

RE-NATURE



Park Cinquantenaire :
From planting to flowering

Blooming Summer Trams:
Simrishamns Kommune

Verver Export:
A peek into practice

Reportage:
BUGA Mannheim

Verver Export Magazine

20**24**



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NO OSTRICH BEHAVIOUR...

Extreme heat, extreme summer storms, extreme rainfall, nothing seems normal for the time of year anymore, everything gets the addition 'extreme'. Problems that we as humans caused together and need to fix in cooperation with nature. Improving the overall biotope and ecosystem should improve the long-term viability of all living things on this earth.

At Verver Export, we do not stick our heads in the sand for these global issues. Within the organisation, we look at what is within our capabilities to improve in the short and longer term. Think about recycling, clean energy and CO2 emissions.

But like any business, we also have to think about our profitability and therefore often put ourselves in our customers' shoes. With you, the above-mentioned extremes affect your daily work, whether you are behind the drawing board or outside working in management. This means that the Verver Export creative and sales teams work continuously on product/concept innovation to ensure the usability of our products in these special circumstances also function. In many cases, it also means thinking 'out of the box' and collaborating with totally different partners to realise a solution for public green space that is profitable for you.

A new, difficult challenge that we have taken up with great enthusiasm and where we hope to be able to show you our first 'solutions/concepts' as soon as possible. As always, with these new developments, we do not proceed 'overnight'. Testing, testing and testing remains the credo here too.

However, one thing is certain - planting spring-flowering flower bulbs in autumn is a lucrative application for public green spaces. It brings a lot of colour into the lives of your residents, visitors without much extra management effort. So seize the opportunity now to plant flower bulbs this autumn!

With (extremely) green greetings,

Tijmen Verver



PROJECT BRUSSELS - PARK CINQUANTENAIRE

Brussels' Park Cinquantaire, an oasis of peace and greenery in the midst of the bustling city, became the scene of a breathtaking project in 2022. As Verver Export, we initiated an ambitious plan on behalf of Bruxelles Environnement under the leadership of M. Jean-Christophe Trillet. Almost 2,000 square metres of this iconic park was machine-planted with a naturalising mixture of bulbs and seeds.

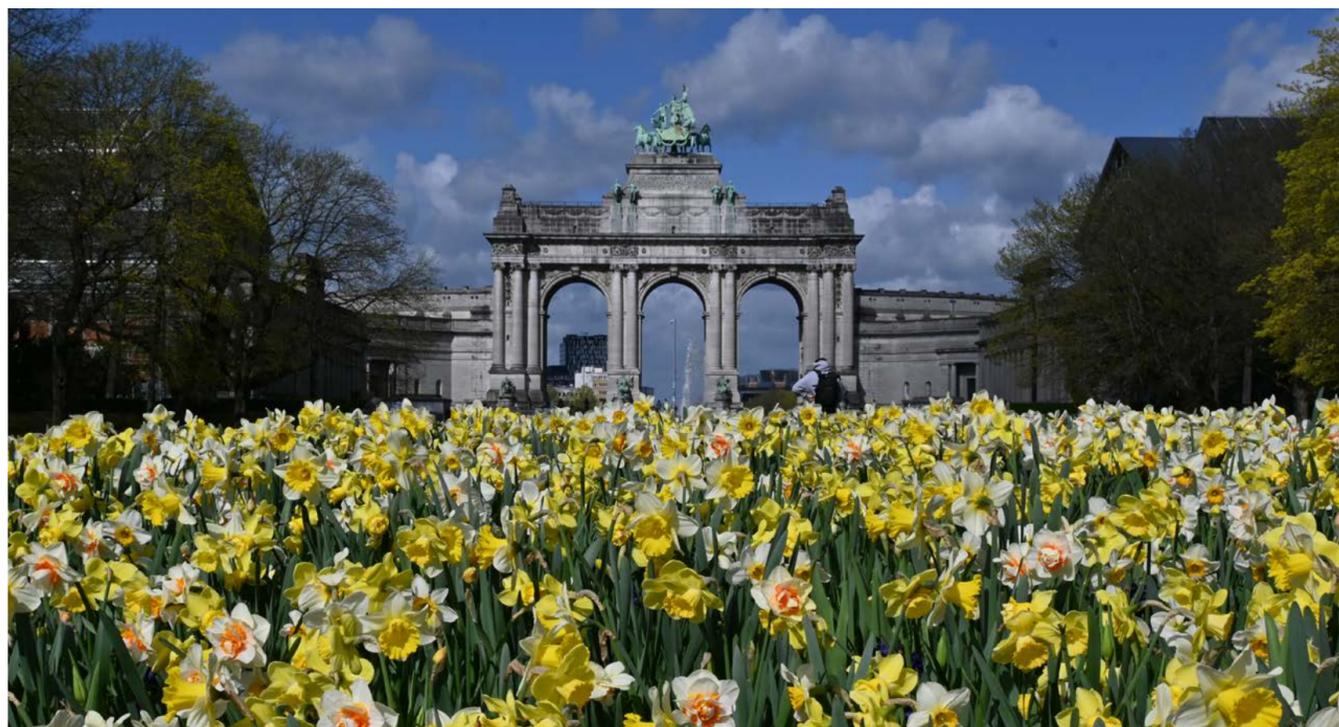
With the help of the sophisticated Rotoplantar, more than 500,000 bulbs were placed into the fertile soil with precision. This ingenious machine worked the soil while simultaneously planting the bulbs, enabling efficient and precise planting. But it did not stop there - a seed mixture of perennials was carefully applied, adding an extra layer of colour and texture to this green carpet.

