

# Anthurinfo

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## VARIETIES

### Phalaenopsis 15 cm pot segment

The Phalaenopsis market is moving. In addition to the introduction of varieties with new colours and patterns, at present there are also more pot sizes available. Over the last two years there has been a considerable increase in the production of the Phalaenopsis 15 cm pot. In a relatively short period the 15 cm pot has developed into a recognizable segment in the Phalaenopsis range. Both the beauty and exotic character of the Phalaenopsis hold full sway in this pot size.

Some companies have concentrated on the production of this 15 cm pot and because they have been able to specialize, market opportunities are being seized. Quality, quantity and continuity are the main factors in creating and guaranteeing sales. With its breeding programme, Anthura anticipated this market development a few years ago and that is why Anthura can now offer a full 15 cm pot selection.

White is the most important colour (60-80%) within this pot size and the basis for this are the varieties Hiroshima<sup>®</sup>, Kathmandu<sup>®</sup>, Karachi<sup>®</sup>, Kobe<sup>®</sup>, Nagasaki<sup>®</sup>, Nagano<sup>®</sup>, Nassau<sup>®</sup>



Kathmandu<sup>®</sup>



Surabaya<sup>®</sup>

and Tokyo<sup>®</sup>. Kathmandu<sup>®</sup> and Tokyo<sup>®</sup> are the most recent acquisitions in the selection. The Kathmandu<sup>®</sup> variety is characterised by an easy growth in the cultivation, a high two spike percentage (>95%) and large white flowers of 12 cm. The Tokyo<sup>®</sup> variety is notable for its flat 12 cm flowers as white as a sheet, which stand really beautifully on the top of the stem. White red lip is represented by the varieties Montreal<sup>®</sup>, Hongkong<sup>®</sup> and Phuket<sup>®</sup>.

The varieties Manila<sup>®</sup> (lilac), Bombay<sup>®</sup> (pink), Hanoi<sup>®</sup> (pink), Surabaya<sup>®</sup> (pink), Seoul<sup>®</sup> (purple) and Detroit<sup>®</sup> (yellow) add colour to the assortment. The above mentioned varieties can be easily grown next to each other and in terms of height they are nearly all between 80 cm -100 cm. For more information about these varieties and their availability, please contact your sales manager.

### Siem Kranenburg

## INTERVIEW

### With flower designer Robert Koene

Robert Koene was born, bred and trained in Holland, where he also obtained his diploma as a Dutch master florist. After having worked in Japan and in Saudi Arabia, it was love that took him to Greece, where his family-in-law owns an exclusive flower shop. Here, more than 20 professionals create the most beautiful arrangements and bouquets for their loyal and local customers. Apart from his job in the shop in Athens, Ro-



An arrangement with Phalaenopsis from the book *Wedding Stories*

bert is also active in different areas. He offers training to florists; organises consultancies, seminars and demonstrations for professional florists; coordinates big flower decorations, such as weddings and business events and decorates booths of exhibitions. In addition to this, he writes articles about flower arrangements and he is a European member of the jury at 'floral design' contests. And, last but not least, he recently published a wedding book with beautiful pictures of magnificent arrangements. Reason enough to have an extensive conversation with this inspiring man.

**Your latest big project is your wedding book called *Wedding Stories*. Why did you create this book?**

Creating a book is both a challenge and a



showpiece. This way I could prove what I can do with certain products. It is not so much about focusing on a speciality, because as a florist and flower arranger it is important to be an all-rounder. And that is what I hope to make clear with this book. The book also provides a good picture of what you can do with these natural and pure products.

If a girl wants to make an unforgettable day of her wedding, she needs the most memorable flower arrangements besides the perfect dress, a romantic ceremony and an absolutely delicious wedding cake. Flowers form a central element in the setting of a wedding, both during the ceremony and the reception. No celebration is complete without the art of flower arrangement. Through the association of love, purity and other emotions, flowers add more than just colour to this day. I wanted to make an album based on these ideas. It is a difficult concept because the weather conditions in Greece are quite unpredictable. Two themes, for instance, are photographed at temperatures of 45°C-48°C.



Robert Koene

Regardless of the season, 'Wedding Stories' can always serve as a manual. Each page of this unique album is full of colour and emotion. The book is an inspiring journey for couples, professional florists, wedding planners and flower fanciers. The selected flowers of Dutch Creations, which I worked with on this occasion, were an important source of inspiration. In one word: beautiful! I hope that everyone who glances through this book enjoys it as much as I do and that it might be one big source of inspiration.

**What do the flowers that you use have to comply with?**

First of all, I always work with fresh products.

The most important thing is that plants and flowers are pure and undamaged. They do not always have to be new products; I can also distinguish myself with existing products. As long as the colours are pure! In addition to this, flowers also must be of excellent quality.

