



NIEUWKOOP GLOSSY

The Green Lifestyle®

Edition 18



Dear Reader,

The challenges in our sector are becoming increasingly complex. This complexity is driven among other things by external factors such as technological or market innovations, or regulations covering areas such as digitisation, Brexit, sustainability, GDPR and the introduction of the plant passport. The fact that a successful approach to these challenges requires supply chain cooperation makes the complexity even greater.

So what does that mean if we want to promote sustainability? Market demand for sustainable products continues to grow. But what, or who, actually determines whether or not something is sustainable? There is some kind of common view on several sustainable aspects, but real definitions do not always exist. For example, there is still no real common definition for 'recyclable'. Anyone can therefore claim to have a recyclable product. But whether that is true or not cannot be determined because, without a definition, we do not know exactly what the test results should be. This is quite a complex matter, because what does the market really want? Perhaps we should not ask whether something is recyclable, but whether it really will be recycled?

When we are asked how sustainable Nieuwkoop is, or how sustainable our products are, we can only react (and only want to react) in one way. By being honest! We tell people exactly what we do and we also seek cooperation with our supply chain partners so that we have a shared view of the challenges ahead and a common approach to them. More honesty in sustainability - will you join us?

Board of Directors Nieuwkoop Europe,

Henk Nieuwkoop - Danny Gerritsen

AGENDA

6 - 8 November 2019

Nieuwkoop Europe Open Days
De Kwakel - the Netherlands

6 - 8 November 2019

Royal FloraHolland Trade Fair
Aalsmeer - the Netherlands

3 - 5 December 2019

Paysalia
Lyon - France

28 - 31 January 2020

IPM ESSEN
Essen - Germany

Subject to change

COLOPHON

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The Schefflera gold capella is the variegated variety of the Schefflera arboricola. The plant is loved by many because of the beautiful yellow hues in its leaves. The lighter the chosen spot for the plant, the more variegated the leaves.



WILD YUCCA

The Yucca can best be described as the cowboy among house plants. The Yucca's Tex-Mex appearance and sturdy, pointed leaves lend a rough twist to the interior.

The plant grows naturally in the wild in the desert-like areas of North and Central America. It particularly likes warm and dry environments. This is no problem at all for the Yucca because it can survive very well with little water and is resistant to both heat and low night temperatures.

In southern California, near the famous Joshua Tree National Park, is a place called Yucca Valley. Most Yucca plants grow in this area, including several large impressive specimens. If you are thinking of visiting this area, be sure to take enough water with you!



DIFFERENT TYPES OF SUBSTRATE

A substrate is a soil for plants. Substrates are composed in such a way that they contribute to healthy plant growth, for example by adding important nutrients and disinfecting diseases and pests. There are many different types of substrate.

HYDROCULTURE

Hydroculture is a system in which the roots of plants grow between granules made from baked clay. These clay granules absorb water and nutrients and gradually feed this to the plants. The coarse structure of the granules prevents the substrate from compacting, enabling the roots of the plants to absorb sufficient oxygen at all times. A handy water level indicator tells you exactly how much water the plants still have.



POTTING SOIL

Potting soil is a mixture of various natural raw materials. The basic raw material is peat, which ensures that potting soil has sufficient water-absorbing capacity. Other raw materials, such as bark, coir, compost, clay, fertilisers and lime, are added to the peat. Potting soil is lighter than, for example, the heavier dark garden soil. A pH metre is a handy tool for measuring the moisture content of the root ball.



VULCASTRAT

Vulcastrat is a pure mixture of minerals, such as lava, pumice and zeolites. The volcanic rock has the same effect as hydroculture. It absorbs water and nutrients and gradually feeds this to the plants. The advantage of Vulcastrat is that it has a very stable pH value, enabling the plants to easily absorb the nutrients. The substrate is often applied in semi-hydro culture, a system for pot plants. Semi-hydro culture offers the same convenience as hydroculture and ensures that you can choose from a wide range of pot plants.



VULCAPONIC

Vulcaponic and vulcastrat are virtually the same. The only difference is that vulcaponic contains more zeolites, so that the substrate absorbs more water and has a better pore volume. Thanks to the strong capillary capacity, water does not remain at the bottom of the planter out of reach of the roots. As with hydroculture, a water level indicator is also used with the vulcaponic and vulcastrat system.



