

## *Myplant & Garden*



David Magatti Daniele Amadio and Amos Citterio of Como Lighting. They supply LED systems for greenhouses worldwide.



Fabio Constantino Cupghi of Javo.



Andrea Lazzeri of Lazzeri presenting Amazonia, a complete interspecific Pelargonium series. Special about the variety is the dark leaves and bright color.



Monica Scaparro and Deborah Ghione of Nirp International promoting their Profumatissime Della Riviera dei Fiori that they grow in Italy. Currently they supply retailers in Italy, but increasingly more interest for this product is coming from other



countries in Europe. Luca Antoniazzi of Klassmann-Deilmann presenting Growcoon and for the first time also their peat free Growbag, which consists of 80%



green fiber and 20% coco. Team of Selecta one presenting Tumbao. Striking about this pelargonium is the contrast of red flowers and dark leaves and that it survives in hot climate, like Italy. The variety is becoming increasingly more popular and more and more people start to know it by name, like Pink Kisses.



Anna Holthaus of IPM Essen, a trade show which will take



place again from January 23-26 in Essen, Germany. Pedro Acevedo and Mar Gomar of Iberflora, an international trade fair in Valencia, Spain, which will take



place from October 3-5, 2023. Filippo Faccioli of Myplant & Garden and Amparo and Manon of the Dutch Collective organized by GREENN. There are 15



companies (16 with GREENN included) in the collective. Mike Rijnsburger of Stolk Brothers holding one of his latest specialties, Anthurium Zizou.



Joshua and Michael with Corne van der Plas of Van der Plas.



World of spray roses presentation to inspire florists.



The team of Flora Toscana, a cooperative of 230 growers founded in Pescia, in Pistoia's province. The company has been present on the floriculture market



for 50 years. The team of OZ planten. This company is



exporting to Italy for more than 25 years.



crowded aisles



Mireille

Albrech and Mathilde Auger of Spoarco. Mathilde is presenting the 14 cm thermoform pot and the 4 litre pot for roses and Mireille is holding the a new pot named Eole, a bowl.



The team of Europrogress



Group.

Wolfgang Planatscher and Davide Burrato of Viessmann

presenting their new cogenerator, which has a high efficiency.

Stefano Concina of Lubing presenting 2 cooling and humidity solutions for greenhouses.





One of the products Luning is presenting is the Top climate



system, high pressure with a nozzle.



Okan Tüysüz of Becker Etiketten with the team of Trendpack.

This Italian company is the official distributor of Ellepot and Becker is their preferred



partner.

Oliver Ginestier and John Herbert of Global Home Improvement Network with Filippo Faccioli of Myplant, Xenia Lazareva, Marco Orlandelli and



Dionis Teqja of Megatek.

Greentech will take place from June



13-15, 2023.

Also machines are presented at the show.



Thomas Eichenauer of Lite-Soil presenting the Bio1, who's is made of cellulose, which retains water and lasts about 1 year in the soil.



The soil-lite products in the soil of an anthurium plant



The men of Comagro, a distributor of Dosatron in Italy.



Marco Orlandelli of Orlandelli (also President Consortium Myplant & Garden) with John Herbert of Global Home Improvement Network, Martina Mensing-Meckelburg of Verband Deutscher Garten-Center,, Luca Gaudenzi of Made 4 DIY and Oliver Ginestier of Global Home Improvement Network, who were



visiting the show.

Citrus trees could not be missed at the show.

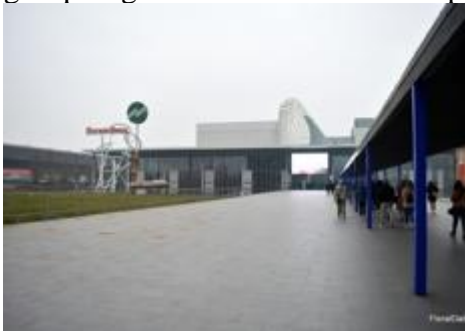


Table full of Tillandsias.



The team of Apulia Plants.

Javier Gil-Vernet of Jardinarium, a Spanish group of garden centers with Filippo Faccioli of Myplant &



Garden.

For seven years now, the exhibition is held at the Fiera



Milano in Milan, Italy

Fiera Milano is one of the biggest exhibition centers in Italy with 20 pavilions and in total 345,000 sqm inside and 60,000 sqm outside. Myplant & Garden took place on 3 pavilions, on an surface of 45,000



sqm.

On our way to Myplant & Garden.



Henning Bruns of Pöppelmann TEKU, presenting presenting the TEKU range. They are in the Italian market for more than 20 years.



Laurence Prete and Guy Schertzer of Morel presenting one of



their new future introduction in Halios Red satisfaction.

Halios



Red satisfaction; The flower is deep red with a slight white rim.

