

KEEN ON DETAILS

A close-up photograph of a red flower, possibly a gerbera, with several yellow pollen-covered stamens. The background is a deep red, and the lighting is soft, highlighting the texture of the pollen and the petals.

Product collection Xpol 2021

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

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:

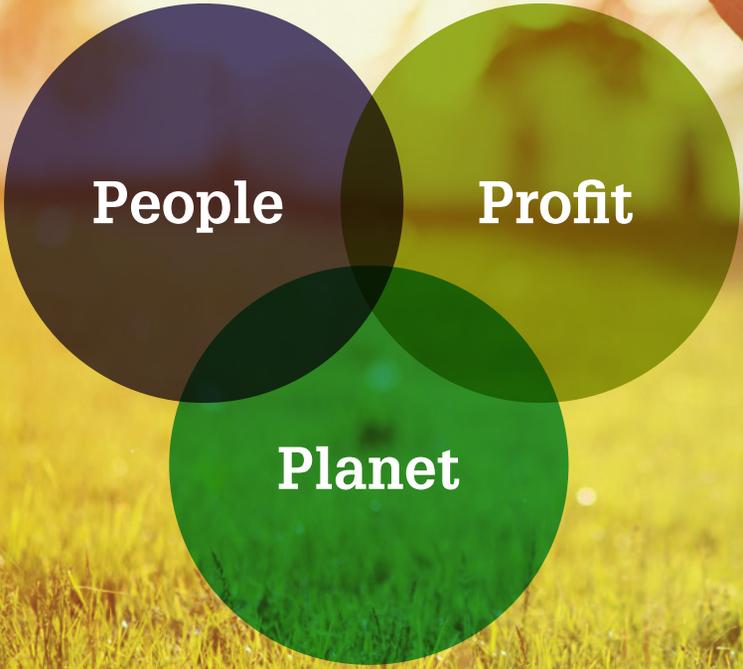
- less waste
- shared added value at growers'/value creation at source
- long-term model
- less use of resources

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

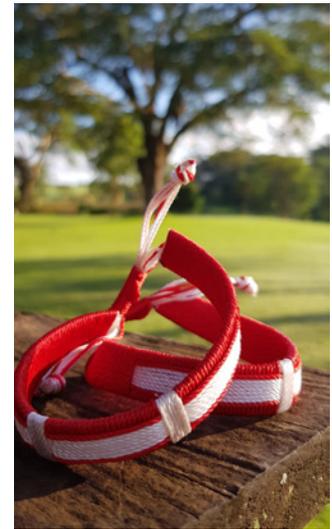


Social partnership

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

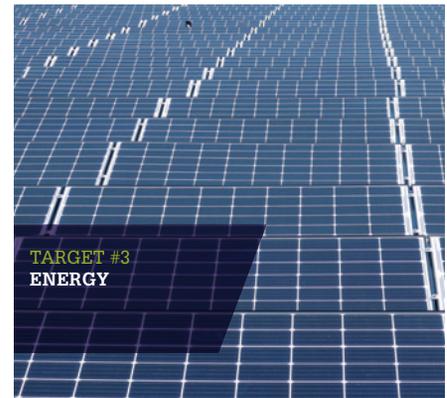
Made in Africa



Let's SUSTAINALISE!

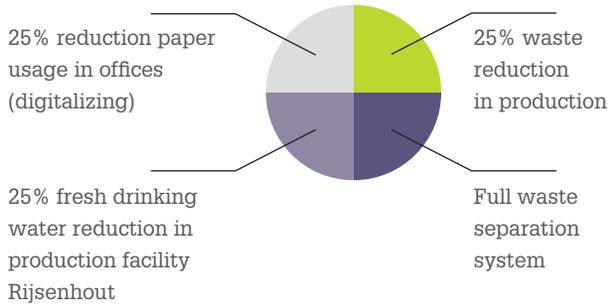
Xpol Inclusive Business is not only a sustainable working model but also an economical one; through its efficiency, it reduces waste and emissions, among many others.

Additionally, we have defined 6 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.

