

NIEUWKOOP GLOSSY

The Green Lifestyle[®]

Edition 06



Dear Reader,

Importing, growing, caring for, and designing with plants require specific knowledge, which we are more than happy to share with you. Knowledge can shift a sales pitch away from price. Knowledge can be used to enter into new relationships. In short, knowledge can be used to make a difference, but always with respect for the environment. We take care of the latter by, for example, calculating our environmental impact together with 'Benefits of Nature'. You can read more about that in this glossy.

Furthermore, besides the many regular topics, special attention is given to one of the most beautiful countries in the world in the field of flora and fauna, Costa Rica, which is also one of our main import countries. We also have an extensive interview with green architect and biologist at Centre Parcs, Jean Henkens.

Our Open Days from 2-4 November are another important platform for knowledge transfer. Make sure you note these dates in your diary.

Happy reading!

Board of Directors, Nieuwkoop Europe

Henk Nieuwkoop - Danny Gerritsen

AGENDA

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

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what a beautiful palm: the Bismarckia nobilis. The colour, the attractive lines and the fan-like leaves make a fantastic cover photo, together with the Platycerium.





CERAMICS

A FANTASTIC NEW COLLECTION!

Ceramic planters are making a genuine comeback! They can have a classical or a modern appearance, which makes these planters very popular with lovers of interior design.

Ceramic planters are hand-made using traditional methods. This hand-made process makes each planter unique. A great advantage of ceramic planters is that the material is firm and robust, making them ideal for indoor and outdoor use.

In addition, ceramic planters are fireproof. This is an important characteristic when you consider the strict requirements in offices, shopping centres, hotels and other public spaces.





Did you know that the position in the oven ultimately determines the appearance of the ceramic planter? If a planter is positioned closer to the fire it will shrink more and the colour will be more intense. The temperature in these ovens is around 1200 degrees Celsius.





TWIST

This contemporary collection is not called 'Twist' without good reason. The series is characterised by subtle lines which create a unique colour effect.

The Twist is the eye-catcher of every office, but it is also greatly admired on the patio. The high-quality plastic material is suitable for both indoors and outdoors, it is lightweight and waterproof.

The unique structure is emphasised even more in combination with the right plants and will create a beautiful contrast.



FICUS LYRATA

Are you looking for originality? The large leaves of this beautiful ficus immediately draw attention. Leaves of approximately 50 cm in length are no exception to this plant. And look at these striking, light veins, submerged into the beautiful violin-shaped leaves.



VEITCHIA

Dreams of tropical destinations

The Veitchia (*Adonidia merrillii*), also known as the Christmas Palm, originates from the Philippines. The palm reminds you of pearl-white beaches and drinking cocktails out of a coconut.

This palm can often be seen around tropical indoor swimming pools where it does well due to the high humidity. The Veitchia stands between 200 and 750 cm tall and is ideal as an office plant or for use in larger projects.

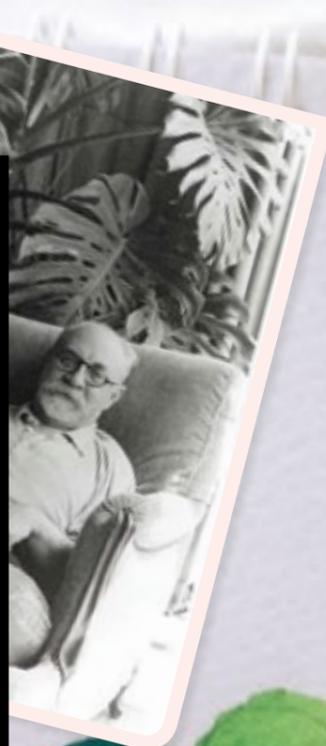


MONSTERA

Written with a capital M for Magnificent and Mega, this plant is easy to keep.

Large, green leaves with distinctive perforations... you can't fail to be impressed by it. The Monstera makes a clear statement with its remarkable leaves. It is not surprising that it is a source of inspiration in the fashion and art world. This plant is also a perfect, living air purifier.

The Monstera belongs to the liana family. In Panama and southern Mexico, these plants climb trees of up to 20 metres high. They also attach themselves to tree trunks and rocks in the jungles of South East Asia.



KNOWLEDGE AND SERVICE

The NGC offers you a wide product range to choose from. Be sure to take your time and enjoy everything you see. It is self-explanatory. If you still have questions, the team is always there to assist. In addition to the many digital orders received, as a visitor you will always be given the full attention that you would expect.





A FOREST IN A HISTORIC BUILDING

At ARTIS-Amsterdam Royal Zoo, nature, culture and heritage all come together. Every tree, every animal, every building, every microbe and every planet tells its own story. The stories of ARTIS have been told since 1838 and are recreated every day. Experience it yourself.

More room for animals and plants is important at ARTIS. That's why a rigorous solution has been chosen for the Monkey House: one large accommodation where multiple animal species from the tropical rainforests live together: from frogs and lizards to mammals like the pygmy marmoset, white-faced saki and sloths. And you can walk among them.

