

INTENZ

M A G A Z I N E

Exclusive plants for modern living

Green Inspiration

Our Collections

Green is not a trend; it's a lifestyle

Decorative Atmosphere Creators

INTENZ MAGAZINE IS
A PUBLICATION OF VDE PLANT

Green life, **happy life**

We are VDE Plant, a true family business located in the beautiful rural area of Woubrugge, The Netherlands. We are a tropical plant nursery spanning almost 100,000 square meters, cultivating 40 different types of green tropical plants.



Samoa

T

The name VDE stands for Van Der Eijk, the surname of the founders of our beautiful family business.

Currently, the third generation is at the helm - siblings Karin and Edwin van der Eijk, along with partner Hein Visser.

Healthy and Pleasant

Living Our shared passion for green houseplants runs deep. In this magazine, we want to take you on a journey through that passion. Because not only are plants fantastic to look at in their endless variety and beauty, but they also contribute significantly to a healthy and pleasant life. Our motto? Green Life, Happy Life!

Green World

Entrepreneurship is about creating opportunities and seeing and seizing possibilities. We are convinced that in the green world of indoor plants, much more can be discovered. VDE Plant is fully committed to innovation, inspiration, and lifestyle. Healthy living is more in the consumer's spotlight than ever, and for good reason! Green, health, and a good atmosphere are inseparable. In this magazine, you get to know VDE Plant. We hope that reading it inspires you to make even more green choices!

Hein, Karin, Edwin
Management VDE plant



Innovation, inspiration and lifestyle



From left to right:
Edwin, Karin en Hein.



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Green, Greener, **Greenest**

It all began in 1948 in Woubrugge, at the same location where we still grow today. Our grandparents started with vegetable cultivation and expanded to flowers. Later, our father and uncle transitioned to potted plants. Since the early 21st century, the focus has been on cultivating (exclusive) houseplants.

V

DE Plant has always experienced steady, healthy growth. Of course, there were challenging periods, but thanks to our resilience, vision, the dedication of our employees, and the trust of suppliers, VDE Plant has always emerged stronger.

Creating and Inspiring

On 9 hectares of greenhouse space, we cultivate 40 types of green tropical plants. These find their way to top retailers in various



Bolglas

industries across Europe. Our plants and plant concepts are sold in home stores, garden centers, supermarkets, hardware stores and florists. We proudly state that VDE Plant is a botanical source of inspiration for many customers!

Intenz®

After years of selection, we have brought together our exclusive plant varieties under Intenz®, our own brand that represents botanical creativity and healthy green plants. The products are innovative, exclusive, and distinctive. In short, plants that allow every florist and retailer to stand out.

Air-Purifying

Now more than ever, people aspire to a healthy and sustainable lifestyle. Green plants contribute to a healthy atmosphere at home and in the office due to their air-purifying effects. Plants and a healthy lifestyle go hand in hand. VDE Plant cultivates a large number of air-purifying plants. Some of them are introduced in this magazine, and our complete range is described at www.intenz.me.

Sustainable

We believe in conducting business with respect for people, animals, and nature. The processes in our modern nursery minimize environmental impact. We use only the necessary amount of energy and raw materials. In cultivation, we make crops naturally resilient to minimize the use of chemical agents.

Monstera



Philodendron



Clusia

Intenz® stands for botanical creativity and healthy green plants for a modern life



Concept store.

Consumers want more green in their daily lives. This is noticeable at the (inter)national trade and design fairs, lifestyle festivals and the many workshops given by influencers.

Green is not a trend...

B Beautiful, robust, green houseplants are increasingly in the spotlight. This is not a passing trend, but a new lifestyle. People simply feel better with living green around them.

Storytelling

Our beautiful plants are not just plants; each has its own story. About their botanical character, their function at home or in the office, their various decorative applications, strengths, and weaknesses. We can talk endlessly about them! And we love to. On our website, there are care pages for each plant family, ensuring consumers enjoy their special acquisitions for a long time.

Exclusivity

Do you also marvel at the beauty of plants? Nature has the power to bring new variations in leaf shape, color, and pattern. Be amazed by our plant collections, such as the Jungle



Santiago

Houseplants are increasingly in the spotlight

Strelitzia



Philodendron Billietiae.



Philodendron White Wave.



