



DÜMMEN
ORANGE®

for you



WHO WE ARE

About Dümmen Orange

Dümmen Orange is a worldwide leader in the breeding and young plant production of cut flowers, annuals, perennials, pot plants, tropical plants, succulents, and bulbs. We represent a legacy of floricultural excellence more than a century in the making. By uniting the world's top breeders under one distinctive brand, we blend traditional techniques and emerging technologies. Globally accessible and locally embedded, we continue to be at the forefront of our industry while bringing stability and opportunities to our partners and associates worldwide. Today, we employ more than 7,700 people worldwide. Our annual turnover is over \$440 million (360 million Euros). In addition to a large marketing and sales network, we have a strong network of production locations. The key to our success is a broad and deep product range supported by a global supply chain. We embrace our social responsibility and invest in the health, safety, and personal development of our staff worldwide.

QUICK FACTS

- **Founded:** From one collection of beautiful companies to one company with beautiful collections in 2015
- **President/CEO:** Biense Visser
- **Headquarters:** De Lier, Netherlands
- **Locations in:** Netherlands, Spain, United States, Canada, Colombia, Brazil, Guatemala, El Salvador, Ecuador, Kenya, Uganda, Tanzania, Ethiopia, Germany, Italy, France, United Kingdom, China, Japan, Taiwan
- **Employees:** 7,300 worldwide
- **Products:** 4,000+ flower and plant varieties

CONTACT US

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Dümmen Orange the Netherlands
Coldenhovelaan 6
2678 PS De Lier
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WHAT WE GROW

About our products

Dümmen Orange offers the world's largest selection of exceptional flowers and plants across six categories—annuals, perennials, tropical plants, pot plants, cut flowers, and flower bulbs—adding new and newly perfected varieties every year.

For a complete listing of products, see next page: "Our Collections"



Annuals

Easy to plant and rewarding to grow, our collection of Confetti Garden®, *Petunia*, *Calibrachoa*, *Coleus*, *Pelargonium*, New Guinea impatiens and more provides the extensive variety and exemplary quality growers and their customers trust for designing gorgeous seasonal gardens and flower beds.



Perennials

Simple to tend and simply stunning, year after year, our wide assortment of herbaceous and evergreen perennials—including trend-setting new *Phlox*, *Salvia*, *Dianthus*, *Leucanthemum*, *Coreopsis* and more—lend lasting beauty and low-maintenance structure to any landscape.



Tropical Plants

Expertly bred for easy-care beauty indoors and out, our tropical and succulent collections include *Anthurium*, *Aloe*, *Echevaria*, *Euphorbia milii*, *Kalanchoe*, *Sedum*, *Tillandsia* and more. These standout and innovative selections suit a wide range of color palettes, design schemes, and container sizes.



Pot Plants

Beautiful indoors and out, our resilient container plants radiate with life's energy no matter where they're potted. Our wide selection of Garden Chrysanthemum, *Kalanchoe*, *Poinsettia*, *Saintpaulia*, Pot Chrysanthemum and more are perfect for containers big and small.



Cut Flowers

Highlighted by the superior beauty and hardiness of our renowned rose, carnation, chrysanthemum, and gerbera varieties, our cut flower collection delights growers, florists, and bouquet recipients alike with countless irresistible selections in nearly every shade under the sun.



Flower Bulbs

Calla lilies and the wide range of other flower bulbs including tulips, hyacinths, daffodils, and lilies delight consumers all around the world. In gardens, indoors in pots, and the many variants of bulb flowers for the vase.

OUR COLLECTIONS

Dümmen Orange offers the largest selection of superior flowers and plants on earth.

Explore our vast collection of products and experience our showcase of natural, global beauty.



