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International Grüne Woche Berlin

Grodan and GroentenFruit Bureau stand up for Dutch greenhouse vegetables

During the Grüne Woche in Berlin, the world's biggest consumer fair for food, agriculture and horticulture, Grodan made an appearance at the stand of GroentenFruit Bureau. The aim was to promote Dutch greenhouse vegetables among German consumers. Healthy, tasty and attractive produce that is good for people and the environment, with quality as an integral aspect. The basis is formed by responsible production methods.

During the opening day of the Grüne Woche, Vincent Deenen, Marketing Director at Grodan, explained the story behind stone wool. Whereas originally the belief existed that stone wool was not a natural product for the cultivation of greenhouse vegetables, the opposite was proved during the course of the day. Deenen: "Production on a stone wool substrate enables the cultivation process to be steered, resulting in top quality produce for the consumer. And that is the principal concern. Add to that the sustainability aspects of stone wool, and convincing the consumers was easy".

"In this way the perception held by consumers can be altered step by step. As a high tech horticultural sector we have a very sound message to convey". That message was promoted actively by Grodan together with GroentenFruit Bureau during the fair. Since, as Deenen says: "As a major player in the sector you also have a responsibility. Something that Grodan does not ignore. Together with the top of the Dutch greenhouse horticulture sector, Grodan succeeded in making German consumers enthusiastic about sustainable, Dutch produce during the fair. We have taken another step in the right direction!"

Photo caption: Vincent Deenen, Marketing Director Grodan and Jack Stroeken, Managing Director GroentenFruit Bureau at the Grüne Woche in Berlin.

Corporate information:

Grodan supplies innovative cultivation solutions for the professional horticultural sector, consisting of a combination of clean and steerable stone wool substrate, advice and consultancy services. These solutions are mainly applied for the cultivation of vegetables and flowers, such as tomatoes, cucumbers, sweet peppers, aubergines, roses and gerberas.

Grodan, founded in 1969, is active in more than sixty countries worldwide. The head office is located in Roermond, the Netherlands.

For more information and to obtain a copy of Grodan's sustainability brochure:

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