

GROEN-Direkt

CELEBRATES ITS 25th ANNIVERSARY (1996-2021)

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GROWING TOGETHER

Growing TOGETHER

GROEN-Direkt is celebrating its 25th anniversary – an event that we of course don't want to let pass unnoticed! In this special edition of our DIREKT Mail we commemorate our anniversary, which we could not have reached without you ...

It was in 1996 that GROEN-Direkt planted the tiny seed that has over the years grown into a sturdy, firmly rooted garden plant - a most fruitful development in which every phase has been important. Only with the right knowhow, constant effective maintenance and a lot of time and loving effort have we succeeded in realising this great achievement. Together with you we have evolved into the largest green garden plant market in Europe. I am tremendously grateful to all our partners, and in particular our (former) colleagues, growers, customers and carriers! An impressive mixture of people from different countries, all united by their shared tremendous love of garden plants. This is something of which we are terribly proud!

Let's keep on GROWING TOGETHER: we still envisage plenty of further growth in the future, and intend to continue to provide the very best quality and service with the greatest enthusiasm!

On behalf of the entire GROEN-Direkt team,
Taaf Rosbergen



LARGEST GREEN MARKET IN EUROPE

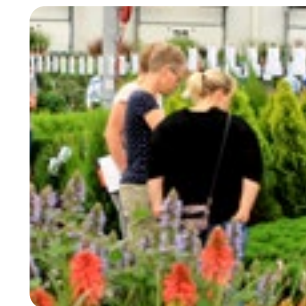
As the largest green market in Europe, GROEN-Direkt offers a range comprising 20,000 unique batches of garden plants on an annual basis – the usual products you would expect, but also more extraordinary, exclusive and seasonal batches. We work together with more than 500 specialist growers to be able to offer you a comprehensive range varying from solitary plants and hedge plants to Mediterranean specialties.

BUYING PLANTS AS IT SUITS YOU BEST

GROEN-Direkt offers you the opportunity of customised buying: per trolley, layer or half layer, and in some cases even individual plants. Whichever option suits you best: with GROEN-Direkt you enjoy the convenience of a single order, a single delivery and a single invoice, all the year round. Your order will be delivered within 36 hours with a 99.9% correctness guarantee.

PLENTY TO PLEASE ANY BUYER

GROEN-Direkt has been supplying garden plants to garden centres and traders from within and outside the Netherlands for 25 years now. The absence of a minimum order policy makes GROEN-Direkt interesting for small buyers too: we also accept small-unit orders. Bigger buyers enjoy the benefit of volume-based discounts.



The power of GROEN-Direkt

What makes GROEN-Direkt unique is its hybrid formula: the combination of thirty sample fairs a year and a webshop enables us to offer a wide, seasonally varying range of garden plants all the year round. You can physically view, smell and feel the plants at one of our fairs or you can order from the same range via our webshop.

A SINGLE ORDER
A SINGLE DELIVERY
A SINGLE INVOICE



best of BOTH WORLDS

GROEN-Direkt offers buyers the best of both worlds! It's often advantageous to be able to actually view products in real life before you buy them, with business literally buzzing all around you. In such cases a visit to one of our trade fairs is ideal.

TRADE FAIRS

A visit to our fair is successful buying

With our thirty trade fairs a year we offer you the opportunity to buy garden plants from a 'live catalogue'. At our fairs you can view, smell and feel the plants of thousands of unique batches. Our special ordering app makes it easy for you to place orders via your tablet or mobile phone.

NEW FAIR PRESENTATION

At this year's Autumn Fair we will be introducing a new form of presentation on benches. A number of plants of each batch will be presented on these attractive benches. Read more about this later in this newsletter

LONGER FAIR OPENING HOURS

GROEN-Direkt's standard fairs take place every week until the end of August, to keep you up-to-date on the latest ranges of plants. These standard fairs have since the beginning of this year been held from 7.30 a.m. until 4 p.m. every Monday, and from 7.30 until 12 every Tuesday morning. After Augustus we organise sample fairs once every two weeks, to enable you to order from an up-to-date 'live' range in the autumn too.

SEASONAL FAIRS

On top of these standard fairs we also organise six themed fairs a year. These fairs feature extra ranges of seasonal products and have extra opening hours on Monday evenings. Our Spring (early February) and Autumn (late August) Fairs are ideal opportunities for you to meet up with buyers and traders from within and outside the Netherlands.