**Which role do Anthurium and Phalaenopsis play for you?**

Anthurium and Phalaenopsis are very suitable flowers to beautifully emphasize my lines in an arrangement. These flowers have such character that they are the eye-catchers in an arrangement.

**What do you believe is the reason that Anthurium and Phalaenopsis have gained so much popularity in bouquets over the last years?**

They have always been beautiful flowers. It is just that people are opting more and more for quality. With their luxurious appearance and long vase life, Anthurium and Phalaenopsis fit in well with this idea.

**What do you want to achieve in your profession?**

The only thing I want is to make the most beautiful creations possible. I love the intrinsic beauty of flowers and plants: this must be expressed in my work. As a flower designer, I want to be good at what I do and keep on moving forward. I would like people to see me as the arranger who specializes in making natural creations.

**Why do you collaborate with Dutch Creations?**

Dutch Creations has all the important products and all their suppliers are A-class breeders. So Dutch Creations has a beautiful, comprehensive selection, especially of Phalaenopsis, Anthurium, Roses, Chrysanthemums and Lilies. All participating companies supply top quality, so what else do you want! Such a complete selection is really unique!

If Dutch Creations is able to offer this selection of high quality products not only to the international market, but also to me, then I am delighted to take advantage of this opportunity. And in the end, the consumer reaps the benefits of this by receiving more information on product care, such as the extension of vase life.

Laetitia de Goeij

NB. The bilingual edition (English and Greek) of the wedding book will be distributed via Dutch Creations and international trade fairs. The pictures give you an idea of the beautiful contents. You can order the book via [www.dutch-creations.nl](http://www.dutch-creations.nl). On this site you can also watch parts of the corresponding DVD and learn more about this master florist.

## TRAVELLING ABROAD

### Travelling in Russia

I recently paid a market visit to Russia to see how Anthurium and Phalaenopsis are sold there. In the past I have visited Russia many times. Every time I go there, it strikes me how fast developments take place. New residential blocks are thrown up and growth does not seem hindered by time-consuming procedures in order to obtain licences.



Even the well-known hotel Ukraina is not immune to the urge of renovation. Established in a Stalin tower, this hotel is currently being renovated with enthusiasm. Understandable, yet another real Soviet monument is falling prey to the unbridled state capitalism. It is not that I will miss the brown water running from the tap, not at all. Anyway, it is impossible to find a reasonably priced hotel in Moscow, according to our standards, so I welcome every expansion heartily.

The city itself, with approximately 15 million inhabitants - the size of the province of Utrecht and with as many cars as in the whole of Holland - is suffering heavily from traffic-jams and smog. So during this trip I frequently used another Soviet relic, i.e. the excellently working metro which takes you from one end of the city to the other in just 40 minutes. An undertaking that would easily take you three hours by car.



At present the biggest phenomenon in Russia is our own Guus Hiddink, who advertises Samsung "larger than life" on a 100-metre billboard on the hotel under construction at the Red Square. On the other side of the Red Square, where Hotel Rossija used to stand, BMW advertises with (dummy) cars suspended diagonally on a billboard. Now the only thing left is to get rid of those traffic-jams...

**Rick Kroon**

## CULTIVATION TECHNIQUE

### Plant and air humidification

Humidification in the greenhouse is a way of increasing the humidity and reducing the temperature; there are two possibilities, plant humidification and air humidification. In case of plant humidification, the plant is moistened, leading to direct cooling of the plant. In case of air humidification, droplets are brought into the greenhouse under pressure in the form of a fine mist. Both systems need less water than the use of roof sprinklers.

For both plant and air humidification, it is important to prevent the screens from getting wet and ensure that the heating pipes do not get sprinkled with water, otherwise the droplets that form can soak the plants. Water quality is also of great importance. In addition, the air humidification system must be installed as high as possible.

In choosing a humidification system, lifespan and installation options also play a part. It is advisable to mount the installation in such a way that the different departments



*Mist forming*

can be humidified separately from one another. In most greenhouses, four departments are preferred. This way, you can prevent areas of the greenhouse getting wet or creating mist by external factors. The number of necessary pipes and nozzles can be calculated according to the humidification requirements and the greenhouse.

There are three humidification systems:

#### 1) Plant humidification by means of low pressure/drip humidification

In the case of plant humidification, relatively big water droplets are brought in the air through nozzles. The water droplets fall onto the plants. These droplets then evaporate, withdrawing energy from the plant. This leads to a drop in the plant temperature and a rise in humidity. The plant temperature can be reduced by several degrees and the RH can be increased by 10-20%.

An advantage of this system is the relatively low cost of €0.50-€0.80 per m<sup>2</sup> in the Netherlands. This system also allows the plants to be cooled in case of high temperatures by dampening them. A disadvantage of this system is that the humidity cannot be regulated very well. Plants also get wet and dirty. Contamination can also occur even when clean rainwater is used. And wet crop is less comfortable to work with.

