

## 'Van der Windt has been a trusted address for the flower bulb sector for 40 years'

Over the past four decades Van der Windt has developed into a packaging specialist for a number of sectors: food and non-food, fruit & vegetables, industry and ornamental horticulture. "The flower bulb market has been an important sales area for Van der Windt for years", says Bernard Van der Valk, head of sales in the ornamental horticulture department. "We started with the well-know flower bulb crates, but our range expanded rapidly to include products such as corrugated cardboard boxes, display packaging, net packaging, flower bulb film and many other types of packaging".



In addition to achieving growth in the flower bulb market the company developed into the market leader in the field of flower, plant and herb packaging. The acquisition of Olsthoorn Verpakkingen in 2008 widened our scope considerably. Van der Valk: "We can serve a broad-based target group. But our aim is not to carry as many different types of packaging as possible. We only want the best packaging for every product. And that is what we look for, in consultation with the customer."

International packaging know-how is guaranteed because Van der Windt is part of the globally-operating Clondalkin concern.

### Total management

Van der Valk believes Van der Windt's capability of managing the entire trajectory from idea to finished product in-house benefits customers. "We are not dependent on others. That sets us apart and also enables us to operate on the 'agreed=agreed' principle. We have our own design studio and expertise in different branches. This means Van der Windt, together with various associate companies, is able to offer creative, competitive and efficient solutions. The fact that we can also carry out the entire production process and have our own logistics organisation makes us a reliable supplier."

### Hillenraad 100

Van der Windt's inclusion in the Hillenraad 100 as the highest placed newcomer was a very nice '40th birthday present'. "We see this 75th place primarily as confirmation that as a company we have chosen the right course. The quality of the people in the company is a major success factor. You can come up with any idea you like, but it is the people who give the idea shape and substance. Van der Windt has an enterprising culture and, as far as attitude is concerned, is a real no-nonsense company. A company that also focuses on corporate social responsibility – our bio-based packaging is a good example of this".

Van der Valk predicts further growth in the coming years. "Packaging occupies an important position in the horticulture sector. And will become increasingly important as more and more businesses in the sector are discovering. Our willingness to brainstorm with our customers, create solutions and also look at the business aspects is appreciated by the market. In this way a packaging must ultimately not cost a customer money but contribute towards a better business result".

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