

## **"Excellent February in the first quarter of 2019 for Veiling Rhein-Maas"**

### **National and international presence**

Veiling Rhein-Maas has attended several trade fairs during the first quarter of 2019. After a successful start at the IPM in Essen (GER), the auction took also part in the Myplant & Garden (Milan, IT) for the first time. Furthermore, Veiling Rhein-Maas was present at HortiContact (Gorinchem, NL) and FlorEvent (Lyon, FR) with their own stand.

Veiling Rhein-Maas looks back on a satisfactory first quarter 2019 at the previous year's level. Looking at the turnover of the auction clock, the strongest February since the foundation of the company in 2010 was recorded. The first quarter was particularly good for potted plants with a 12% increase in sales compared to the same period of the previous year.

### **Increasing popularity of digital sales channels**

Clock pre-sales is continuing to develop positively - the available product range has been extended and more customers have made use of it. In the first three months of 2019, the cumulative share of Remote Buying in the total sales of the auction clock was almost 29%, which represents a slight increase over the same period in the previous year.

The new Webshop of Veiling Rhein-Maas, in the future also easily accessible via the website, was presented for the first time at the customers and suppliers day and during the IPM in Essen where interested parties could already see the first live transactions. This new additional sales channel at Veiling Rhein-Maas was met with great interest from customers and suppliers alike. We are currently carrying out a pilot phase with selected customers and suppliers.

### **International Women's Day becoming increasingly important**

Both Valentine's Day and International Women's Day were important days in the first quarter. Especially International Women's Day is becoming increasingly important for Veiling Rhein-Maas, and roses, chrysanthemums and bouquets in particular were highly demanded. In addition, spring bloomers and bulb plants were very popular with the customers of the marketplace in the first quarter of 2019. It is also pleasing to note that several new cut flower suppliers in the upper market segment started their supply to Veiling Rhein-Maas.

### **Updated website and Information clock supply**

The website of Veiling Rhein-Maas was modernised and made more user-friendly at the beginning of the year, in order to allow visitors of the website to find all the important information even more easily and quickly. Since March, the 'Information clock supply' has also been available on the website. This means that at any point after noon, the clock supply for the upcoming auction day will be visible in real time modus on the website. Herewith the service for the Veiling Rhein-Maas customers will be enlarged even further.