SERAMIS

Seramis consists of small, porous clay granules with a very high absorbency. The substrate is of a high-quality baked clay from the Westerwald region in Germany. The clay is mixed with water and this mixture is then dried, broken into fragments, sieved and fired. Seramis is often used in semi-hydro culture, such as vulcastrat and vulcaponic.



A NEW GENERATION OF SUSTAINABLE POTTING SOIL

The climate and environmental protection are becoming increasingly important. We, too, are constantly trying to find ways to reduce the impact of our activities on the environment. An example of this is the development of a new generation of sustainable potting soil.

Most potting soils consist of 80-90% dried peat. Peat has an important property that ensures that potting soil can absorb sufficient water. And yet there are less attractive sides to the use of peat. Large quantities of carbon are stored in the soil from which peat is extracted that are released in the form of CO2. This is not exactly sustainable for our planet!

We have therefore developed a new generation of sustainable potting soil in which no peat has been processed. By adding broken hydro granules, this substrate still has

sufficient water-absorbing capacity. Moreover, the new substrate contains enough plant nutrition for an entire year. As a result, we have found the perfect balance between sustainability and the quality of potting soil.

We are already using the new generation sustainable potting soil in our nursery for growing our own production. We will soon have it available for you too in bags of 40 litres and 1,000 litres.



WAY UP HIGH

In the tall greenhouse stands an extraordinarily large Nolina specimen. This plant, which is almost 10 metres high, needs care and maintenance, but how do you reach the top? A cherry picker offers a solution.



FRAGILE

A fragile bamboo shoot poking its head up out of the pot. It is almost 0.5 metres tall and perhaps only a few days old. Bamboo is one of the fastest growing plant species in the world.



BUCIDA BUCERAS THRIVES BEST IN MOIST SOIL

Bucida buceras grows naturally in wet forests and alongside flowing streams. It is important therefore to keep the soil moist, so never let it dry out completely. We recommend planting Bucida buceras entirely in potting soil as this will keep the root ball moist. Moreover, this tree's fine root system develops best in potting soil.

Plants promote positive energy

Does your home or working environment feel slightly out of balance? Perhaps a few plants can help. According to the Chinese philosophy of feng shui, plants play an important role in the interior. A plant standing in the corner of a room will make the edges less sharp and thus prevent the creation of 'stagnant' energy. And plants in an east-facing corner will bring luck and health, according to the ancient Chinese philosophy.

Feng shui is more than 3,500 years old, so it is certainly not a new trend. According to this Chinese philosophy, energy flows exist between everything and everyone. The way that energy flows determines how we feel. Plants can help us influence these energy flows. Some plants even have a special meaning!



PACHIRA

The Pachira brings luck and is believed to be one of the most effective plants for bringing positive feng shui energy into your home. Apparently, the number of interwoven stems determines which aspect brings the most luck. Two stems symbolise love and three stems prosperity and a long life.



CRASSULA OVATA

The Crassula ovata is a plant that attracts luck and wealth. In Asia, it is a traditional gift for companies and entrepreneurs. As soon as the plant is placed near the entrance of a shop or restaurant, it attracts happy customers.



SCHEFFLERA AMATE

The Schefflera amate is a commonly used plant in feng shui. It brings health and security. The way in which the leaves hang slightly downwards in combination with the stem is somewhat reminiscent of an umbrella and is believed to have a protective effect.



LUCKY BAMBOO

The lucky bamboo symbolises a good dose of luck! That is why this plant is often given as a present to family and friends or to someone who can use a bit of luck. Did you know that lucky bamboo is not real bamboo? Officially, it belongs to the Dracaena family.

A photograph showing a man operating a red and black forklift in a nursery. The forklift is carrying a large black pot containing a tree with multiple trunks. The background is filled with other plants and trees.

MOVING LARGE PLANTS AROUND EASILY

There is hardly a nursery without a forklift truck in operation, but everyone places different demands on this piece of equipment. One of the reasons why Nieuwkoop Europe uses a forklift truck is to move large plants around. We commissioned the development of a special clamp with a better grip for this specific purpose. It keeps the plant perfectly in balance compared with a standard forklift truck fork.

A close-up photograph of a Schefflera arboricola tree. The image shows a thick, light-colored trunk in the foreground, leading up to a dense canopy of large, green, deeply lobed leaves.

