

# KEEN ON MUTUAL GROWTH

Product collection

**Xpol**

Where demand and  
supply synchronise

Everybody  
satisfied

### **A better and inclusive supply chain is a reality at Xpol**

Xpol is a global business-to-business service provider of flowers and plants, specialising in products from Africa mainly and increasingly from Europe. We synchronise demand and supply and service numerous European supermarket chains and the wholesale market by working closely with them. Our clients can buy directly from the growers.

Our strong and widespread global network of flower growers enables us to support our clients in the following fields:

- product development (network management),
- long term business,
- supply chain optimisation,
- logistics,
- and sustainability.

### **Since 2010**

Since our start in 2010, it has been our dream to build a supply chain based on cooperation and trust. Further, we are proud of the fact that we work as partners instead of competitors while making a difference together and constantly optimizing the supply chain to benefit everyone; this also includes sustainability. Thus, the result is a profitable business in which everybody – from the grower to the final consumer – is satisfied.

### **Inclusive Business = Direct Business**

The Xpol Inclusive Business model provides a clear road map: a 3-step approach and an IT platform. Here, everybody in our supply chain has access to information and know-how, which is our unique proposition: we have an open supply chain where growers and retailers are involved in direct business. Consequently, we must rely on each other's business ethics and attain an average of 99% high quality delivery rate. Thus, we score well in the economic, environmental and social aspects.

Join us and share in this mindset!

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

### **FACTS & CHALLENGES CONCERNING US**

- Global population growth towards 9 billion people by 2050
- Climate challenges
- Environmental footprints
- The growing influence of technology



# Experience it

## Consumer satisfaction

Our daily business is focused on achieving one main goal: consumer satisfaction. Without the final consumer, our supply chain has no reason to exist.

## Inclusive Business

We secure the optimal output by using a structured and organized supply chain in a different and shorter manner as compared to the traditional supply chain of fresh products. The Xpol Inclusive Business model provides a clear road map and an IT platform. Here, everybody in our supply chain has access to information and know-how; thus, growers and retailers are in direct business.

Our Inclusive Business method works in 3 steps:

1. Synchronising
2. Packed at source
3. Optimal chain

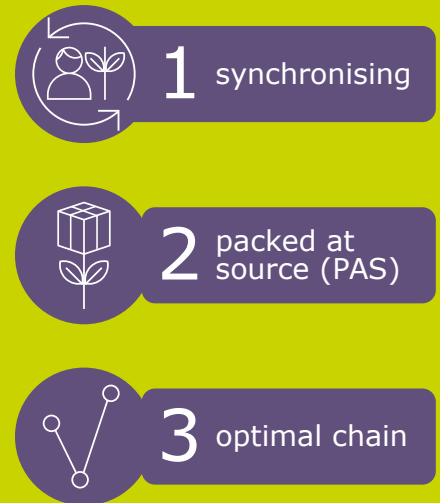
## Packed at the source

Products are packed at the growers according to our clients' wishes. Due to this approach, we can create and manage several product groups and renew collections, of which you will find an overview in this product catalogue.

## Sustainability

Most people and businesses want to function in a sustainable manner but don't always know how. Unfortunately, despite good intentions many plans end up in the bin.

However, we have found a way to function sustainably. By optimising the supply chain and implementing sustainable solutions such as waste management, innovative packing and much more. Solutions of which all in the supply chain benefit.





# Packed at Source

## Economical values:

- lower cost price, higher net margins
- less planning risks
- lower transportation costs
- more efficient due to direct involvement of experienced growers
- no re-packing costs
- fewer packing materials






## Sustainable values:

- less waste
- shared added value at growers'/value creation at source
- long-term model
- less use of resources

## Commercial values:

- flexibility due to know-how and consistency in the orders for clients
- waste management is top-of-mind for retailers
- shortest possible supply chain; fresher products & longer vase life and shelf life
- higher consumer satisfaction
- consistency in product quality



