



RE-NATURE



Innovation in the **flower bulb sector**

Reportage:
Keukenhof 75 years

Verver Export:
Festivals and more

Interview:
Jacqueline van der Kloet

Verver Export Magazine

20**24**





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Enjoy reading!

Tijmen Verver

THE 75TH ANNIVERSARY KEUKENHOF IN LISSE

In the heart of the Bulb Region, located in Lisse, the Keukenhof celebrated its 75th anniversary this year. This world-famous flower park, which attracts millions of visitors every year, was once again a true paradise for lovers of tulips, hyacinths, daffodils and many other spring blooms. In its jubilee year, the Keukenhof packed with various festivities: Post NL issued an international postage stamp, an anniversary exhibition was on show, RTL broadcast the documentary Keukenhof 75 years and the Metropole orchestra provided an open-air concert with a musical journey through time.

Keukenhof was officially opened in 1949 with the aim of allowing Dutch and European flower growers to display their latest hybrid flowers. The park covered an impressive 32 hectares and housed more than seven million flower bulbs, planted by hand.

Over the years, the Keukenhof introduced several themed gardens and pavilions, which attracted new visitors each time. The Oranje Nassau Pavilion, where beautiful flower arranging demonstrations were given, and the Willem-Alexander Pavilion, with the largest lily display in the world, were some of the many highlights. The Keukenhof also had guest appearances by international designers and artists, adding to the allure and diversity of the park.

Verver Export: A trusted participant

As Verver Export, we have been a proud contributor to the Keukenhof for more than 25 years. For years, we have had a prominent place within the park. First a traditional flowerbed in a lawn, but from 2012 we moved our presentation to either side of a walkway. This fits much better with the use of our mixtures as we design them for public green spaces. And so visitors have the opportunity to literally walk through our tulips and admire the flowers up close.

What sets us apart are the surprising combinations of flowers instead of traditional beds. Not just tulips, but combined with other spring flowers in surprising colour combinations and with long flowering times. This innovative approach attracts a lot of attention from visitors every year. Thanks to our long-term commitment and innovative designs, our flowerbeds are a popular and recognisable landmark within Keukenhof.

For us, the Keukenhof is also a great place to test new mixtures. Thus, some mixtures specially composed for Keukenhof are subsequently included in our range. Take Mix ‘Colour Festival’ © as an example. A colourful composition exhibited at Keukenhof. Much photographed because of its colourful appearance. Everything you want in spring! Or Mix ‘Jacqueline’ ©, specially created for the Keukenhof by Dutch landscape gardener Jacqueline van der Kloet. A very cheerful flower bed with orange-red shades nicely accented by a purple tulip and Fritillaria persica.

Keukenhof’s 75th anniversary was a milestone not only for the park itself, but also for all the participants and visitors who contributed to its success. We looked forward to many more years of floral splendour in this iconic Dutch park.



GREEN NETWORK | PRODUCT APPLICATIONS IN FULL SWING!

When thinking of Verver Export, most people think of flower bulbs, mixtures, machine-planted flower bulbs and possibly ready-made beds of summer-flowering bulbs and annuals.

For years, however, Verver Export's product range has been developing into other sustainable solutions and applications in European public green spaces. In a nutshell, we show our development towards more sustainable applications using flower bulbs, perennials and seeds.



THE NATURALS



2014

At the request of our customers, 2014/2015 published the first catalogue of flower bulbs for naturalising: The Naturals. A technically sound catalogue that provides the outcome to determine which flower bulbs are best suited for your location to propagate naturally. After those first editions, several more versions of the catalogue appeared. The assortment remains virtually the same!



SONDERANGEBOT - LILIENWIESE MASCHINELLE PFLANZUNG

Schöne asiatische (klassische) Lilien in verschiedenen Farben. Geeignet für maschinelle Pflanzung. Diese Lilien blühen für mehrere Jahre.