For the Monkey House, an indoor and an outdoor forest with large tropical trees and shrubs has been created. The indoor forest in the Monkey House consists mainly of tropical ficus, part of the fig family and a plant that can tolerate shady conditions. This group of plants produces figs that are eaten by many animal species, including monkeys. There is considerable diversity amongst this group of plants, which plays an important role in the ecosystem of the tropical forest. Typical examples are the strangler fig that grows on host trees and kills them, fig trees that make

aerial roots or form lianas, and fig trees that produce gum. The reproduction of ficus plants plays an important role in the ecosystem. The fig trees have small flowers enclosed in the fig. Each species has its own insects, usually tiny wasps, which are drawn to the figs and enter the fig through a tiny opening. The small flowers in the fig are thus pollinated with pollen taken from other figs. One of the most unique species in the Monkey House is the *Ficus religiosa*. This tree is sacred to Buddhists.

On the other side of the park is the Butterfly Pavilion where visitors are surrounded by hundreds of fluttering butterflies and many trees and plants. A remarkable tree species is the calabash tree, which produces green fruits that can grow up to 30 cm in diameter. The tropical garden also houses many other

colourful nectar and host plants, such as the yellow flame tree and the coral tree.

Come to ARTIS and be amazed by the many animal species that live with and among each other in the Monkey and Bird House. Discover the smallest organisms in ARTIS Micropia, the only microbe museum in the world. Travel through space in the Planetarium. Visit the giraffes, the zebras, the ostriches and the springboks on the Savannah. Admire the tropical fish in the monumental Aquarium. Walk through the historic city park with its ancient trees and many plants. Taste the atmosphere in the Plantage cafe and restaurant or place your chair near the fountain on Artisplein. Experience nature and discover what it means to our society, because the more you become aware of nature the more respect you will have for every living thing. The story of ARTIS is a story about ourselves.

www.artis.nl





The team behind this glossy
From left to right on the photo:

- » Louis Lemaire Photographer
- » Elize Eveleens Stylist
- » Thom Schonk Commercial Manager
- » Joran van Liempt Graphic Design
- » Ellen Akkerman Editor-in-Chief
- » Jelle de Jong Content / traffic
- » Henk Prinsen Photography
- » Sander Kroll Production and final editing

Before The Green Lifestyle is sent to print, an editorial team is involved in the 'Glossy process'. Each member of the team has their own speciality and passion. But the team does not make everything itself. It also collects astonishing articles from third parties.



STRONG MEN

It is a veritable coming and going of pots, planters, flower pots or whatever name we give them. Row upon row of them are placed in storage. This requires good helmsmanship and great commitment. Sometimes they arrive in truckloads at a time and then Cees's team has its hands full.



*On the photo from the back to the front row:
Peter van Diemen, Marvin Siecker,
Cees van Tongeren and Radoslaw Augustsik*

A PLEA BY JEAN HENKENS

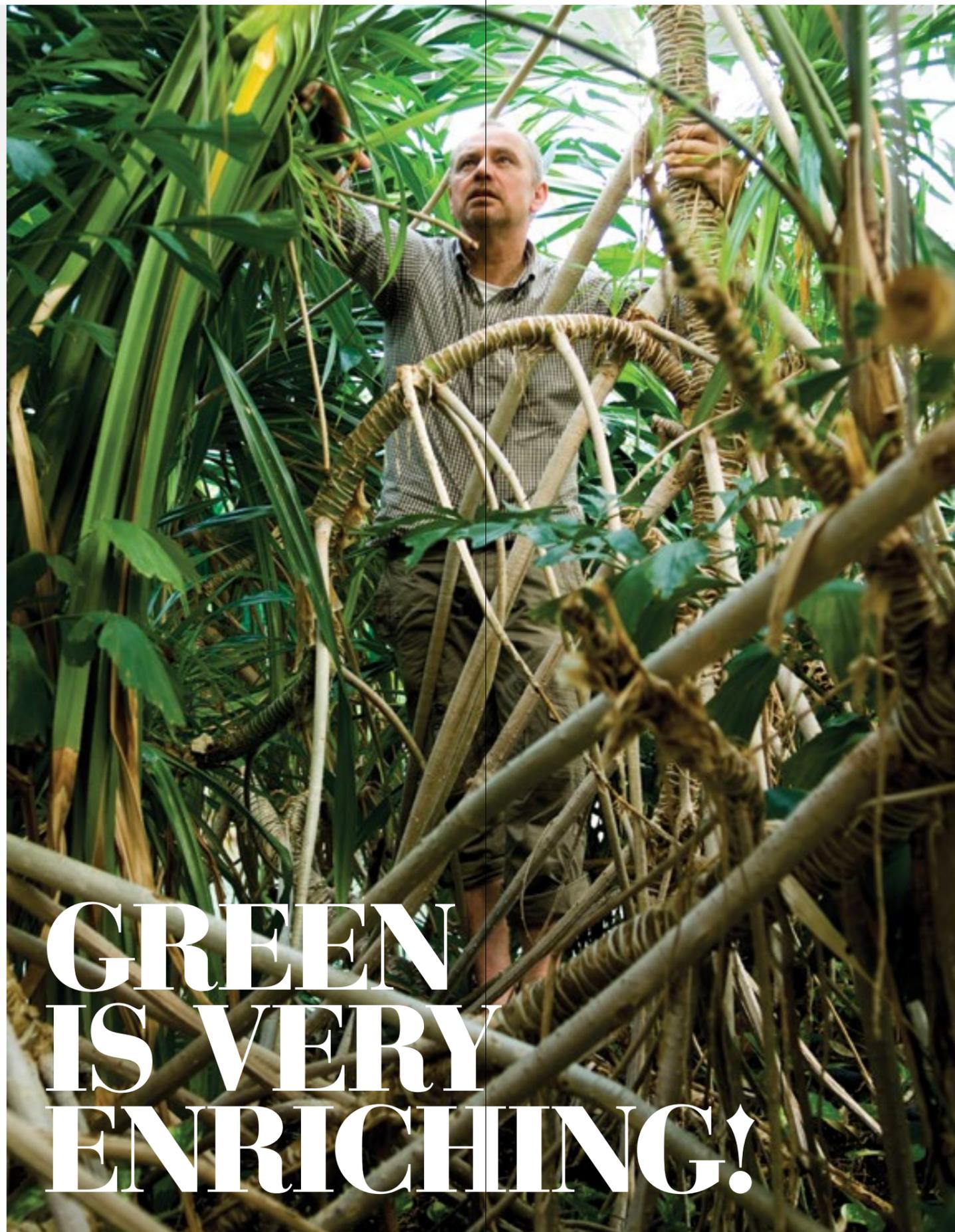
The green sector must reflect on its mission. All too often arguments such as: 'cutbacks always affect plants first' or 'architects and project developers do not recognise the value of plants in their projects'. The client is reluctant because maintenance costs are (too) high. Expensive square meters for landscaping and so on.