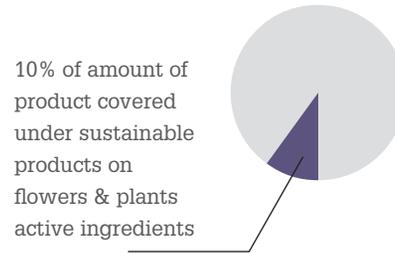


Sustainability targets 2025

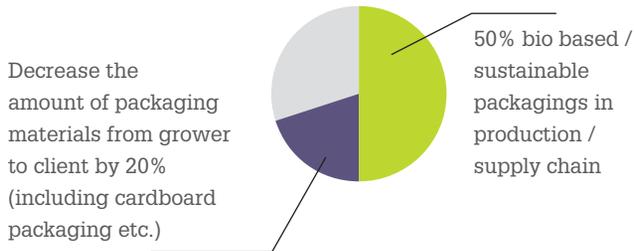
TARGET #1 WASTE REDUCTION



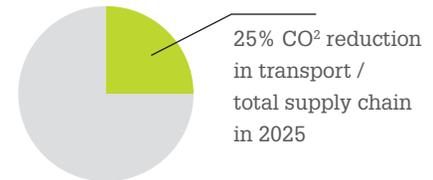
TARGET #4 ENVIRONMENT



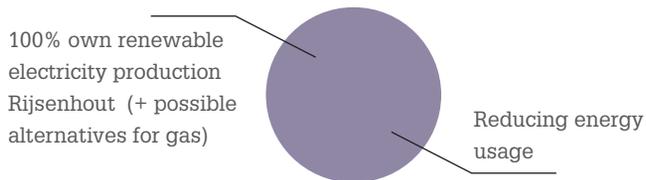
TARGET #2 PACKAGING



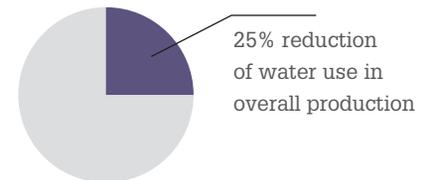
TARGET #5 EMISSIONS



TARGET #3 ENERGY



TARGET #6 WATER



Achieved in 2020:

- #1
- Green waste: larger containers = less transport and average 33% less green waste compared to 2018
 - Production waste separation Rijssenhout increased from 79% to 94%
 - Testing a different way of labelling, using label machines rewinding the foil behind the stickers, saving a lot of volume in waste and time
 - Re-use of cardboard corners of airplane pallets
 - Xpol BOXX: self-locking instead of taping/stapling
 - Invested in strapping machines for aqua boxes, resulting in less damage of products in stores and no taping (saving plastic)
 - Waste separation stations installed in the office and canteen
 - Printing paper usage: an overall decrease in printing paper usage of 70%
 - Freshness products increased by 5% (less stock in the supply chain)

- #2
- Xpol BOXX: reducing over 15% of paper used per airplane pallet vs. traditional box
 - Testing dry flowers; less packaging material and can be kept / used longer by consumers
 - Testing grey buckets (100% recycled plastic)

- #3
- Reduction energy usage: cooling. Between 2018 and 2020 overall the number of days products are in the cooling area is decreased, meaning less energy is used

- #4
- In Q3 2020 37% of our growers working under sustainable products active ingredients conditions
 - In total volume delivered to Xpol this equals to 57%

- #5
- Increased transport by truck vs. airfreight
 - Sourcing: further development of more products from more European countries
 - Xpol BOXX establishes appr. 5 - 10% CO2 emission reduction due to more effective airfreight and packing
 - Development of an additional ICT tool following the emission figures continuously

- #6
- Monitoring hydroponics and water usage growers
 - Working on programme water footprint

Challenge 2021:

- Where possible further improve waste management in production Rijssenhout
- Testing press for plastic waste
- Further implementation of label machines
- Full implementation of strapping aqua boxes for all our customers

- Running tests on sleeveless packing of bouquets
- Expanding testing of grey buckets with more clients

- Calculate/planning green energy contract and future solar panels

- Further define selection criteria growers
- Inventory existing growers
- Set up follow up system

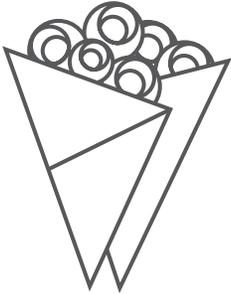
- Implement knowledge and data in IT system
- Further expansion of European sourcing by more products from more European farms