Estellen Sie eine schöne Sommerwiese mit Lilien. Als Blumenband oder als Beet ist die Pflanzung sehr beeindruckend! Überaschend anders! 40 Blumenzwiebeln/m²

Verver Kit 'Sweet Summer' 40 Blumenzwiebeln von zwei kontrastierenden Sorten in den Farben rot und weiß.

Verver Kit 'Hot Summer' 40 Blumenzwiebeln von drei verschiedenen Sorten in den Farben orange, gelb und rot.

Sonderangebot 2016


100 m² Lilienwiese (40 Zwiebeln/m²), max. 2 Standorte Mischung Hot Summer oder Sweet Summer

Inkl. Fräsen der Rasenoberfläche und Einsen einer einjährige Saatgutmischung oder Rasensamen.

2.155 €


2016

The planting machine is used in spring for planting lilies in combination with a flower meadow seed mix with 1-2-year-old and perennial plants. Flower meadows with 2-3 years of flowering.



TRAM ROBUSTE


Blumenzwiebeln & Stauden





PFLEGELEICHT

2013

The first catalogue of robust perennials rolls off the press. Verver Export 'Tram Robuste' concepts are perennials that serve the alternative to low shrubs as street accompanying greenery. (Sprinkle) salt resistant, easy to mow/cut once in early spring and of course combined with spring-flowering bulbs that flower for several years.



TRAM ROBUSTE & VIVAS



2015

The perennial programme will be extended with Tram Vivas planting concepts. A combination of usually five different perennials that have the characteristic of forming a closed planting area in one season, more variety in colour and shape, relatively easy maintenance. Here, bulbs are added in two seasons for early flowering and surprises in summer. To this day, these concepts are applied by our customers and new concepts appear in the catalogue.



SONDERANGEBOT NATURA EVOLUTION

Kombinierte Bepflanzung von Veredelungsblumenzwiebeln und einer blühensichen mehrjährigen Gräsermischung für öffentliche Grünflächen.

W/ Sommer Standort
W/ 300 m² max. 2 Standorte
W/ Fräsen der Rasenoberfläche
W/ Maschinelle Pflanzung der Blumenmischung
W/ Aussaat von mehrjähriger Blumenmischung (2020/2021)

Blumenmischung
Seetülmischung
Seetülmischung
Seetülmischung



2017

After introducing turf milling before planting bulbs in spring, a combination planting of spring-flowering bulbs with a flower seed mixture for summer is now also offered in autumn. Kit 'Nature Evolution' sees the light of day.

GREEN NETWORK | PRODUCT APPLICATIONS IN FULL SWING!



TRAM PRAIRIE
9M² (5M X 1.8M)

2021

2021: Climate changes had previously prompted the creative team at Verver Export to look for plant combinations within the perennial concepts that can naturally grow and flower with little water. From these tests, the Verver Export 'Tram Prairies' product line was born, in the summer catalogue since 2021.



WILDBIENENTRAUM

Bienenfreundliche Mischung



Wildblumen spielen eine entscheidende Rolle bei der Bestäubung von Pflanzen, was für den Erhalt der biologischen Vielfalt sowie zur Wahrung unserer Ökosysteme unverzichtbar ist. In Deutschland sprechen wir von ca. 340 Wildblumenarten. Heusch in ihrer Natur, in Wäldern, in Gärten und auf landschaftsreichen Flächen.

Vor allem im Frühjahr dienen sie der Vegetationsbedeckung den Wildblumen als wichtige Nahrungsquelle. Diese Tatsache wird im Kontext der Herausforderungen immer bedeutsamer, da viele Arten auch immer früher mit der Nahrungsquelle beginnen.

Mit dieser Blumenmischung sorgen Sie dafür, dass schon früh im Jahr genügend Nektar und Pollen zur Verfügung stehen, so dass sich die Vögel vergrößern und auch Nahrungsarme Zeiten überbrücken können.

