

Quality time

While the pace of life is increasing, one also becomes increasingly aware of the factor time. With the introduction of the internet it is even possible to go back in time. What we invent here and now, arrives in the United States hours before its moment of conception via the digital highway. Time flies.

We do not allow ourselves to waste time. Parents who play and frolic with their children enjoy themselves very consciously. In earlier days it was only natural that you played with your children.

Nowadays we call it Quality Time. Investing time in an activity that is highly appreciated.

The perception of your neighbourhood also has to be of a such a high quality. We allow ourselves less time to wait. Nature in the area where we live has to be optimal from the start. Not in ten or fifteen years time, but now. In a park the lane that is bordered by big monumental trees is always perceived to be the most beautiful. Smaller species tend to be overlooked. In that park we also want Quality Time.

Whereas in earlier days we were willing to wait before we could really enjoy ourselves, we now want to enjoy ourselves right away. Waiting is not Quality Time. Waiting is letting time go by without getting anything in return.

Big trees give us Quality Time. Everything is already there. Nothing has to develop or grow. The condition is good, so the decorative value and the function are optimal. Waiting or wasting time is something of the past.

Van den Berk Nurseries are specialists in Quality Time, from root to crown. It did cost us some considerable time and effort, but that is our quality time.

Our products offer Quality Time. A dimension that has received too little attention so far. The skill, the traditional methods and the highly sophisticated nursing techniques and the energy and the attention our products demand, can not be measured in time. They offer our clients the certainty that they can expect a valuable product of a high quality. We do not sell time, but we do sell Quality Time.

On behalf of the management of Van den Berk Nurseries

Paulus and Jan van den Berk