Interior landscaping has enormous added value. It enlivens a mineral environment. In addition to the undeniable healthy contribution of plants, there are hundreds of strong arguments in favour of interior landscaping.

Innovation is also greatly needed – genuine innovative changes that go beyond the colour or the shape of a planter. It is the responsibility of the green sector to bring nature to the people. We need to offer concepts that enrich the daily lives of those who work and live among plants. We can, or rather, we must achieve more with plants.

The green sector has failed in several areas.

Plants that, for example, have a unique history or origin that emphasises the personality of people, or a botanical concept for a car brand that makes every showroom unique. Or how about plants in the train, green ceilings, a jungle bathroom, an oasis of plants in your bedroom, epiphytic lamps, healthy gardens, landscape showcases, plant-clad apparel, green living curtains, ... I challenge you, the green sector, to stretch your imagination and develop new ideas. Of course, economic realism brings many green ideas like these back to reality, but nothing is worse than simply adopting a 'wait and see' attitude.



GREEN IS VERY ENRICHING!

The entire sector, from indoor green to organic decorative elements, blooms and cut flowers, is very dear to me. Therefore, I once again plead for the emergence of new 'shoots', and for reflowering and stronger growth, so that 'green' is once again given the value it deserves.

Deep down inside, I know that I was born to do this job. My entire life is entwined with green and more green; green in every shade. 'Entwined' is the right word. I am rooted in my profession and I see that it is flowering and producing fruits.

'I could spend days justifying why green architecture is so important in a building.'

First of all, please allow me to introduce myself. That would seem the appropriate thing to do since I am addressing you, the reader. My name is Jean Henkens and I'll soon be 60 years old. For more than half of my life I have worked for Center Parcs, an international organisation with 26 holiday parks throughout Europe. We develop and build a new holiday park practically every 2 years. A lot has changed and evolved in the years that I have worked there. But the core values, the actual unique values of our organisation, have remained the same. They have even become stronger and have also made our company stronger.

The most important aspect of these core values is to ensure that our guests have a pleasant and enjoyable holiday in the midst of a unique landscape; in a place where you are always at one with nature, whether it is a beautiful holiday home surrounded by trees, a place where you can have a bite to eat and enjoy a drink, or the swimming pool, which are real green oases full of life.

The beating heart of every holiday park has a surface area of approximately 4 hectares. This is the place where visitors experience a large part of their holiday fun. Many of these



places have a tropical or subtropical climate, making the experience even more agreeable.

Every place at Center Parcs is a place full of life, so that even the (sub)tropical heart is bursting with exotic trees and plants. It is one large jungle, which forms an integral part of what we are. That's how our guests know it.

'Nowhere in the world did I see what I was so intensely striving to achieve: a real indoor jungle.'

If you were to put all the tropical green from each of our 26 parks together, it would create the largest exotic plant collection in Europe. And I had the privilege of creating that collection of often very exceptional, living jewels.

I am very proud of that. When I began my career at the beginning of the 1980s as a young and ambitious biologist at 'Sporthuis Centrum' (now known as Center Parcs), a Phoenix canariensis standing 3 metres tall was very unique in the Netherlands.

Planting, and certainly preserving, tropical and subtropical interior gardens and 'indoor jungles' was looked upon with great concern and anticipation. And yes, there were several attempts around us that did not meet the people's expectations. But I continued to fight for my goal and can honestly say that my mission was accomplished.

Those tropical gardens of around 30 years ago are still there and many of those young trees back then have now grown into impressive monuments. There were few such examples, not in the Netherlands and not in Europe. No, nowhere else in the world did I see what I was so intensely striving to achieve; a real indoor jungle. An exotic forest or garden where thousands and thousands of people enjoy themselves every day.

