

## Your benefits

- Direct and efficient access to the European market
- More than 30 million consumers within 200 km range
- Modern and diverse sales channels accessible via one administration system (One Stop Selling)
- Personal relationship with Assortment Managers or Area Managers Import
- The Import Handling Department offers a wide range of services that optimise your products and increase your market success
- Strong sales support for new products through market introduction activities



Click here to see the corporate video:  
[www.youtube.com/veilingrheinmaas](http://www.youtube.com/veilingrheinmaas)

## Short introduction

- Germany's only flowers and plants auction
- Joint Venture between the two cooperatives Dutch Royal FloraHolland and German Landgard
- Turnover in 2016: €364 million
- Modern auction room with 8 clocks and 608 buyer's seats
- 1.600 customers and 2.400 suppliers
- Complementary modern sales channels: Clock pre sales, Direct Sales (Clock Service), Remote Buying

## Services: Import Handling Department

- High Service Level: Flowers are prepared for different sales channels in order to meet customers' requirements
- High-resolution product photos are made without additional costs
- Incoming control of all goods: temperature, amount, condition
- Additional control before sales
- Supplier receives a handling report afterwards
- In addition, flowers and plants are quality-checked by independent control department

## Central location in the heart of Europe



If you have any questions, please contact the Assortment and Import Department. You can find the contact details on [www.veilingrheinmaas.com](http://www.veilingrheinmaas.com).



# Veiling Rhein-Maas

## Welcome to Veiling Rhein-Maas!

The only flowers and plants auction in Germany!



[www.veilingrheinmaas.com](http://www.veilingrheinmaas.com)





efficient



accessible



one of a kind



modern



service-oriented



comprehensive



## Clock pre sales

- Digital sales channel
- Online Sale in advance of regular Auction clock sales
- Up to 30% of supply can be sold at prices determined by the supplier
- Product photos and information similar to the auction room, no additional fees



## Auction clock sales

- Ultra-modern auction room with a high level of personal customer attendance daily
- 8 clocks (4 for potted plants, 4 for cut flowers)
- Physical product presentation
- LED projection surface (28 x 3 m)
- High-resolution product photos and detailed product information
- 608 buyer's seats
- Including online auctioning: Remote Buying



## Direct Sales (Clock Service)

- Direct sales channel
- Fast and easy contact to customers
- Comprehensive support by Clock Service team
- More planning reliability for suppliers and customers