Go to WWW.GROEN-DIREKT.NL for the full fair calendar with all the dates and times.

But if you're short of time or find the trip to a fair too far then you can enjoy the convenience of our webshop. These two different buying options reinforce one another, while both offering you the same advantages of our efficient logistic flows and smart ordering systems. Welcome to GROEN-Direkt's world ...

WEBSHOP

Weekly updated sample photos

GROEN-Direkt also offers you the possibility of ordering garden plants at any time you like via our webshop. At www.groen-direkt.nl you can select plants from our entire range and/or place repeat orders online.

CONTINUOUSLY UPDATED SAMPLE PHOTOS

At GROEN-Direkt's webshop you'll find easy-to-navigate surveys of our entire range. The surveys are updated every week, accompanied by photos of all the samples which we take ourselves.

BUYING ONLINE

Early this year we started to post our weekly updated fair ranges at our webshop at 6 p.m. every Friday evening to enable you to buy products online any time during the whole weekend prior to the actual fair.

EVEN LARGER RANGE

Did you know that you can also view and order from our complete range of sales concepts and extra products via our webshop? Here you'll also find separate selections of our Top 50, special weekly

products and must-haves, enabling you to easily add these popular products to your order.

If you're interested in our online range but don't yet have an account, go to WWW.GROEN-DIREKT.NL to apply for a demo account to gain access to our webshop – no strings attached!

Our RANGE

GROEN-Direkt has been a household name in the green sector for 25 years, thanks in great part to our many years' cooperation with our partners. Our excellent relations with specialised growers in the Boskoop region and far beyond enable us to offer a highly varied, unique and often also exclusive range of garden plants, sales concepts and seasonal products. Together with our growers we make every effort to supply plants of the very best quality at all times, and together we have evolved into what GROEN-Direkt is today: the largest green market in Europe.

**BUYING
FROM 500
GROWERS
VIA A SINGLE
ORDER**

SUPPLYING PLANTS TO GROEN-DIREKT FOR 25 YEARS

Are you wondering why many of our growers have been selling their garden plants via us for 25 years? This is what some of them have to say about their experiences.

"We regard GROEN-Direkt as a partner rather than a customer or a buyer, which means that we work TOGETHER to raise one another to a higher level. GROEN-Direkt is the perfect market for us to present our range and our novelties. We're looking forward to the next 25 years."

– VAN SON & KOOT B.V. TEAM

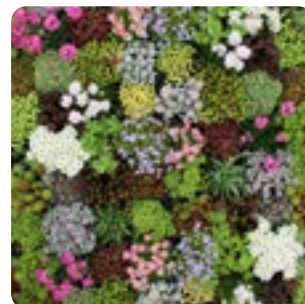
"The weekly presentations of wide ranges of seasonal products make GROEN-Direkt a reliable, interesting supply-and-demand partner. The contacts that take place between producers and buyers at the Product Promotion Plaza pay off all the year round."

– LEO VEELENTURF BOOMKWEKERIJ TEAM

"GASA Group Germany has been working together with all of GROEN-Direkt's employees and customers in the best possible way for many years.

GROEN-Direkt is to the point: what you see is what you get. What's more, the company is a most effective European platform for nurseries."

– GASA GROUP GERMANY TEAM



BUYING FROM GROEN-DIREKT FOR 25 YEARS

Would you like to know why many of our customers have been buying plants from us for 25 years? They'd like to tell you themselves.

"Our cooperation with GROEN-Direkt enables us to offer the widest range of garden plants in our region. What we're unable to find at the auction we find here. We used to spend a few days travelling around to visit growers, but for the past 25 years we have found everything we want all under the same roof at GROEN-Direkt."

– EUROFLEUR TEAM (THE NETHERLANDS)

"GROEN-Direkt's plants are always of good quality at a good price. Their webshop is unique in that it presents up-to-date photos of the samples: what you see is what you get. We try to visit the fairs physically every two weeks so as to be able to see and feel the plants. We believe that this seeing and comparing really inspires us to buy plants."

– JESPER TEAM (DENMARK)

"GROEN-Direkt offers great ranges every single week, which is why we have missed hardly any of their fairs in the past 25 years. Seeing the plants in real life and lifting them up to get a closer look really helps you decide what you want to buy. We became more digitally active last year, and find the webshop's weekly updated sample photos and our faith in GROEN-Direkt of great help in this respect."

