

# WINTER



NIEUWKOOP GLOSSY

Edition 03 - winter 2016



# PERFECT DESIGN



No passer-by will be able to miss the exclusive shapes of Perfect Design. You yourself complete the design of your planter by choosing the RAL colour you want!



The Nieuwkoop Group Board of Directors

# PREFACE



Dear reader,

You may be reading this new 'winter' edition of the Nieuwkoop Glossy on your PC or tablet or, on the other hand, you may be leafing through a printed version. The quality of the Glossy is of paramount importance to us - but we consider it just as important that we deliver it the way you want it. Personally, we think that the printed version is absolutely gorgeous and, if you are of the same mind, do sign up for a free subscription. But if you do not agree, please let us know - that way we can maximise our use of the digital highway and minimise our environmental impact.

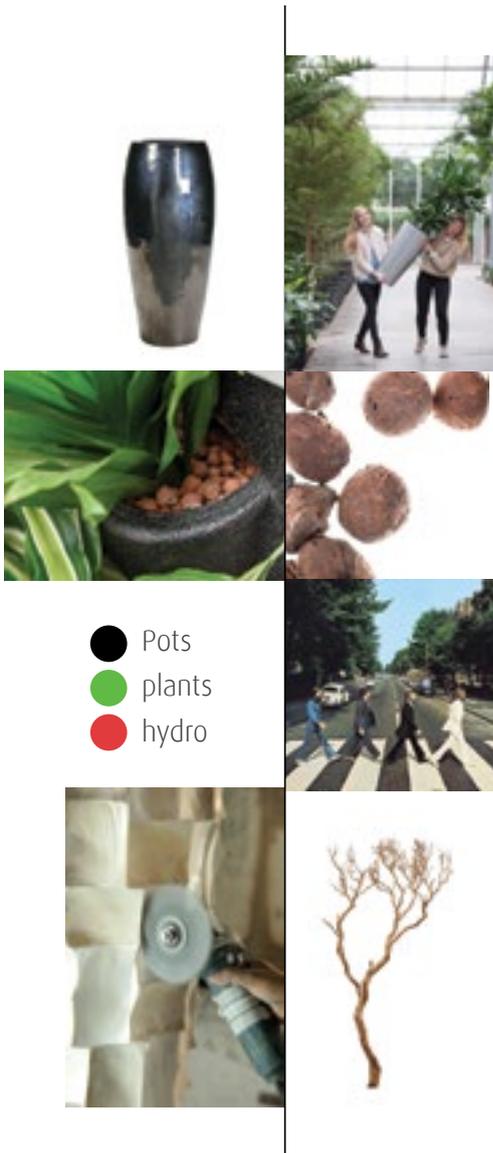
As was the case with earlier editions of the Glossy, this one focuses particularly on 'The Green Lifestyle' and that means that we pay special attention to plants, planters and systems, and to 'smart logistics', too.

It is the combination of our own imports and production, the customised orders we place with growers and large but smart stocks that makes our customer services so special. We are able to deliver any volume required (from extremely small to very large) anywhere in Europe - often within 48 hours. And we always give our living products the specialised care they need en route.

We hope that you enjoy the winter months ahead and have lots of fun reading the Nieuwkoop Glossy.

The Nieuwkoop Group Board of Directors

Henk Nieuwkoop - Danny Gerritsen



- Pots
- plants
- hydro

# AGENDA

## 26-29 January 2016

IPM Essen  
Essen - Germany

## 09-10 March 2016

FloraHolland Seasonal Trade Fair  
Naaldwijk - The Netherlands

## April up to and including August 2016

Mediterranean Season  
De Kwakel - The Netherlands

## 02-04 November 2016

Open Days  
De Kwakel - The Netherlands

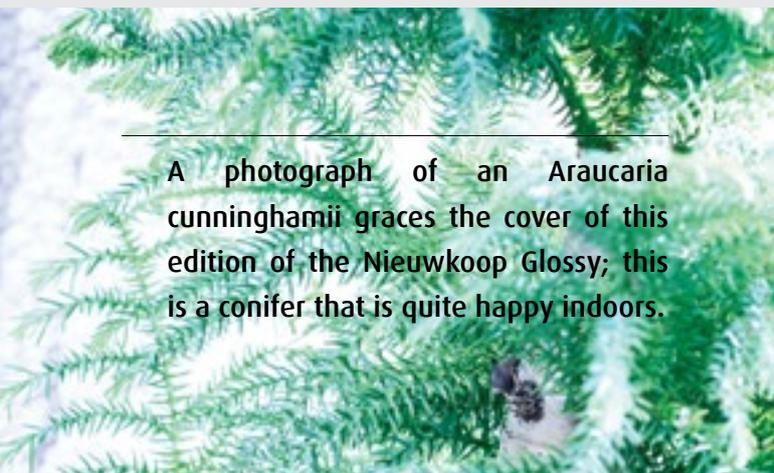
## 02-04 November 2016

FloraHolland Trade Fair  
Aalsmeer - The Netherlands

\*Subject to alteration

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A photograph of an Araucaria cunninghamii graces the cover of this edition of the Nieuwkoop Glossy; this is a conifer that is quite happy indoors.

# CONCEPT & CYCLING



Tess and Lisa are having a lot of fun - they have just left the Nieuwkoop Green Center (NGC).

They are thrilled with the Areca palm and Jura pot that they have just bought.

But who are they for?



# JURA

A fabulous double-walled planter. The high-gloss red or white combined with the black edging at the top creates a really cool look.

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# RADICA

Made of real shells, which have been applied by hand. What a job, but the final result is really something!



In combination with hydroponics

# LIVE PICTURE®



We introduced the LivePicture® in the previous edition of the Nieuwkoop Glossy. But did you know that this system also functions perfectly with hydroponics? We know, from our own experience, that the plants develop better with this system. It is, furthermore, cleaner to use hydroponics in hotels, restaurants, shopping centres and offices, for example, than to use soil.

The added value of 'LivePicture®' for living and working environments has gradually become evident since its introduction. The system combines modern design, vertical planting and innovation. It creates a fresh-looking, pleasant green atmosphere and contributes to a healthy indoor climate by absorbing carbon dioxide and contaminating particles. An innovative integrated watering system supplies the plants with water for a period of six weeks, which saves on time and maintenance!



# FROM THE GARDEN INTO THE GREENHOUSE AND THEN TO THE OPEN-PLAN OFFICE

Many, many Vriesea ready and waiting to be transported to various offices and indoor gardens. You can derive a great deal of pleasure from these bright red and yellow blooms: they are incredibly strong, last a long time and are very striking to boot.