The result of this enterprising project revealed itself in spring 2023, when Park Cinquantaire awoke from its winter hibernation. The Brussels public was treated to a wealth of colours and scents as flowers blossomed in full splendour among the century-old trees.

Admirers strolled along the flower-strewn paths, immersed in a sea of hues and nuances that enhanced the natural

beauty of the park. The project was appreciated not only for its aesthetic splendour, but also for its contribution to preserving biodiversity and encouraging a healthy, thriving living environment in the heart of the city.

Park Cinquantaire became a living tribute to the harmony between man and nature, where the vision of Verver Export and the commitment of Bruxelles Environnement merged to create an inspiring symbol of growth and renewal.



GREEN NETWORK | POP-UP PARK: UNEXPECTED RESOURCES

An unexpected, green discovery

In public green, we cannot escape instant solutions. Construction work in your city that is an eyesore for residents and passers-by for months on end. Contaminated, empty lots that you as a local authority have no control over but affect the streetscape in the shopping street or neighbourhood. Time for action!

At the heart of bustling Europe, from France to Scandinavia, an unexpected green discovery is unfolding. Amidst the ever-growing importance of green initiatives in Europe, inspired by the European Green Deal, temporary Pop-up Parks are popping up in unexpected places - each with a unique look that perfectly suited the local environment.