There are botanical gardens, of course, and greenhouses for unique plants, etc, but they adapt their climate and humidity



to the needs of the plants. At Center Parcs, the climate has to be agreeable to our guests and the plants are required to adapt, which is an entirely different matter.

But plants and trees are strong and often tolerant. There are very few species that place extreme demands on their location. The success of exotic and tropical vegetation in a climate controlled environment requires a high degree of empathy from the designer and the project developer for the natural process. You have to understand how a plant absorbs water and what it does with that water, how a leaf arranges its leaf tension in a dry atmosphere, and how a tree stabilises when its roots are restricted in a planter. You have to 'see' how a plant feeds itself and which building blocks it needs in order to survive and continue to grow. As far as plants are concerned, this is very different compared with humans or animals. To continue living you have to continue growing, and how do you control that?

And what does light mean to plants and just how far will a tree adapt when its original habitat is a sunny, tropical beach? How do you get plants to adapt to and accept our summer days with longer hours of sunlight, or the month of December when there are many weeks when it hardly gets light at all?

Greenery in buildings can be incorporated successfully. A tree standing six metres tall with a price tag of approximately 4,500 euros brings a valuable amenity to a building that is at least ten times greater than any other form of interior design.

I wish to make a strong appeal here: 'vegetation and greenery in living spaces is extremely enriching!' It adds something special to the spaces in which people live or work. Bring nature to the people. Develop many more 'interior landscapes' that contribute to the well-being and happiness of people. There are not many places that do not offer opportunities to do this.

Jean Henkes (Green Architect / Biologist)
Groupe Pierre & Vacances CenterParcs



SCANDINAVIA UNDERSTANDS THE FUTURE

Chairman Benoit Pellariaux opened the two-day EILO (European Interior Landscaping Organisation) excursion on Thursday, 29 September with the prophetic words 'The future influences the present as much as the past' (Nietzsche). And indeed, we were presented, at an enormous pace, with a fantastic future.



THEY ARE NOT AFRAID TO PLANT SOMETHING BIG AND GREEN.

It was then the turn of the interior landscapers. Green Fortune showed us two futuristic shopping centres: Emporia Shopping Mall and the quite nearby Caroli Center had green literally and hugely in their heart and suddenly this turned both areas into something much more fun than just a shopping centre. The building of DONG energy consisted of two parts with an atrium in between. This atrium functioned as a 'street'. There were trees, but also benches and tables where you could sit for a while.

The hotels of the future

Last but not least, we visited two large hotels. The Deichmann company was responsible for the Bella Sky Hotel. Green was impressively present everywhere here in the form of huge (250 m²) creatively planted walls and trees that were easily over 20 metres high or wide. Oxygreen was responsible for what literally felt like a forest in the hall of Hotel Crowne Plaza. The manager of the hotel told us that this forest had indeed cost a pretty penny but it gave them back so much more. They no longer needed to explain that they were occupied with sustainability, but what was particularly remarkable was that the user experience of the interior forest was exactly why this hotel was chosen by groups and to hold conferences. And with that he expressed what we already felt to be an argument in all projects: in Scandinavia they understand how great the commercial revenues are and the large hotels and shopping centres are contending with each other for the green experience. We are heading for a bright future in Europe.

What are those technicians doing here?

IT expert Martin Dam van Spiio kicked off. He demonstrated that a green project equipped with measuring equipment not only has no more nasty surprises, it also yields new data. Is the water supply faltering? Is a plant area not doing too well? Is there not enough light? You can set all the alarm bells yourself and take delivery of the product as a service or buy it. He was followed by environmental technologist Niko Härvinen who told us that his company Naturvention did not develop a plant wall, but a 'biological air-purification device'. It certainly contains plants but, according to him, the roots, or more accurately, the microbes on the roots do the work. By transporting air along the roots in an innovative way, you can create walls that purify air 100x more than conventional green walls.



INSTAGRAM

BE INSPIRED BY AMAZING PHOTOS

We have recently started using Instagram: a free mobile app for exchanging photos or videos. Follow us on @nieuwkoopeurope and be inspired by amazing photos.



CREEPING

The straight lines of the grout between the tiles are being attacked by the 'aerial roots' of this Philodendron.



THE POKÉ PLANT

Although the Pokémon GO rage has passed its peak, I still expect that 'gotta catch 'em all' will remain a phenomenon, because commerce is going to get access to this application.

That has started me thinking. Suppose that we develop a rage ourselves but with plants. For example, score all the Ficus Ginseng that you find in your environment. The more you take a photo of one, the more points you receive. In this playful way we will draw attention to indoor plants in one go. The pots are part of the game, of course. Who wants to help get this game started or is the 'Poké plant' an idea too far outside the box?



RECOGNISABLE?

Who recognises this plant? It has probably stood in that corner a very long time.

INTERIOR OF PLANT THE MONTH



OCTOBER Croton petra

LECHUZA DIAMANTE*

This Croton is not the plant of the month in October without reason. Its accent colour is responsible for that. This yellow variegated plant adds a touch of liveliness and colour to the predominantly green landscaping and is a feast for the eyes the entire year round. The Croton is also called Codiaeum, another of those deliciously unpronounceable names.