Insektenhotel
Der ideale Platz für die Wildblumenhotel ist sonnig, windgeschützt, trocken und umgeben von blühenden Bäumen. Süd bis Ostausrichtung ist ideal - solche Wildblumenhotels, die viele Stunden der Sonne ausgesetzt sind, werden von den Insekten bevorzugt.

Das Wildblumenhotel besteht aus naturreisenden Buchenholz und Stroh aus dem Donaukreis, sowie Rechenholz und hochwertigen Edelholz. Verver Export übernimmt das Anbringen am optimalen Standort mithilfe des entsprechenden Befestigungssystems.

Anzahl Zwiebeln	Anzahl m²	Preis*
25.000	75 m²	150 €
50.000	150 m²	290 €
75.000	225 m²	430 €
100.000	300 m²	570 €

2024

Bee Dream! A spring-flowering bulb mixture for multi-year flowering, specially formulated to help wild bees in early spring. A contribution to biodiversity for any town or city.



BLÜTENREICHE & NACHHALTIGE ÖFFENTLICHE GRÜNLÄCHEN



Kombinierte Bepflanzung von Verblühtenblumenmischungen und einer blütenreichen mehrjährigen Gräsermischung für öffentliche Grünflächen.

2019

Due to the experience with various flower meadow seed mixtures applied in combination with lilies, Verver Export has also been offering various seed mixtures for different locations and expectations in terms of flowering and longevity/weathering since 2019.



>2025

A tip of the hat... Native plant combinations with spring-flowering bulbs, Verver Export 'Tram Wild', to decorate perennial beds as naturally as possible. Of course, with the easy planting system for even non-green-trained staff.



GREEN NETWORK



Jacqueline van der Kloet:

‘ENJOYING THE CREATIVE PROCESSES AND CHALLENGES’

Original garden and landscape architect Jacqueline van der Kloet, has been working for Verver Export for 17 years, and successfully.

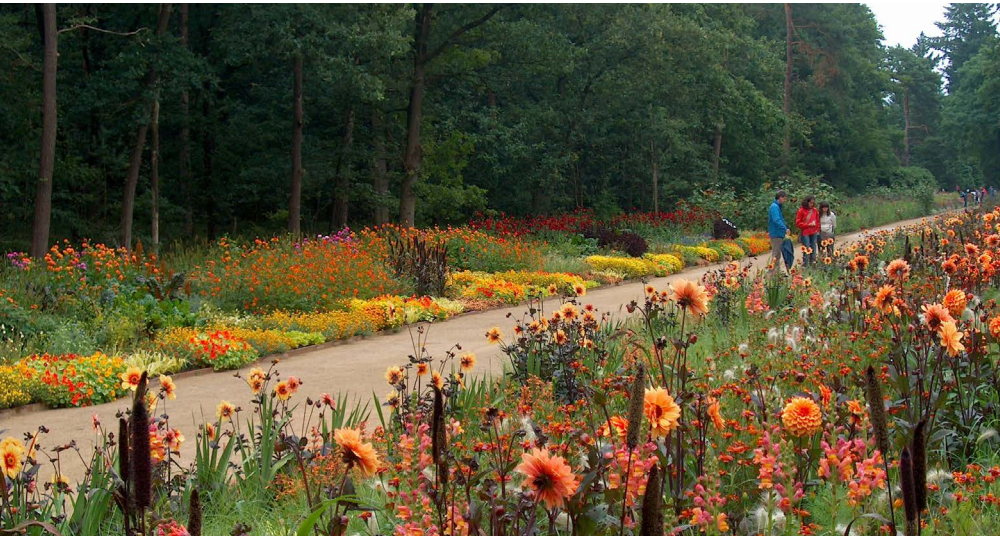
Jacqueline has been a respected name in the world of garden design and planting advice for many years. Her journey began with training as a garden and landscape architect, initially focusing exclusively on garden design, for housing associations. During this journey, she developed a love for designing smaller-scale gardens; it was a living part of her existence. So for Jacqueline, giving planting advice is a natural extension of her work. This advice is often not linked to a specific design, but a stand-alone part of her service. Moreover, a project often continues after planting, as plants need to grow to maturity.

