



Bram Rijkers new marketing manager Dutch Creations

As of June 1st, Bram Rijkers (28) will start as marketing manager at Dutch Creations. With this step, Dutch Creations is ready for the future. His main task will be creating growing demands for the varieties of affiliated breeders Anthura, Corn Bak, Fides, Schreurs and Van Den Bos Flowerbulbs. Next to that, he will strengthen the relations between international retail and wholesale business and the named breeders.

Bram Rijkers previously worked for the Dutch representative organization VBW (Florist and Merchants Association). Here, he was employed as a policy advisor. This transition is therefore literally a switch from the final to the first part of the horticultural chain. Bram Rijkers comments: "I'm pleased to share my experience in retail business with Dutch Creations. This, combined with my network, are of high value for Dutch Creations. It's my ambition to inspire the varieties of the several breeders to the florists and create a pull effect."

About Dutch Creations

Dutch Creations is a collaboration of leading breeding companies such as Anthura, Barberet & Blanc, Corn. Bak, Fides, Schreurs and Van den Bos Flowerbulbs. The combined product range is very complete and includes 30 product groups in which the top 10 of cut flowers and flowering pot plants is largely represented. The combination of knowledge and networks of the breeders inspires and helps international retailers and wholesalers in translating their specific requirements in terms of flowers and plants.

Please also see www.dutchcreations.com

Additional information:

For more information, please contact:

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