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[view novelties](#)

[photogallery](#)

Dümmen - Red Fox in Italy

2000-2010, ten years of a
real fantastic success in young plants world

Dümmen Italy, today Red Fox Italia, celebrates with its owner Peter Maile (and Lady), and all its employees and sales agents the first ten years of fantastic growth.

A growth so striking and in a way, unexpected, that can only be explained by taking into account the personality and dedication of the owner, well supported by family and colleagues. The moment that decided the future of Peter Maile was Dümmen's first participation at the Flormart exhibition, September 2000.

On this occasion, Tobias Dümmen perceived the potential of the Italian market and the professional skills of Peter Maile, entrusting him with confidence.

The day after Flormart, Dümmen Italy was born. Save his high expectations, Peter Maile did not imagine the amount of work and effort that was awaiting him.

Yet he was not new to working with great commitment: in fact, he landed at Dümmen after significant experience in managing the cultivation of mother plants in large companies specialized in the production and sale of cuttings of the most important species (Poinsettias, Geraniums and Carnations).

In addition to the confidence of the Dümmen Company, confirmed above all by entrusting the new Company with an exclusivity for its



Celebrating the anniversary

*The agents with red jacket
Peter and Graziella Maile*





Peter Maile. Below: Poinsettias in rooting.

products, which were until then granted under licence to all Italian propagators (see for example the Poinsettia Spotlight, a real knockout at the time), then Peter also received the trust of its agents, many of whom are still part of his team.

It is worth bearing in mind that the Dümmer Company was collecting various millions from licenses and at that time to share contracts with the propagators, seemed a big risk, but it was considered indispensable for the Company to operate with its own exclusive genetics..... the results of which have full confirmed the validity of this decision!

The beginnings are always difficult, but in this case it was particularly so, having to organize from nothing a commercial structure dedicated to the import of young plants.

Having overcome the first interventions, purchase of fax, computer, telematics etc., there was also the handicap of the assortment, having to face the market only with the products of the German parent company, while all the competitors could already count on a huge range of products.



If this were not enough, the cuttings were rooted in “Quix”, strips of tronco-conical rooting media that had already been on the international market for two years, but for the first time in Italy.

At that time, this “strange” way to offer rooted cuttings encountered many difficulties: it is now universally used by cutting propagators. The first year closed with the sale of over a million cuttings, thanks to the active collaboration of the first six agents, increased to 10 in two-three years that followed (now the sales team counts 14). Customers have been able to appreciate in particular the technical expertise of Peter Maile, always available to offer the best most advantageous solutions.

Over the years the structure of Dümmen Italy had become increasingly associated with Peter, who, addressing the German partner, called for new operative and production solutions: the reply was: when you reach sales of ten million



Pelargonium peltatum in rooting.
Below: Osteospermum cuttings



On left Impatiens Magnum





Peter Maile and Tobias Dümmer

cuttings, you can propose initiatives!

In 2006 the figure was reached: the company was “bursting” and to satisfy all the requests, especially those that were predicted, Peter Maile presented his proposals, supported by a detailed five year “Development Plan” that called for a large investment in operating facilities in Latina.

As a result, in 2007, a structure was realized of 20,000 square metres for rooting and a reservoir to collect rainwater of 20,000 cubic metres that guarantees clean water for the entire year. There is also a well that draws water from a great depth and if that is not enough, there is also a connection to the municipal water supply.

Meanwhile, the genetics of Dümmer have greatly expanded: in addition to the series of Poinsettias, the Geraniums are enjoying great success and also the lines of Petunia and Potunie, New Guinea Impatiens, Verbena, Osteospermum, Phlox and many other such varieties. In the meantime, Dümmer Italy had become Red Fox Italy: in these ten years, ‘the Red Fox has never stopped to run!’

Now that production has almost doubled, it is planned to construct another greenhouse of over 12,000 square metres with modern equipment for the rooting of plants that are more demanding.

To make this investment it is obvious that an intervention from banks is indispensable and

also in this case, Peter Maile was caught by surprise and satisfaction at being told that Red Fox Italy was an AAA rated Company (“wow, they consider me like a battery!” was Peter’s first comment).

Today, with the experience obtained he is able to face, with great peace of mind, the management of species that require special technologies that with the new facilities, will provide a notable contribution to the whole Group Dümmer - Red Fox.

Peter Maile considers his company as an integral part of the Red Fox group, for this he is very attentive about making strategic choices, and the responsibility he feels toward his collaborators, customers and partners, but he is also open to a maximum extent in cooperating to provide useful information not only for the hybridization of the products, but in the activity of selection of varieties destined especially for countries of Southern Europe and the United States.

The new structure will be also used for “research and development” for varieties destined for Italy, Spain and other countries in the South. In fact, in order to continually improve the characteristics of the varieties destined for our Country, we have realized that the continuous genetic development of a cultivar exclusively in the climate of Germany, however beautiful and effective, could not, in the long run, meet the specific needs of countries in the South.

A trial ground will be established in Latina in order to gather detailed growing information for the southern markets.

Experiments will be undertaken with new species, such as Dipladenia, which will enter our market in the next season: for this, in arrival, over 580 varieties from which to select the best varieties. Other species being planned for are Begonia elatior and pot Dahlias.

There is no lack of novelties from the genetics of Red Fox, since within the Group, an increasing importance has been assumed by the markets in: Italy, the United States, France and Spain, which also require different species from those normally required by the German market.



Rainwater reserve



Staff



Rooting by "Targa System"

The Dümmen Company is a family business but decisions are taken with the vision of a large multinational corporation: information arrives from all over the world. On the occasion of the large Exhibitions (see IPM at Essen) there is the opportunity to exchange ideas and opinions.

The Group Dümmen-Red Fox has its headquarters in Rheinberg where the centre of genetic research is located. Mother plants are cultivated in Ethiopia, Costa Rica and El Salvador.

The weekly collection of cuttings from all production sites exceeds twenty million in the peak month, only in Ethiopia, more than two thousand workers are needed for the harvest.

The Red Fox Group foresees the sales of cuttings throughout the world touching 300 million, underlining the important presence of the United States, already for a number of years.

any years have passed from the cuttings rooted

in the "Quix", which had to compete with those rooted in Paper Pot or larger; today the development of Red Fox products are rooted cuttings in the system TARGA and AeroNT-pot, the most modern and functional technology to manage the water content of the substrate for a better root development and a more rapid recovery of the plants.

Today, Peter Maile from being a very good grower, has emerged also as a wise and qualified manager who knew how to obtain for Red Fox the respect of the entire sector.

The success reached is the result of the work, effort and active participation of all the Maile family and sales agents: naturally, thanks also to the attention, trust and support granted by the Dümmen family.

The miracle that has lasted ten years has been given his own explanation: the certainty of a future always brighter than before!