*In cooperation with Lechuza



NOVEMBER Howea forsteriana

LECHUZA PURO 50*

The palm among palms, or, in other words, the Oliver B. Bumble. It grows steadily in the background and often rises above its plant friends. This 'Bumble' is strong too, because it thrives well in the shade. The production of Howea requires time and patience. After the seeds or seedlings have arrived in the Netherlands, they are kept a long time in the greenhouse.



DECEMBER Rhaps excelsa

LECHUZA ALTO*

This tough rascal is difficult to eradicate. If you cut the stem or stalk, you will see that it contains tough fibres. It will remain erect even without watering. It is not surprising that this plant is often mistaken for Bamboo, but they are certainly not related. If the Rhaps is given time and enough space, you will eventually just see the fragile looking leaf.



THIRSTY

We are used to rain in autumn. However, these free-falling raindrops do not stand a chance in the greenhouse. The roof keeps them off. That's a pity because this Veitchia palm loves a shower. You can see here how the ladies are accomplishing this, or perhaps not...



MOSS

MUMMIFIED MOSS "LIKE AN EGYPTIAN"

Ancient Egyptians would not consider our 'mummified' moss strange. Mummification ensures longer preservation of the moss, without light or water.

Moss is mummified by replacing its moisture content with an environmentally friendly, biodegradable preservative. The principle behind moss mummification is easy. The moss soaks up water that evaporates; the water is replaced with a mixture of glycerine and water which creates mummified moss. The moss retains its flexibility and its natural smell and colour.

Light or water to feed the moss is no longer necessary. Dusting the moss from time to time is sufficient to retain its fresh colour. You don't need to do any more than that.

The moss is gathered in Northern and Eastern Europe by approved companies that have the necessary licenses. These companies have a duty to leave the

forest 100% clean behind them. The damp and shady surroundings enable the moss to grow back completely within two years.

The mummified moss can be applied in 1001 creative ways, such as on walls, on frames, in signage and in lettering. Discover the many possibilities.

THE MOSS CAN BE
APPLIED IN 1001
CREATIVE WAYS.
DISCOVER THE MANY
POSSIBILITIES.





Cees Podt is a familiar name to many. Can you tell us something about the person behind this name?

I was born in 1957 and have been happily married to Anneke for 37 years now. We have two children and three grandchildren. I am a big fan of football and like to visit my club 'De Graafschap' on match days. I also like to read a good book and I love music and good food.

You have acquired quite a bit of experience. What have you done to gain all this experience?

I have spent my entire career working with green, literally and figuratively. After my military service, I ended up in interior plantscaping and, after 37 years, I still work in this beautiful sector.

In 1979, I started at Floreat in Duiven, where I came in contact with almost all facets of green, such as purchasing plants, plant breeding using hydroponics technology and at a later stage, the installation of greenery in projects. After the takeover of Floreat by Rentokil/Ambius in 1989, I was given the opportunity to look across the border. I was responsible for supervising Ambius Germany, the Benelux and Scandinavia. Through my many travels, I became acquainted with the markets in France, Spain, America, Great Britain, Australia and New Zealand.

For the past several years, I have been working for the Nieuwkoop organisation. I have known this firm for 37 years, which is how long I have been in the business.

In addition to the knowledge that I have gained in this business, I have acquired extensive knowledge through my managerial positions at sector organisation VHG and at EILO (European Interior Landscaping Organisation).

How do you keep up to date with the most recent developments and latest trends?

Social media such as Facebook, Twitter, Instagram and LinkedIn are a good way to keep up to date with the latest trends. But in this tsunami of digital information, we sometimes forget about



**CEES
PODT**
In the spotlight



personal contact. That's why I find it just as important to keep in touch with colleagues and stakeholders within our business.

I remain well informed about current developments by visiting trade fairs at home and abroad. In addition, it is important to follow organisations like EILO, Efig, VGB, VHG and Fachverband Raumbegrünung und Hydrokultur. These organisations publish many reports on developments within our sector.

What important development is currently taking place and what opportunity do you see emerging from it?

The social and economic value of green is gaining recognition. I welcome this and I am pleased to see that green is now included on many agendas, giving it the attention that it deserves.

Besides the many studies in the past, there is a trend towards actually testing studies in practice, and they are producing amazing results. I also see a trend in which indoor and outdoor greenery will overlap, which will offer us more opportunities.

Sustainability and health are gaining more attention. Greenery is no longer just seen as a cost item.

You are a big fan and supporter of hydroculture. Why?

Yes, I have always been a big supporter of hydroculture. It is a clean product, it makes caring for plants easier, the water level is easily checked, there is no acidification or asphyxiation of the growth medium and it increases humidity in the surrounding area. I could tell you so much more about it.

What opportunities do you see for the future?

I can be brief about that: I see a healthy, green future for our sector!



A new collection with Christmas in mind. The popular Eco-Line series is now temporarily available in Christmas colours: red, silver and gold.

A NEW WINTER-COLLECTION



CHRISTMAS DECORATIONS

If you have to work during the Christmas holidays you can create a warm and pleasant Christmas atmosphere in the office in a jiffy.



FAIRYBELL®

A festive Christmas tree for your flagpole! You just hoist the Fairybell® Christmas lights like you would a flag. Within 30 minutes you will have a Christmas tree standing 2 to 6 metres tall with hundreds or even thousands of LED lights.



