



## **PRESS RELEASE**

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# **WATERDRINKER, OZ PLANTEN AND HAMIPLANT JOIN FORCES TO BECOME DUTCH PLANT GROUP**

## **Cooperating to strengthen the floriculture industry's innovative power**

Aalsmeer, Honselersdijk, 11 November 2020

As of 11 November 2020 Waterdrinker will join forces with OZ Planten and Hamiplant (both part of Dutch Flower Group) to form the Dutch Plant Group. By sharing knowledge and international network of plant breeders and growers, Dutch Plant Group aims to accelerate the flow of innovative new products from the breeding process to end markets.

Waterdrinker is one of the international floriculture sector's largest plant trading companies. Known for its focus on product innovation and collaboration with growers and breeders, Waterdrinker employs 350 people in its continual operation supplying all kinds of businesses, from individual florists to retail multiples. Two years ago, Waterdrinker opened Europe's largest trade and wholesale plant purchasing centre, the Green Trade Center (GTC) in Aalsmeer. GTC offers an enormous range of plants and accessories, in which novelties and innovation are a prominent feature.

OZ Planten supplies wholesalers, florist chains and retail multiples such as garden centres and DIY stores, as well as specialist retailers in the Netherlands and all around Europe. OZ Planten promotes "passion for plants" via a relationship-oriented approach with both growers and customers.

Hamiplant is dedicated to supplying retail multiples such as supermarket chains, garden centres and DIY stores, as well as various European wholesalers and specialist retailers. One of the Westland area's leading floriculture businesses, Hamiplant's position specialising in indoor and garden plants has been significantly strengthened in recent years, partly as a result of successfully integrating Vida Verde, E. den Dekker (EDD), DRC and, most recently, Dames Plants.

Sustainability is an area in which all three of these companies play a leading role, having already worked within the Floriculture Sustainability Initiative (FSI) for years, as well as being partners in the IRBC (International Responsible Business Conduct) Covenant for the sector.

Sustainable sourcing, based on certifications from the "FSI Basket of Standards", is fully implemented within their purchasing processes and is an integral aspect of their network of growers.

There will be no change to the way Waterdrinker, OZ Planten and Hamiplant serve their individual customers through their existing account teams. However, the opportunities arising from the enlarged shared grower network will be used to offer a wider range of plants and exclusive varieties.

There will also be no changes to the individual companies' management. Board members Bob Moria and Mariska Foppen (Waterdrinker), Henk-Willem Spaargaren (OZ Planten) and Leon Buskermolen (Hamiplant) will form an umbrella team focussing on a number of joint strategic themes such as product innovation, supply chain optimisation and digitalisation.

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Notes for editors:

**Waterdrinker**, based out of Aalsmeer, is devoted to indoor and garden plants and is one of the floriculture sector's largest trading companies.

Waterdrinker employs 350 people in its operation supplying various businesses, from individual florists to retail multiples, in the Netherlands and all across Europe. Waterdrinker promotes the use of plants to lead creation of happy and healthy living environments.

Waterdrinker's notable strength lies in its enormous range, which includes many novelties, exclusive and exceptional plants which have been developed together with growers and breeders.

More information at: [www.waterdrinker.nl](http://www.waterdrinker.nl)

**OZ Planten**, another Alsmeer-based business devoted to indoor and garden plants, is also one of the floriculture sector's largest trading companies. OZ Planten has 110 employees working on daily supply to florist chains and retail multiples such as garden centres and DIY stores, within the Netherlands and all across Europe. OZ Planten promotes "passion for plants" via a relationship-oriented approach with both growers and customers.

OZ Planten is part of Dutch Flower Group.

More information at: [www.ozplanten.nl](http://www.ozplanten.nl)

**Hamiplant**, like these other two trading companies, is a leading organisation within the floriculture sector. The company is based at Trade Parc Westland in Naaldwijk.

With its 270 employees, Hamiplant is focussed on daily supply to retail multiples such as garden centres and DIY stores, wholesalers and specialist retailers within Europe.

One of the Westland area's leading floriculture businesses, Hamiplant's specialist position trading indoor and garden plants has been significantly strengthened in recent years, partly as a result of successfully integrating Vida Verde, E. den Dekker (EDD), DRC and, most recently, Dames Plants.

Hamiplant honours its "We bring vitality" motto via a highly efficient supply chain. Hamiplant is part of Dutch Flower Group.

More information at: [www.hamiplant.nl](http://www.hamiplant.nl)

**Dutch Flower Group** (DFG) is a worldwide family of specialised trading companies. Together, they are leaders in the import, export, trade and market development of cut flowers, bouquets, plants and decorative greens.

Supplying importing wholesale companies in more than 60 countries, DFG is the market leader in providing category management services for flowers and plants to leading supermarket chains, garden centres and DIY stores in Europe.

With its 3,050 employees, Dutch Flower Group had a turnover of €1.7 billion in 2019.

More information at: [www.dfg.nl](http://www.dfg.nl).

If you have any questions regarding this press release, please contact:

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