GROWERTALKS

GT in Brief

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Florist Holland and HilverdaKooij Announce a Merger

Jennifer Zurko

Florist Holland and HilverdaKooij have announced that they're merging. Both companies from De Kwakel have individually been active in the field of breeding and propagation of flowers and plants for more than 40 years.

By combining their knowledge and resources, the companies said in a statement, they're able to further improve and expand their assortment, with a joint focus on investing in automation, and innovative cultivation and breeding techniques. Together, global production is growing because the bundled international network consists of production locations on every continent.

"In the start-up period, we regularly discussed our joint ambitions and the drive for innovation with each other," said Jan Hilverda, Managing Director of HilverdaKooij. "It soon became clear that our goals were the same. With all the possibilities we create by combining our companies, this is the only logical step for the future."

"We'll turn two strong companies into one, in everything," said Melchior Moen, Managing Director of Florist Holland. "This means that we will be working from a single location in the Netherlands. The first step has already been taken with the purchase of 4 hectares of land adjacent to the Florist site. The aim is that from 2020, we will all be working at the same location." **GT**