In 2007, Jacqueline received a phone call from Tijmen, who was in the process of creating her own mixtures for Verver Export. This marked the beginning of her collaboration with the company. The summer trams planned by Tijmen included some concepts devised by Jacqueline that remain in the catalogue to this day, such as ‘Sorbet Cerise’© and ‘**Ardeur Festival**’©.

Creative team Verver Export

Within Verver Export’s creative team, Jacqueline plays a crucial role. She is responsible for the execution of ideas, where she has to take into account various preconditions such as shade, colour scheme, flowering time and the peak of bloom. Examples of successful projects include Le Touquet, Beauvais and Park der Gärten. Each project brings unique challenges, which makes the work fascinating and varied for Jacqueline.

Remarkably, Jacqueline still works a lot with pen and paper. She learned to draw on paper and finds the feel of paper and pencils much more challenging than working on the computer. According to her, paper conveys a certain atmosphere that is lost on the computer. **Her sketches and designs** are carefully kept in cabinets and tubes to avoid damage. Only some designs for Verver have been digitised.



The Royal Mile, Apeldoorn (2008)

Customers’ wishes

When processing clients’ wishes, Jacqueline always tries to include everything, as far as possible. Sometimes, however, she has to be realistic and advise the customer when a plant or bulb with too short a flowering period is not suitable or not durable enough. This requires a fine balance between customer satisfaction and professional honesty.

It sometimes happens that ideas have to be adjusted because the live product does not cooperate. If a particular bulb is not available, Jacqueline looks for an alternative in consultation with the client. Although this may change the original image, there are always enough alternatives to achieve a satisfactory result.

Developments in public green spaces

In recent years, Jacqueline has seen many changes in public green spaces. There is a greater demand for native species, wild plants and sustainability. This calls for designs that last for years and require less maintenance. The level of knowledge of those carrying out maintenance is often lower, making management planning essential. Sometimes specific instruction on pruning or mowing is needed to manage the project properly.

And that is one of the biggest challenges Jacqueline now faces, managing projects well in the long term. At Verver Export, a lot of attention is paid to this because a good management plan can make or break a project. Together with Verver, Jacqueline continues to strive for sustainable solutions that contribute to beautiful and well-maintained public spaces.

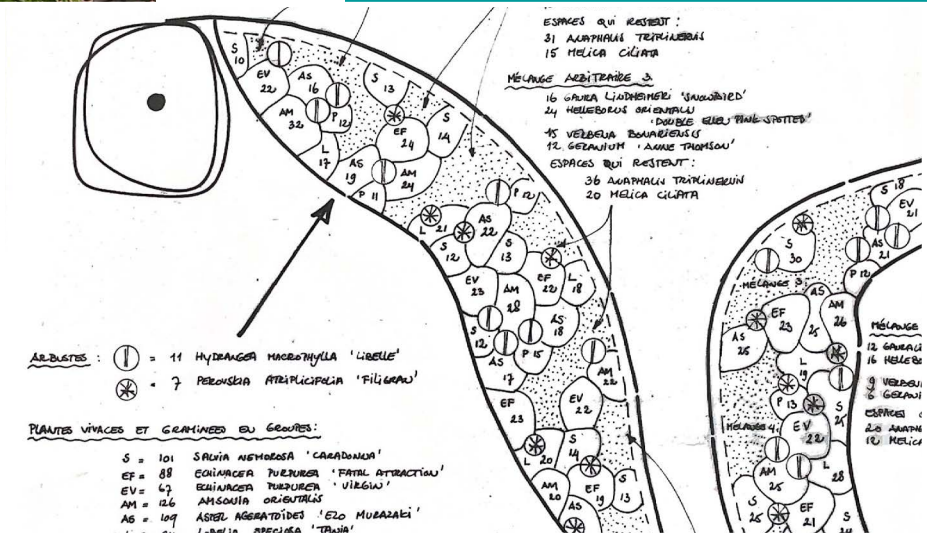
Working process Verver Export

When applying for a new mixture within Verver Export, the work process is diverse. Sometimes it is site-specific, requiring specific colours to recur in a particular area. Other times, Tijmen sees certain bulbs around which he would like to create a mixture. This then leads to requests for mixtures in certain colours or shapes.

