



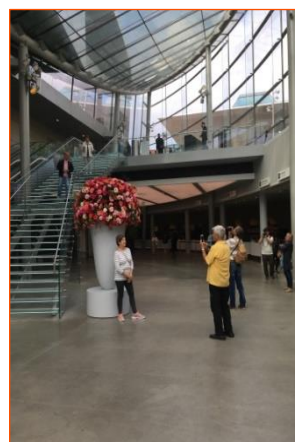
LOCAL NEWS FOR YOU

Castle Groeneveld: *Bloemkunst 2016* was a true haute-natural spectacle. 26,000 flowers and plants of Dümmen Orange varieties were used in this unique flower exhibition at Castle Groeneveld. Twelve top flora stylists from the Netherlands each transformed a room of the castle with striking arrangements. Designers Evelien V.d. Sande and Maurice van Spijk received the honor to dress the 'Taets van Amerongen Room' 'with our beautiful gerberas.



Open House Gerbera: Week 44 was completely dominated by the IFTF in Vijfhuizen and the FloraHolland Trade Fair in Aalsmeer. During this week, our new showhouse opened as well and beautifully displayed our gerbera assortment. If you were not able to visit the new showhouse, our doors are always open at Mijnsheerenweg 33 in Kudelstaart. We look forward to meet you!

Van Gogh Museum: At the opening of the exhibition "De Waanzin Nabij" our gerberas were present in a great display compiled by Oogenlust. The large arrangement with colorful gerberas decorated the exhibition area and was admired by many visitors.





CUSTOMER IN THE "SPOTLIGHT"

Spotlight: This period is company "Green Valley Floral" standing in the spotlight. Husband and wife team Curtis and Janet Louie are responsible for running Green Valley Floral. Located in sunny Salinas, Central California, they grow over 70 Garden style and Hybrid tea roses, 120 Gerbera varieties and over 40 varieties of Oriental lilies. Together with a great team of growers and sales people, they are dedicated to supplying their customers with beautiful flowers and excellent service. Because of extensive testing and great marketing efforts, Green Valley has introduced many new varieties to flower buyers in the United States.

With an eye for trends, Janet and Curtis saw the potential of our Gerrondo® series at a very early stage. They took great care of promoting the Gerrondo® assortment to their customers and turned it into a very successful program. In September, Green Valley Floral entered Dümmen Orange standard gerbera varieties serene white Terra Icy and hot pink Terra Pizzaz in the Outstanding Variety Competition of the Society of American Florists (SAF) and both varieties were awarded with Ribbons. Green Valley Floral is Veriflora™ certified for sustainability and invested in a solar installation that will offset more than 75% of Green Valley Floral's energy bill.



for you

PO Box 26, 2678 ZG De Lier, The Netherlands | +31 (0)174 53 01 00 | dummenorange.com



VARIETY IN THE "SPOTLIGHT"

Standard: Slingshot is a new introduction in the standard series. Slingshot is known for its beautiful deep red color with a black heart with a fine production.

Name:	Slingshot
Color:	Red
Prod - subs M2/Year:	320-360
Diameter (cm):	11-12
Stem length (cm):	65-70
Vase Life:	18-20
Prod - soil M2 /Year:	260-300



VARIETY IN THE "SPOTLIGHT"

Standard: Alfama is a new introduction in the standard series. Alfama is known for its bright yellow color, long stem and has a relatively good production.

Name:	Alfama
Color:	Yellow
Prod - subs M2/Year:	260-280
Diameter (cm):	12-13
Stem length (cm):	60-70
Vase Life:	13-15
Prod - soil M2 /Year:	180-200



VARIETY IN THE "SPOTLIGHT"

Germini®: Mahindra is a new introduction in the Germini® series for this season. Mahindra is known for its elegant flower and receive many positive comments from the growers side.

Name:	Mahindra
Color:	Purple
Prod - subs M2/Year:	525-575
Diameter (cm):	7-8
Stem length (cm):	65-70
Vase Life:	14-16
Prod - soil M2 /Year:	180-220



for you



VARIETY IN THE "SPOTLIGHT"

Specialty: Terra Calysto is a specialty that falls within the range Gerrondo® mini. Terra Calysto is known for its bright white petals combined with a fresh green heart.

Name:	Terra Calysto
Color:	White
Prod - subs M2/year:	425-475
Diameter (cm):	7-8
Stem length (cm):	65-70
Vase Life:	20-22
Prod - soil M2 /Year:	300-350



MARKETING NEWS & EVENTS

Gerbera brochure 2016-2017: We are very pleased and proud to announce that our new gerbera brochures are available for this season. In addition to our general brochure, we have a brochure specifically for the Japanese market this year. Many new varieties are now visible in both editions.

If you have questions, suggestions, comments or you haven't received our new brochures? Please, feel free to contact our marketer gerbera over R.vanKester@DummenOrange.com



for you



New website launch: On November 1st 2016, Dümmen Orange® took the next step in uniting the world through the language of flowers, as the company launches its online product catalogue and renewed website. The new platform will offer regional news, is available in 9 languages, has a completely new design, gives access to product information and shows real time availability. Check our new website: DummenOrange.com

Events calendar

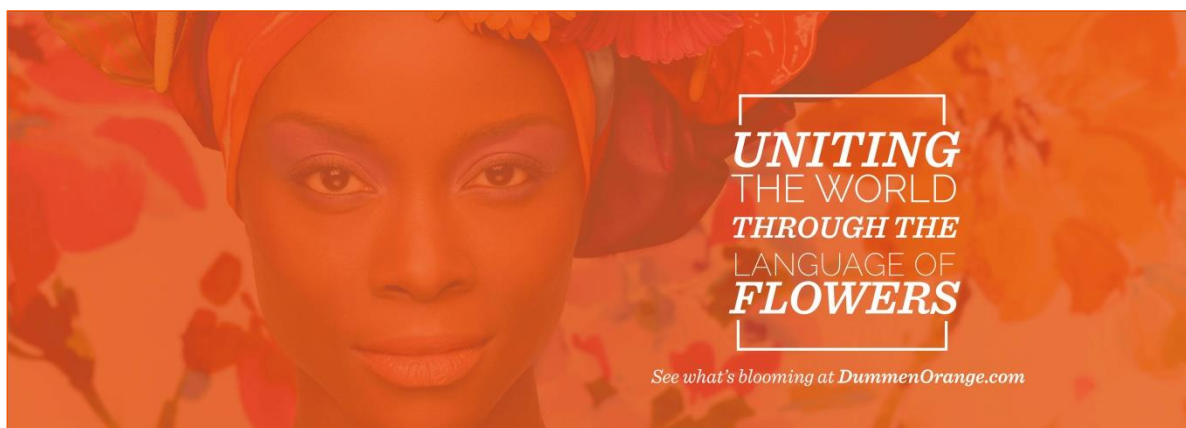
Write the following dates on your calendar so you don't miss anything!

- Jan 20-29: Grüne Woche (*Berlin/Germany*)
- Jan 24-27: IPM (*Essen/Germany*)
- Jan 27-30: FloraDecora Christmas World (*Frankfurt/Germany*)

Have you seen our Facebook page? Here you can find the latest news about Dümmen Orange, our varieties, and our marketing activities.

Visit and "like" our page on [Facebook](https://www.facebook.com/dummenorange) so you don't miss anything!

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