AN UMBRELLA ON A TRUNK

The leaves of the *Schefflera arboricola* are often compared to an umbrella. Hence the name 'Umbrella tree'. But looking at the composition at the top of the trunk, this *Schefflera amate* is entitled to be referred to by this nickname.



LET IT ALL HANG DOWN!

Do you want plants to be noticed? If so, choose a hanging plant. Because why would you want to put a plant in a standard planter when you can give it a unique place in the room in a hanging planter?

The Baq collection has recently been expanded to meet this need. You may wish to choose the stylish Gradient with its soft, round shapes or the geometrical design of the Oceana. Both planters are entirely watertight and come with a sturdy chain to hang them from.





PLANTART, HUNGARY

He was 19 years old, owned a used 'Trabi' (the East German car brand Trabant) and had some experience in the green sector. In search of some knowledge on hydroculture, Büki Kálmán arrived at Nieuwkoop in Andel by way of the Yellow Pages. This was the start of a long-standing relationship between Plantart and Nieuwkoop Europe. Today, Plantart has more than 80 employees and a large showroom of 4,000 m².

Plantart's wonderful success story began in 1990. Before the fall of the Berlin Wall, Büki Kálmán worked for a state-owned nursery in Hungary. He says: 'After the fall of the Iron Curtain in 1989, it was suddenly possible to start working for yourself. I had heard about hydroculture and I became interested in it. In 1991, I travelled to the Netherlands in search of knowledge and to see hydroculture with my own eyes. I knew of no one in the business so I opened the Yellow Pages and called the Jongkind Group at random. Simon Jongkind was extremely kind and showed me the market in three days. He also introduced me to Nieuwkoop in Andel.'

The rest is history, because the company meanwhile has over 80 employees, more than 1,000 loyal customers - including large companies and hotels - and a large showroom of 4,000 m² in Budapest-Törökbálint. What does he still remember



about Nieuwkoop in Andel? 'The old greenhouse, the glass roof with the wooden frame, the company dog, the bar with a real beer tap in the house... and especially my meeting with Henk Nieuwkoop. That's how our cooperation began. Later on he came to see me in Hungary. I was a little ashamed of my old car and 45 m² greenhouse. And for the fact that I used an old aquarium pump for the hydro circulation. But Henk said: 'When I see what you have done here and how you believe in it, I know that you are going to be successful.' I needed that pat on my back. The cooperation with Nieuwkoop Europe is based on friendship and not only on business interests. Since 1991, we have been placing more orders every week.'

Which projects make you extra proud? 'Our pride and joy is the "Four Seasons Hotel Gresham Palace" in Budapest, which is one of the best hotels in the world. We received a design




