



GASA Germany becomes a reloading point for Mediterranean plants.

A new logistics platform for the horticultural sector

GASA Germany has expanded its expertise in horticulture by enriching garden Centre's and wholesalers with a new logistic service. In January 2014, the operation of a new system platform, which contains 1.500 square meters of central storage area and 500 square meters of open space, will begin. From then on, Mediterranean plants will be stored and sold throughout Europe.

"Our storage area is created like a greenhouse and it is fully air-conditioned," explains Michael Bank, who is responsible for the total concept of the project. "For this, we can provide the storage of plants and our customers do not have to take the risk." With its new logistics platform, GASA Germany offers its customers a complete range of Mediterranean plants throughout the whole season. Furthermore, customers can order just the actual required volumes, which can be delivered just in time. Within the value chain, every core process has been optimized. This ensures an enormous speed when it comes to the distribution of goods throughout Europe. "We have been able to increase our flexibility extremely. Especially in spring, this is very important to our customers," says Michael Bank.

The day-to-day business is based on a seasonally changing program of plants from Italy, Spain, Greece, Portugal, France and Turkey. Because of a constantly updated stock list, the plants can also be offered in small amounts. A long-standing partnership with the best producers, as well as regular trips to ensure the quality of the plants form the basis for a constant offer of top products.

The new logistics platform of the GASA Germany can be visited within the framework of the spring order fair from January 26th to January 30th at the new GASA Germany Location, Delbrückstr.16 in Kevelaer .

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EDITORIAL STAFF

Ditto.



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Pic1: LOGO of GASA Germany

Pic 2:



Picture 2 Michael Bank is responsible for the new Mediterranean logistic project of GASA Germany.