GLITTER FRUIT

A fantastic bowl of Glitter Fruit might be less traditional but it is certainly trendy! The glitter apples, pears and cherries provide a little more bling in every interior.



LUMENIO

"Ho ho ho... Lumenio," says Santa Claus. Perhaps this article is familiar to you? That is quite possible because Lumenio has been a great success for many years in succession. This luminous Christmas tree and stars can change colour.



Under the slogan 'Are you being rewarded for your sustainability?' the Benefits of Nature Foundation, led by its founder Henri Potze, is campaigning for businesses in the green sector. Their mission: to improve the living and working environment of millions of people. The Benefits of Nature website explains how they are doing this. Firstly, by calculating the footprint of businesses and their products. This ecological footprint is the environmental impact of a company. The result of the detailed calculation, which covers more than 30 categories, can be used to reduce the footprint and, where possible, the costs.



Benefits of Nature does more than calculate footprints. From its beginnings in 2015, over 120 companies became members and this number is still growing. It concerns companies from the Netherlands, but also from countries in Latin America, such as Costa Rica. More than half of them consist of so-called Founding Fathers, leading companies directly involved in the green sector, or as a supplier in the chain. The cooperation between the affiliated companies is part of the formula. The footprint calculation is a way to improve the sustainability of an affiliated company. In addition, as a Founding Father or regular member, Proud Member contributes through its membership fee directly to research and preservation.

Benefits of Nature works closely with various organisations, such as LEI Wageningen UR, and EcoChain, a partner of Benefits of Nature. In the spring of 2016, they started a project as a partnership with the aim to refine the footprint calculation and, with the insights, identify improvements. The idea is to lower the environmental impact of a product and improve the revenue model at the same time. The entire sector will benefit from the experience gained.

Benefits of Nature has several charity partners. They support, for example, the Work with Nature Foundation, which protects the tropical rainforest in Costa Rica through the website adopteerregenwoud.nl. The Arts for Africa Foundation is also a partner. Through this partnership, the Benefits of Nature network is looking for business activities that can contribute to the sale of handmade baskets from Botswana. Nieuwkoop Europe also underlines the importance of sustainability through becoming a Founding Father of Benefits of Nature. It attaches great importance to reducing the impact on the environment and is actively committed to this cause.

In Germany, Benefits of Nature attracted the attention of TASPO, the most popular magazine in Germany's green sector. They announced Benefits of Nature as a finalist in the category 'Most Innovative Service of the Year' with their entry 'Most Affordable and Comprehensive Sustainability Analysis by a Neutral Body'. On 4 November, we will know whether they won this prestigious award.

www.benefitsofnature.eu



**“ARE YOU BEING REWARDED
FOR YOUR SUSTAINABILITY?”**

HYDRO PROFI LINE

A UNIQUE PLANTING SYSTEM

Hydro Profi Line® supports healthy plant growth and reduces the usual maintenance. The system is the first in the world that is suitable for both hydroculture and pot plants.

There are all kinds of planting systems on the market, but Hydro Profi Line® knows how to distinguish itself from other systems. Whether it concerns hydroculture or pot plants, all plants, including the cultivation pot, are placed in the floating system. The cultivation pot floats in a root vegetation area where there is only water and air. So no more messy filling up of pots with potting soil or granules. This system works cleanly and quickly.

Tip: the system can be covered with decorative stones, vulka-ponic or vulkastrat which will hide the metal ring.

In addition, the Hydro Profi Line® means you only need to water the plant 3 to 4 times a year. Thanks to the closed system only a minimum of water is lost

during the evaporation process. The water level reaches the bottom of the cultivation pot during the first few weeks.

Once the water level slowly begins to drop the plant will go in search of water and will fill the – at that moment still empty – root vegetation area with healthy and strong roots.

Unfortunately the system is not compatible with all planters. The Hydro Profi Line is currently restricted to several different measurements and pot sizes. Please ask your contact person for further information.



The advantages of Hydro Profi Line®

- » For hydroculture and pot plants
- » Can be installed easily, quickly and cleanly
- » No extra substrates necessary
- » Reduces the usual maintenance of the plant
- » Water 3 to 4 times a year
- » Encourages healthy plant growth





COSTA RICA

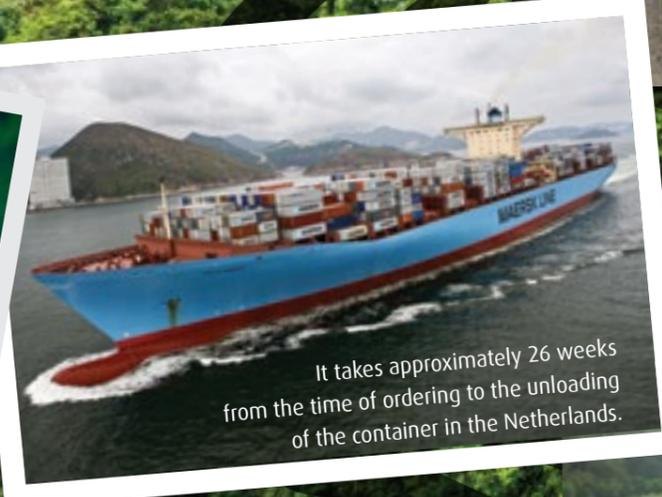
The Republic of Costa Rica is a country in Central America bordered to the north by Nicaragua and to the south by Panama. What many people do not know is that this country with an area measuring just 51.100 km² is not much bigger than the Netherlands. Nieuwkoop works closely with a number of local growers and imports many plants from Costa Rica to the Netherlands each year.