Isan Schafraad &amp; Tycho Schafraad

# POTTERY POTS

Every day, Pottery Pots provides customers throughout Europe with high quality planters, garden furniture and accessories for in and around the home.

The company was set up in 2008 by the brothers Tycho and Isan Schafraad.

Since 2014, it has been located in Aalsmeer, where it all began eight years ago. The large showroom, which is right beside the plant auction and a stone's throw from Nieuwkoop Europe, along with the adjoining 9000-square-metre warehouse, houses the complete collection.

Pottery Pots makes design accessible. And that includes streamlined, playful, classical, retro, ethnic and industrial styles. Its wide selection, which ranges from medium-sized pots to jumbo planters, is highly popular among garden centres, gardeners, architects and project and interior landscapers. The furniture in the collection is often used by the same target group in projects. We also stock the smaller models and accessories much favoured by florists, stylists and smaller garden centres, in plenty of different dimensions, colours and designs.

Most of Pottery Pots' products are made of Fiberstone, a combination of stone dust and glass fibre that yields a highly durable but extremely light product. The finish of the material has design devotees licking their lips. The high-gloss products look elegant and streamlined in more modern gardens and interiors, whereas the items with a mat finish show to advantage in traditional or industrial surroundings.

Nieuwkoop's team of experts know precisely which Pottery Pots items produce the most stunning effects with which particular plants or trees. Nieuwkoop's sales team visit us regularly with their customers to make a tour of the showroom. Both Pottery Pots and Nieuwkoop's employees do their very best for our customers and, jointly, find the best way to use our products every time. They take a constructive approach to customers' requirements and give good advice on the basis of their expertise.

Pottery Pots has worked with Nieuwkoop intensively, and on a daily basis, since it was set up. As a result of this long, close cooperation between the two companies, we can take rapid action and are able to deliver the best possible service.



# FIBERSTONE

As the name implies, this collection of planters is made from a mixture of glass fibre and valuable natural stone dust. These two raw materials ensure that Fiberstone is highly durable and can be used both indoors and outdoors, at any temperature.

Fiberstone therefore gives you the best of both worlds: it is uniquely lightweight but looks just like robust natural stone. A design with a first-class high-gloss finish was developed on this basis.



# OVER THE EDGE

Have you inspected these planters closely? You will, of course, be putting plants in them, but an empty planter of this calibre is an exciting object in its own right. The contrast between the inside and the outside is very striking. They are beautifully coated on the

outside and they are not finished at all on the inside because you will be putting plants in them anyway. Or is that really the case? Have another look at how the inside adds to the overall look of these planters!





Available from March 2016

# RUNNER

Sustainable, rapid delivery times, lightweight, quality, colour and an affordable price. Is there a planter that meets all your requirements? We have listened very carefully to you and now we would like to present the RUNNER.

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Are you looking for a specific colour? The most popular colours are still black, white, silver, anthracite, and red and the RUNNER is available in these five standard high-gloss colours. Is your favourite colour not on this list? No problem, we can have a RUNNER in the RAL colour of your choice ready for you within eight working days.

The man-made material of the RUNNER always retains its high-gloss appearance due to its antistatic finish - and it can be fully recycled. The planter does not attract dust, which saves a whole lot of dusting!

Tess and Lisa are evidently able to carry the RUNNER without any trouble at all. Moreover, pre-planting the practical insert sleeve makes transport even easier. This insert sleeve is suitable for all substrates.

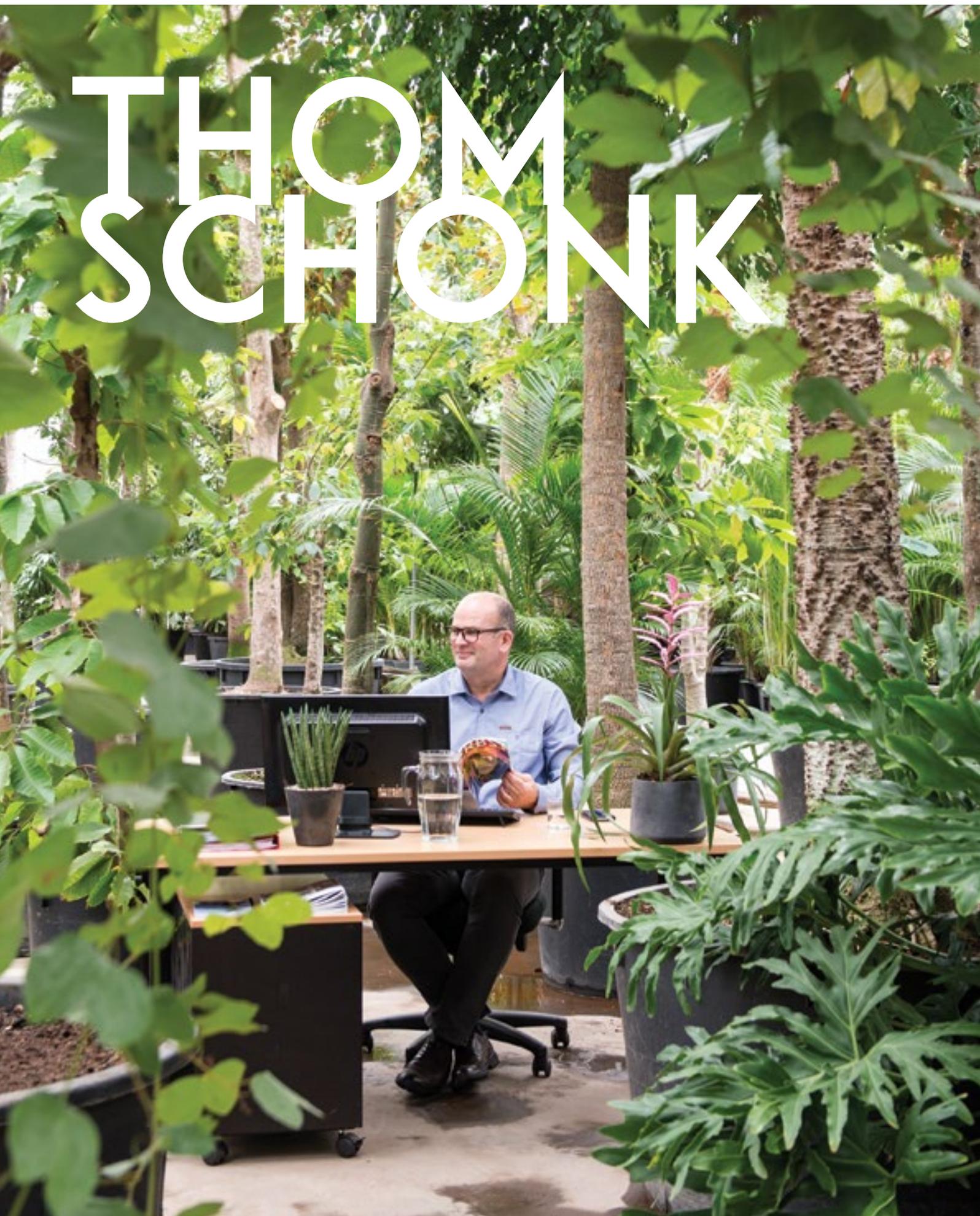
And last but not least: the RUNNER offers top quality at an affordable price!



