

Adding value for retailers

For supermarkets, garden centers and DIY stores, our dedicated marketing teams are focused on one goal – delivering maximum added value from our genetics through high sales of top quality plants.

Retailers benefit from:

- integrated channel marketing support
- direct interaction with our R&D specialists
- advice on assortments including tailor-made solutions
- eye-catching Point of Sales materials
- inputs for in-house magazines and websites
- the Plant & Joy quality label, a program that connects retailers with leading growers to build sales of premium plants with high added value.

Moreover, we keep Syngenta Flowers in the public eye through joint marketing of unique concepts such as our highly successful Fleur en Vogue cyclamen, Calliente-Caliopé concept,...

More gardening pleasure for consumers

Flowers bring pleasure to millions of people. We aim to enrich that pleasure by inspiring consumers and providing them with information for successful gardening and pot plant growing. It's all part of our commitment to helping everyone enjoy beautiful, healthier plants.

Our team

Ready to talk about integrated solutions and growing your business success?
Our team has a wealth of knowledge and experience to help you achieve your goals.



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Let's talk!

about integrated solutions

Partnership for a thriving future

Syngenta Flowers has a heritage dating back over 140 years. Today, we combine our deep experience in top quality genetics and ornamental controls to support you as a complete partner with solutions and services as well.

Whether you are a grower, young plant raiser, distributor or retailer, we have unique integrated solutions to help your business thrive. When you talk to us, you have access to our full range of experts. Our team provides practical assistance on the ideal genetics and crop protection for your specific needs and commercial success.

History

1867

Sluis en Groot established in Andijk, Netherlands.

1980
Sandoz acquires the Zaadunie Group of Holland, including Sluis & Groot (S&G), one of its leading marketing companies.

1996

Sandoz and Ciba merge to form Novartis.

2007
Syngenta acquires Fischer, the leading producer of pelargoniums, and a leader in poinsettias and New Guinea impatiens.

2000

Novartis and AstraZeneca merge their agribusinesses to form Syngenta, the first global group focusing exclusively on agribusiness.

2008

Syngenta acquires Goldsmith Seeds Inc., a leading US flower seeds company.

2009

Syngenta acquires Yoder's pot and garden chrysanthemum and aster product lines.

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Your single source for genetics & ornamental controls

As the global leader in seeds and cuttings, Syngenta Flowers offers the widest range of pot and bedding plants in the industry, as well as crop protection for an even more comprehensive range of ornamentals.

- Grow your success with our world-class genetics in seeds and cuttings for: geranium, pansy, impatiens walleriana, chrysanthemum
Our extensive crop list also includes: poinsettia, New Guinea impatiens, begonia, cyclamen, viola, pelargonium, petunia and many perennials
- Benefit from advice on and the supply of chemical and biological controls for: pot and bedding plants, bulbs, cut flowers

Integrated solutions to support your growth

Partnership means providing you with practical, innovative tools for success. That's what our integrated solutions are all about. Besides genetics and ornamental controls, they bring together an array of additional support.

This includes cross-functional advice and expertise, technical data, training, marketing materials and more. So you can increase your efficiency and achieve maximum added value from our genetics.

Tailored to your needs

Expertise to drive distribution

If you are a distributor, our mix of genetics and ornamental controls lets you offer more to your customers.

And with our expertise at your disposal, you can call on exactly the support you need:

- access to our innovative seed and cuttings varieties including direct interaction with our R&D team
- advice on growing and ornamental controls
- support from a dedicated customer service team
- partnership in developing effective marketing campaigns
- availability of high impact marketing materials including a huge online database of pictures for use in catalogues and campaigns.

Services for growing success

For growers, we have created a set of services, trainings, tools and crop programs to help boost business efficiency. Some incorporate access to innovative tools such as scientific data on plant flowering times.

Major growers are already benefitting from these tailored solutions, and we are happy to talk to other growers about their needs.

Our support includes:

- direct access to our technical experts in genetics and ornamental controls
- interaction with our R&D specialists
- integrated crop programs, with online crop manuals to ensure the high performance of Syngenta Flowers genetics.