Annuals

<i>Argyranthemum</i>	<i>Müehlenbeckia</i>
<i>Artemisia</i>	<i>Nemesia</i>
<i>Bacopa</i>	<i>NG Impatiens</i>
<i>Begonia Eliator</i>	<i>Osteospermum</i>
<i>Begonia hybrids</i>	<i>Pelargonium</i>
<i>Bidens</i>	<i>interspecific</i>
<i>Brachyscome</i>	<i>Pelargonium</i>
<i>Calibrachoa</i>	<i>peltatum</i>
<i>Calocephalus</i>	<i>Pelargonium zonale</i>
<i>Chamaesyce</i>	<i>Penstemon</i>
<i>Coleus</i>	<i>Petunia</i>
<i>Confetti Garden®</i>	<i>Plectranthus</i>
<i>Crossandra</i>	<i>Portulaca</i>
<i>Cuphea</i>	<i>Pot carnation</i>
<i>Dahlia</i>	<i>Sanvitalia</i>
<i>Diascia</i>	<i>Scaevola</i>
<i>Fuchsia</i>	<i>Verbena</i>
<i>Garden Party</i>	
<i>Glechoma</i>	
<i>Helichrysum</i>	
<i>Heliotropium</i>	
<i>Ipomoea</i>	
<i>Lamiaeum</i>	
<i>Lamium</i>	
<i>Lantana</i>	
<i>Lobelia</i>	
<i>Lobularia</i>	
<i>Lysimachia</i>	



Perennials

<i>Achillea</i>	<i>Glechoma</i>	<i>Petroselinum</i>
<i>Acorus</i>	<i>Hakonechloa</i>	<i>Phlox</i>
<i>Agastache</i>	<i>Heuchera</i>	<i>Pot carnation</i>
<i>Ajuga</i>	<i>Houttuynia</i>	<i>Rosmarinus</i>
<i>Allium</i>	<i>Iberis</i>	<i>Salvia</i>
<i>Artemisia</i>	<i>Imperata</i>	<i>Santolina</i>
<i>Aster</i>	<i>Lamiaeum</i>	<i>Scabiosa</i>
<i>Buddleja</i>	<i>Lamium</i>	<i>Sedum</i>
<i>Calamagrostis</i>	<i>Lavandula</i>	<i>Solidago</i>
<i>Calocephalus</i>	<i>Leontopodium</i>	<i>Stachys</i>
<i>Campanula</i>	<i>Leucanthemum</i>	<i>Thymus</i>
<i>Carex</i>	<i>Lithodora</i>	<i>Verbena</i>
<i>Caryopteris</i>	<i>Luzula</i>	<i>Veronica</i>
<i>Ceratostigma</i>	<i>Lysimachia</i>	<i>Viola</i>
<i>Confetti Garden</i>	<i>Mazus</i>	<i>Waldsteinia</i>
<i>Coreopsis</i>	<i>Melissa</i>	
<i>Delosperma</i>	<i>Mentha</i>	
<i>Dicentra</i>	<i>Miscanthus</i>	
<i>Digiplexis</i>	<i>Monarda</i>	
<i>Echinacea</i>	<i>Mühlenbeckia</i>	
<i>Eupatorium</i>	<i>Nepeta</i>	
<i>Euphorbia</i>	<i>Oenothera</i>	
<i>Festuca</i>	<i>Origanum</i>	
<i>Gaillardia</i>	<i>Pachysandra</i>	
<i>Galium</i>	<i>Panicum</i>	
<i>Garden Party</i>	<i>Pennisetum</i>	
<i>Gaura</i>	<i>Penstemon</i>	
<i>Geum</i>	<i>Perovskia</i>	