Crispy Wave.

it's a lifestyle

collection. We are proud to say that VDE Plant has exclusive rights to cultivate and trade some plants.

Clusia Rosea Princess®

The Clusia Rosea Princess® is the flagship of the Intenz® collection. With its leathery, oval-shaped, glossy leaves, it is an absolute eye-catcher. Through selection and continuous product development, we have cultivated an exclusive, robust specimen. The Clusia Rosea Princess® is the top performer among air purifiers. Research by Wageningen University has shown that it can purify a large amount of indoor air from harmful substances, significantly improving indoor air quality.

This is a special fern, the Crispy Wave. As the name suggests, the leaves are wavy and crackle when touched. The new leaves unfurl from the center into beautiful undulating fronds.

This Philodendron Billietiae stands out with its beautiful green leaves on ochre-yellow petioles, and the White Wave is the name of this remarkable Philodendron. The leaves have a wonderful combination of white and green colors.



Berlin



Manilla glas



Bolglas



Tube

So much more can be done with green

Our plants are decorative mood makers and can be used in various ways. There's nothing more enjoyable than inspiring customers to engage with green houseplants in innovative ways. Because plants lend themselves excellently to that!

Plants always have a unique story. Where does the plant originally come from, what are its botanical characteristics, how do you care for the plant, and other fun, interesting facts. We love telling all these stories so that consumers learn more and more about plants.

We always look for innovative, creative applications for our green mood makers. With our Intenz® brand, we bring life to your interior because our products bring every environment to life without making plant care too complicated for consumers!

Hydroponics (plants in water)

The beauty of plants is not only in the leaves but also in the soil! Since 2015, VDE Plant has been delivering washed plants in glass, making the roots visible and intriguing. You can see the plants develop, and, importantly, it's easy to care for! The roots must be submerged; if not, they should be replenished. Make sure only the roots are underwater, and the plant's stem is not touched by the water. It's that simple.

The reactions to our concepts are very motivating; over the years, we have developed many Hydroponics concepts. The assortment

includes small and large concepts, catering to everyone's preferences. It's fun to place several small concepts together in a bowl or on a table.

Our atmospheric Clusia Rosea Princess, the robust Monstera, the beautiful Syngonium, and the striking Calathea have been extensively tested for durability. These plants, each with unique characteristics and beautiful leaf shapes and colors, are included in our Intenz® Hydroponics concept. Highly decorative in any interior.



Salinas

Inspiring with our story

For us, it's all about the plant, knowledge of the plant, and an optimal cultivation process. We excel at that, and it makes us happy! We offer exclusivity, creativity, and quality.



To generate even more value, we are active on social media. On Instagram and Facebook, we inspire our followers to make green choices. We make them aware of the importance of a green lifestyle and hope to spark interest in green plants. We show how the exclusive assortment of Intenz® can enrich life. This way, we create our own ambassadors online!

Children

Regularly, we welcome schoolchildren to our company. Children are the foundation of our existence. We teach them what plants can do for you and how important it is to have plants in your living environment. Ever been in a classroom with children? Unbearable! The air is so stuffy; you can't concentrate well. Creativity also diminishes when there's poor indoor air quality. Plants purify the air; they absorb harmful substances, break them





down in their roots, and provide clean air in return. A natural air purifier! And it adds atmosphere to the space. Research shows that children experience more calmness when there are plants around them. This applies, of course, to adults as well.

Intenz on Tour

We prefer to tell the story of our Intenz® plants directly to our customers. That's why we go on the Intenz on Tour, visiting florists and city garden shops across the country. It's fantastic to meet passionate green enthusiasts. All true >



Sydney

entrepreneurs who, together with us, want to excite consumers about the beautiful exclusive Intenz® assortment. Together, we go further! We do not sell directly to florists; We have a shop shop-in-shop at Waterdrinker in Aalsmeer where we sell our products to florists.

Home Expos

A few years ago, furniture and accessories were the main attractions at home expos. Nowadays, most interior designers and enthusiasts have embraced green. We enjoy collaborating with architects and designers who incorporate plants into their designs. It's great to see that more people from outside the sector talk about the importance of

plants in our living environment. We collaborate with Air So Pure plants and have, with an enthusiastic team, informed many interested consumers about the value of air-purifying plants.