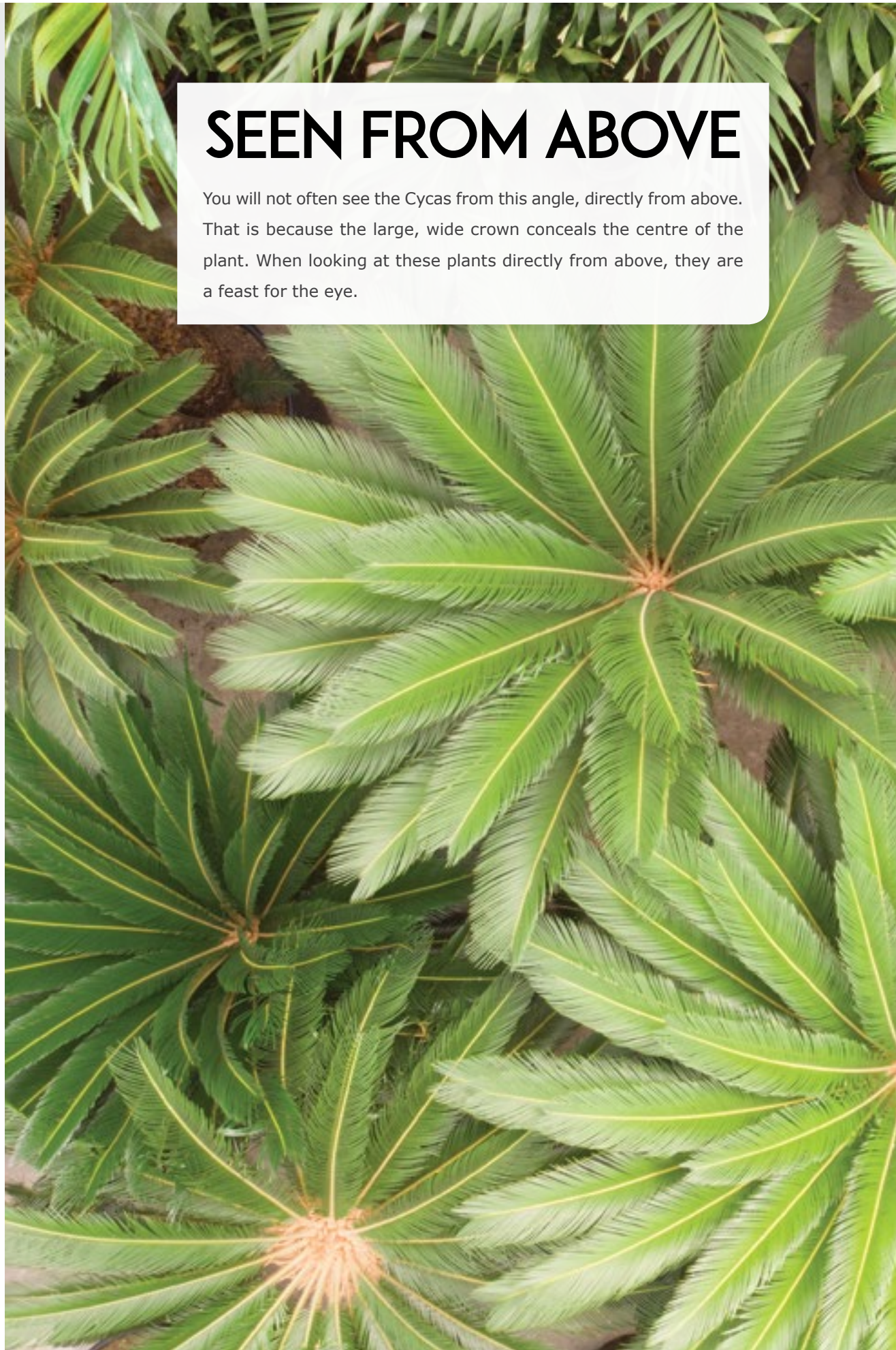
award for our services. We are also currently working on the new Telecom House, where we are installing approximately 4,700 pots and 10,000 plants. We have been given eight weeks to complete this project.'

You talk very enthusiastically about the Baq brand, what makes these planters so special? 'The planters are lightweight and thus easy to move around, and they come with handy accessories as standard. But also the creative design, elegance and luxuriance of this brand make it special. When our customers have seen the Baq catalogue, they are often immediately enthusiastic. Ultimately, the success is determined by the way in which the planters are installed in the room. My employees are not only botanists, but also artists. They have a feeling for indoor architecture, design and colour. And the diversity of the Baq design always offers them a solution!'



SEEN FROM ABOVE

You will not often see the Cycas from this angle, directly from above. That is because the large, wide crown conceals the centre of the plant. When looking at these plants directly from above, they are a feast for the eye.



NOT IDENTICAL, BUT DOUBLE-TRUNKED

This *Hyophorbe lagenicaulis* (also known as Bottle Palm) is unique as well as eye-catching. You will seldom see two of these plants in one pot, but in this case it is not a problem because they are very slow growers. By the way, do you know where the name comes from? The name *Hyophorbe* comes from the Greek word 'hyos', which means pig, and 'phorbe', which means feed. This is because its fruits were once used as pig feed.



LIGHTS FOR GREEN WALLS

Green walls are a real eye-catcher! That is why we are seeing them more and more in offices, hotels and shopping centres. However, to keep a green wall nice and green it is important to take several things into consideration before the actual planting. A feeding and watering system for one thing, but especially the amount of light.

Daylight is essential for most plants to encourage processes such as growth, flowering and propagation. The amount of daylight in places where green walls are installed is often limited. Consequently, the quality of the plants can quickly deteriorate. Fortunately, there is a solution to this problem!

Grow lights are a perfect alternative to natural daylight and will certainly put the 'spotlight' on the plants. These unique lights produce a full spectrum of cool and warm colours and help to keep the plants healthy. In most situations, the light produced by a standard fluorescent lamp is not sufficient to keep plants alive.