	Traditional trade	Xpol PAS	Advantages Xpol PAS
PACKING / waste	Average 3,5% waste Due to re-packing: 1,5% breakage 2,0% unpacking / color mixing / planning	No re-packing. 99,9% packed at source reaches final consumer	 3,5% waste reduction, including less CO2 footprint due to effective transport
SOCIAL	Re-packing in EU	Packing directly at grower	 Creating 15% employment at farming communities
ENERGY	Extra energy use due to re-packing	Saving energy	 12% - 20% energy saving in supply chain to clients
SHELF LIFE / freshness	Re-packing takes 1 - 2 days extra from grower to consumers	Direct packing at grower brings flowers faster to consumers	 Increasing shelf life for consumers by 1 - 2 days
PRODUCT QUALITY	Extra handling influences quality (touching, temperatures etc.)	Less product handling keeps flowers in better shape	 20 - 30% less handling than traditional trade increases product quality



# Social partnership

## Afrikado

Xpol is honoured to work with Afrikado, a marketing brand that is in close partnership with foundations in Kenya that help people with disabilities across different communities by creating African handicraft art and gimmicks; this is partly done by using recycled materials, such as leather of old aircraft seats provided by international airlines.

Through special promotions such as flower bouquets with attractive hand made gifts, we bring Afrikado to the consumers. One of the revenues for the workers at Afrikado is that they are provided with training, education and a job, which creates stability and is a motivational step building their future.



**AFRIKADO**  
Made in Africa



# Let's SUSTAINALISE!

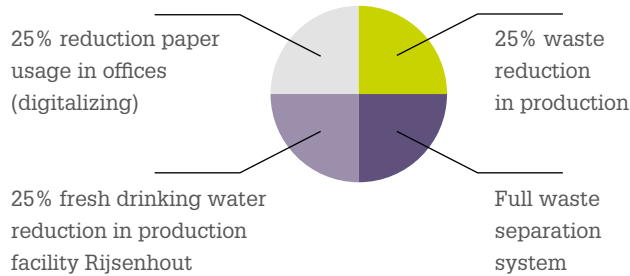
Xpol Inclusive Business is not only a sustainable working model but also an economical one; through its efficiency, it reduces waste and emissions, among many others.

Additionally, we have defined 5 main operational sustainable goals for 2025 in order to make sustainability measurable throughout the Xpol supply chain. These goals can be partly influenced by ourselves and managed and realized internally within our daily operations. Another part of the targets has to be realized with our partners in the supply chain, many of whom are already taking steps towards a sustainable future; for this, we appreciate them wholeheartedly.



