



Dümme Orange and Jan Spek Rozen strengthen each other across the globe



FLTR: Erik Spek – Elsa Spek – Philippe Veys – Harry Kloppenburg – Ingrid Kloppenburg

De Lier/Boskoop, the Netherlands, 2 March 2017 – The partnership between Olij Breeding BV and Jan Spek Rozen was recently extended with the signing of a new contract. Following the integration of Olij Breeding BV into Dümme Orange, this expands the two companies' collaboration into even more areas of expertise.

Under the new contract, Dümme Orange is now the agent for Ethiopia, Kenya, Colombia, Poland, Rwanda, South Africa, Tanzania, Uganda, Zambia and Zimbabwe. Dümme Orange has also signed a distribution agreement with Jan Spek Rozen for a number of countries worldwide.

Erik Spek, Director of Jan Spek Rozen: “The international nature of Dümme Orange gives us access to a large network with plenty of potential. We are delighted with the new arrangement and have great expectations for the future.”

Key principles of the collaboration are continuity of service for customers and optimisation of growing conditions. The Dümme Orange GreenCare programme will be implemented at all production sites to ensure that crops are grown in optimal conditions.

Philippe Veys, Global Product Manager Roses at Dümme Orange: “The Jan Spek Rozen range has great value to us and our customers. It offers both companies opportunities to improve and build on quality and reliability in production. Our market expertise coupled with our infrastructure at various sites will enable our customers to benefit even more from this collaboration.”

Over the next few months the two companies will focus on marketing the product assortment and informing customers about the opportunities presented by the collaboration. The Jan Spek Rozen range will be showcased to customers as part of Dümme Orange’s marketing activities.

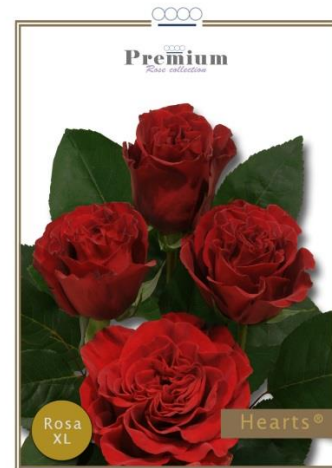
Company profiles

Jan Spek Rozen

Jan Spek Rozen is one of the oldest rose nurseries in the world and was appointed Purveyor to the Dutch Court in 1990. In 2015 King Willem-Alexander added a further 25 years to this prestigious royal warrant. The family-run business, which breeds garden roses, pot roses, cut roses and greenhouse roses, has been a reliable name in the national and international world of roses since it was established in 1890. The last ten years have seen the company launch a great many new rose varieties on the world market.

As many professional garden rose breeders have noticed, Jan Spek Rozen’s expertise and working methods have earned it a significant share of the Dutch rose industry. The company still represents many international professional garden rose breeders today.

Jan Spek Rozen has its own cut rose breeding programme in many producing countries across the globe, including Kenya, Ethiopia, Ecuador, Mexico, Brazil, Iran, Colombia, India, China, USA, Japan, South Korea and, of course, the Netherlands and many EU countries. Well known South American varieties are Mother of Pearl, Hearts, Lovely Hearts, Tutti Frutti, Agatha, Sandy, Newflash, Monte Carlo, the Irischka spray rose series and the Pride of Jane English garden rose collection.



In Africa: Penny Lane, Chapeau, Sombrero, Alpe d'Huez, Respect, Patz, Minion Rose, Samantha's Bridal, Brigitte Bardot and the Irischka spray rose series.

Dümmen Orange

Dümmen Orange is a leading company in the breeding and development of cut flowers, bulbs, succulents, pot plants, bedding plants and perennials. Its annual turnover is approximately EUR 240 million. The company employs more than 7,000 people worldwide. In addition to a large marketing and sales network, Dümmen Orange has a strong network of production sites. The key to Dümmen Orange's success is a broad and deep product range, supported by a global supply chain. The company embraces its social responsibilities and invests in the health, safety and personal development of its staff.

More information:

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