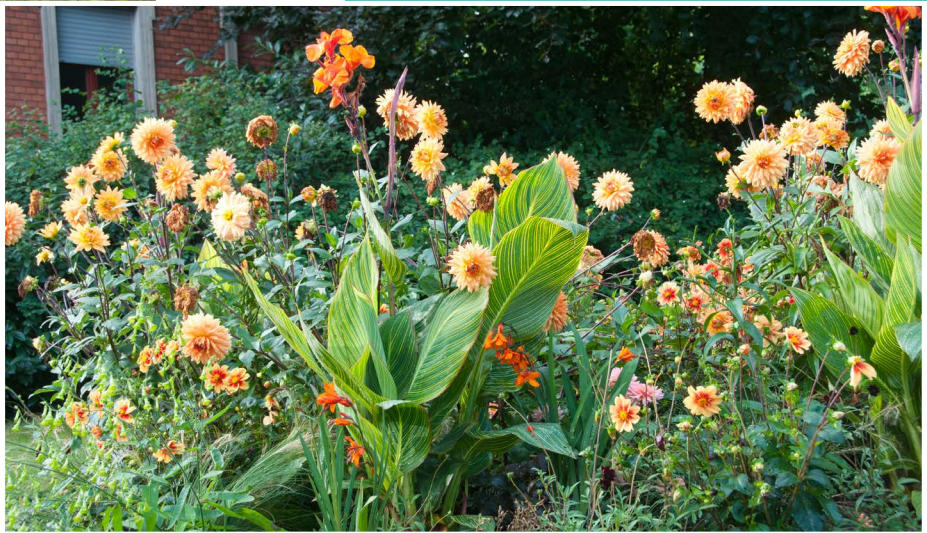
The most enjoyable part of the whole process, from request to completion, Jacqueline finds is creating the plan and the outcome. She enjoys coming up with a mixture in terms of colours and heights, putting it on paper and then seeing the process where the mixture comes to fruition.



Jacqueline van der Kloet in her own garden, Weesp (2024)



The drawings still in pencil



Summer Tram ‘Ardeur Festival’ ©

Jacqueline remembers her first project for Verver Export well: coming up with the eight summer trams, two of which, Ardeur Festival and Sorbet Cerise, are still in the catalogue.

Special project

One project Jacqueline is particularly proud of is **the Royal Mile in Apeldoorn**, realised in 2008. This was a forest path in full sun, with a neglected border of perennials on either side, a total of 300 metres long. Apeldoorn hosted a conference for garden and landscape architects and Jacqueline created annual borders as an extension of the perennial borders. This project attracted many visitors and changed colour during flowering, leading to new commissions worldwide, from Japan to the US.

In the Verver catalogue, Jacqueline’s favourite mixes include Happy “Ice Queen”, Flaming Premnitz for its classic colours (apricot, pink, lilac, red) and Perfect Harmony, a fresh spring mix. After 17 years, Jacqueline still enjoys working for Verver and continues to enjoy the creative processes and challenges her work brings.

“ Each project brings unique challenges, which makes the work fascinating and varied. ”



‘DISEASE SEARCHING’ BY ROBOT

Dutch flower bulbs are exported to almost every country in the world. In millions of parks, gardens and living rooms, consumers enjoy many flower bulbs and bulbous flowers every day. In the cultivation of flower bulbs, smart innovations and modern technologies ensure efficient and sustainable production methods with high quality standards. Innovation is based on a new cultivation system, energy-neutral solutions and precision techniques.

