

GROWERTALKS

GT in Brief

8/27/2015

Flamingo Holland & Gootjes-AllPlant Announce Partnership

Jennifer Zurko

Vista, California-based Flamingo Holland together with Gootjes-AllPlant B.V. have announced they've joined forces to bring Stage III tissue culture to the North American market. The partnership came together in an effort to facilitate the need for technical service in North America, while also streamlining ordering, shipping and freight.

AllPlant owner Simon Gootjes said, "We pride ourselves on servicing our customers in the best possible way. By working with Flamingo Holland, this provides us the ability to continue to service growers quickly and efficiently. This joint venture is an added value to our North American customers. AllPlant will continue to search for innovative and special plants to bring to the market, while also providing a reliable supply chain."

Flamingo Holland General Manager Robin van der Schaaf adds, "To our knowledge, this is the first partnership of this kind in North America. With our strong sales and customer care team, we will be able to service customers with the high level they have come to expect from Flamingo Holland and AllPlant."

Perennials are a main focus of AllPlant with top varieties including Geranium Rozanne, Rudbeckia Little Goldstar, Anemone Fantasy Series, heucheras and echinaceas.

Gootjes-AllPlant B.V. is based in Schagen, Netherlands. Since the start of the company in 1997, Simon Gootjes and his team have specialized in rooting plants from tissue culture to the European market, as well as supplying tissue culture to the North American market.

Flamingo Holland is a leading company in the distribution of flower bulbs and perennials to the professional flower growers. It's an affiliate of Van den Bos Flowerbulbs B.V. of Holland. This North American company has offices in both Canada and the U.S. and serves as a breeder and broker to the cut flower and potted plant markets. **GT**