– BLUMEN RISSE TEAM (GERMANY)



Our CUSTOMERS

GROEN-Direkt's customers get to choose from an exceptionally wide range of sample batches, attractively presented at one of our fairs or accompanied by up-to-date sample photos at our webshop. There is no minimum order policy, so whether you want to buy small or large volumes, once a year or every week - GROEN-Direkt is the place for you to be to buy your garden plants.

**BUYING FROM
A RANGE
OF 5,000
BATCHES
VIA A SINGLE
ORDER**

25 years of GROWTH

2000

The team steadily expands. Taaf Rosbergen Jr joins the company as co-director with Gert.



2004

The fair moves to the building of Baas Plantenservice. Sufficient room here, also for a Product Promotion Plaza (PPP), where dozens of growers can present their ware at their own stands. In 2006 GROEN-Direkt moves into a building of its own: an old auction building along Middelburgseweg.



2007

GROEN-Direkt ventures into the Christmas tree market. Our arboricultural knowhow, network and logistic facilities prove to be a successful combination of factors.



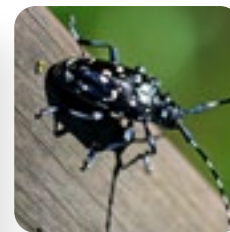
2010

Online sales start to boom. Our new webshop proves to ideally supplement our weekly sample fairs.



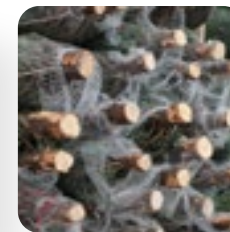
2010

Signs of longhorn beetle infestations are identified in Boskoop. Breeders' and growers' nurseries are cleared and trade is temporarily suspended.



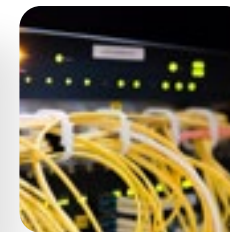
2013

The sale of Christmas trees expands tremendously, passing the milestone of 5 million sold trees. We buy our own Christmas tree nursery in the Ardennes.



2020

Our company's entire digital backbone is reorganised, including all the administrative and hardware systems, resulting in a completely revamped webshop and a portal for growers and carriers.



Let's keep on GROWING TOGETHER

1996 1997 1998 1999 2000 2001 2002 2003 2004 2005 2006 2007 2008 2009

2010 2011 2012 2013 2014 2015 2016 2017 2018 2019 2020 2021



1996

Our first fair at the DIVEKA (Directe Verkoop Karren; Direct Sale of Trolleys) in the Plantarium building organised by Taaf Rosbergen Sr and Gert Koert. Presentation of 300 samples.



1999

10,000 trolleys sold. Still under the management of Taaf Sr and Gert Koert.



2003

The fair outgrows its original premises. In 2003 it is held in tents behind the fair hall next to the Plantarium building.



2005

Organisation of a Mega-Fair together with sister companies of the R&G Group.



2008

In spite of its importance for (and support from) the green sector, GROEN-Direkt is refused permission for new build plans.



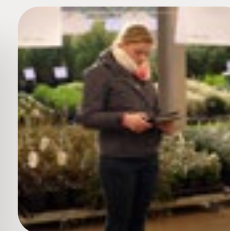
2011

It becomes impossible to manage the up to 300 lorry movements a day from our premises along Middelburgseweg. The new build along Noorwegenlaan offers great prospects for the future, especially thanks to its 54 docks.



2012

The first fair at the new premises: a perfect venue for an optimum range of 6,000 sample batches and 150 growers' stands.



2014

Our webshop is expanded to include sales concepts and the possibility of ordering half layers of plants. The ordering app introduced in 2012 is also expanded.



2020

The Corona crisis means we are unable to organise fairs and run into staffing problems. Even so, the demand for garden plants continues to grow, and our close cooperation with growers and garden centres proves particularly fruitful in this period.



2021

GROEN-Direkt celebrates its 25th anniversary!

**We are
GROEN-Direkt**

The past few years our close-knit team of loyal employees has grown tremendously in volume and strength. Many of our colleagues have relatives with nurseries, grow garden plants themselves or are affiliated with the garden-centre sector. So we can boast a multitude of green fingers and a wealth of knowledge of and tremendous shared passion for garden plants.

