Disease screening

It is a labour-intensive and precise job, but a necessary one. Diseased plants cost yield and threaten the healthy crop. Removing diseased tulips from a field is real craftsmanship. You can recognise them by light stripes on the leaves, but you really need a trained eye. The weather has to be good too.

It does not need coffee breaks, is not hungover and does not look at women... These are just some of the advantages of the disease-finding robot that can be found in more and more bulb fields in the Netherlands. The futuristic tracked cart tracks down diseased tulips and immediately gives them a lethal injection. This advanced robotic solution is designed to autonomously navigate through tulip fields, using artificial intelligence to detect and treat infected tulips.



Data-driven insights

Besides its direct task of detecting and treating infected tulips, the robot also serves as a valuable data collection tool. It collects information on infection rates and patterns and provides growers with actionable insights to improve future crop management and disease prevention strategies.

AI-powered detection and treatment

At the heart of the robot's functionality is its advanced AI algorithm, which enables the accurate identification of infected plants among healthy counterparts. This capability is critical in preventing the spread of diseases without the need for broad-spectrum chemical applications, which can be harmful to the environment and non-target plant species.

Autonomous navigation

The robot's ability to autonomously traverse fields and avoid obstacles represents a leap in efficiency and safety. By eliminating the need for manual operation, the robot reduces labour costs.



THE BLOOMING CITY



Skieh, Norway, 2022

Sometimes we doubt whether we should continue with our festivals, we have been doing it for so long. But it is still a rock-solid formula: picking a partner city, which together with us opens its city doors in spring or summer and wants to welcome customers in a cosy setting with lots of flowers.

Why is this rock-solid formula so good? Well:

- 🌷 The partner city feels appreciated.
- 🌷 Good city marketing with flowers everywhere.
- 🌷 An informative platform for new products and techniques.
- 🌷 Cosy get-togethers for green professionals.
- 🌷 Becoming ‘world famous’ with its own baptizing mix.