# Sustainability targets 2025

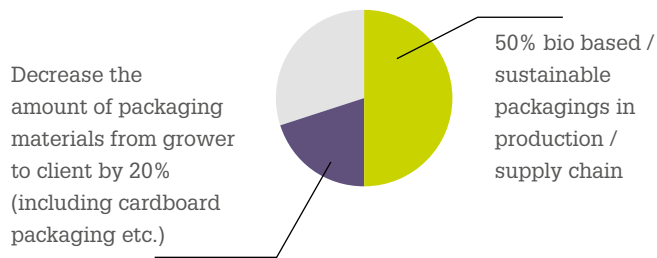
## TARGET #1 WASTE REDUCTION



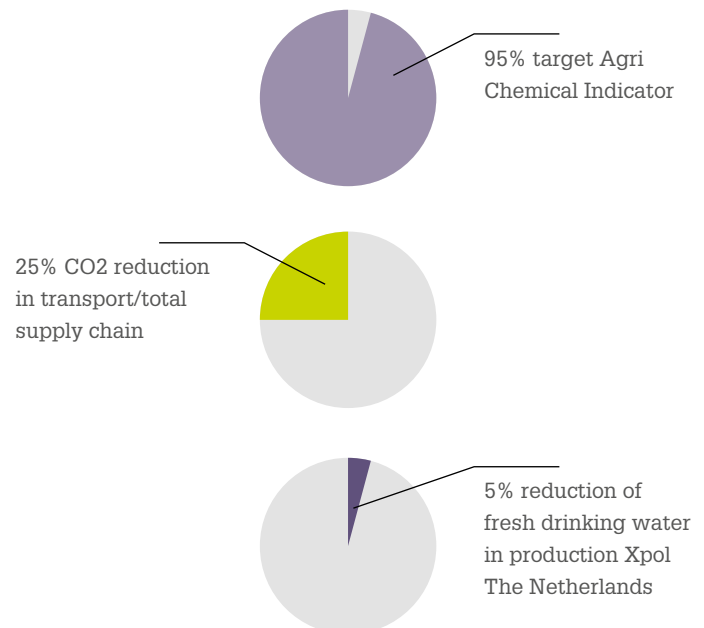
## TARGET #4 DUE DILIGENCE



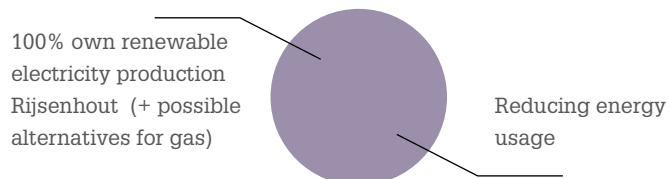
## TARGET #2 PACKAGING



## TARGET #5 EMISSIONS & ENVIRONMENT



## TARGET #3 ENERGY





## Achieved in 2022:

#1

- 92% of the total waste in operations Rijsenhout, The Netherlands was separated and taken into separate waste management flows, optimising recycling
- Our waste in Rijsenhout operations: 70% carton waste (recycled), 22% green waste (composted), 8% residual waste including plastics (destroyed)
- Opening operations at Xpol Finland in 2022 means decreasing the steps in the logistic supply chain towards Finland; less waste of materials and flowers, increase of vase life

#2

- Testing of cardboard skids has taken place
- Integration of thinner flower buckets, reducing the use of plastic

#3

- Starting building new facilities and refurbishing and isolating the office, the way towards lower energy use
- Latest efficient techniques for cold stores in operations using less energy per m2 and safer cooling liquids
- Office heated and cooled by electricity, no use of fossil gas

#4

- Introduced due diligence in the sustainability targets
- Prepared the Code of Conduct within our supply chain

#5

- Increased sourcing from Europe with 5%
- Opening operations at Xpol Finland in 2022 means decreasing the steps in the logistic supply chain towards Finland, lower CO2 emissions

## Challenge 2023:

Further optimizing in new production facilities in Rijsenhout, The Netherlands:

- 30% extra residual waste reduction by separating PP products, sticker waste and green waste
- Xpol BOXX: increase the usage towards more clients
- Monitoring the stock days KPI per product category: optimizing using Navision and Power BI
- Decrease the steps/days in the logistic supply chain through more direct hubs in Europe, meaning less waste of materials and flowers, increase of vase life

- Increase of recycling wooden pallets / skids
- Increase the use of carton skids
- Increase the use of grey (more sustainable) buckets

Monitoring the operational revenues and energy savings of the new operations facilities and work space in The Netherlands (in use from mid of February 2023) via:

- Use of electricity solar panels
- Cold stores latest technique; electricity reductions
- Refurbished office heating without gas, highly isolated

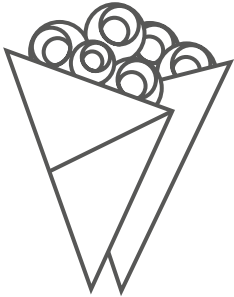
- Code of Conduct signed by all Xpol suppliers through introduction and explanation to the growers within our supply chain. We commit for 75% of the purchased products to be sustainably produced - (FSI basket)  
Focus on social covers projects: Afrikado, Newday, TEMA and sponsorships

- Further increase sourcing EU
- Further increase sea freight in the total mix of transport supply chain
- Investigate logistic partners with emission targets and programmes, such as electric / hybrid road transport
- Introduction of Carbon footprint monitoring tool
- Investigate possibilities re-using rainwater in new operations Rijsenhout, The Netherlands
- Decrease the steps/days in the logistic supply chain through more direct hubs in Europe = lower CO2 emissions