Grow lights not only have a positive influence on the lifespan of plants, but they also give you a wider choice of plants. You are not restricted to certain plant species due to insufficient lighting. You are free to create an attractive green wall made up of a variety of plants.

NORDIC GREEN DESIGN, SWEDEN

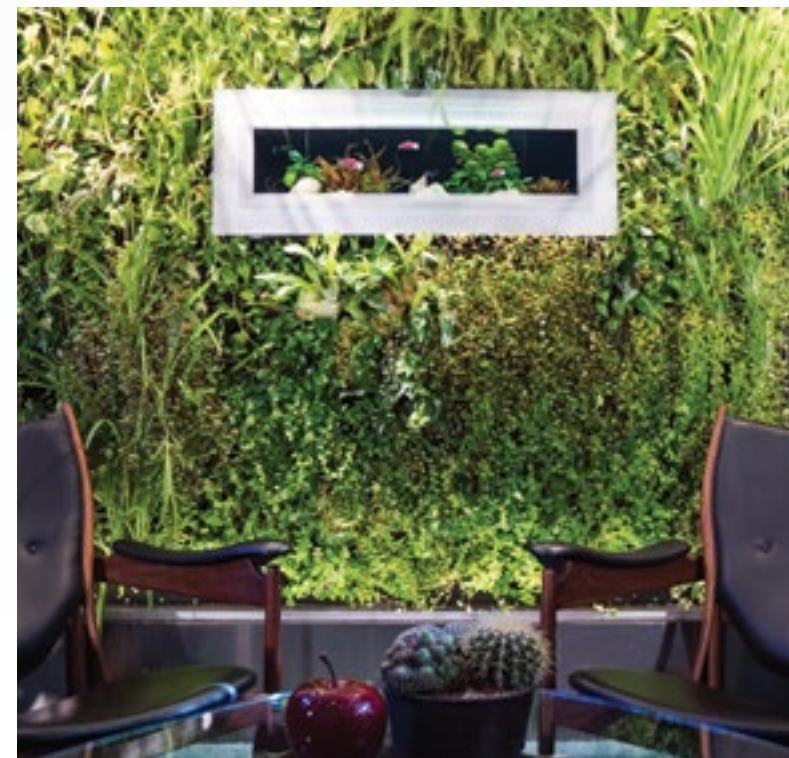
Nordic Green Design specialises in both indoor green and indoor blue. They create a pleasant living or working environment in which aquariums, in combination with interior plantscaping, enhance the atmosphere. What is their vision for merging these two interior landscapes?

Experiments have been conducted on combining water and tropical plants in the interior for many years. This knowledge is used to develop biotechnological and architectural solutions. One of the objectives is ultimately to realise an indoor eco system that requires little maintenance. According to Robin Olsson, Marketing Director at Nordic Green Design, the aquarium is currently making a comeback in the interior. Can you explain?

‘Standard aquariums for the business market were very popular from the ‘90s to approximately the year 2000. After that, interest in these aquariums markedly diminished. Meanwhile, specialist aquarium construction is an emerging trend in Europe. That is what we do. We combine interior plantscaping with underwater landscapes in aquariums. We have a subsidiary company that, in cooperation with architects, designs aquariums and installs them in greening projects. This involves bespoke aquariums that can be built into living green walls, for example. We have exhibited this concept at the Stockholm Furniture and Light Fair, where many professionals from Europe come to get inspiration. We now have the expertise and the contacts to realise this new concept.’



What is the following step within this ‘blue-green’ indoor evolution? ‘We are going from aquariums to aquaponics. A small aquaponic system often consists of an aquarium combined with planters and hydroculture. Currently, water and greenery are still two different systems. In the future, we will see ecosystems in which green and blue interior landscapes come together. The challenge is to build an ecosystem in which fish and tropical plants live in symbiosis. The water runs along the green wall where it is purified by the tropical plants before being returned to the aquarium.’



The team of Nordic Green Design started five years ago. Robin Olsson tells the story: ‘I come from an aquarium company and have now been working in the green sector for five years. During those five years, we have grown to become one of the two largest interior landscapers in Sweden. Nieuwkoop Europe has helped us to achieve that. They provide us with everything we need, when we need it, and contribute ideas when carrying out plantscaping projects. We have managed to come so far partly as a result of this extraordinary cooperation.’