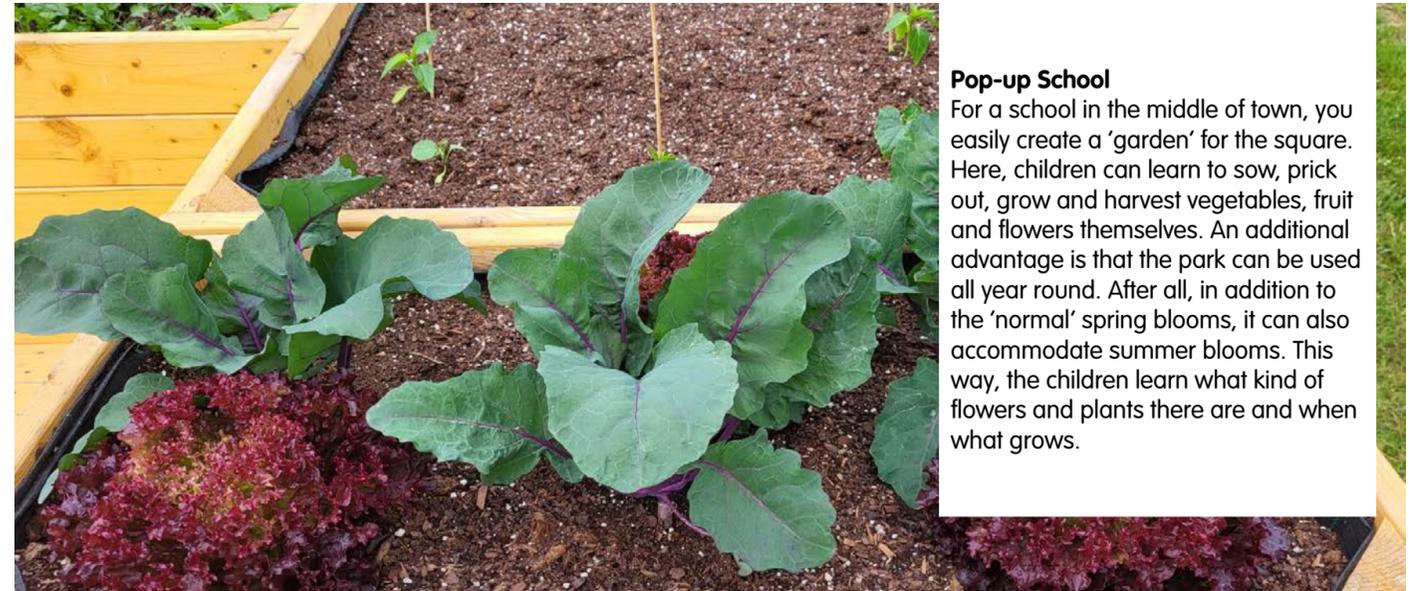
Multifunctional use

The instant park can be used in many ways within the outdoor space you want to manage or inspire. Some examples from the Verver Export practice, where the park is used in different ways:



Pop-up Vegetables

In Ostingersleben, Germany, the Pop-up Park was set up as a vegetable garden. Where there is not much to see in the beginning, a few weeks later there is a green oasis. From lettuce and tomatoes to courgettes and kohlrabi.



Pop-up School

For a school in the middle of town, you easily create a 'garden' for the square. Here, children can learn to sow, prick out, grow and harvest vegetables, fruit and flowers themselves. An additional advantage is that the park can be used all year round. After all, in addition to the 'normal' spring blooms, it can also accommodate summer blooms. This way, the children learn what kind of flowers and plants there are and when what grows.



Pop-up Beach

Just before the French border in Luxembourg is beautiful Mondorf. At this wellness/spa resort, the idea is of course to spend a day relaxing. And what better way to do this than among the palm trees placed in the Pop-up Park? The uninhabited-island atmosphere thus created reflects the ultimate in relaxation.



Pop-up Graffiti

During one of our French parties, last year in Bourgoin-Jaillieu, the graffiti version of the Pop-up Park was displayed. What could be more fitting in an urban environment, than an urban temporary park? A colourful whole, both in the planting and on the outside.



PopUp Park

Also in the Netherlands, public places can use some beautification. In Heerhugowaard, for instance, near the Middenwaard shopping centre, there is a square that has been brightened up by the Pop-up Park. And with success! The first day after the park was installed, it was already in full use. People were particularly spotted eating ice cream, but also local shop employees who could sit outside for a while during their break, enjoyed it.



And so many other opportunities can arise from acquiring the pop-up park. Think of a therapy garden, where the little park with the right scents, colours and materials stimulates and activates people in a positive way. The park can also serve as a temporary meeting place for a 'good conversation' with the local government. A 'standing table' in the outdoor space where regional, political questions can be asked and opinions shared at fixed times during the summer months. Politics meets citizens at outdoor locations.

As the flowers bloom, awareness of the importance of green spaces in cities is growing. Public authorities across Europe are starting to support greener policies and invest in sustainable initiatives. The Pop-up Park concept serves as an inspiring example of how city dwellers, all over the world, can have a positive impact on their urban environment with a shared vision.



