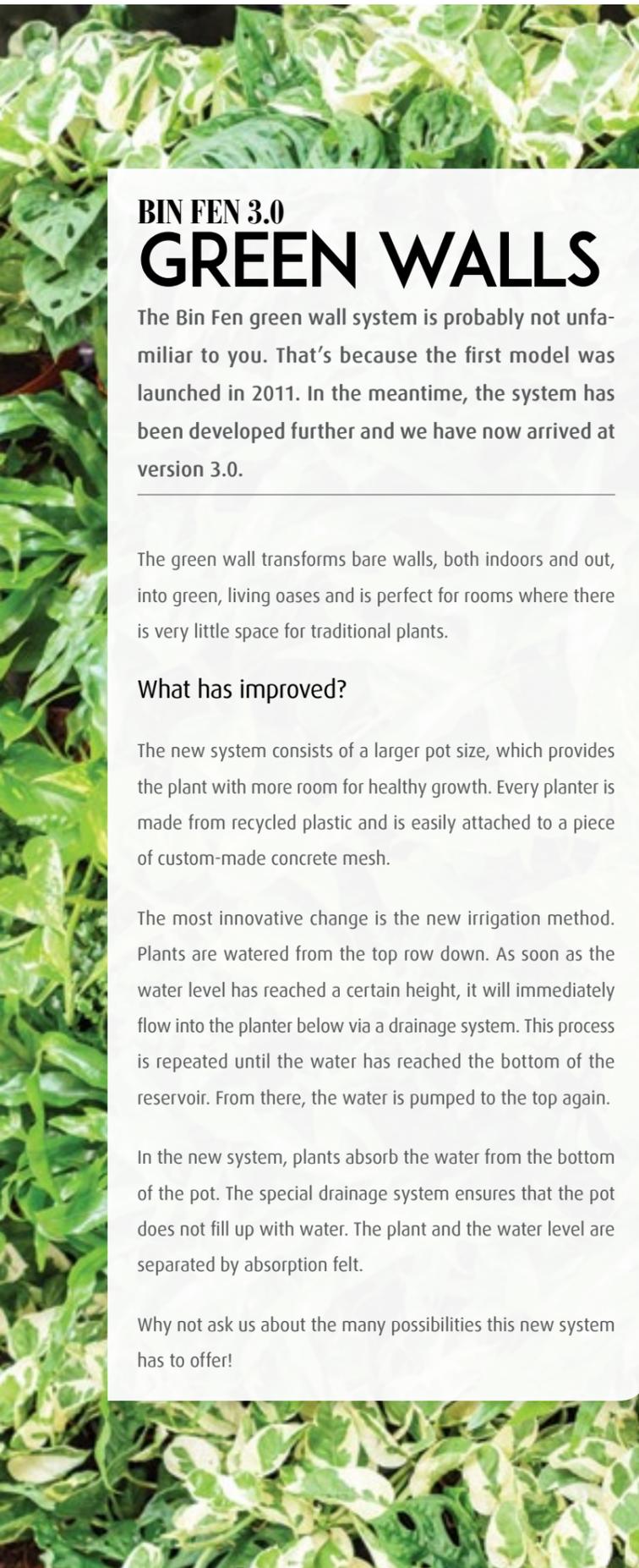
A plant that can take a knock

The Sansevieria is a living legend when it comes to easy maintenance. Nothing can really stop these tough rascals. They brighten up almost every place in the house and you don't have to worry about them. The Sansevieria can be left to stand dry for a while and direct sunlight is not a problem. The species pictured here is on the rise in very modern exteriors.

We are pleased to introduce you to the Sansevieria spikes Egel.

This unique species can only be found at Nieuwkoop Europe





BIN FEN 3.0 **GREEN WALLS**

The Bin Fen green wall system is probably not unfamiliar to you. That's because the first model was launched in 2011. In the meantime, the system has been developed further and we have now arrived at version 3.0.

The green wall transforms bare walls, both indoors and out, into green, living oases and is perfect for rooms where there is very little space for traditional plants.

What has improved?

The new system consists of a larger pot size, which provides the plant with more room for healthy growth. Every planter is made from recycled plastic and is easily attached to a piece of custom-made concrete mesh.

The most innovative change is the new irrigation method. Plants are watered from the top row down. As soon as the water level has reached a certain height, it will immediately flow into the planter below via a drainage system. This process is repeated until the water has reached the bottom of the reservoir. From there, the water is pumped to the top again.

In the new system, plants absorb the water from the bottom of the pot. The special drainage system ensures that the pot does not fill up with water. The plant and the water level are separated by absorption felt.

Why not ask us about the many possibilities this new system has to offer!



up or down?

What makes a hang plant grow downwards and a 'normal' plant upwards? Have you ever stopped to consider this?

The scientists have not reached a decision yet and, in fact, we do not need to wait for the answer. We use hang plants in a way that befits the way they naturally grow.....hanging down. But then again... if the pot is too wide, the hang plant also appears to be able to lie down.



ONE-STOP-SOLUTION

In the previous edition we introduced you to the one-stop-solution. We are pleased to tell you more about this. For example, about our extended range of plants and planters. If you are looking for a particular plant, you will also need to look for an appropriate planter. What are you looking for precisely? Ceramic, plastic, metal or a planter made of natural materials? Modern, classic, square, round, structure or high gloss? The choices are endless! Naturally, we will be pleased to help you make the right choice.

The other way round is also possible. If your preference is for a certain planter, you will probably also want to look for a nice plant. Do you prefer hydroculture, soil-based plants or silk plants? Will it stand in a dark or a light place? What pot size do you require? An appropriate plant can be found for any requirement. In the next edition we will tell you more about the possibilities to provide you with advice.

