

# Edplant B.V.

A good product sells itself

## Edplant

The zamioculcas, or Zanzibar Gem, was once the blockbuster plant of the consumer market. Now, Ed Bruinen from Edplant is on the lookout for new successes. He also knows that there is money to be made on the energy market.

The Edplant nursery in Maasdijk sells 99% of its zamioculcas via an intermediary agency. “A conscious decision,” says director Bruinen, “because that makes a lot more money.”

While the biggest run on the plant is now over, there is still a stable market for it. Of the 30 or 40 growers in the Netherlands, Edplant is certainly not the largest, but has filled the attractive niche market of offering not the lowest price, but very high quality. “Everyone is still willing to pay. As long as they get a really good product for their money, preferably something exclusive. Just look at the Phalaenopsis, or all those luxury consumer goods,” says Bruinen.

## Control over the cultivation cycle

“There are no varieties, there is only one zamioculcas. Tests have been conducted into different types, such as alternative colours, but nobody has succeeded so far. For us, quality is having control over the entire cultivation cycle. We take cuttings ourselves, because the less foreign material you bring in, the lower the disease pressure. This is not only important for business continuity, it also means we don’t have to rely on pesticides which pollute the environment,” says Bruinen.

## Trading independently on the APX

“In the old complex, we used a CHP unit that belonged to the utility company. But a quick calculation showed that it would be very lucrative to take things into our own hands. For the first year at the new site, there was still a fixed agreement with the utility company about the return price of CHP energy, but we now have sufficient confidence to start trading independently on the APX and OTC market. To do that, of course, you need a unit and a service organisation behind you that you can trust blindly. My brother-in-law had been doing business with Centrica Business Solutions for years (previously ENER-G Nedalo), and my experience with them was also good. They are very motivated and keep to all their agreements. To get me up and running as quickly as possible, they often worked on the unit until eleven o’clock at night. They really go all out – including if I still needed them now. My brother has also chosen to work with them. With CHP units it’s the same as with plants: a good product will sell itself,” concludes Bruinen.

## Why Centrica Business Solutions?

Centrica Business Solutions is the oldest supplier of CHP units in the Netherlands and has the largest fleet of CHP units in Europe. As an authorised MTU service dealer, it supplied Edplant with a 1,160 kW MTU gas installation in an indoor configuration. Centrica Business Solutions is proving to be a true horticulture specialist. Customers that make intelligent choices in terms of energy will see their returns grow even faster than their crops.