Alexandro Bock of Diem breeds and grows half-finished and finished hibiscus plants. At this show,



he presents his finished hibiscus plants.

Pierre Demesmaker of

FotoCCar presenting a new innovation; special color spectrum and forklift assist -->



--> see here.



Ketty Cancain

if Felga Etiketten presenting a part of their assortment and one of their new products are the



recyclable stick.

The booth of Gasa Group, presenting several



European growers and suppliers.

The team of Gasa Group,



presenting European Products.

Vittorio Genuardi and Mattia

Battistello of Lucchini. Meeting growers and make future plans.



Justine Pignol of Volz Horticulture. Two years ago Florensis Italy became Volz Horticulture, and since then they added herbs and vegetables and last year they took over Andre Briant, so adding shrubs to their assortment as well.



Suzanne Spelbrink and Gianfranco de Leo of Schoneveld Breeding. They are holding Leopard, a heat tolerant cyclamen, bred in Israel. Also, in the pot on the ground, a pre-introduction, namely Fusion. A bi-tone colored cyclamen with large flowers.



Davide Cavallini holding a Thomsen 100% recycled and recyclable pot, Tony Christensen holding Clampack, a new environmental packaging concept for online sales of plants, Jesper Rosgaard holding the New generation tray from Modiform, Pristine,



100% recycled PS tray without additives.

Overview of the

exhibition floor (just a small part of one of the three pavilions)

Andrea Lazzeri of Lazzeri next to their new young plant tray especially designed by Lazzeri for Cyclamen. With this tray, the young plants have a better climate, so the grower can leave them





longer in the box, before transplanting.

Sundaville Double Blush



Pink of Suntory was also at the booth of Lazzeri. the cyclamen yount plants tray which Lazzeri designed together with Modiform.

a close-up of



Several new varieties are added to the Leonardo



range.

And of course, not to forget, the poinsettia's of



Lazzeri.

Mike Broch of SV.CO presenting their two brands of



kalanchoes; MADE BY.CO and Favorita.

Exhibition floor.



Arjan van der Burg of Deliflor holding 2 disbud chrysanthemum varieties that are popular in Italy and grow well in warmer climates.



At FleuraMetz, there is a lot of interest for the creations that are



being made at the booth by a designer.

Plant and Peter van Gijlswijk of Quattroplant, who was also visiting the show.



Jaap Moerman van Moerman Lilies and Warja Abrosimova of Dekker Chrysanten and Joan Petermeijer of Decorum. At the show, they were showing the Italian florist their assortment of flowers. Also for flowers, the brand Decorum is becoming increasingly



more known in Italy.

The flowers if Decorum.



Musa Ulusay and Mariëlle Kouw of Holland Bulb Market, one of the oldest flower bulb export companies in the world. They export to more than 60 countries, even



Japan. Third year that they are exhibiting at the fair. Patrick Zuidgeest of Bestplant. This Dutch spathiphyllum grower is exhibiting at this show since the very



beginning meeting his Italian clients. Wim Zandwijk of Muller Seeds with more than 4,000 different type of seeds in their assortment for the professional grower



and they are shipping worldwide. Peet Zwinkels of Westland Plant presenting their new air so pure concept: a world of wellbeing. And he is participating at the



fair for the first time. The GREEN booth with Dutch companies



Marcel van Steekelenburg en Sabine van der Veen of HilverdaFlorist. This Dutch Breeding company supplies growers in more than 75 countries and are



active on the Italian market for many years. Wilfried van de Hoeven of Just Plants, a Dutch export company of flowers and plants. Italy is one of their main



markets. Richard Venema of Eden Collection received a lot of interest for his plants and particularly the ones with unusual leaves and cacti.



Marcel Scholte of Scholte Orchideeën, presenting his cymbidium. Italy is his main market and the season runs from August till the end of March. So far, the season has been pleasing.



Eliana Bonetti and Riccardo Ambrosoli of Arrigoni presenting new smaller rolls for the garden centers and gardeners. They want to propose their products for the



professional growers also for the private customer. Hawita, presenting professional substrates for the professional and garden centers.

The team of



The team of Koppert. Mycotal (a bio insecticides) and Trianum (a biofungicide) are both renewed and are both quite well used in the ornamental industry in Italy at



the moment. The team of ICL. One of the products they are promoting this year is the Osmocote 5 is the new generation that has 2 main technologies, one is the NutriMatch coating and the other is the OTEA-system. So an Francesco Fibbi and Roberto Benzini of ICL with Renzo Paoletti of Lallemand, a Canadian company with whom they have a



partnership.improved product.

Francesco Fibbi and Roberto Benzini of ICL with Renzo Paoletti of Lallemand, a Canadian company with whom they have a



partnership. Nello Loffredo and Eden Noi of Urbinati, an Italian company, producing automation solutions for greenhouses and nurseries, from A to Z. They are



present in over 100 countries with dealers.  
Georgena Group, an Italian company that is part of Greenhouse Group which is active all over the

The team of



world.