Blooming Summer Trams throughout the season

COLOUR, TILL THE END

For this spring magazine, we had a short Q&A with Pia Petersson of Simrishamns Kommun in Sweden. The subject of our short interview is about Verver Export's ready-made summer border concepts, called Summer Trams.

Was it the first time you planted Summer Tram concepts from Verver Export?

"No, this was the second year for us as a city. It went down well the first time so definitely worth repeating."

Why did Simrishamns Kommun decide to work with the Summer Tram concept?

"They are beautiful combinations of summer bulbs and annual plants that have a long flowering period. They are already completely thought through in design so easy for us as a green team to put into practice. Moreover, they have already been tested, so the proportions between the different plants are also correct during the growing season."

What other annual plantings do you have in your city?

"We don't use very many annuals in the summer period. Only plants in containers as decoration. Also, those containers often have a traffic regulating function. But we don't otherwise apply annuals in borders or flower beds."

You have planted Verver Export's concepts in wood-fringed beds along the road. Are these temporary flower beds?

"These flower beds are specially made for annual plantings. So they will be filled every spring for a long flowery summer period."

How do you feel about the flowering of the Summer Trams throughout the season?

"We specially choose these concepts because they flower all season until frost. First, it's mainly the annuals that quickly produce a flower and give colour. Then quickly followed by the annuals that take a bit longer, but also the first bulbous flowers. Halfway through the season, the dahlias take over. Together with other late bloomers but also grasses, they give

colour until the end."

You planted two concepts last summer: Vesuve Veine and Purple Fiesta. Why did you choose these two?

"We wanted variety, so the team chose from the catalogue the two concepts that they liked but also fit together. They can be seen in one 'streetscape', so matching was desirable."

Which of the two concepts did you like best?

"That's very difficult to say. Both are beautiful in their own way. I don't have a personal preference."

What was most special/most spectacular last summer?

"That was definitely the contrast between the big Dahlias, the Cannas and the smaller plants. Contrast in shape but especially the combinations between the large and small plants."

Have the residents of Simrishamns Kommun noticed the summer planting?

"We have had a lot of positive feedback about the summer borders. I am sure people have observed and enjoyed the flowers!"



Would you recommend Verver Export's Summer Tram concepts to other cities and towns?

"Especially if you work in a smaller city or municipality, you don't have time to make your own plans because picking the plants, combing them and buying them takes a lot of time. These concepts then make it easy for you, you save a lot of time and you get a good result. So I would definitely recommend them!"

Do you also use these flower beds for planting spring-flowering bulbs?

"That would be nice. But we have invested in machine planting of flower bulbs for this autumn. So spring flowering will definitely be there but not in these flower beds."

Pia Petersson - Simrishamns Kommun (SE)



“ We specially choose these concepts because they flower all season until frost ”

INTERVIEW: SIMRISHAMNS KOMMUN

ASSORTMENT IN MOTION!

In the dynamic landscape of the agricultural industry, Verver Export introduced: virus-resistant tulips. This addition to our catalogue mainly reflected a strategic shift towards more sustainable practices.

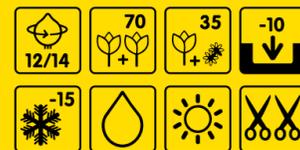
With growing pressure to reduce the use of crop protection products, virus-resistant tulips are becoming a crucial solution for growers worldwide. These flowers promise not only protection against diseases but also a reduction in reliance on harmful chemicals. The introduction of these new tulip varieties marks the beginning of a transition period in the industry.

Weaker tulip varieties, unable to compete with their resistant counterparts, are slowly being pushed out of the market. As a pioneer in the sector, Verver Export is at the forefront of this development together with the breeders developing these new varieties.

There are three varieties now, but that number will grow in the coming catalogues. As a result, classic varieties, sometimes more than 50 years old, will also disappear.

Resistent tulips

A special group of disease-resistant tulips.



12831
'Mosni'

Purple violet with pinkish edge.