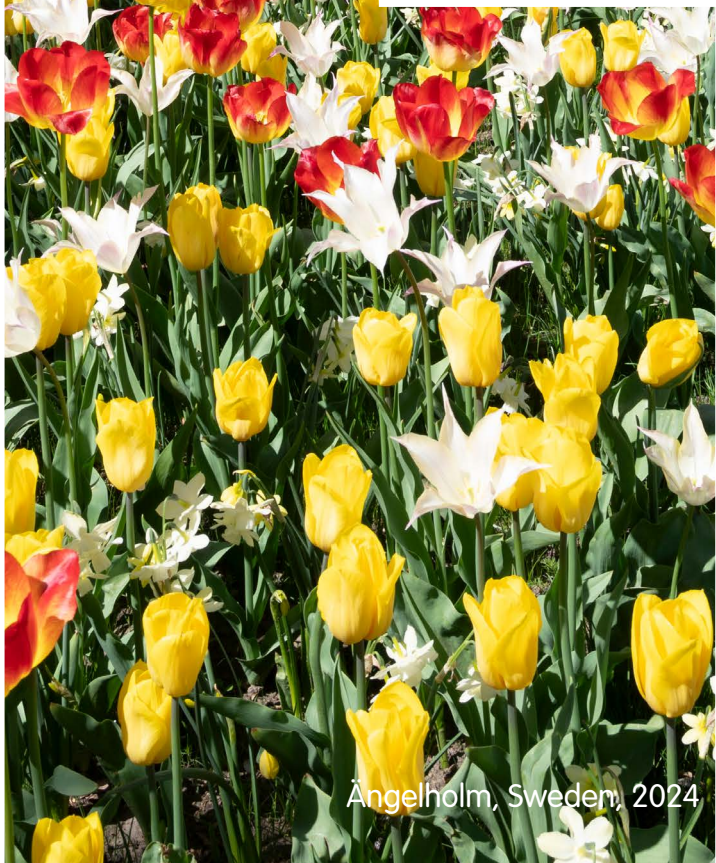
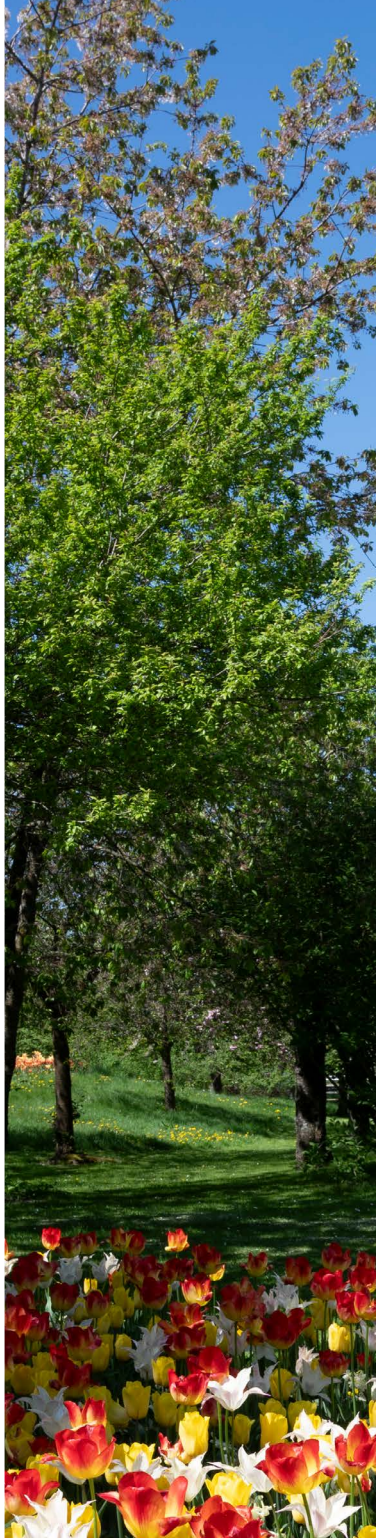
Many cities have already passed the revue. The first tulip festival was in France, we think it was the city of Vienne. This first festival was still small-scale, and we have learned a lot since then. However, the core always remained the same. The most recent festival in 2024 was in Ängelholm in Sweden, where our success formula was reconfirmed with more than 200 visitors. All in all, we have already organised more than 100 festivals, and we are excited to continue this tradition.

During the corona period, events could not take place and we fell back on online seminars. This worked fine then. But live is still better. The senses are more stimulated and you also want to talk to your colleague who does the same work every day. Right?