Busy



Pawel

Marczynsky of Clematis The Source of Good Climbers Nursery, a polish clematis grower who has their own breeding programs. Last year, they added more plants to the assortment under the brands More than Fruits, More than leaves ,and More then Flowers. They also won the golden award in the category finisihed plants and trees during the AIPH grower of the year award in 2019.



Busy at the booth of NIRP International.



Cristina, Luca and Einat of Norton, an exclusive distributor in Italy of Jiffy for more than half a century, but they also deliver Valoya lighting, C-Led lightning, seeds from Floranova and Savita, biologicalfertilizers and more.



Halfpipe of succulents



The

team of Eurosa. This Italian grower exports the majority of its products and this year, they are exhibiting at several fairs, the next one will be the FloraHolland show in Rijswijk, followed by the



one in Aalsmeer. Mario Gardello and Francesca Bena of Artigianfer. This Italian company builds greenhouses, equipment and offers turn key projects.



They are in the business for more than 55 years.



The teaming Kobitex, a Dutch company that exports all kind of



plants and flower o Italy.

Marco Giuliani, agronomist at Hedera.



Don't wait for rain, that's the slogan if irritetec. Since 1974



they are offering irrigation solutions.

A lot of



interest.

Growcoon at the booth of Klasmann-Deilmann.



Growcoon on the plant.



The

show is a horticulture assortment wide show, which includes everything in the industry, even



Christmas decoration

Thomas Büter of Floragard. They are presenting 36 different substrates for the professional grower till the hobby gardener. All substrates are peat reduced substrates, which is an important topic at the moment.



Antoine Groot and Hylke Kroon of Takii Europe. They are presenting their new Cannova Red Golden Flame and the Corelli series.



At this booth, many Dutch companies are cooperating to present their products to the Italian customer in the flower



industry. Aaltje van Giessen of Kwekerij Waalzicht, a Dutch Lisianthus grower. Lisianthus is a real wedding flower and in Italy flowers are one of the main



components of weddings. Sunrise will introduce a new line the end of May. These new lisianthus line with big flowers will be available at all Dutch actions.



Table filled with roses from World of Roses.



At this collective Dutch booth, arrangements are being made by



Dini Holtrop. Anneke van Wijk of Sunrise Holland, at the



shared both of several Dutch floral companies. being presented on a table. A lot of flowers are being used in Italy for

Also lisianthus



weddings.

Presentations.



Also furniture and more hardware.



Rick van Vliet of Levoplant, holding one of their best seller is pot size 17 cm, named Save Haven from the Duetto collection of I Like Orchids.



Many meetings at Hamiplant.



Luisella Agosto and Caroline Haakman of Barendsen. They export flowers to Italy and are specialised in the wedding and event sector.



The team of Richel.



Mario

Rigatti of Padana. One of the highlights at the booth of this Italian young plant producer is Pomodoro Fanta beef, a tomato variety without seeds and easy to digest.



Always busy at the booth of Padana.



Mattia Silverstein And Maurizio contessotto of Sentier, initial

producer or young plants and suppliers all over Europe. Nino Barile of Barile. Again, their participation in MyPlant & Garden took place in collaboration with Floramiata, a Tuscan company producing indoor plants. They are partner of Barile flowers service.



Nino



many cacti at the show. Mark van Dijk en Pieter Mol of Ludvig Svensson. First time at the Myplant presenting among others ClimaFlow. Also here, the interest for



climate control solutions is increasing. Mark van Dijk en Pieter Mol of Ludvig Svensson. First time at the Myplant presenting among others ClimaFlow. Also here,



the interest for climate control solutions is increasing. Tingdal



by Ludager at the Gasa Group. Easycare products at the Gasa



Group booth. Also Eurotrend products at the Gasa booth.



as well as Livetrends products at the Gasa booth.



Different growers represented at Gasa.



Giuseppe Carrillo and Jorge Cadenas of Pindstrup presenting substrates with Forest Gold. They have been working with the Forest Gold research for the last 30



years. In the UK, Denmark and Italy. exhibition floor.



Busy at the booth of Erby. Left, Silvia Erba talking with a



visitor. Sigrid Hansen Catania of Fertil France and Alessandrio

Guglielmi of Energy Green. They supply Herkuplast trays with Fertil pots.



Presentations being held



Weddings are huge in Italy and next to food, flowers are one of



the main ingredients.

Creations presented



uniquely

Birdview of the exhibition floor.



Filippo Faccioli (Myplant) with two models with flower



arrangement 'heads'

Our editor Elita Vellekoop with Amigo



Plants socks.

So many floral



creations.

A lot of interest for the flower arrangement



presentations

Flowers on the runway.