NEW



12832
'Novi Sun'

Bud quickly turns yellow



NEW



12833
'Spot On'

Strong large red tulip.



NEW

INSPIRATION | A PEEK IN PRACTICE

To stay completely up to date with the fun, creative plantings by our customers in the different countries, you should of course follow our socials yourself!



@ververexport

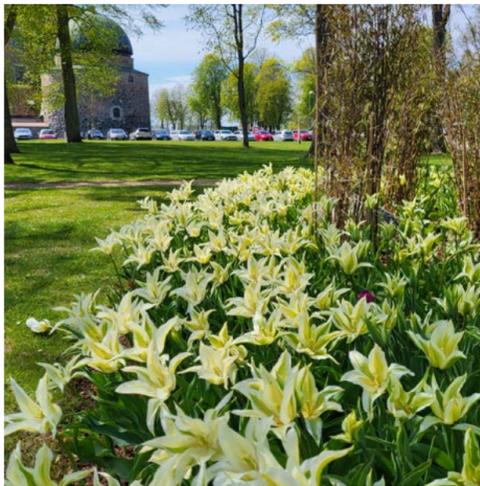


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Here a small collage of impressions of plantings, events and more...



Tulipa 'Green Star' steals the show in Vadstena (SE)



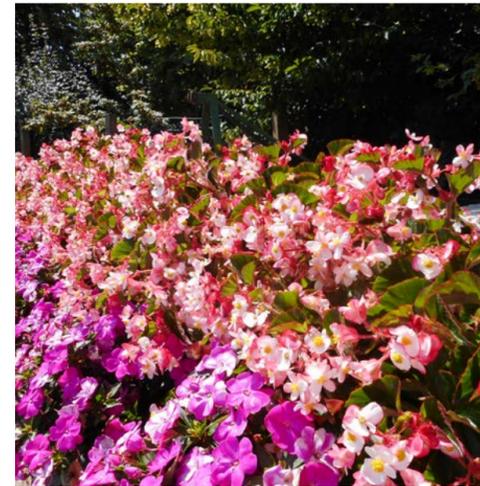
Rosengård (Malmö, Sweden) gets colour with 'Prima Amusement'.



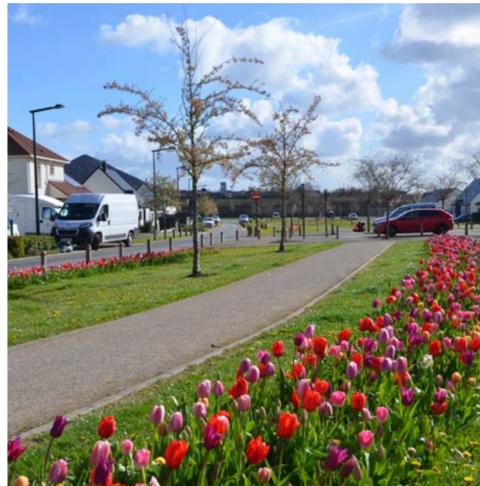
During the very successful tulip festival in Mladá Boleslav (CZ), a mix of our own was baptised!



'Hot Summer' with seeds planted by machine in Schwäbisch Gmünd (DE).



Begonia 'Braveheart' growing & flowering super in Steinach (DE).



Liévin (FR) gets nice results with kit 'Tapis Volant'.