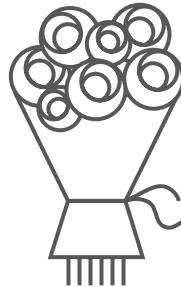


# We think along with you

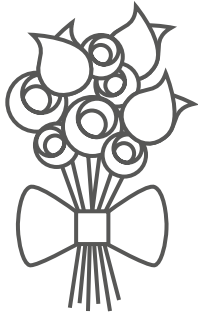
## Xpol **VOLUMES**



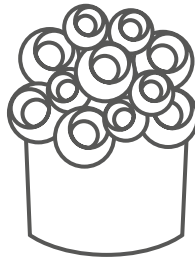
## Xpol **MUST-HAVES**



## Xpol **PREMIUMS**



## Xpol **DREAMERS**



Seasonals

Events

Sustaina-  
lisers

## **XPOL PRODUCT CATEGORY APPROACH**

For our clients to optimise the shelf-life of their purchases, we work to ensure that our product categories match the requirements and targets of our clients. Further, these categories can be adapted to our clients' wishes and have a moduled system along with several add-on options.

Additionally, we are happy to discuss your specific needs and think along with you on the product level. This is where our expertise lies, and we gladly add value to your assortments.

# Xpol product collection





Flowers



Plants



Specials





Roses



Spray Carnations



Carnations



Peony roses



Amaryllus



Gerberas



Lilies



Tulips



Ranunculus



Daffodils



Lisianthus



Bouquets packed at source



Dried flowers

# Roses

## General product specifications

	Length	Head size	Post harvest   Product life*
Sweethearts	30 - 50 cm	2,5 - 3,5 cm	17+ days
Intermediates	35 - 60 cm	3,0 - 4,2 cm	18+ days
T-Hybrids	40 - 70 cm	4,0 - 5,5 cm	17+ days
Spray roses	40 - 60 cm	3 - 7 viable buds	17+ days

\* In controlled supply chain and depending on variety



## Availability\*

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Kenya												
Ethiopia												
Uganda												
Zimbabwe												
The Netherlands												

■ Main production ■ Low season production □ No production

\*Availability is weather related

## Xpol unique features

1. Consumer ready packed at source
2. Long term partnership growers
3. Customer dedicated cut stage
4. Year round consistent from same growers
5. Customer dedicated NPD
6. Variety specific options

## Sustainable facts

1. MPS Certified
2. Fairtrade
3. Partnership Afrikado

## Growers

Growers 53  
In total of 1.700 ha

## Source

1. Kenya
2. Ethiopia
3. Uganda
4. Zimbabwe
5. The Netherlands



# Spray Carnations



**General product specifications**

	Length	Viable buds	Post harvest   Product life*
Spray carnations	40 - 55 cm	3 to 7 viable buds	6+ weeks

\* In controlled supply chain and depending on variety

**Availability\***

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Kenya	Main production	Main production	Main production	Main production	Main production	Low season production	Low season production	Low season production	Main production	Main production	Main production	Main production
Turkey	Main production	Main production	Main production	Main production	Main production	Low season production	Low season production	Low season production	Low season production	Low season production	Main production	Main production
Colombia	Main production	Main production	Main production	Main production	Main production	Main production	Main production	Main production	Main production	Main production	Main production	Main production

 Main production  Low season production  No production \*Availability is weather related

**Xpol unique features**

- 1. Consumer ready packed at source
- 2. Long term partnership growers
- 3. 100% controlled cold chain
- 4. Exceptional vase life

**Sustainable facts**

- 1. MPS Certified
- 2. Fairtrade
- 3. Carbon low sea freight

**Growers**

Growers 5  
In total of 30 ha

**Source**

- 1. Kenya
- 2. Turkey
- 3. Colombia



# Carnations

## General product specifications

	Length	Head size	Post harvest   Product life*
Carnations	50 - 60 cm	3,0 - 4,2 cm	21+ days

\* In controlled supply chain and depending on variety



## Availability\*

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Kenya												
Turkey												
Italy												
The Netherlands												
Colombia												