#### 2) Air humidification by means of low pressure/mist system

With the low pressure system it is possible to bring small droplets into the greenhouse air. This creates a mist in the greenhouse. Most of these systems work with droplets of between 10 and 100 microns. Short pulses must be given in order to prevent the plants from getting wet. This way, the humidity can be maintained better at a certain level. The cost of this system is approximately €2.00 per m<sup>2</sup>.

#### 3) Air humidification by means of high pressure/atomization system

Under high pressure (fluctuating between 70 and 120 bar), water is brought into the greenhouse air. The water is converted into fine droplets through the nozzle. The water evaporates in the air and withdraws warmth from the surrounding air. The temperature drops and the humidity rises.



*High pressure humidification by nozzle*

The main advantages of this system are that the fine droplets allow a better regulation of the humidity than the other humidification systems, while the plants stay dry. This system also allows a rise in humidity of 30%, an increase in RH of between 40% and 70%, and lowers the temperature by 3°C-6°C (5°F-10°F). The high pressure allows the droplets to be reduced to 5-20 microns. The simplest systems bring in approximately 250 cc/m<sup>2</sup>/hour and the better systems double this amount (500 cc/v/hour). In Northwest Europe it is advisable to have a capacity of 350-400 cc moisture supply. Apart from sufficient moisture supply, there should also be sufficient pump capacity. When an installation has a moisture supply of 400 cc/m<sup>2</sup>/hour but the pump only has a capacity for half the greenhouse, the actual moisture supply will be just 200 cc/m<sup>2</sup>/hour. On summer days, this capacity would be too low for sufficient cooling capacity.

A disadvantage is the necessary high water pressure of 70-120 bar. It makes the system somewhat expensive (about €3.00-€7.00/m<sup>2</sup>). In addition, the system requires more maintenance and is more susceptible to failures than the other humidification systems.

Finally, in countries with high temperatures and a low humidity, air in the greenhouse can be well cooled and humidified with a 'pad and fan' system.

For special advise regarding humidification please contact Bureau Imac. They will be pleased to provide you all specific information.

**Hans van Eijk**  
**Bureau IMAC Bleiswijk B.V.**

**ANTHURVARIA**

**Impression new greenhouse**



To the left, the edge of the basin and to the right the curved façade at the west side of the new greenhouse.



Preparation of the cogeneration unit (TE) in the technical room before entering the housing.

**New consultant at Bureau IMAC Bleiswijk B.V.**

My name is Ed Konijn; I am 34 and I live in Boskoop where I grew up among shrubs and creepers. After my studies at the HAS in Delft, I started working for Anthura B.V. almost 11 years ago. As cultivation manager I was mainly responsible for the cultivation of Anthurium pot plants and cut flowers (first growing phase and finishing phase)



Ed Konijn

**Anthura attendance at trade fairs from October 2008 to January 2009:**

**Hortifair, trade fair in Amsterdam, Holland**  
14/10/2008 – 17/10/2008

**Aalsmeer Market, trade fair in Aalsmeer, Holland**  
15/10/2008 – 17/10/2008

**IFEX, trade fair in Tokyo, Japan**  
30/10/2008 – 01/11/2008

**Flora 2008, trade fair in Ercolano (NA), Italy**  
21/11/2008 – 23/11/2008

**TPIE, trade fair in Fort Lauderdale, USA**  
15/01/2009 – 17/01/2009

**IPM, trade fair in Essen, Germany**  
29/01/2009 – 01/02/2009

and for the cultivation in the breeding greenhouses.

Because of the strongly increased demand for the services of IMAC, they needed to expand the team. At the beginning of September I started working as a general cultivation consultant at IMAC, specialising in Phalaenopsis cultivation. I expect to be able to make an important contribution to the leading position of IMAC. I am looking forward to helping you with your cultivation in the future and to continue the good relationship between IMAC and its clients.

**Hortifair 2008**

This year you will find Anthura once more at the Hortifair, both under its own name and as part of Dutch Creations in Hall 7, stand number 07.0202. It goes without saying that you are most welcome to visit our stand!

**Dutch Creations attendance at trade fairs from October 2008 to January 2009**

**Hortifair, trade fair in Amsterdam, Holland**  
14/10/2007 – 17/10/2007

**Floral Movement, event in Nieuwegein, Holland**  
02/11/2008 – 03/11/2008



Front of the new catalogue

**New catalogue**

Last year Anthura introduced a totally new corporate identity. Therefore Anthura's new catalogue will have a complete new design and size. It offers an extensive clear presentation of more than 200 varieties and contains as much as 75 Anthurium and Phalaenopsis novelties. We would be pleased to personally present you a copy at the Horti Fair or to send you a copy by post.

**Cultivation tip**

Lack of light is often a restrictive factor for growth in winter. Therefore you should keep the inside and outside of the windows very clean in order to make optimal use of the natural light.

**COLOPHON**

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