Tropical Plants

<i>Adromischus</i>	<i>Graptopetalum</i>	<i>Pot Anthurium</i>
<i>Aeonium</i>	<i>Graptoveria</i>	<i>Sedeveria</i>
<i>Aloe</i>	<i>Haworthia</i>	<i>Sedum</i>
<i>Astroloba</i>	<i>Heliconia</i>	<i>Sempervivum</i>
<i>Bougainvillea</i>	<i>Kalanchoe</i>	<i>Senecio</i>
<i>Cotyledon</i>	<i>Pachyphytum</i>	<i>Tillandsia</i>
<i>Crassula</i>	<i>Pachyveria</i>	<i>Tradescantia</i>
<i>Cut Anthurium</i>	<i>Peperomia</i>	
<i>Echevaria</i>	<i>Phalaenopsis</i>	
<i>Gasteria</i>	<i>Portulacaria</i>	



Cut Flowers

<i>Achillea</i>	<i>Eryngium</i>
<i>Cut Anthurium</i>	<i>Hypericum</i>
<i>Cut Carnation</i>	<i>Limonium</i>
<i>Cut Chrysanthemum</i>	<i>Phlox paniculata</i>
<i>Cut Gerbera</i>	<i>Solidago</i>
<i>Cut Rose</i>	



Pot Plants

Begonia Eliator
Garden Mum
Kalanchoe decorative
Kalanchoe single
Poinsettia
Pot Chrysanthemum
Saintpaulia



Bulbs

Aethiopica
Calla
Eucomis
Scilla

OUR NAME

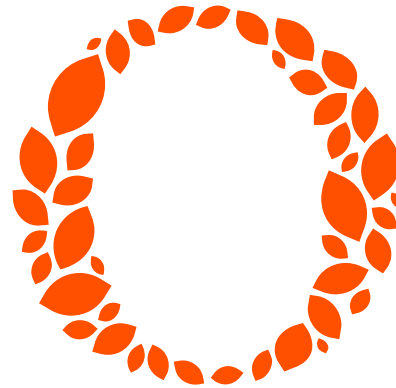
Honoring the Dümme family heritage, whose roots create a strong foundation for the organization, our name also heralds excellence and pride through the symbolic color of the Netherlands. Its multilingual aspect and the prominence of its circular “O” represent the joining of countries and cultures, as well as the breeders, growers, researchers and associates worldwide who have united under a single name to become one visionary leader in floriculture.



- If the registered logo (see following page) is not present, a registered symbol should **always** be included in the first mention of **Dümmen Orange®**.
- In our website URL, our name should **always** be displayed in bold and capitalized **DummenOrange.com**.
- Both words **Dümmen Orange** should **always** appear together on one line; if necessary, adjust line spacing or graphic alignment to avoid breaking our name.
- The name **Dümmen Orange** should **always** include an umlaut over the “u.” *Tip: On a PC, use Alt + 129 to create the ü symbol.*
- The name **Dümmen Orange** should **never** be abbreviated to DO.
- The name **Dümmen Orange** should **never** be shortened to Dümme only.

OUR LOGO

Formed of carefully selected leaves and petals, our logo symbolizes the life and growth of our brand. The complete mosaic represents the unified strength of Dümme Orange, bringing each link of the value chain into focus by using individual leaves and petals to form an infinite loop.



DÜMMEN ORANGE®

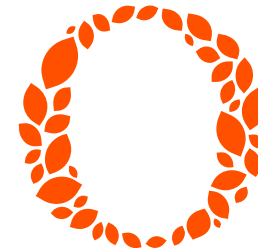
for you

LOGO USAGE

The following pages detail the official logos available for use. They also outline the ideal treatment and placement of each logo, including minimum sizes and clear space required for layout.

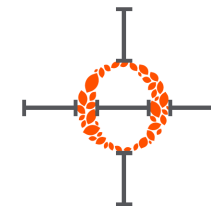


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- The logo-and-tagline lockup is preferred and should **always** be used when possible.
- The orange logo should **always** appear on a standard white background.
- The logo-and-tagline lockup should **never** be sized smaller than 50 mm wide.
- The logo without tagline lockup should **always** be used for sizes below 50 mm wide, whenever the layout or medium compromises the legibility of the tagline, or when multiple brand logos are featured in the materials.