Tess and Lisa are able to lift this RUNNER easily.



# THOM SCHONK



### You have been working for Nieuwkoop Europe for more than seven years now, what did you do before coming here?

After completing my studies, I worked in sales in England, for a flower grower in the Netherlands, for a Cash & Carry in Austria and I had a commercial position at one of the largest exporters in the Netherlands before coming to Nieuwkoop Europe.

### You have also had various positions at Nieuwkoop; what do you enjoy most about your current position of commercial manager?

Prior to this, I was purchasing manager and now I am responsible for sales and marketing. These two disciplines are easy to combine, certainly with the experience I acquired as purchasing manager. I like working to a strict budget and towards a target. After all, figures speak volumes. In the wide field in which Nieuwkoop operates, I see challenges in and outside Europe, at the various levels of business and within the diversity of cultures.

### Can you tell us something about the person behind the position?

I am 54 years of age, married to Lindy, and I have a daughter called Tess and a son called Nick. The final member of the family is our labrador dog Kane. We live in a small village in West Friesland. I enjoy water sport. I spend a lot of time on the water, which is why I always think of the island of Vlieland as the best place to go for a holiday. The Netherlands is so beautiful when you see it from the water. Of course, a winter sports holiday or a sunny destination is great too.

### You manage a team of experienced and specialised salespeople, how do you see this task?

Most of my colleagues like working independently and solving difficult issues in their own way. I give them confidence by means of realistic targets

that we discuss at weekly or monthly evaluations. Nieuwkoop has a group of salespeople with incredible work experience of between about 7 and 28 years. Each one of them is unique, so there is no single way to motivate them all. And the contact is different every time. They are people with different characters, which makes managing them fascinating.

### How do you ensure that the team members can work on their personal and professional development?

People learn from their personal experiences. Furthermore, we improve the skills of individuals in the organisation and put a lot of energy into training in the fields of products, materials and processes. Employees also receive external training on other professional skills and challenges by Kenneth Smit.

### How do you keep abreast of customers' wishes?

Primarily by listening carefully: listening inside the organisation and, more particularly, listening to customers themselves.

### What do you do if the usual solutions do not work?

I am always looking for solutions and points for improvement. I also involve my colleagues in the policymaking wherever possible so that we can work towards a result when changes have to be made. Employees who are involved in consultations in this way are better motivated to go the extra mile to achieve objectives.

### How do you help your customers to better define their wishes?

We identify and analyse customers' wishes fully so that we understand precisely what they entail and can ultimately fulfil them.

**BUSINESS IS LIKE RIDING A BICYCLE. EITHER YOU KEEP MOVING OR YOU FALL OFF.**



**What developments do you expect to become significant in the future?**

Sustainability in respect of indoor and outdoor climates will be an important theme in the future. We should ask ourselves what our contribution to sustainability will be and what Nieuwkoop can do for the business and regarding our customers.

**How do you keep up to date with developments in your field?**

By reading trade journals, entering into national and international discussions, listening to experts in the field and, furthermore, by having an eye for change and opportunities within the business. We recently expanded the organisation with a Business development division, which is going to specialise in market opportunities and changes.

**What opportunities do you envisage for the future?**

I predict that ‘one stop shopping’ logistics will be tremendously successful. And I also think that indoor-climate-related developments will yield opportunities, for example in the form of ‘living green’.



# THE NIEUWKOOP ROAD



Beatles cover: Iain Macmillan.

realising creative plans

TOGETHER ZUIDKOOP  
NIEUWKOOP WITH



Zuidkoop Natural Projects is a creative company with a green heart. We have been active as an interior plantscaper for 38 years. We deliver and maintain interior plantscaping and continually explore artistic boundaries. Whether a customer wants one or five hundred plants, plants suspended from the ceiling or a complete vertical plant wall, we rule nothing out. Nieuwkoop takes a constructive approach and gives us the right solutions. This cooperation ensures that even the most fantastic plans can be realised.

### Natural Wall

The development of an own system for vertical green is one of the plans we have realised. The Natural Wall has been on the market since 2010 and is now a proven concept when it comes to vertical green. We based our design of this system on the plants themselves. One advantage of the Natural Wall over other vertical green systems is that the plant units provide room for larger planting arrangements. The wall can be planted up with various species of plants. A pot

size of 10 to 15 cm is eminently suitable. With its wide range of plants, Nieuwkoop is the best partner for both an ordinary planting project and a Natural Wall.

### Sharing knowledge

We have built up a great deal of experience and knowledge with creative planting projects and have always advocated sharing this knowledge with companies in the same line of business, the idea being to jointly further professionalise our sector. For this same reason, we have also opted for an active role in the trade association and are co-founders of the Stichting Kwaliteitsmerk voor Interieurbepanting (Plant Quality Foundation). This is also why we want to make the Natural Wall available for fellow interior plantscapers and, to this end, we have once more sought the cooperation of Nieuwkoop. Thanks to Nieuwkoop's considerable European network in the sector and their professional sales force, the Natural Wall is available to everyone.