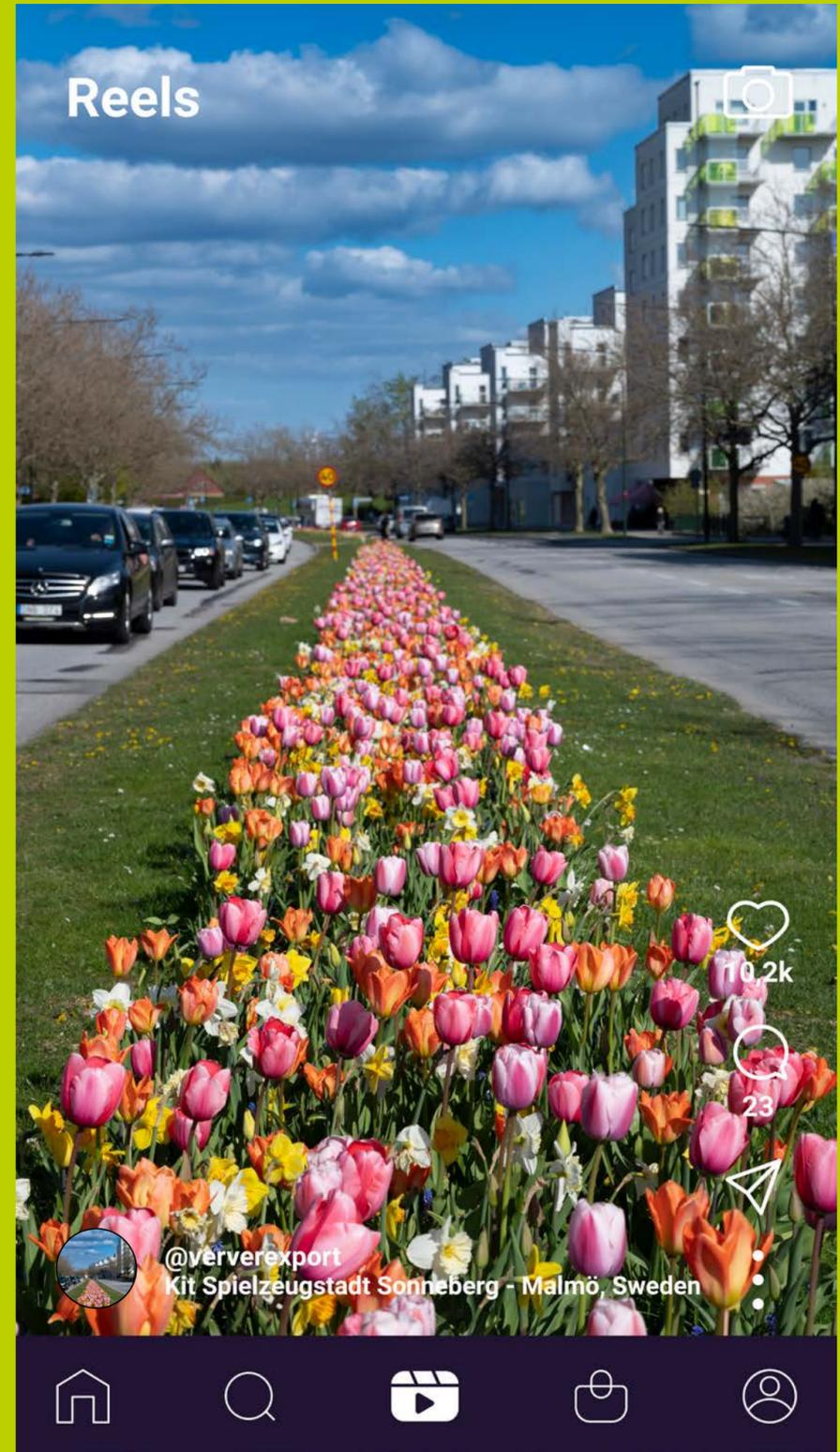


Ideal light for the photo in La Motte-Servolex (FR).



INSPIRATION

INSPIRATION | A PEEK INTO PRACTICE



INSPIRATION

178 DAYS “BEST PROSPECTS” BUGA MANNHEIM 2023

The second largest Federal Garden Show, covering 106 hectares, was being held in the ‘Quadratstadt’ (city of squares) for the second time. After 1975, the Luisenpark section of the site has thus also been integrated into the current garden show. The mature park is known and loved throughout the region for its old trees, the plant show houses and the animal enclosures. The centrepiece, however, is Spinelli Park with its 80 hectares on the other side of the Neckar. Still an American military site until 2014, the area has been unsealed, restored and renaturalised. The flower show, summer festival and experimental field are the centrepieces of BUGA 23, which is set to be the most sustainable Federal Garden Show to date (EMAS certified) due to its commitment to sustainability. The four key themes serve as the basis: Climate, Environment, Energy and Food Security. These were created from the City of Mannheim’s 2030 mission statement and the 17 sustainability goals of the United Nations (= SDGs). Together with numerous partners, solutions for future-relevant issues are being researched and demonstrated in all areas.

