

PLANTS

New Plant Centre offers indoor & outdoor selection

Lesley Mannington visits Europlants Ltd in Hertfordshire

GIOVANNI Viale and Renato Canale started up their new cash & carry wholesale supply business just eight months ago and already they are pleased with the performance of their new venture. Aimed at supplying both indoor and outdoor landscapers, as well as garden centres, they are based at Bell Bar, Nr Hatfield in Herts, ideally situated for access from the A1000 and M25.

In a year when recession has taken its toll of many well-known organisations in both the houseplant and nursery stock sectors, they are confident that their business, which has already met their annual target within the first eight months of trading, will fill a special niche in the market, particularly for businesses requiring large specimen plants.

Currently the plant cash and carry operation has a holding area for houseplants of a quarter of an acre which it is planned to expand to a full acre by early November, with an additional outdoor nursery stock display and holding area of three quarters of an acre.

Supplies are obtained from most European sources, including Britain and with their van sales side, product can also be delivered

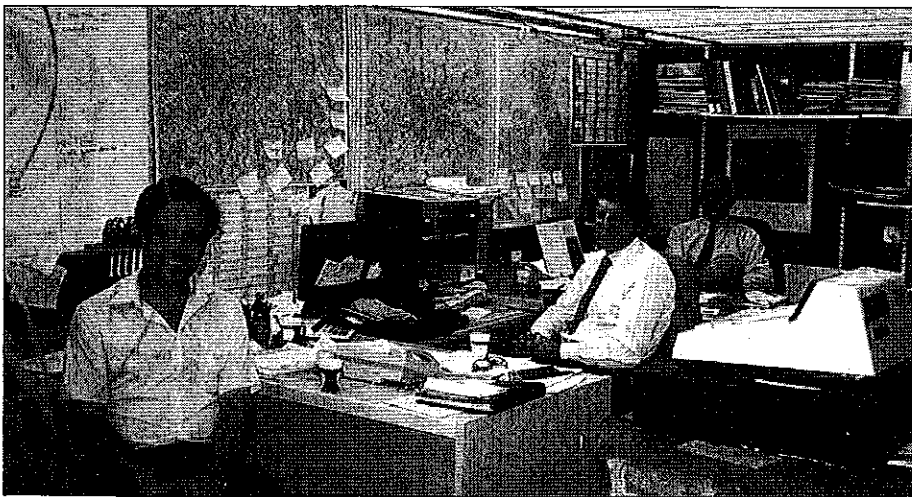
direct to customers.

Work is already in hand to expand the cash and carry side from its current 6,000 sq. ft. to 24,000 sq. ft. from 1 November 1991.

Europlants also carry a selection of terracotta containers from Spain and Italy, as well as the popular Thai containers. They are also agents for Floral Tubs which produce fibre glass containers for planting up. Customers can also obtain supplies of sundries such as compost, Leca, Perfect Plants, etc., in fact all the types of extras which landscapers are likely to need.

On the nursery stock side, Europlants are agents for Vannucci of Pistoia in Italy. Vannucci are one of the largest nursery stock producers in this famous area of Italy.

Efficient order in the Europlants light and modern office.



Giovanni and Renato pictured with some of the large specimen plants that have proved so popular.

Giovanni and Renato are keen to expand their trade with their Italian suppliers and have organised several trips to the Italian region so that British customers can see the product at first hand for themselves. In fact their next visit is timed for 11-14 October 1991. The cost of the trip is £325 all in.

Europlants UK Ltd is a compact unit with a total staff of seven. They have obvious plans to expand their operation, but at the same time ensuring that they keep their overheads to a prudent level.

With the background knowledge and experience which Giovanni and Renato have of the British houseplant and nursery stock industry, they are well-equipped to make their mark and establish a successful business supplying their targetted customers.

They exhibited at this year's IOG show held at Peterborough and Vannucci also exhibited at this year's GLEE at the NEC.

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