Bring the tropics indoors



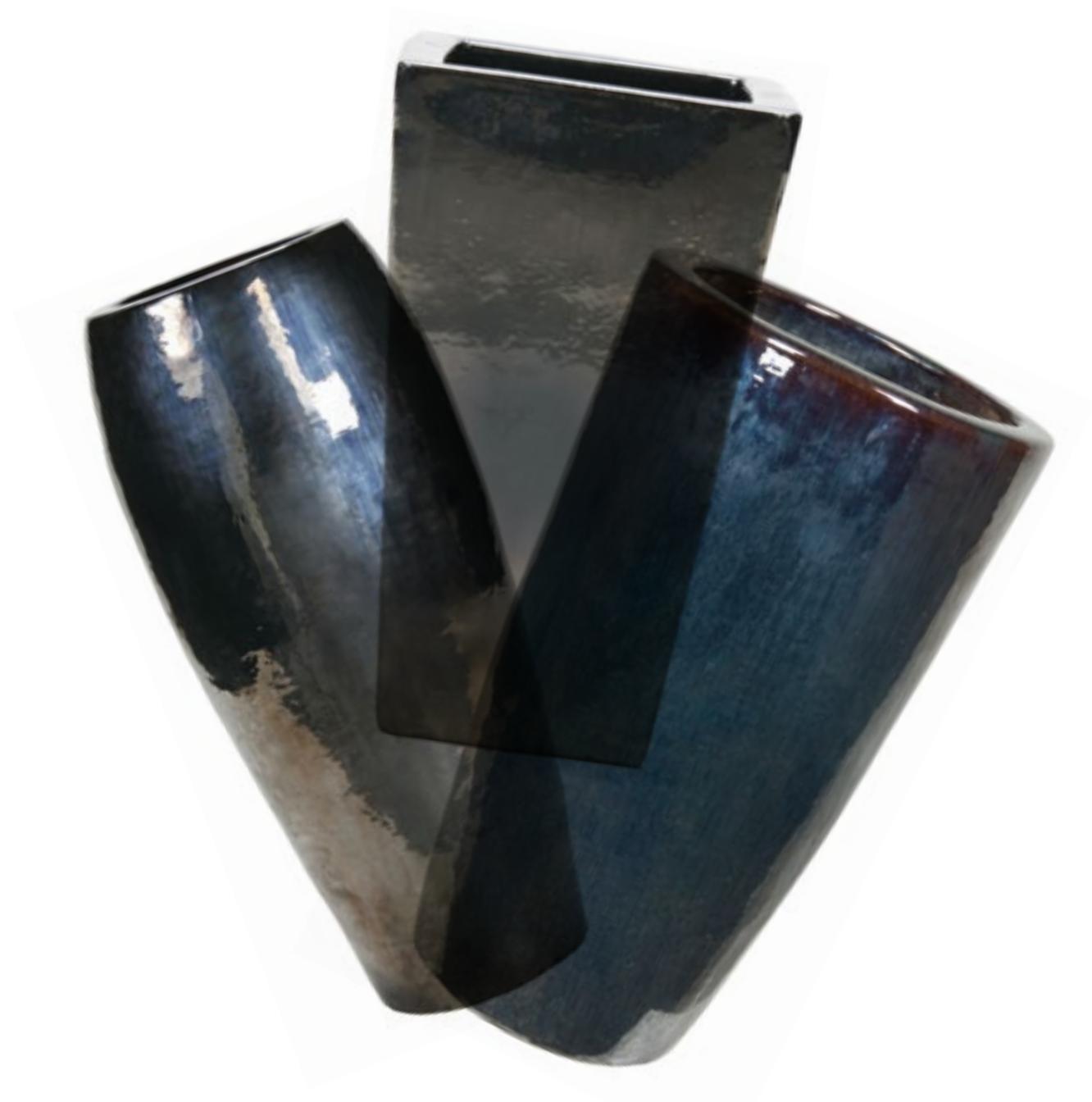
## VEITCHIA (ADONIDIA) MERRILLII

This tropical palm, the *Veitchia (Adonidia) merrillii*, does not really mind whether it is outside or not. It already has pride of place in a great many indoor projects. If you want to create the optimum conditions for the *Veitchia*, make sure that the temperature does not fall below 15-18 °C, avoid direct sunlight, but ensure that it has plenty of light and use an airy soil mixture. The palm thrives in projects with a high air humidity, for example in indoor swimming pools.



Elegant & timeless design

# METAL GLAZE



A glazed surface texture gives this ceramic planter its intense colouration. Metal Glaze is timeless and, at the same time, wholly contemporary.

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Pottery is in a class of its own. The product is made entirely by hand, according to traditional methods, in

Vietnam and China. The robust design is sturdy, stable and durable, making this distinctive pottery just right for both indoor and outdoor use. Pottery is fire resistant, an important characteristic given the increasingly stricter requirements imposed on shopping centres, hotels and office premises.



Take a look behind the scenes

# PRODUCTION OF POTTERY

Our assortment of ceramic planters comprises a large number of models in various colours and dimensions. All this pottery is made by hand according to traditional methods. Take a look behind the scenes at how it is made

There are various types of clay that are used in just as many different products. The coarser types are often used for making planters. Irregularities are removed from the clay and it is subsequently pressed into large blocks. Slices are cut from these blocks and placed in moulds by hand.

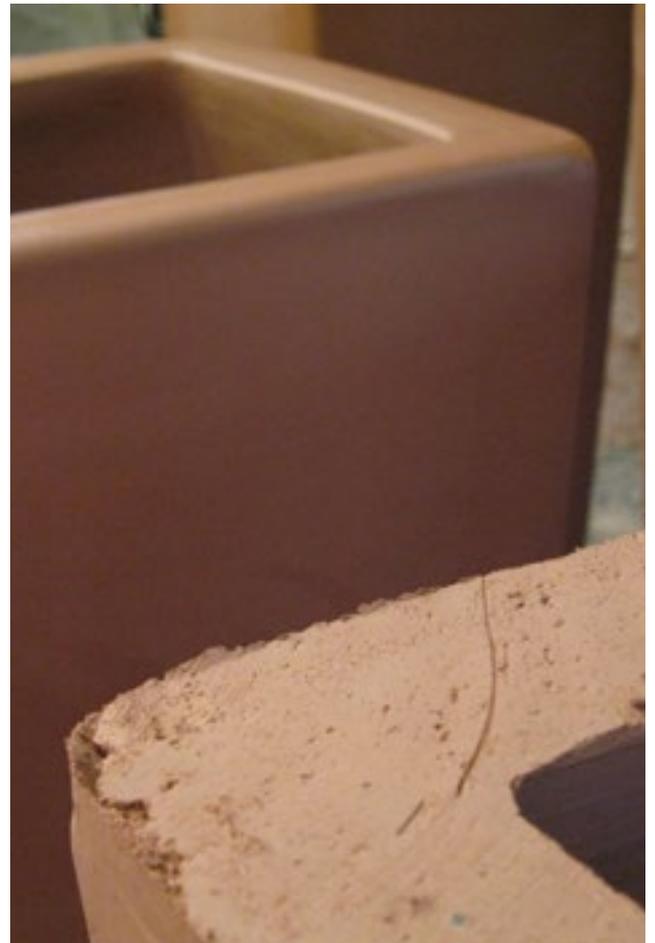




Then it is a question of drying, the time this takes depending on the weather. In the rainy season, it takes longer because of the high air humidity. The mould is carefully removed, revealing the rough version of the planter, which is finished off using moist tools. A second drying time follows.