Day in, day out GROEN-Direkt's team makes every effort to unburden you in your purchase of garden plants and offer you the very best service. Are you interested in hearing what our employees have to say about 25 years of GROEN-Direkt? Here you'll find the experiences of two well-known members of our staff.

"I have been responsible for preparing orders for almost 15 years. I started out working via a temporary staffing agency and was offered a permanent position after a few years. My colleagues and I make sure that everything proceeds according to plan. Over the years the drivers of the transport companies and the growers have got to know me well; some of them I even regard as my friends. Some of my colleagues call me 'GROEN-Direkt's ambassador', which I find a nice compliment. Our greatest strength is the high quality of our service: we make every effort to avoid mistakes and ensure smooth running of all the procedures. The comprehensive range of products, the high quality offered by GROEN-Direkt and the full service together make the company a great place to work. GROEN-Direkt tries to manage everything as well as possible for its customers, and also for all its employees. So all in all, GROEN-Direkt is a global company - both literally and figuratively! I feel at home here and have no intention whatsoever of leaving in the next 25 years."

MOHAMMED ASSABBAB
Member of GROEN-Direkt's logistic staff

"25 years of GROEN-Direkt – what a wonderful milestone. I still remember working with Gert and Miranda in a shed in the hall of the Plantarium building. From one fair every three weeks to one every two weeks and in the end even one every week. From 300 – 500 layers of garden plants to more than 5,000 sample batches. Everything was processed by hand and by fax, from the growers' announcements to the carriers' transport schedules. The website had only just been set up and the webshop was still non-existent. I would sometimes return to GROEN-Direkt later in the evening to prepare invoices and dispatch lists. And we'd then often be working until late at night, which is why we were referred to as 'the Night Nurses'. I also accompanied Taaf and Gert on trips to personally visit garden centres in the Netherlands, and later also Belgium, Germany and even France. From the office of Bentvelzen Transport in the Plantarium building to Denemarkenlaan, Middelburgseweg and finally the well-known Noorwegenlaan. What an impressive development GROEN-Direkt has undergone in the past 25 years! I'm really pleased that I was able to be part of this development. A great time that I would not have wanted to miss for anything in the world."

ELLY PANNEBAKKER
Member of GROEN-Direkt's office staff (1996 – 2018).

    1996	Year of Establishment
    25	Permanent employees
    100	Flex workers
    19000	M² premises
    54	Docks
    20000	Unique products a year
    300	Lorries a day
    900	Solar collectors make us sustainable

25th anniversary NEWS

PRESENTATION IS THE BE-ALL AND END-ALL

The presentation of garden plants in layers has always been a distinctive aspect of GROEN-Direkt's sample fairs. After 25 years of loyal service those layers are now giving way to presentation benches. These benches are higher than the layers and present a few plants of each batch, making it easier for fair visitors to inspect the plants in their entirety. The benches make for an attractive fair presentation while providing a good view of the products, with the added advantage that the plants can be watered, so they will retain their good looks for longer. The benches, which will be introduced at our Autumn Fair, are an example of the way in which we are constantly evolving so as to be able to offer you optimum service and quality.

GREEN EDUCATION FUND

Of course we also feel strongly committed to a green future. We like to think ahead and consider how we can keep our sector healthy in the coming 25 years. And that's why we are going to actively invest in green training courses under the heading of 'Green Education Fund'.

The above and other initiatives and activities are scheduled to take place throughout the coming year. Keep a close eye on our website

WWW.GROEN-DIREKT.NL and our newsletter to remain up-to-date on the latest developments regarding our anniversary.

ACTION!

Anniversaries need to be celebrated with special treats...

In 2022 we will be treating you to attractively priced trolleys and other special discounts for the 25 weeks between our Spring and Autumn Fairs. Our range team is busy organising all this right now.



GROEN-Direkt is...

according to our crew

EUROPE'S **GREEN MARKET**

**GREAT
APPRECIATION OF
YOUR EFFORTS**

**SUSTAINABLE
ENTREPRENEURSHIP**

**A GOOD
TEACHER**

SAYING WHAT YOU
DO AND **DOING
WHAT YOU SAY**

**PURCHASING CHANNEL FOR SMALL
AND LARGE CUSTOMERS**

**GETTING
CRACKING
INSTEAD OF
WASTING TIME**

ALWAYS
SOMETHING TO
CELEBRATE!