Main production    Low season production    No production

\*Availability is weather related

## Xpol unique features

1. Consumer ready packed at source
2. Long term partnership growers
3. 100% controlled cold chain
4. Exceptional vase life

## Sustainable facts

1. MPS Certified
2. Fairtrade
3. Carbon low sea freight

## Growers

Growers 8  
In total of 50 ha

## Source

1. Kenya
2. Turkey
3. Italy
4. The Netherlands
5. Colombia



# Peony Roses

## General product specifications


	Length	Head size	Post harvest   Product life*
Standard varieties	40 - 55 cm	3 - 4 cm	10+ days
Premium Mix	40 - 55 cm	3 - 6 cm	10+ days

\* In controlled supply chain and depending on variety



## Availability\*

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
The Netherlands												
France												
Hungary												
Italy												
Spain												
Austria												

 Main production  Low season production  No production

\*Availability is weather related



## Xpol unique features

1. Consumer ready packed at source
2. Tailored cut stage for 100% opening
3. 100% controlled cold chain
4. De-buttred for extra large flowers
5. Dry-packed at the farm for longer supply chains

## Sustainable facts

1. MPS Certified

### Growers

Growers 16  
In total of 150 ha

## Source

1. The Netherlands
2. France
3. Hungary
4. Italy
5. Spain
6. Austria



# Amaryllus



General product specifications

	Length	Viable buds	Post harvest   Product life*
Standard Varieties	50 - 70 cm	2 - 5 heads	21+ days
Amaryllus Premium	50 - 80 cm	2 - 5 heads	21+ days

\* In controlled supply chain and depending on variety

Availability\*

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
The Netherlands												

 Main production  Low season production ☐ No production \*Availability is weather related

Xpol unique features

- 1. Consumer ready packed at source
- 2. Cut stage selection
- 3. Seasonal colours
- 4. Fixed pricing for special events
- 5. Mixed boxes

Sustainable facts

- 1. MPS Certified

Growers

Growers 4  
In total of 45 ha

Source

- 1. The Netherlands



# Gerberas

## General product specifications

	Length	Head size	Post harvest   Product life*
Germini	40 - 60 cm	6 - 8 cm	16+ days
Gerbera	40 - 60 cm	8 - 10 cm	16+ days
Premium	40 - 60 cm	6 - 10 cm	16+ days

\* In controlled supply chain and depending on variety



## Availability\*

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
The Netherlands												

 Main production  Low season production ☐ No production

\* Availability is weather related

## Xpol unique features

1. Consumer ready packed at source
2. Fixed prices year round and for special events
3. All products from same farm
4. Year round consistency from grower
5. Variety selection on shelf life
6. Premium varieties to differentiate products

## Sustainable facts

1. MPS Certified

## Growers

Growers 6  
In total of 85 ha

## Source

1. The Netherlands



# Lilies

## General product specifications

	Length	Heads	Post harvest   Product life*
OT Supers (Oriental Turmpet)	75 - 105 cm	2 - 5 heads	10 - 14 days
Oriental Roselily	75 - 105 cm	2 - 5 heads	10 - 14 days
LA (Longiflorum Asiatic)	75 - 105 cm	3 - 5 heads	10 - 14 days
Longiflorum	75 - 105 cm	1 - 4 heads	10 - 14 days

\* In controlled supply chain and depending on variety



## Availability\*

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Kenya												
The Netherlands												
Spain												

■ Main production ■ Low season production □ No production

\* Availability is weather related

## Xpol unique features

1. Consumer ready packed at source
2. Long term partnership growers
3. Customer dedicated cut stage
4. Year round consistency from same growers
5. Customer dedicated NPD

## Sustainable facts

1. MPS Certified
2. Fairtrade

## Growers

Growers 5  
In total of 40 ha

## Source

1. Kenya
2. The Netherlands
3. Spain



# Tulips

## General product specifications

	Length	Stem weight	Post harvest   Product life*
Tulip double (indoor)	36 cm	24 - 28 g	7 - 10 days
Tulip single (indoor)	36 cm	22 - 28 g	7 - 10 days
Tulip double (outdoor)	36 cm	35 g	7 - 10 days
French Tulips	50 cm	35 g	7 - 10 days