After a few days, the clay is dry enough to treat with the glaze. As soon as this is dry, the planters are placed in a wood-fired oven and the oven is bricked up except for a very small opening. Wood is fed in through this opening for 24 hours to keep the fire burning

at a temperature of around 1,200 degrees Celsius.



Its place in the oven ultimately determines the appearance of the ceramic planter. If it is close to the fire, the planter will shrink more and the colour will be intenser. Sparks from the fire create an unusual texture in the glaze. The potter has no control over this process, the result being that no two products are identical. Each planter is unique.

The planters have to cool down in the oven for at least 12 hours. Emptying the oven is a tough job and a very hot one since the planters still radiate heat that would delight the average sauna visitor.

Once they have cooled down and passed the last check, the planters are ready and are transported by sea container from Asia to Europe. Each individual planter will later form an exclusive element in a lovingly-created interior.



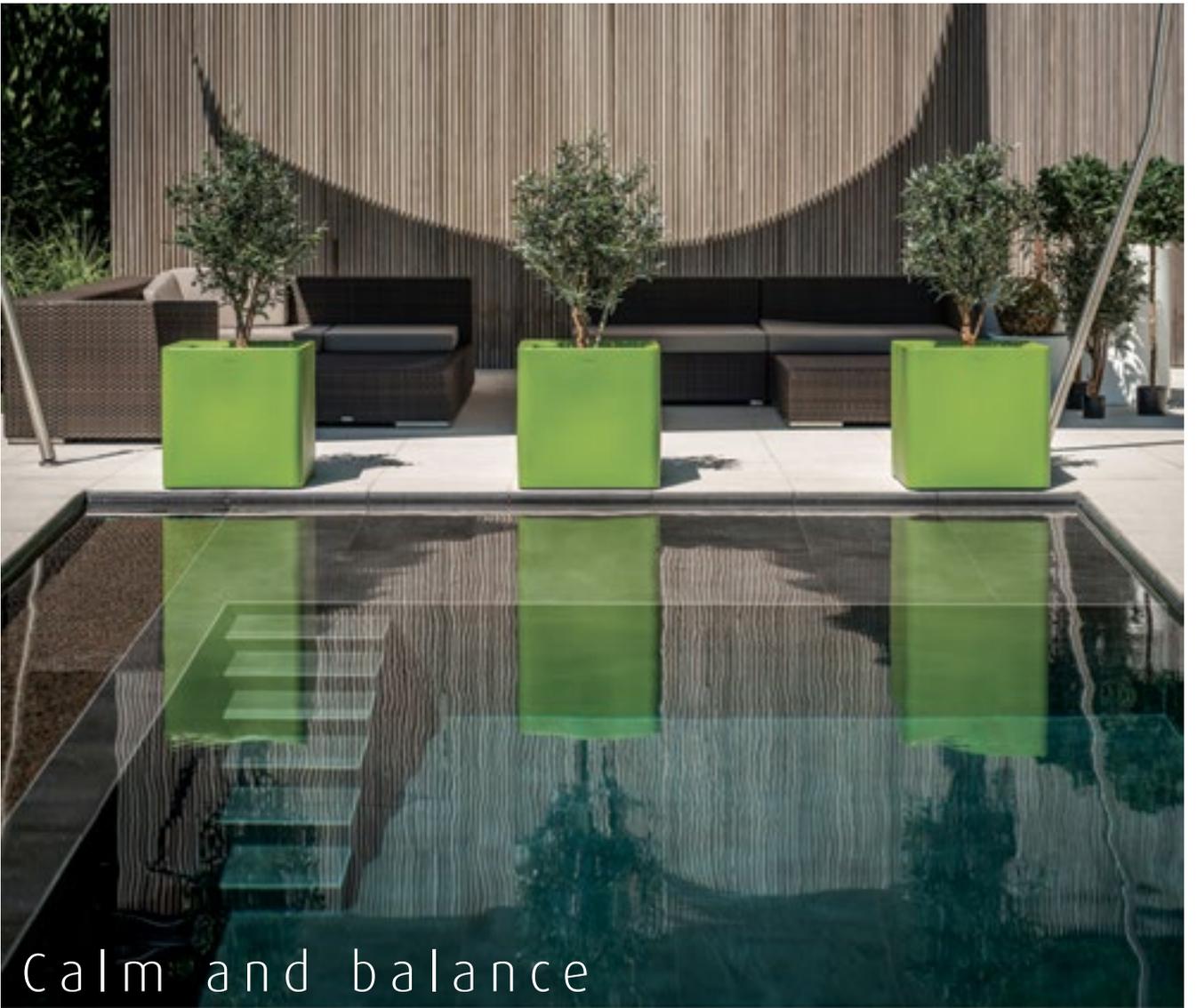
# DECOWOOD

## Whimsical shapes form playful elements

Wood is by nature decorative and it radiates exclusiveness and warmth. It is therefore the ideal raw material for combinations with rather cooler industrial elements. In short, Decowood suits any and every lifestyle.

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The collection consists of a wide range of items that can be used for both arrangement and interior decoration. If you opt for Decowood, you opt for sustainability, the reason being that this teak wood originates in Asia, where it is a residual product from carefully managed teak plantations. Some of these pieces of Decowood have retained their authentic, whimsical shapes, thus providing a playful element for your interior. You can cast a spell on any room with Decowood and a little creativity.



Calm and balance

# OTIUM

Otium is a new concept in the world of design planters. The word 'Otium' means 'calm', and that is precisely what this design exudes thanks to its simple shapes and pure lines. Discover for yourself how Otium balances the overall look of a room.

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All Otium planters have a double wall, making them resistant to extreme cold and heat. They are also

equipped with a drainage system, as a result of which excess water can drain away and there is no risk of the roots rotting.