Denis Avila Gonzalez is our main contact person in Costa Rica. He represents Nieuwkoop Europe at approximately 30 different growers and is our trusted host during visits to this beautiful country. The Costa Rican growers produce quantities based on a contract with Nieuwkoop.



'Ficus Amstel King' is produced above the ground to avoid contact with pests.



It takes approximately 26 weeks from the time of ordering to the unloading of the container in the Netherlands.



It's no wonder people say that Noah's ark must have stranded here! If there was a world record of flora and fauna, Costa Rica would be the absolute winner. Researchers have counted 848 bird species, 237 species of mammals, and 361 species of amphibians and reptiles. The country also has approximately 12,000 plant species and at least 1,200 species of orchids.



Many different species and varieties are grown in Costa Rica. We would like to tell you more about that. In the next edition we will therefore look more closely at *Dracaena 90-60-30* and *Dracaena branched*.



GREEN & HEALTHY CAMPUSES

RESEARCH CONDUCTED BY UVA STUDENTS

More and more people spend most part of their time indoors in spite of the negative effects it could have on their health. Students are significantly at risk because they have more chance of developing a 'sedentary lifestyle'. The more people choose to study, the more urgent this problem will become.

Royal FloraHolland poses the following question: what is the effect of green on universities? Three enthusiastic students from the University of Amsterdam (UVA) set to work on the 'Green & Healthy Campuses' project.

Investing in green is investing in the future

Filling indoor spaces with green not only makes these spaces look prettier, it also makes them healthier. As we know, a significant amount of scientific literature is available demon-

strating that plants in a working environment reduce sickness absence. Plants improve air quality, stimulate brain activity and reduce stress levels. And yet, in most university buildings there is not a plant to be seen. Why? Perhaps because the traditional 'plant in a pot' does not meet the needs of students.

The aim of the study therefore was to search for solutions to combine the healthy effects of plants with practical products and thus contribute to studying and working on the campus.



Plants in the workplace motivate us. They have a positive impact on air quality and they make us happy. Here you see everything coming together.

A CREATIVE SOLUTION

It is important that plants meet the needs and lifestyle of the user. For this reason, an attempt was made to develop 'green' products that add value for students.

A MOVABLE GREEN WALL

Movable green walls in libraries and study areas could contribute to reducing study stress. The effect of plants is used to the full because they are placed in the student's immediate field of vision. The green partition walls ensure the reduction of noise nuisance and create extra privacy. Students are able to concentrate more on their study.

A LAPTOP LOCK

Everyone has to pay a visit to the toilet now and again. However, there isn't always someone around who can watch your belongings, such as your laptop. Attaching a cable lock to the planter, which can be connected through the other end to a laptop, enables people to leave their workplace with complete peace of mind.

These two products were actually placed on the campus and received very enthusiastic reactions from students, teachers and managers alike.

Nieuwkoop Europe was involved in this study as a sponsor. We found the creative results of this study very surprising. Be inspired and let us search together for more creative green solutions.

This study was achieved thanks to Suzanna van Baardewijk-Berg, Laura Petrina and Anna Sagong (students of the University of Amsterdam) in cooperation with Royal FloraHolland. For more information about this report, please contact carolienbrouwer@royalfloraholland.com.





EVERY
COLOUR
AND
GREEN

NIEUWKOOP SPRAY PAINTS PLANTERS IN EVERY COLOUR OF THE RAINBOW

We associate nature with the colour green and rightly so. Even the jungle is entirely green. If you are looking for colour, you will find at most an occasional colourful element in the form of a lost orchid. Neither will you come across bright coloured leaves

in the jungle. The colourful plants in garden centres are usually cultivated by man. What now? Colour is the greatest creator of atmosphere in every room. We love colour, because it allows you to create any atmosphere you like. That is precisely why Nieuwkoop spray paints

many planters in every colour of the rainbow. Bright purple, olive green or mustard yellow, anything is possible. After spraying, Nieuwkoop allows the planter to dry thoroughly...



DRYING



ANDREAS MÜLLER HYDROKULTUREN

20 years' innovative cooperation with Nieuwkoop

Our planet, the Earth, would still be thought of as flat if no one had questioned what everyone considered to be normal or familiar, and if continuous development had not been pursued. It is to their credit that we hear daily about new insights and progress in all areas of technology and natural science. Take, for example, modern architecture...

THIS IS WHERE MY PASSION BEGINS

Everyone needs rest for their well-being, health and peace of mind. Plants! Green is in our human genes. Sometimes unconsciously, but often consciously, we surround ourselves with plants, in our workplace and at home.

Nature has richly endowed us with ornamental plants, so we human beings must not reinvent or redevelop them. Thanks to worldwide trade and the opportunities presented by modern logistics, we can bring plants from all corners of the world into our offices and living rooms.

Planters and plant pots are an entirely different matter. In that area, redevelopment was essential. The 'plastic image' of the round and angular hydroculture planters in the 80s and 90s has remained for far too long.