KEYTOPICS

Climate

BUGA 23 is looking for and investigating plants and trees that can cope with changing climatic conditions. These include periods of extreme heat and drought. Existing research projects will be realised on the site and new ideas for resource-conserving and climate-friendly growth will be presented. One exciting project is the 2023 Future Trees. This is the first time a garden show has served as a tree nursery. A simple and ingenious idea. As a former barracks site with large, wide areas, there are few shady areas for visitors. These trees will therefore temporarily serve to improve the quality of life at Spinelli. After the show, they will be planted out in the urban area, as large parts of the site serve as a fresh air corridor for the densely built-up city centre.

Environment

The extinction of endangered animal species and the decline of many native species is not only present in the media, but is also visible in everyday life. BUGA 23 is creating new habitats for many protected animal species such as wall lizards, wild bees and crested larks to counteract this trend. These measures contribute to biodiversity and thus to biological diversity. Visitors can also take away new ideas for sustainable gardening.

Energy

The demand for energy is enormous and continues to grow. This is why renewable energies play an important role at BUGA 23 in presenting decentralised solutions. A good example is the high-speed cycle link that crosses Spinelli and will eventually run as far as Darmstadt. Its surface covering, similar to a photovoltaic system, makes a contribution to energy generation.

Food security

Due to continuing population growth, land sealing and much more, current forecasts assume that by 2050, a third of the arable land required to feed everyone will be lacking. New concepts are therefore being developed to produce more food on the same amount of land in a more ecologically sustainable and resource-efficient way. Starting points here are the use of drones in agriculture and aquaponics (a combination of fish farming in aquaculture and crops in hydroponics).

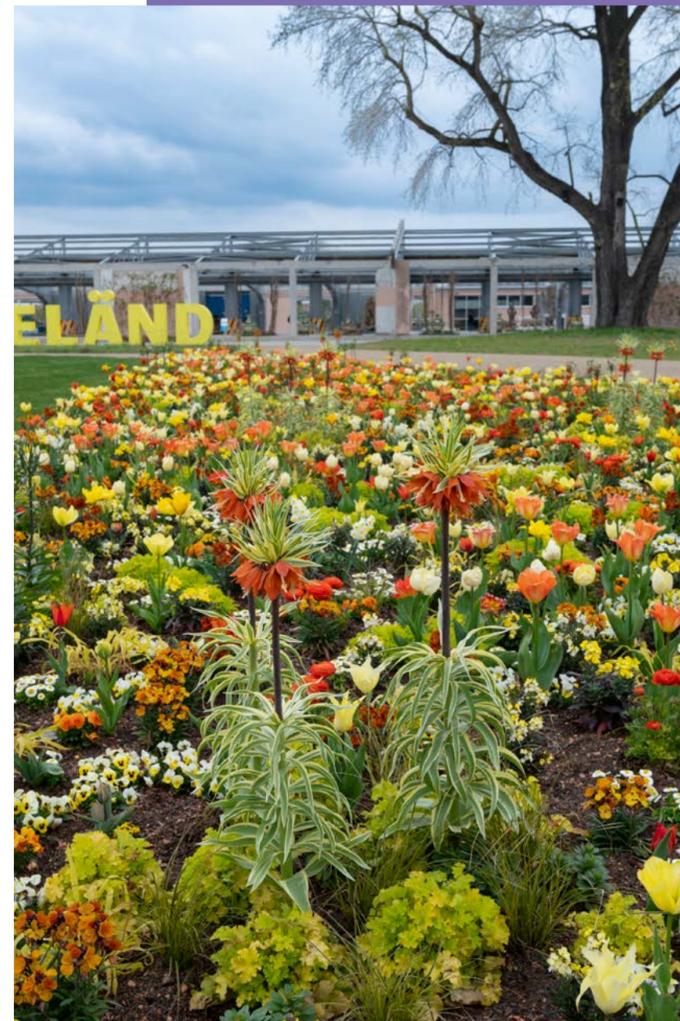
There are several areas in Spinelli Park that represent many of the highlights of the garden show. The following should be emphasised: The SDG Gardens, the Climate Park, the Experimental Field, the U-Hall, the Panorama Walkway and the Eye Water.