The Otium line is made from raw materials of an extremely high quality in order to guarantee the colour retention. There is a whole spectrum of colours to choose from for all the products and the polyethylene from which they are made can be fully recycled.



# FOREST IN THE OFFICE



We displayed this photograph some time ago in the Plants XL book, but we are showing it again because it demonstrates so beautifully how an indoor garden can be created and how you can even hold your meetings underneath one.

# EN ROUTE TO A PIONEERING NATURAL PRODUCT



Marius Ballieux

In our previous Nieuwkoop Glossy, we wrote that the research carried out by climate architect Marius Ballieux, supported by Waterdrinker Aalsmeer and Nieuwkoop Europe, has shown that plants filter harmful volatile organic compounds (VOCs) out of the air and can therefore partially take over the function of ventilation systems. Follow-up research is currently being carried out.

Marius Ballieux talked to us about it: 'Once we knew how plants contribute to cleaning up the indoor climate, we were able to determine which plants, and how many, were needed for a predefined room with

a specific degree of pollution. The new test set-up uses plants we have already investigated. The number of plants needed varies because plants are not a constant factor: they show big differences with regard to the quantity of VOCs they absorb. A plant is a living organism. It functions better on some days than others, just as you do. One day you might be feeling particularly energetic, the next, you might be tired, but you go to work anyway. Do you perform just as well on the second day? Probably not.

Another important point is the ventilation flow rate. The air has to be purified throughout the whole room, not just in the immediate vicinity of the plant in question. However, plants only 'work' at specific air flow rates, doing little to improve the quality of the air if it is stationary.

In the current test set-up, we are measuring various parameters, including the degree of pollution we feed in, the light and the time required to clean up the air. The measurement data are recorded 24/7. The 'product' is put together on the basis of these data: a plant wall with an absorption capacity determined by us for a room containing a specific quantity of VOCs. The plant wall can, for example, be geared to a classroom full of children, where between 56 and 100 ppm VOC contamination has to be cleaned up.

The prototype has now been shown at the Trade Fair. The set-up will once more be placed in the 'stress room' at Priva so that we can test all of the components again. These are, in fact, the last steps towards a pioneering natural product.'



# BAMBUSA

## THE MIRACLE PLANT

Lush, strong and exotic. The Bambusa species are the tropical 'champions' that get us northerners daydreaming of exotic holiday destinations. These plants are often used in larger projects such as zoos, tropical swimming pools and atriums. They can vary in length from 100 cm to 800 cm.

We use three species: *Bambusa vulgaris*, *Bambusa siamensis* and *Bambusa ventricosa*. *Bambusa ventricosa* specimens of up to 180 cm in length are often imported; their length makes them ideal house plants.



# INTERIOR OFFPLANT THE MONTH



## February Spathiphyllum

The natural habitat of Spathiphyllum (the peace lily) is the tropical rain forest ecosystem of Central and South America.

The way these plants bloom on the humid forest floor is sensational, but they do splendidly in the living room too.

They are strong house plants with a long life and they flower tirelessly.

## March Schefflera

The genus Schefflera comprises at least 150 species and grows in the tropics and moderately warm climates, including Southeast Asia, Taiwan and New Zealand.

It features trees, shrubs and lianas. The genus was named after an 18th century botanist by the name of J.C. Scheffler.

Two species are used as house plants: Schefflera aboricola and Schefflera actinophylla.

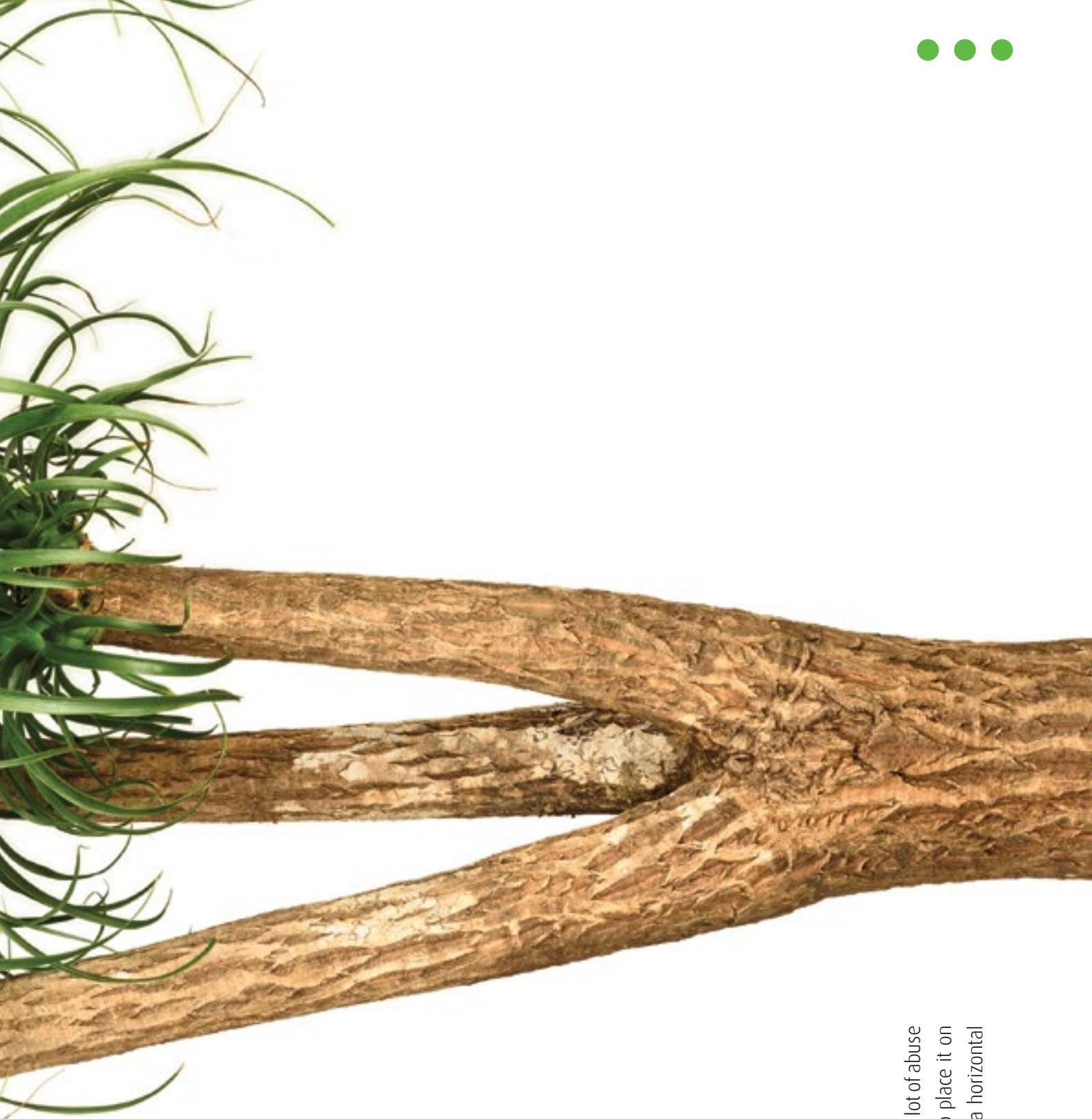
## April Bambusa

This plant, with its abundant foliage and tropical appearance, is often used in larger projects, such as zoos,

and gives big atriums that much sought-after exotic ambience. Bambusa needs plenty of water.