**PLANTS MAKE THE DIFFERENCE
THESE TWO PHOTOS NEED NO EXPLANATION
GREEN ALWAYS SPEAKS FOR ITSELF.**



NIEUWKOOP EUROPE ADOPTS 4,000 M² OF RAINFOREST

Our tropical rainforests are disappearing rapidly. This is resulting in a huge loss of biodiversity, from small insects to the majestic jaguar, and even animals and plants that we have never even heard of! Together with Nieuwkoop Europe, the Work with Nature foundation is committed to protecting the rainforests in Costa Rica.

Costa Rica is one of the most beautiful and unique places in the world and the pre-eminent country for plants. Thanks to its geographical location, the climate and the varied landscapes, over 12,000 different plant species grow here. That optimum climate enables us to cultivate a beautiful and varied range of plants at our production locations. Due to our special relationship with this country, we are happy to commit ourselves to protecting its magnificent nature.

For that reason, in June, Nieuwkoop Europe organised a special campaign. For every plant bought from our own production, 50 euro cents was donated to the Work with Nature foundation. With the proceeds, we were able to protect 4,000 m² of rainforest. We are very proud of this excellent result!



COLUMN

We have a guest columnist in every edition of the Nieuwkoop Glossy. This time, the column has been written by Benoît Pelleriaux, Chairman of the EILO and owner of Any Green.



NEARLY NEW OFFICE PLANTS

There is no avoiding it, biophilic design has been a hot and trending topic for quite some time. Unfortunately for us as interior plantscapers, this trend is not just about plants, but also about all elements that awaken a natural association within us. These elements include artificial plants, wooden materials, flowing water and even posters of natural landscapes. One thing is certain, the greening of our living and working environment has long been an important topic whichever trendy name it is given.

I have been working in interior plantscaping for more than 35 years and have seen so many trends. A solitary plant with smaller plants growing around the base of the plant was very popular in the '80s. Back then, they often came in white or brown plastic pots. But it was not long before a new trend emerged with plants in ceramic and terracotta pots, followed

by stainless steel and aluminium pots. Nowadays, plant islands – different types of plants all grouped together en masse – are totally hip again. But also old-looking plants with thin twigs and very few leaves have made a comeback into our interiors. We refer to them as plants with character. Perhaps one day there will be a market for 'Nearly New Office Plants'. For example, we have delivered thousands of plants under rental contracts, and at some stage they will be returned to us. Sometimes they might come back minus a twig or with a slightly damaged leaf, but they will still have character! We will definitely be able to do something with them.

It is not an easy task for an interior plantscaper to follow all the trends that are widely spread by Instagram, Facebook and Pinterest, where the sky is the limit. However, these trends present an opportunity to further develop your services and discover new possibilities. To stand still is to go backwards!

If you wish to stay up to date with the latest trends, are interested in innovative ideas or want to be inspired by unique projects, join other European colleagues at the EILO conference on 3 and 4 October in Paris.



RAIN SHOWER

Our hydroculture plants are supplied with water through the ingenious ebb and flow system. But in the cultivation tents, the plants also receive water from above. This 'rainwater' is sprayed as a fine mist to keep humidity levels high. This is how we encourage the growth of new roots after the plants have been transferred to hydroculture.

NEW BUILDING IN THE SPOTLIGHT

A substantial amount of work has been carried out on our new building over the past year. No less than 25,000 m² of space for green! The first pile was driven into the ground on 13 June 2018. The roof was installed in December, and in May it was time to connect the electricity and all other utilities. Now that the building is finished, we are pleased to show you the result...

Processing room

The new building has a large processing room. This is where the cultivation of our plants starts and where soil-based plants, etc are transferred to hydroculture.

The office

The new office houses our colleagues from the cultivation and plant procurement departments. This is where plants are bought from growers at home and abroad.

Quarantine

Imported plants are inspected for diseases and pests in the reception and quarantine room. We have a total of four closed rooms, all of which are equipped with a separate heating element and hermetically sealed doors.



LED lighting

The entire nursery is equipped with energy-efficient LED lighting. LED lights are 85% more energy efficient than incandescent bulbs and use 75% less energy than halogen bulbs.

Underfloor heating

Underfloor heating has been installed throughout the nursery. The rising warm air ensures that the greenhouse is heated in an energy-efficient way.

