

I n t r o d u c t i o n

Nowadays a mere plant or tree is not sufficient anymore in the professional 'greenery'. Here too we see an 'added value'. Every professional in the business has started to introduce it.

The best way to give a meaning to 'added value', is to scrutinise one's own company. Also Van den Berk Nurseries had a thorough look to see if they still met the present day demands, which resulted, among other things, in obtaining the ISO 9002 certificate. An independent committee of approval watches closely over its performance, while you and the company reap the fruits.

It has become clear that added value really becomes meaningful when you do not notice it. That may sound paradoxical, but is undeniably true. When a tree is delivered too late, does not strike root after transplanting or appears not to be genuine, you will feel the consequences. Although we have delivered the physical product, you will nevertheless be disappointed. Simply because the so-called added value appears to be lacking.

Growing and delivering quality products with an 'added value' has become a natural and continuing process in our company. New techniques of growing, changed views and increasing demands by clients all have a great influence on this. In all a complicated, but flexible and dynamic process. A modern company that takes part smoothly in an active society anno 2000.

At Van den Berk Nurseries a new generation of entrepreneurs are getting themselves actively acquainted with the company. The combination of their fresh approach and the long experience of their predecessors, the founders of the company, allows the adoption of new ideas without jeopardising established values.

This magazine is a proof of this. Besides useful, important information it also offers space for a moment of relaxation. Business joined with pleasure. For the brothers, their successors and their loyal team of employees are well aware that their trees should be experienced as a pleasing acquisition by the client.

So what is a park of only grass and paths or a housing area lacking?
Exactly! That particular 'added value'. A value you will miss when it is not there.

Our people will happily take care that you miss nothing.

Drs. A. van den Elzen
Director