Sustainability

We are committed to making our company sustainable for ourselves, our employees and future generations. We work towards a cleaner production. Our approach is to cultivate integratedly with as few chemical agents as possible. This means that when we have a pest problem (spider mites, thrips, etc.), we use natural enemies to get rid of the infestation.

On Instagram and Facebook we inspire our followers to make green choices. We make them aware of the importance of a green lifestyle and hope to arouse interest in green plants



Our footprint

Our company participates in the Environmental Program for Ornamental Plant Cultivation (MPS) and annually calculates its footprint through Greenhouse Sustainability.





La Place, Amsterdam.

We also conserve water. We collect rainwater to use for our plants, and we do not discharge anything into surface water. Sustainable entrepreneurship is not done alone. We seek business partners who also care about people and the environment. Together, we can make the chain even greener. The waste streams in our company are separated and disposed of accordingly. Our pot supplier picks up broken cultivation pots and turns them into new ones. They also add plastic household waste, making our cultivation pots 100% recycled plastic.

We seek solutions to use less gas progressively. In doing so, we invest in installations that can be integrated into our existing heating system.

VDE Plant

Sales Team

W

We seek as many contact moments as possible with our customers. Directly, online, or during trade shows. This way, we can understand their needs and know what is happening in the market. Of course, we also present our own ideas. The VDE Plant sales team is very creative. We have the freedom to come up with new concepts. Our Hydroponics products are incredibly popular and are increasingly sold in multiple European countries. Due to our choices for unique but robust plants, we can offer something for every customer. VDE Plant is a flat organization with a small and close-knit sales team that can switch quickly. The customer who calls has us on the line immediately.



Our Sales Team from left to right: Gert, Lida, Amanda and Sven.



Joost van der Meer
Production Manager

“Our extensive service is appreciated in the market. While we used to have peaks and troughs in the production process, nowadays we have a constant workflow throughout the year. I think VDE Plant is a reliable partner. The relationships we establish are for the long term. That is our approach with our staff, and that is what we want with our customers.”



Production Managers Joost van der Meer (left) and Marcel van Rijn.



Robert Jan Veens
Cultivation

“VDE Plant is at the forefront of cultivation using natural enemies and biological products. In our pest control, we work preventively. You constantly ask yourself how to make the plants as strong as possible against diseases and pests in a natural way. Every day, my colleagues and I ensure the right greenhouse conditions and a good and healthy growth of our plants. VDE Plant is a forward-thinking organization that is not afraid to take risks. We like to cultivate less common plants to always be innovative. It's often a challenge but makes plant cultivation extra interesting.”

Our Basic Collection

After years of selection, we bring together our exclusive varieties under the Intenz® brand. Our tropical plants bring atmosphere and life to the interior. With the diversity of leaf shapes and colors, these are plants that allow you to stand out in the market. The Intenz® brand stands for innovation, exclusivity, and plants with character.



Musa



Calathea Insignis



Clusia Princess



Coffea Arabica



Crispy Wave



Ctenanthe Amagris



Ctenanthe Burle marxii



Monstera Adansonii



Monstera Minima



Nephrolepis Duffii



Philo Gloriosum



Philo Mamei



Philo Melanochrysum



Philo Nangaritense



Philodendron Billietiae



Philodendron Florida



Philodendron Sunlight



Philodendron White Wave



Spathiphyllum Diamond



Strelitzia



Syngonium Arrow



Syngonium Neon



Sansevieria



Syngonium Pixie



Monstera

Intenz® Hydroponics Collection

In recent years, our company has developed a new activity: Hydroponics. Hydroponics is rooting and growing plants in water. The beauty of plants is not only in what you see above the ground, but also in the soil, where unique plant properties are hidden. The roots of plants provide nutrient absorption for the plant and break down harmful substances absorbed by the plant's leaves from the air.



Bolglas + klikkurk



Verona glas



Ibiza glas



Kingston glas



Cylinder glas + showdoos



Tube glas + showdoos



Samoa glas + LED + showdoos



Florence glas + showdoos



Santiago



Victoria glas



Turijn



Dubai glas 2.0



Salinas glas

Hydroponics is rooting and growing plants in water



Hydroponie gift box
(brievenbus pakket)



Manilla glas



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Samoa + LED