Always include clear space around the logo as shown, using the width of the center of the “O” icon as the minimum distance from all other elements and edges

LOGO USAGE



- If placing the logo on an image, illustration or solid-color background, **always** use the white logo.
- Background images, illustrations or colors should **always** be adjusted as necessary to preserve logo legibility.



- Stacked horizontal logo should **always** be used when the placement area is horizontal in design.
- Vertical logo should **always** be used when the area is vertical in design.
- Horizontal logo should **only** be used when the area is an extremely limited horizontal layout.

OUR BRAND VALUES

The following pages describe the five foundational values we share as a brand and a company. They also highlight some of the many ways in which we live and demonstrate these values every day.



VALUE ABOUT OUR DEDICATION

PASSIONATE PURPOSE

DEFINITION

Passion lives in every moment and every detail of our work, uniting our brand, our people, and our planet in a vibrant cycle that's both sustaining and sustainable.

GROWER PROPOSITION

We are passionately dedicated to our business and the planet. We know every plant and flower product detail and are always looking for the very best sustainable solutions.

REASONS TO BELIEVE

- Implementation of GreenGuard
- Fair Trade
- ISO 26000
- Reduced pesticide usage by 70%
- Maintained MPS certification in El Salvador, Ethiopia, and Uganda
- Worker-focused social programs



VALUE ABOUT RELATIONSHIPS INSPIRING CONFIDENCE

DEFINITION

Trust is earned by doing business honestly, transparently, accountably, and reliably. This trust inspires confidence in our business relationships and pride in our legacy.

GROWER PROPOSITION

We offer consistently accessible customer service and provide quick, honest responses with practical solutions.

REASONS TO BELIEVE

- Company was founded more than 100 years ago
- Global scale with local service teams and account managers
- World's largest selection of floriculture products
- 6 focused product teams





VALUE ABOUT INNOVATION

BOUNDLESS SOLUTIONS

DEFINITION

We are backed by unmatched R&D, operations, and marketing resulting in the development of boundless floriculture solutions, business opportunities and marketing support to create mutual success.

GROWER PROPOSITION

We open doors due to our large network. We are always investing in the newest solutions for the grower and our company to provide an extremely broad range of healthier and stronger products, seamless processes, and exciting marketing ideas.

REASONS TO BELIEVE

- Breeding department of over 150 people
- R&D merges proven techniques with emerging technologies
- Ongoing partnership with Genetwister
- Strong pipeline of new varieties
- Disease resistant and higher quality products
- Production site innovation that advances the entire industry
- Marketing tools and photography assets



VALUE ABOUT OUR LEADERSHIP

EVOLVING EXCELLENCE

DEFINITION

From products that outperform to leadership that outshines, we continually improve our standards of excellence leading to dynamic growth and deep-rooted success.

GROWER PROPOSITION

We are constantly improving and setting higher goals for our company, our teams, products and services. These goals ensure we are setting the standard for quality and excellence across the industry to achieve mutual success.

REASONS TO BELIEVE

- Creation of industry standards for sustainability and production protocols
- Continual improvement of product quality
- Implementation of Greencare and GreenGuard
- Experts in all types of crops through our IPT teams
- Full control of our global supply chain



DÜMMEN ORANGE



VALUE ABOUT BEAUTY

EMPOWERING EXPRESSION

DEFINITION

Flowers represent the best of our human nature including beauty, joy, and creativity —empowering us to connect, communicate and share every day.

GROWER PROPOSITION

We easily translate the positive emotions created by flowers and plants into marketing for customers and consumers.

REASONS TO BELIEVE

- Beautiful flowers and plants for any life event or occasion
- Partnership with Amsterdam's Van Gogh museum
- Inspiring marketing materials
- Cooperation with public garden and florists
- Member of Stars for Europe
- Pelargonium for Europe



OUR LOCATIONS

The following page display all our locations worldwide.