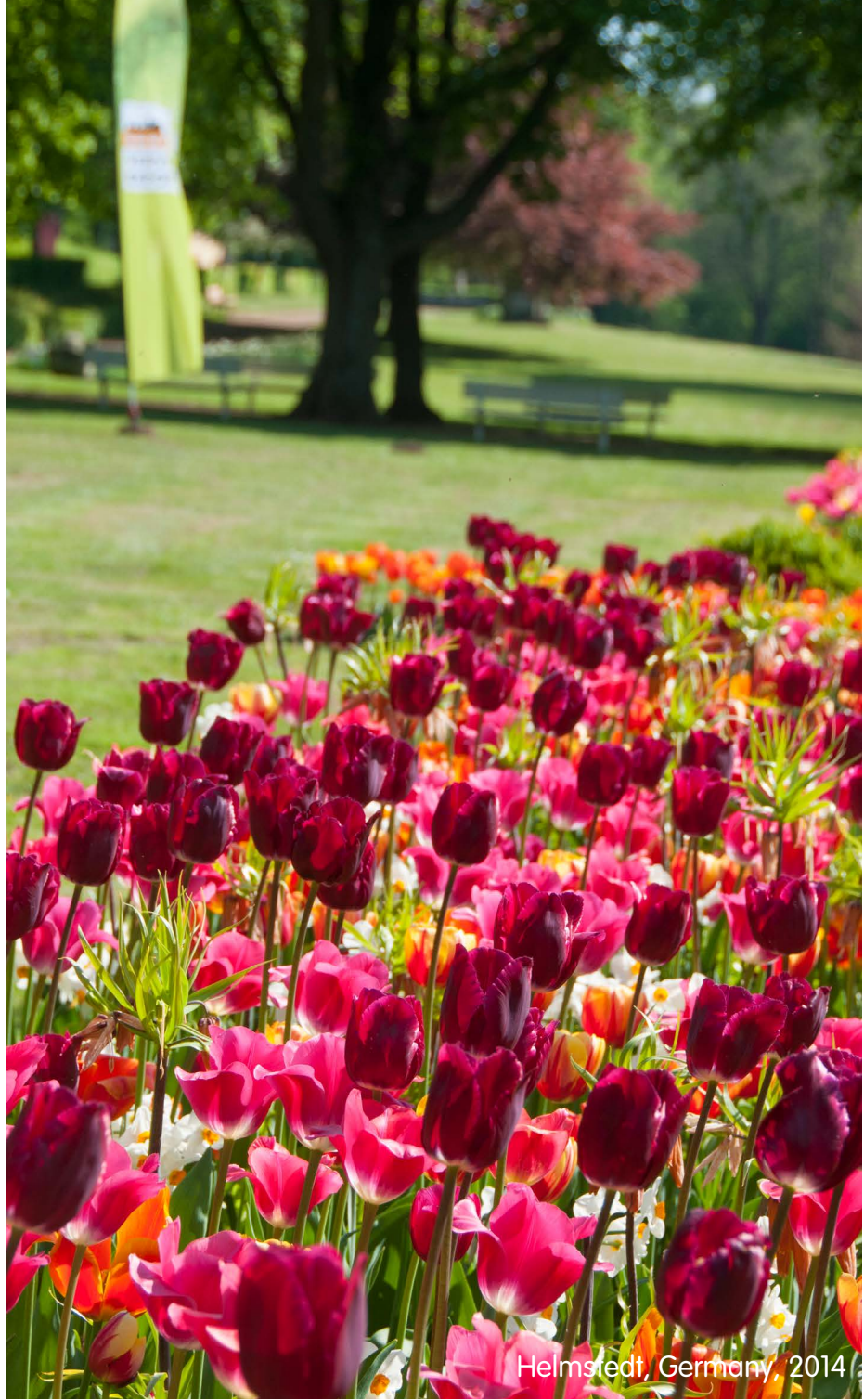
Funny are the cultural differences between all the countries we do business with. A Frenchman wants to drink his wine with lunch. The Swede wants to co-pay for something. But they share one thing: the love for the most beautiful profession in the world, working with greenery!

What makes flower festivals so special is not only the beautiful flowers on display everywhere, but also the chance to make new contacts and learn about the latest trends and innovations in the green industry. These events provide a unique opportunity to network with other professionals and gain inspiration for future projects.

So, as we look ahead to the coming seasons, we remain true to our tradition of flower festivals. We hope to see you there, to enjoy together the beautiful flowers and the great atmosphere that these events always bring. See you then!



Ängelholm, Sweden, 2024



Helmstedt, Germany, 2014



Mladá Boleslav, Czech Republic, 2023



Rocherfort, France, 2016



INSPIRATION | A BAPTISM FOR THE CITY



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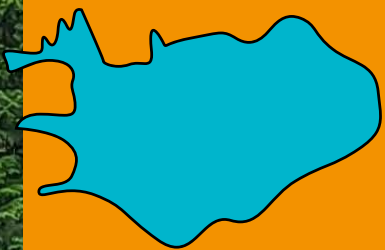
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INSPIRATION



Verver Export
Hasselaarsweg 30
1704 DX Heerhugowaard
Holland

T : 00 31 72 505 1481
E : info@ververexport.nl
I : www.ververexport.com

Certificate