**PROUD OF ITS XL CHRISTMAS TREES IN
AMSTERDAM'S DAM SQUARE AND ARTIS
ZOO, AND ITS TREES IN ROTTERDAM, BEEKSE
BERGEN SAFARI RESORT AND ALL ITS OTHER
CHRISTMAS TREES**

SELLING AN
AVERAGE OF **3500
TROLLEYS** PER
WEEK

LOADS OF **GREEN
FINGERS** IN AN
AREA OF 1900 M²

THE OUTCOME OF **25
YEARS OF GROWTH**

ROWS AND
ROWS OF
PLANTS

**GRATEFUL TO
ITS MANY LOYAL
SUPPLIERS AND
CUSTOMERS**

BEING THERE FOR
2800 CUSTOMERS
AND 700 GROWERS

ENSURING
**TOP LOGISTIC
PERFORMANCE**

WORKING
TOGETHER
WITH LOCAL
ENTREPRENEURS

**PASSIONATE
ABOUT
PLANTS**

FIRMLY
ROOTED IN
THE CLAY OF
**THE BOSKOOP
REGION**

**CUSTOMER-
FOCUSED**

A
**WELCOMING
ATMOSPHERE**

**SEEING
IS
BUYING**

A
TEAM

**WHISTLING
WHILE YOU
WORK**

**VISUAL
PRESENTATIONS**

GROEN-Direkt
**ALSO A CHRISTMAS TREE
SPECIALIST**



**CHRISTMAS TREE SPECIALIST
FOR OVER 10 YEARS**

On top of its trade in garden plants, GROEN-Direkt has also specialised in the sale of Christmas trees for just over ten years. Our many years of experience enable us to ensure precisely the right range at the right time. Our range comprises an impressive 120 different species-size combinations of the most popular Christmas trees, including Abies nordmanniana, Picea abies and Picea omorika. The trees are supplied in various sizes, cut or in pots.

**FULL RANGE AND CONSTANT
QUALITY**

GROEN-Direkt supplies a full range of standard Christmas trees in the Netherlands and surrounding countries, for which we work together only with Christmas tree producers that meet our quality standards. We maintain close contacts with Christmas tree growers in six European countries for the purchase of our trees. This geographical spread (different climates) and our multi-year contracts enable us to offer a unique constant range of trees of a constant quality. We visit all our Christmas tree nurseries several times a year to inspect the trees' development.

**TREES & TOOLS: CHRISTMAS TREES
AND ACCESSORIES**

At GROEN-Direkt you'll find everything you need for the sale of Christmas trees – from differently sized Cinco Christmas tree stands and wooden crosses of different qualities to packaging equipment, nets and tiered stands. Exclusive products in our range are Quicktree stands and Quicktree drills – indispensable accessories in the sale of Christmas trees. So we offer you a complete range of Christmas trees and the associated tools all under the same roof.

**EXCLUSIVE PRESALE AT OUR
AUTUMN FAIR**

If you want to be assured of the right number and type of Christmas trees we advise you to buy your trees during our presale, which starts at our Autumn Fair and lasts until the beginning of September. At the Autumn Fair you'll find an exclusive sample presentation of a comprehensive range of Christmas trees with special fair discounts.

**CASH & CARRY FOR LAST-MINUTE
BUYERS**

If you want to buy your trees (or extra trees) at the last minute then you'll be delighted with GROEN-Direkt's Cash & Carry, which is always open from mid-November until a few days before Christmas. You'll also be able to buy any accessories you need at our Cash & Carry.

**XL CHRISTMAS TREES: BIG, BIGGER,
BIGGEST**

Under the heading of 'XL Christmas trees' GROEN-Direkt sells and installs hundreds of large Christmas trees with heights of up to 25 metres or even more. The trees are produced in responsibly managed forests and plantations, mostly under our own management in the Ardennes and Germany. The trees are individually selected with the greatest care to ensure they are of good quality. Cutting, transporting, installing and dismantling trees with heights of more than 15 metres call for special skills, which is why GROEN-Direkt offers you a full service package: simply let us arrange everything for you.



Curious about our trade fairs or webshop?
YOU'RE MOST WELCOME TO VISIT OUR FAIRS OR OUR WEBSHOP!

Come along to one of our fairs to see everything for yourself.

Apply for a demo account to gain access to our webshop.

Register as a customer and order directly in the webshop or at one of our trade fairs.



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