The following three species are suitable for interior plantscaping: Bambusa vulgaris, Bambusa siamensis and Bambusa ventricosa.





# BEAUCARNEA (NOLINA) RECURVATA

This woody bulb with green tufts can take a lot of abuse . You can place it upright but you can also place it on a slant. Yes, it will even grow further in a horizontal position. Try it sometime.

# URBAN PLANTERS

This building has been purpose-built for us, so we could create our ideal working environment. Urban Planters were on board from the outset, consulting with us and the designers on the best way to work planting into the design.

“Throughout, Urban Planters have had a professional approach, identifying the right species and containers to interpret our vision of ‘outdoors indoors’ and make it a reality, meeting precisely the design brief and cost parameters.”



The floating-effect ‘Saddlebag’ planters were specially commissioned by Urban Planters for this scheme in the main breakout area.



The Ficus trees are planted into the raised floor, with the containers just peeping above the ground, giving the illusion that they are planted into an impossibly small space.

**Part of what makes the scheme special is the unique details which catch the eye around the building.**

“The installation of this complex and large-scale planting scheme slotted seamlessly with the other works and installations taking place on site, creating a finished result which was perfectly planted, instantly creating the outdoors feel we had been looking for.”

- John Mulvihill, Group Commercial Manager

## SUPPLIER OF THE YEAR AWARD

At the annual Urban Planters’ conference, Nieuwkoop Europe received the award of ‘Supplier of the year’ for the second successive year. We are very proud of this recognition by the English market.

We would like to thank everyone in the Urban Planters group for their vote and recognition of our service and products.





# 50 YEARS OF LANDSCAPING EXCELLENCE

As 2015 draws to a close, it marks a very special occasion for Urban Planters, who have notched up half a century of trading within the landscaping industry.

Our story starts in the Leeds/Bradford area, back in 1965, when we traded as Urban Landscapes.

Back then, we mainly focused on external landscaping. Then, in the early 1970s, we saw the potential in interior planting and started a budding cottage industry in office plants. Around this time we also had a name-change to reflect our diversifying business, becoming Urban Planters.

In 1989, as interior landscaping became more and more popular, we decided to replicate our local family business through franchising and developed the first interior landscape franchise business in the UK.

We are now the largest independent specialist interior Landscaper within the UK with more local branches than any other UK interior landscaper.

This has allowed us to create a local service nationwide: our clients benefit from local suppliers who have the support of a national business working to an ISO 9001 standard, while the environment benefits from a reduced carbon footprint when we supply national clients from local depots, be they located in Cornwall or Aberdeenshire.

When asked what is next for Urban Planters, Alan Page said: "Our primary focus is to continue growing our market share of the UK's interior landscape market. We also intend to start actively developing our international franchise opportunities in mainland Europe, so that the Urban Planters brand may become as strong abroad as it is here in the UK. So, there is plenty to keep us busy for the next 50 years!"



# AGRO-RESEARCH AND NIEUWKOOP EUROPE

N-A hydro fertilisers are highly concentrated liquid hydro nutrients.

Production was first realised in June 1980 on the basis of a wish list drawn up by the then director of Hydrocultuur Nieuwkoop in Andel and by Kees Ammerlaan, director and researcher of Agro-Research Oud-Beijerland.

This year, Nieuwkoop Europe, as an expert in the sales of products for hydroponics, has therefore been cooperating with Agro-Research Oud-Beijerland BV, a specialist in fertilisers, substrates and hydro systems, for 35 years.

## Enormous development

Liquid fertilisers have undergone enormous development in this period: from fertiliser for hydro plants to a more versatile fertiliser for plant walls, hydro



plants, plant islands and urban farming. Current fertilisers must be such that they can be used in all kinds of systems and substrates. Moreover, it is important that plant nutrients are well distributed throughout the system, that they do not cause precipitation and that they are not harmful to people or plants. The latter is particularly important if the fertiliser in question is used for urban farming. After all, we are cultivating plants that will ultimately be eaten. It is for precisely this reason that, in addition to observing the ISO 9001 2015 quality system, Agro-Research Oud-Beijerland BV also observes HACCP protocols in the production of N-A hydro fertilisers.

## Characteristics of the aforementioned fertilisers

N-A hydro plant nutrients have the following advantages:

- » They are based on pure raw materials
- » Pure water is used as the filler
- » There is no residual contamination from fillers
- » They are produced in flexible production systems
- » N-A hydro fertiliser contains no urea
- » There is no reaction between N-A plant nutrients and mains water during or after application

Opting for N-A hydro fertiliser means opting for quality and healthy plants.

# INSIDE THE LINES

*This rough texture reminds me of paper. You remember – that paper with the blue lines that we used to have to stay inside when we had writing exercises at school. And that you still managed to go over. Only the 'heads' and 'tails' of some letters were allowed to go over. Capi-Europe's pots reflect that very same texture. I wonder how they have managed to make them so beautifully rough.*



# SMART LOGISTICS

Logistics: 'Doing the right things, at the right time, at the right place, in the right amounts, at the lowest possible cost while minimising the damage to the environment.'

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Every day, Nieuwkoop actively connects hundreds of mainly international parties in this enormous challenge.

Although the balance between supply and demand is continually optimised using modern technologies and systems, it is literally all about sustainability, transparency and having total confidence in our partners.

So we count on you as an important factor in satisfying our end consumers.