Heat storage

We have also had a large heat storage built. Sometimes heat generated during the day is not needed in the nursery. This heat is then stored so that it can be used during the night to heat the greenhouse.

Glass roof

Cultivation under glass is by far the most used method in plant cultivation. Glass has a high light transmittance compared to plastic, enabling optimal utilisation of natural daylight.

Double screens

The new building is equipped with double screens. A vapour barrier that controls humidity in the greenhouse and an energy-saving screen that reduces heat loss.

Cold greenhouse

We have a so-called cold greenhouse with lower temperatures. This enables us to grow exotic plants such as Dicksonia, Strelitzia, Trachycarpus and Chamaerops.



Fans

The fans ensure good air flow so that heat is distributed evenly throughout the greenhouse. As a result, there are no temperature differences in the corners or along the edges.

Hanging system with water drips

We have had a system developed on which we can hang both hanging plants and water drips. Hanging up the plants saves on space and using drips prevents water from flowing over the edge of the pot. We thus avoid residue from falling on the leaves of the plants directly underneath.

Ebb and flow system

The ebb and flow system provides all plants with the same amount of water at the same time and for the same duration. This is how we manage the uniform growth and quality of our plants.

WiFi everywhere

Several WiFi hotspots are available in the greenhouse, ensuring superfast internet connections everywhere.





NEW REVOLUTIONARY SPRAY SYSTEM

Since June, the Nieuwkoop Europe nursery has been working with a new revolutionary spray system designed to reduce the use of pesticides and improve results.

The system disperses a thin, electrostatically charged mist. The droplets repel each other, enabling them to spread out in

the air better and attach evenly to the leaves. Thanks to this technique, 50-75% less pesticide is needed.

In addition, innovative rotating air technology effectively treats both the top and bottom of the leaf. The bottom of the leaf is often the spot where the most pests are found. As a result, not only do we use less pesticide with the new spray system but we also improve the result!

EMPLOYEE IN THE SPOTLIGHT JAN DE JONG

In every edition of the magazine, we introduce you to one of our colleagues. This time, we would like to introduce you to Jan de Jong.

Jan is the production leader and is responsible for planning, organising and supervising all the activities in the nursery. With a great deal of passion, he tells us something about his work. 'In the nursery, we are responsible as a team for the growing process and the care of our plants, such as watering, pruning, cleaning and protecting them against diseases and pests. In addition, we ensure there is sufficient stock available at the pick locations.'

'My task is to supervise all these activities in the nursery, but I also like to be busy with the plants myself. For example, I carry out tests using light, substrate and the climate to study how we can improve the quality of our plants,' says Jan.

Is it not difficult to manage the quality when you have so many different types of plants in the nursery? 'Climatologically speaking it is quite a challenge', says Jan. 'We have to take the different ways of watering, crop protection and light intensity into account and adapt our climate control accordingly. But the fact that we grow plants in this way has a major advantage. Because we cannot simulate the optimum conditions for every plant, they become stronger, making them ideal to use in offices. The temperature in many offices is not exactly adapted to the plants either.'





MORE AND MORE SUSTAINABLE PLANTERS

We have to start thinking differently. We can no longer only use new raw materials for the production of goods. That is why a conscious choice is increasingly being made for sustainable products. This trend can clearly be seen in our sector, not only where it concerns plants, but also planters and accessories.

At the beginning of this year, we introduced the Fibrics brand. Fibrics is a brand of planters for indoor and outdoor use that

was designed from a completely sustainable perspective. The products are made from natural materials, predominantly bamboo, and the colour is determined by the use of agricultural materials like coffee beans and wheat husks. These materials are shredded and then bound together by a small amount of resin.

The planters are not only sustainable from the very start, but they also last a very long time! The products are fully waterproof and frost and UV resistant, so they will still look beautiful in several years' time.

NEW



THE ROUGH APPEARANCE OF VOLCANIC ROCK

The new Lava collection was inspired by rough volcanic landscapes dominated by many cracks and holes. The characteristic structure of these ceramic planters is achieved through a special processing technique that we call 'scratch off'.

The planters are covered with a unique glaze, which is scraped off after firing at 1350 degrees. This is how the irregular structure that gives the planters their robust appearance is achieved. Each product is unique, which means that no two planters are the same.