\* In controlled supply chain and depending on variety



## Availability\*

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
The Netherlands												
Italy												

 Main production  Low season production  No production

\* Availability is weather related



## Xpol unique features

1. Consumer ready packed at source
2. Long term partnership growers
3. Customer dedicated cut stage
4. Year round consistency from same growers
5. Customer dedicated NPD

## Sustainable facts

1. MPS Certified

## Growers

Growers 7  
In total of 40 ha

## Source

1. The Netherlands
2. Italy



# Ranunculus

### General product specifications



	Length	Post harvest   Product life*
Ranunculus Elegance	40 - 45 cm	7 - 9 days
Ranunculus Pon Pon	40 - 45 cm	7 - 9 days

\* In controlled supply chain and depending on variety



### Availability\*

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Italy												
The Netherlands												

 Main production  Low season production  No production

\*Availability is weather related

### Xpol unique features

- 1. Consumer ready packed at source
- 2. Long term partnership growers
- 3. Customer dedicated cut stage
- 4. Customer dedicated NPD

### Sustainable facts

- 1. MPS Certified

### Growers

Growers 10  
In total of 50 ha

### Source

- 1. Italy
- 2. The Netherlands



# Daffodils

## General product specifications

	Length	Weight	Post harvest   Product life*
Pencils	25 - 35 cm	NA	10+ days
Doubles (Peony daffodils)	40 cm	NA	10+ days

\* In controlled supply chain and depending on variety



## Availability\*

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
UK												

 Main production  Low season production  No production

\*Availability is weather related

## Xpol unique features

1. Consumer ready packed at source
2. Long term partnership growers
3. Customer dedicated cut stage
4. Customer dedicated NPD

## Sustainable facts

1. MPS Certified

## Growers

Growers 6  
In total of 300 ha

## Source

1. UK



# Lisianthus

## General product specifications


	Length	Head size	Post harvest   Product life*
Single	60 cm	NA	10+ days
Double	60 cm	NA	10+ days

\* In controlled supply chain and depending on variety



## Availability\*

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
The Netherlands												
Spain												

 Main production  Low season production  No production

\*Availability is weather related

## Xpol unique features

1. Consumer ready packed at source
2. Long term partnership growers
3. Customer dedicated cut stage
4. Customer dedicated NPD

## Sustainable facts

1. MPS Certified

## Growers

Growers 3  
In total of 15 ha

## Source

1. The Netherlands
2. Spain



# Bouquets packed at source

General product specifications



	Length	Head size	Post harvest   Product life*
BQ Netherlands / Seasonal BQTS	35 - 70 cm	5 - 25 stems	17+ days
BQ Kenya	35 - 70 cm	5 - 15 stems	17+ days

\* In controlled supply chain and depending on variety



Availability\*

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
The Netherlands**												
Kenya												

 Main production  Low season production ☐ No production \*Availability is weather related  
\*\*Spring BQTS available from mid january till april



Xpol unique features

- 1. Consumer ready packed at source
- 2. Cut stage selection
- 3. All products from same farm
- 4. Year round consistency from same growers
- 5. Colour combinations will change during the season

Sustainable facts

- 1. MPS Certified
- 2. Fairtrade
- 3. In partnership with Afrikado

Growers

Growers 12  
In total of 250 ha

Source

- 1. The Netherlands
- 2. Kenya



# Dried flowers

## General product specifications

	Length	Weight	Post harvest   Product life*
Seasonal bouquets	30 - 60 cm	15 - 65 g	NA

\* In controlled supply chain and depending on variety



## Availability\*

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Turkey												
The Netherlands												

 Main production  Low season production ☐ No production

\* Availability is weather related

## Xpol unique features

1. Consumer ready packed at source
2. Long term partnership growers
3. Year round consistency from same growers
4. Customer dedicated NPD

## Sustainable facts

1. MPS Certified

## Growers

Growers 2  
In total of 30 ha

## Source

1. Turkey
2. The Netherlands





Where demand and  
supply synchronise

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