



## **PRESS RELEASE**

### **Interflora Denmark launches exclusive cooperation with Verdel**

Verdel's fresh flowers are now being exported to 430 florists in Denmark

*Honselersdijk, September 2016* – Dutch flower export company Verdel and Interflora Denmark are kicking off an exclusive cooperation. Interflora Denmark florists will run a test period in September to ensure smooth and successful operations for the launch of the cooperation in October. Interflora's goal for the coming years is to provide the consumer with a "WOW experience" in their shops and web shop. A new partner that helps reaching this goal has been found in Verdel by making available the freshest flowers.

Verdel is delighted that through this cooperation with Interflora Denmark, its flowers can now be found across entire Denmark. After already cooperating with individual florists in parts of Denmark as well as high-end retailers in other Scandinavian countries such as Finland and Sweden, Verdel is ready to guarantee fresh flowers in all Danish vases and windowsills. Gitte Andersen, Category Manager of Interflora Denmark, explains that they have chosen Verdel to deliver flowers to flourish the Danish homes as the norms and values of Interflora and Verdel go hand in hand: "The atmosphere between Interflora and Verdel just feels good and is in excellent harmony!"

Interflora is the world's largest and most experienced flower delivery network with about 430 of the best Danish florists being member of their network. Verdel's service does not stop when the flowers and plants are delivered at the florist, it is their strategy to help their florists earn money on the sales of flowers and plants. The choice to supply their florists with fresh flowers brought to them by Verdel has been made, among other things, for Verdel's focus on quality and handling. As every bouquet is a one in a million product, the flowers in the bouquets need to be of the highest quality. Therefore, Verdel takes the responsibility to guarantee the freshness of the flowers until the vase or windowsill of the consumer. Bas Verdel, CFO of Verdel, explains that Interflora florists are the best florists in Denmark who truly believe in Verdel's fresh concept. "Interflora is a modern, future-proof organisation and differentiates itself by its progressive approach. Verdel distinguishes itself by its short supply chain. The flowers go directly from the Dutch grower to the Interflora flower shop. Together, Interflora and Verdel are a perfect match!"

MORE

## **About Verdel**

Verdel is a family business with more than 45 years of experience in the flower and plant industry. Over 250 employees in the Netherlands and the rest of Europe are working daily to carry out Verdel's visions: being indispensable to its partners in helping them to earn money, taking the responsibility for consumer's happiness and, above all, being partners in flourishing business.

Verdel provides a one stop shop experience by exporting besides flowers also bouquets, plants, arrangements and florist accessories to high-end supermarkets and florists in 15 different countries and has a chain of own flower shops in Germany. Verdel is a steady partner in the field of product innovations, assortment and category management, shop concepts and marketing challenges of retailers across Europe. With Verdel's Naturals green & gifts the organisation introduced a renewing retail concept several years ago.

## **About Interflora Denmark**

The 430 florists of Interflora Denmark can be found all across the country and deliver floral gifts throughout not only Denmark, but also the rest of the world. The idea to set up a floral delivery system came to Denmark already in 1925. Next to flowers, Interflora also provides its customers with all sorts of gifts for special occasions, including chocolate, wine and teddy bears. The time between placing an order and its delivery of the flowers across the Danish borders will be as short as possible. Interflora aims that the customer will sense that Interflora is synonymous with genuine floral craftsmanship. Therefore, the standards are high. Not only when it comes to fresh flowers of the highest quality, but also the creative way, in which they are put together.

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