Following my first personal journey to Nieuwkoop in De Kwakel in the Netherlands, exactly 20 years ago, my mind was brimming with ideas, new trends and innovative thoughts.



Nieuwkoop and Andreas Müller Hydrokulturen: the foundation for a pleasant and very successful cooperation, which has continued for 20 years, was laid.

"I became smitten with the Nieuwkoop team."

This range of modern stainless steel, ceramic and plastic planters came exactly at the time that sheer efficiency in office landscapes made way for productive oases of well-being. The health of the employees was suddenly the focus of attention. Nowadays, a workplace without plants is practically inconceivable.

Andreas Müller Hydrokulturen GmbH has been established for 27 years now and is mainly occupied with landscaping in offices and buildings and caring for plants. Currently, Andreas Müller Hydrokulturen belongs to the largest specialised organisations in this field in Germany.

In the past 20 years, Andreas Müller and his employees have placed thousands of Nieuwkoop planters and plants in the office landscapes of Karlsruhe and throughout Southern Germany, thus creating healthy and productive working environments.

Today, our own creative productions and developments under the name BOTANIC OFFICE form a successful addition to the indispensable Nieuwkoop product range. We are more than happy to continue our cooperation with Nieuwkoop for the next 20 years.





STRONG OR HEAVY?

What power! This tree is a massive piece of wood and has a thick root ball. The root ball has a diameter of 1.40 metres.

This tree will not be placed in a pot, but stands with its roots on the ground around which a plastic, permeable casing is placed.



VERTICAL GREEN

This simple system is now also available for the retail sector as a special „Green Wall Kit“: a set of 5 pots, including all accessories, which can be mounted vertically or horizontally.

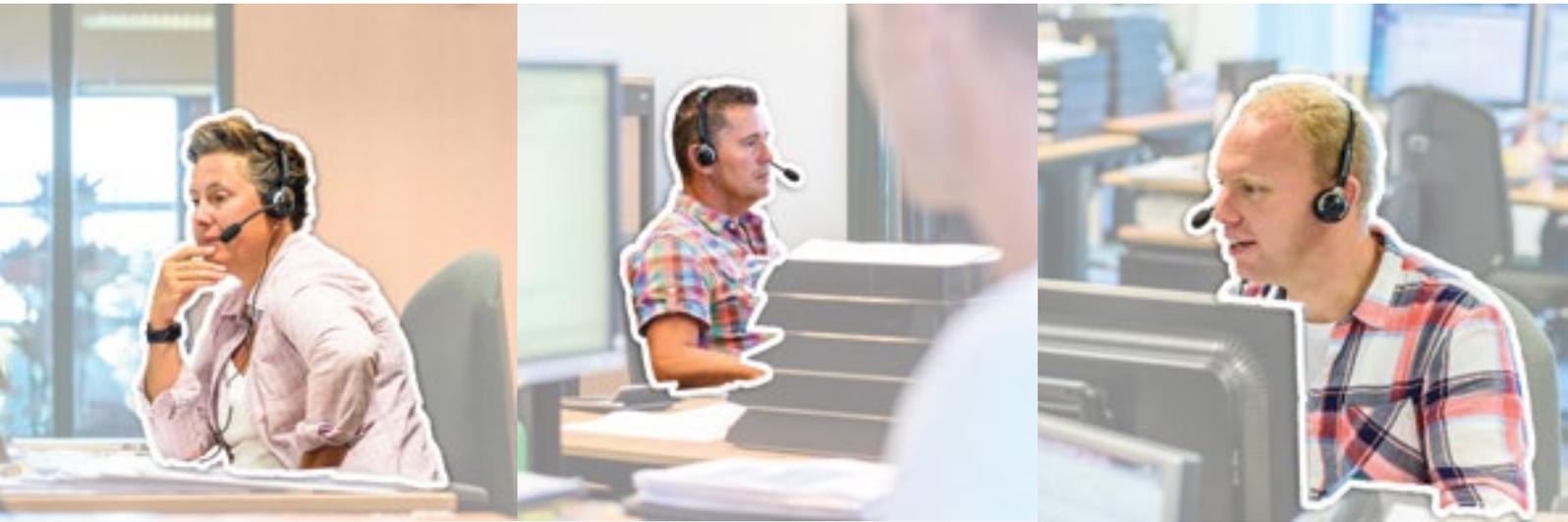


INTERESTING NEWS FOR THE RETAIL SECTOR

Vertical green is no longer confined to large offices and shopping centres. The trend is now spreading across the retail sector. Many households now have miniature herb gardens on the kitchen wall or vertical green against the fence in the garden.



The Bin Fen system transforms bare walls into lively green oases, indoors and outdoors. The system has meanwhile proven itself and is very easy to install, from just a few centimetres to entirely green walls.



ONE-STOP-SOLUTION

The knowledge gained through experience and past achievements within a period spanning more than 48 years is an important part of the One-Stop-Solution.

Unlike plants or planters, knowledge is not tangible, but it is certainly a vital part of what we offer.

We are more than happy to share our knowledge and experience with you.

We provide advice on all projects, large or small. We can provide solutions for complex logistics issues or assist in drawing up plans for your plant requirements. We will be pleased to discuss and help you with your ideas in the broadest sense of the word.