SDG gardens

In order to familiarise guests with the 17 Sustainable Development Goals (SDGs), there are 17 gardens throughout the experimental area, which are framed by beech hedges and reflect the 17 goals. Many different materials such as swings, car tyres and taps were used in a very creative way. Of course, greenery was also used. For example, a herb garden plays a role in the theme of “health and well-being”. Themes such as urban development and town twinning have also been incorporated. This great diversity of design makes for a varied experience. The gardens combine important future topics with the opportunity to experience the SDGs emotionally and discover new perspectives in the process.

Climate park

The resulting open space not only serves to supply fresh air, but also has another important function, as it is a central part of the north-east green corridor. In addition to improving the urban climate, it is also a leisure and recreational area close to the city centre and thus literally a new recreational area to be discovered by the citizens of Mannheim and visitors from all over the world. Part of the



park was created as a near-natural area with sandy grassland and substitute habitats for wall lizards and wild bees.

Experimental field

The four main themes accompany the entire BUGA 23, but are most clearly visible on the Experimental Field. Jagged edges like ice floes mark the **climate** area, leaf structures are the hallmark of the **environment** area. Oscillographic lines represent **energy** and **food security** is reflected in the shape of agricultural plots.

Many exhibition contributions encourage visitors to marvel, join in, think and imitate. There are innovative contributions such as PeePowerTM (generating electricity from urine) or U-Shift (autonomous driving), climate-resilient plants in the gardens of the Association for Gardening, Landscaping and Sports Field Construction, inspiration for the home garden and contributions on the appreciation of food.

U-Hall

It is the architectural highlight on the Spinelli site. The original 21,000 square metre, U-shaped warehouse was partially dismantled to its supporting steel and concrete girder frame for BUGA 23 and reduced in size to approx. 13,000 square metres. Scaffold-like, permeable structures were left behind, which were planted with climbing plants, grasses and wildflowers. The inner courtyard of the U-Halle was also upgraded with water features, trees, an old railway carriage and recreational areas. During BUGA 23, the U-Halle will provide space for the flower hall shows and a variety of exhibition contributions. There are also various restaurants to suit every taste.

Panoramic walkway and eyewaters

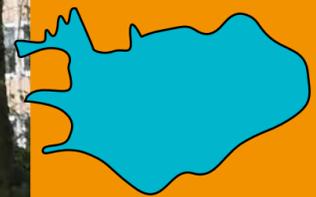
At the edge of the climate park, the panorama walkway awaits guests. Rust-red, 81 metres long, 12 metres high and cantilevered over around 43 metres, it offers a wonderful view over the city and the entire Spinelli site. The footbridge towers over the Feudenheimer Au and the Augewässer lake that was created there, which provides a habitat for many animal and plant species with a water surface area of 1.6 hectares. Seating areas and a small wooden footbridge by the water invite visitors to relax and linger.

A cable car travels the two kilometres to connect the two parts of the site. Sustainability is also evident here, as the cable car with its gondolas was in use at the Floriade in Almere (NL) last year and will continue to be used at another location after BUGA 23. The view and the ride alone are a highlight of the visit for many guests, making for the “best views”.

At the end, the big question arises: What remains?

In addition to the many impressions gained by the more than two million visitors, the people in and around Mannheim will be left with a modernised Luisenpark, the trees of the future in the city, the north-east green corridor with a climate park and many play stations for lingering and renaturalised areas, the U-Halle as a catering area and much more.





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