



Newsletter De Singel 01

Because of the many changes taking place and the rapid progress we're making, we've decided to start sending out newsletters.

During the last five and a half years, De Singel has managed to build a very popular name with their big-flowered red rose 'Passion'. De Singel nursery stands for Quality, Reliability and Professionalism. Now, a new era is dawning for De Singel...

Exit Passion, welcome Miss Piggy+!



Lex+

Miss Piggy+ is a new rose from the successful collection of Lex+'s Rose Factory. Two years ago, this rose was already a hit among Lex Voorn's new seedlings, resulting in its speeded up development. This has already proven to be a good choice, considering Miss Piggy+'s excellent reviews and its great growth in the greenhouse!

Production

We're currently selling 15,000 single Miss Piggy+ roses per week via Flora Holland Aalsmeer. We're planting our Miss Piggy+ in phases. The first phase has already been completed, ensuring our output will be increased six-fold by the last quarter of this year. By that point, we'll be auctioning our flowers at Rijnsburg, Naaldwijk and Bleiswijk, in order to increase our accessibility. The execution of the second (and last) phase is scheduled for early 2011. Our production will be increased to approximately 150,000 units per week, divided among four auction facilities. We'll keep you informed of our progress through our newsletters!



Vase experience

Miss Piggy+ is a rose with a story. A story you can pass on to your customers. And Miss Piggy+ is a rose with a true vase experience. Our roses open fully when in bloom, have long vase lives, are lightly fragranced and subtly change colour when opening up. Your customers will definitely come back for more! Please note: when cut flower food is used, one can prolong Miss Piggy+'s vase life by days.

Win an Apple Ipad!

In order to introduce you to the Miss Piggy+ in a fun way, we came up with the following competition: Take a picture of the best presentation, arrangement or other application of the Miss Piggy+. Send the photograph to singel@kwekerijdesingel.nl, along with your name, address and the name of your supplier.



The most beautiful entry will win Apple Ipad: one for you, and one for your supplier/wholesaler!! This competition runs until 31 October 2010. Pictures will be placed on our website, enabling you to have a look and help us decide who will be the winner! The winner will be announced during the Aalsmeer Trade Fair! (presence is not obligatory to win this competition)

Miss Piggy+: Royal Rose for one day

Miss Piggy+ played an important role at the palace where the Swedish crown princess Victoria wedded Daniel Westling. Miss Piggy+ roses were woven into flower panels decorating the walls. The crown princess insisted on using Fair Flowers Fair Plants only. Because De Singel has been a full member of Fair Flowers Fair Plants for over a year, Miss Piggy+ fit the bill exactly!



Promotional products

We've printed free postcards that can be handed out to customers. If you wish to order some, please send an email to our nursery. We'll get them to you via your wholesaler. Naturally it's also still possible to order our flyers and/or posters. These are also free of charge and can be sent to you directly or via your wholesaler.

Website

De Singel's website has been totally renewed. If you wish to access more background information or images, please see our website: www.kwekerijdesingel.nl

Miss Piggy+ on tour!

We'll be working hard this summer to ensure all of our Miss Piggy+ rose bushes are planted. This means few days off... But, to make the best of it, we'd like to ask you a favour! Please take a photo of any Miss Piggy+ that you spot, wherever you may be, and send it to us. All entries will receive a personal reply and the best entries will receive a De Singel Goodybag! Miss Piggy+ has what it takes to become a successful product. Come and let yourself be convinced!

Contact

Do you have any questions or would you like any additional information on De Singel or Miss Piggy+? Please feel free to contact us, free of any obligations!

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