- Building clear follow-up system water footprint growers

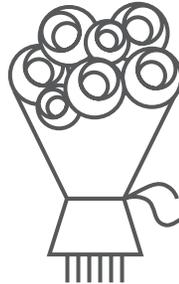


We think along with you

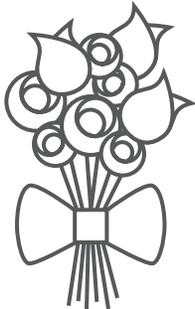
Xpol **VOLUMES**



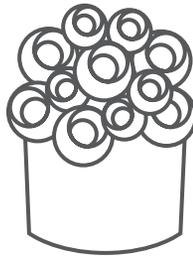
Xpol **MUST-HAVES**



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



Peony roses



Amaryllus



Bouquets packed at source



Gerberas



Lilies



Tulips



Ranunculus & Anemones



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	■	■	■	■	■	■	■	■	■	■	■	■
Tanzania	■	■	■	■	■	■	■	■	■	■	■	■
Spain	■	■	■	■	■	■	■	■	■	■	■	■
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. Tanzania
5. Spain
6. The Netherlands



(Spray) Carnations

General product specifications

	Length	Head count size	Post harvest Product life*
Spray carnations	40 - 55 cm	3 to 7 buds	6+ weeks
Carnations	40 - 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	■	■	■	■	■	■	■	■	■	■	■	■
The Netherlands	■	■	■	■	■	■	■	■	■	■	■	□
Turkey	■	■	■	■	■	■	■	■	■	■	■	■
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 125 ha

Source

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



Peony Roses

General product specifications

	Length	Head size	Post harvest Product life*
Sara Bernhardt	40 - 55 cm	3 - 4 cm	10+ days
Other 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					Low	Main	Low					
France				Low	Main							
Hungary					Main	Low						
Italy				Low	Low							
Austria					Main	Low						

■ Main production ■ Low season production □ No production

*Availability is weather related

Xpol unique features

1. Packed at source
2. Tailored cut stage for 100% opening
3. 100% controlled cold chain
4. De-budded 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. Austria



Amaryllus

General product specifications

	Length	Head count	Post harvest Product life*
Amaryllus Red / White	50 - 70 cm	2 - 5 heads	21+ days
Amaryllus others	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 3
In total of 40 ha

Source

1. The Netherlands



Bouquets packed at source

General product specifications

	Length	Stems	Post harvest Product life*
BQ Kenya	35 - 70 cm	5 - 15 stems	17+ days
BQ NL	35 - 70 cm	5 - 25 stems	17+ 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	■	■	■	■	■	■	■	■	■	■	■	■
Tanzania	■	■	■	■	■	■	■	■	■	■	■	■
Italy	■	■	■	■	□	□	□	□	□	□	□	□

■ 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. 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 350 ha

Source

1. Kenya
2. The Netherlands
3. Tanzania
4. Italy



Gerberas

General product specifications

	Length	Diameter	Post harvest Product life*
Mini gerberas	40 - 60 cm	Ø 6 - 8 cm	16+ days
Gerberas	40 - 60 cm	Ø 6 - 8 cm	16+ days
Pomponi	40 - 60 cm	Ø 6 - 8 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	Head count	Product life*
OT Supers (Oriental-Trumptut)	75 - 105 cm	2 - 5 viable buds	10 - 14 days
Oriental Roselily	75 - 105 cm	2 - 5 viable buds	10 - 14 days
LA (Longiflorum - Asia)	75 - 105 cm	3 - 5 viable buds	10 - 14 days
Longiflorum	75 - 105 cm	1 - 4 viable buds	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	■	■	■	■	■	■	■	■	■	■	■	■

■ 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 4
In total of 35 ha

Source

1. Kenya
2. The Netherlands



Tulips (indoor & outdoor)

General product specifications

	Length	Head size	Product life*
Tulip double (indoor)	36 cm	24 - 28 grams	7 - 10 days
Tulip single (indoor)	36 cm	22 - 28 grams	7 - 10 days
Tulip double (outdoor)	36 cm	35 grams	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	■	■	■	■								

■ 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 3
In total of 15 ha

Source

1. The Netherlands



Ranunculus & Anemones

General product specifications

	Length	Product life*
Ranunculus Elegance	40 - 45 cm	7 - 9 days
Ranunculus Pon-Pon	40 - 45 cm	7 - 9 days
Ranunculus Butterfly	40 - 50 cm	7 - 9 days
Anemones	35 - 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				■	■							
Germany				■	■							

■ 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 30
In total of 75 ha

Source

1. Italy
2. The Netherlands
3. Germany





where demand and
supply synchronise

Xpol B.V.
Kruizemuntweg 27
1435 DD Rijsenhout
The Netherlands

+31 (0) 297 34 41 23

www.xpolplatform.com