# LOGISTICS





As a reputable wholesaler, Beiermeister Hydrokulturen GmbH delivers a complete product range for interior plantscaping, as well as planters for indoors and outdoors to the green specialist trade and interior plantscapers from its three branches in Münchingen (Stuttgart), Rednitzhembach (Nuremberg) and Deisslingen (Villingen-Schwenningen).

This range is primarily characterised by high quality, trendy planters, innovative products, such as those in the field of 'Vertical Green', and by the broad offer of plants. Orders and deliveries are handled rapidly and highly professionally at least once a week the whole year round.

Many of Beiermeister's specialist trade customers also visit Nieuwkoop in De Kwakel now and again

# BEIERMEISTER

Service to the customer and product quality are of paramount importance to Beiermeister in all its business activities. And Nieuwkoop is one of Beiermeister's most important trading partners with regard to a number of product groups in its range. The latest interior plantscaping trends are continually presented at all the branches and a wide range of plants and planters that are ideal for this purpose are available from stock.

Beiermeister's branches have been successfully selling products from Nieuwkoop's range for many years now.

to admire the wide spectrum of products on display and subsequently order plants and planters from this range at one of Beiermeister's branches.

Years of cooperation between the two companies has led to a very professional, partner-like relationship, so that there is constantly an open and honest dialogue between them. This permanent dialogue helps both companies to improve and develop further.



Bernd & Michael Beiermeister in the nursery in Münchingen



# THE CHICKEN OR THE EGG

What does a customer choose first? The plant or the planter?

It is rather strange when you think about it. Unfortunately, I have not yet come across any scientific research on this matter. We will therefore just have to make do with our observations and the conversations we have been party to or have overheard.

The answers you get when you put this question to growers or the manufacturers of the planters are quite amusing. My experience – after a number of spot checks – is that manufacturers and growers often mention the ‘other’ product first. I find that odd. Aren’t they proud enough of their own product? Or are they already consciously or unconsciously focusing on the overall picture? If so, that is fine. You can’t do much with a plant without an outer pot, because you have to be able to water it. The pot or planter on its own is not the answer either. After all, you have to put something in it, haven’t you?

Perhaps growers and manufacturers should be looking more at the overall picture. Ask them yourself...

# STRUCTURE

Every plant, leaf and sprig has its own structure and colour, which is repeated all over the plant. Another plant will have a totally different structure and colour. It is absolutely fascinating! We have collected a number of these parts of plants and photographed them. Do you recognise them?

20 years

# PYRAMIDE

More than 800 green professionals visited the Floral Party at the Pyramide Floral Shopping Center last autumn. The wholesale centre spared no expense on the occasion of its 20th anniversary.

An inspiring programme and the presence of all 12 candidates and jury members of the successful television programme 'Holland's Best Floral Stylist' resulted in a dynamic and entertaining event.

One of our Cash and Carry branches has been located in the Pyramide in Naaldwijk from the very outset. Here you can find everything a good florist, interior plantscapers, garden centre or exporter needs.





your hosts: André Kuijpers and René van Heelsbergen



# THE WORLD OF HYDROCULTURE





**Rhapsis excelsa**

The range of plants and planters that can be used for hydroponics is very extensive. Rhapsis palms, for example, are not grown hydroponically just like that. When these palms are imported into the Netherlands, the soil is removed from their root balls and they are

repotted, but this time in hydro-pellets. It is then a question of waiting until the plants have produced enough new roots and are completely in their element. Only then can they be sold to living green enthusiasts.

## Introduce yourself and Emerald Eternal Green

My name is Hans van de Kerkhof and I am the owner of E.E.G. I started off with a company in artificial flowers and plant decorations in 1986. 'Emerald', a company that imported artificial plants and flowers directly from China, arose on the basis of this initial company in 1994.

We began with numerous species of trees with natural trunks, followed by many other groups of products, including hanging plants, foliage, soil plants, flowering plants such as various orchid species, flowers, fruit and seasonal items. Our products are produced in about twenty factories, in various provinces in China, which we visit twice a year.



# EMERALD

**'WE ALWAYS STAY UP TO DATE WITH THE LATEST TECHNOLOGIES.'**

### Close to the original

We try to copy the original closely and have the colour and shape of most of our artificial flowers and plants adapted so that they look as natural as possible and you can hardly see the difference. We continue to innovate by keeping up to date with the latest production technologies.

Take our Phalaenopsis series with root ball, for example. They have 'real touch' flowers. They are built up on a ball of soil and moss to look just like living orchids. Besides this tour de force, we keep expanding our range with more and more new foliage plants with true-to-nature veins and colour variations.

Our contemporary succulents are currently very popular. Countless trendy dishes, glass bottles and pots have already been filled with them.

### Supplies of goods

Our products are transported in sea containers via Rotterdam to our 5,000-square-metre warehouse. We supply florist's businesses, wholesalers, retailers, interior landscapers and garden centres. We export our products to more than 30 countries in and outside Europe.

### Why do we cooperate with Nieuwkoop?

Nieuwkoop is a reputable global supplier of interior landscaping products and is the ideal partner as far as we are concerned. We match our purchase orders to the average purchases of Nieuwkoop's customers, thus ensuring that we have continual stocks. Many of the products concerned are developed especially for Nieuwkoop and are purchased exclusively by Nieuwkoop.

LIFELIKE DOWN TO THE SMALLEST DETAIL

# UV-RESISTANT VERSION



Artificial plants form a colourful and luxuriant alternative in spots where conditions prevent natural plant growth. The popularity of these maintenance-free plants is increasing, and that also applies to their use outdoors. This UV-resistant version 'enjoys' being out in the sun.

Since colours do not fade as fast, these artificial plants retain their true-to-life and almost 'day-fresh' look for much longer. This special product is fully resistant to UV light and can withstand the influence of the weather for the first two years. This period can, of course, vary slightly depending on how extreme the weather conditions are.



# PLANTS BRING PLEASURE



People who surround themselves with plants and flowers feel happier. Just ask Tess and Lisa; it looks as though they are having lots of fun with their new plants.

Research has shown convincing evidence that plants do much more than simply improve the ambience. Plants make a substantial contribution to a healthier indoor climate, increase productivity and creativity and raise one's feeling of well-being in the general sense.



Are you interested in our products and would you like to know more about them? We have plenty of documentation with superb photographs available. Please ask us for a copy!



# WELCOME

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

This location is a mere few minutes away from the flower and plant auction FloraHolland Aalsmeer, and no more than a few kilometres away from Schiphol Airport and the city of Amsterdam. It is therefore extremely convenient for imports and exports - and also for you, as a visitor!



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