


**Newsletter Primeur**

Week 37/ 2010


Dear Business Partner,

Hereby we send you the latest information of the **FleurPrimeurs** and the **PlantPrimeurs** available at FloraHolland from week 37.

The **FleurPrimeurs** and the **PlantPrimeurs** are new products conform the predetermined conditions.


If there are any questions, please contact us (T + 31 174 63 24 78 or + 31 174 63 42 97).

**FleurPrimeurs**


<b>Chrysanthemum santini Blacklight</b>		<b>Product code:107618</b>
<b>New at FloraHolland</b>	No	
<b>New at location(s)</b>	Naaldwijk	
<b>Grower</b>	CHRYWIJK	
<b>Adm.no.</b>	539546	
<b>Supply</b>	25,000 stems a week.	
<b>Description</b>	Blacklight has a color combination of bronze-colored petals and a black heart.	

[http://www.floraholland.com/nl/inkopen/Noviteiten/PublishingImages/107618\\_Blacklight\\_xl.jpg](http://www.floraholland.com/nl/inkopen/Noviteiten/PublishingImages/107618_Blacklight_xl.jpg)




<b>Chrysanthemum santini Bouncer Cream</b>		<b>Product code:108028</b>
<b>New at FloraHolland</b>	No	
<b>New at location(s)</b>	Aalsmeer	
<b>Grower</b>	Hans & Ruud Hendriks	
<b>Adm.no.</b>	122501	
<b>Supply</b>	Already started.	
<b>Description</b>	Bouncer Cream is a single-flowered santini with strong stems, bright-colored petals and fresh green hearts.	

[http://www.floraholland.com/nl/inkopen/Noviteiten/PublishingImages/108028\\_Bouncer\\_Cream\\_xl.jpg](http://www.floraholland.com/nl/inkopen/Noviteiten/PublishingImages/108028_Bouncer_Cream_xl.jpg)

<b>Chrysanthemum tros Merlot</b>		<b>Product code:106936</b>
<b>New at FloraHolland</b>	Yes	
<b>New at location(s)</b>	Naaldwijk	
<b>Grower</b>	Kw. de Hungerenburcht BV	
<b>Adm.no.</b>	20301	
<b>Supply</b>	Already started in Naaldwijk and Aalsmeer for some time. 40,000 stems a week divided between the two auction locations.	
<b>Description</b>	Merlot has a balanced structure and a strong dark-red color.	

[http://www.floraholland.com/nl/inkopen/Noviteiten/PublishingImages/106936\\_Merlot\\_xl.jpg](http://www.floraholland.com/nl/inkopen/Noviteiten/PublishingImages/106936_Merlot_xl.jpg)

## PlantPrimeurs

<b>Rosa Star Roses Gemengd</b>		<b>Product code:108230</b>
<b>New at FloraHolland</b>	Yes	
<b>New at location(s)</b>	Aalsmeer	
<b>Grower</b>	SATTER ROSES VOF	
<b>Adm.no.</b>	78867	
<b>Supply</b>	Already started. 2 trolleys every day.	
<b>Description</b>	The Star Roses® varieties stand out due to the fresh color colors of their flowers and leaves, their compact growth and their many flowers.	

[http://www.floraholland.com/nl/inkopen/Noviteiten/PublishingImages/108230\\_RO\\_STAR\\_ROSES\\_GEM\\_xl.jpg](http://www.floraholland.com/nl/inkopen/Noviteiten/PublishingImages/108230_RO_STAR_ROSES_GEM_xl.jpg)

You can also find the Primeurs on our website by clicking  
<http://www.floraholland.com/NL/INKOPEN/NOVITEITEN/Pages/default.aspx>.

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