

### WHERE PASSION COMES TO BLOOM

# <section-header>

## New developments at Van den Bos

At Van den Bos our aim is to develop the best bulb company in the world. This is an ongoing process and there is always room for improvement! We have not been resting on our laurels, but, during the past few months, have been working on digitizing some of our company processes. We have also been busy renewing and improving our current website and web portal.





### New website

At Van den Bos our customers are very important to us. As well as delivering bulbs of outstanding quality we are committed to making our customer experience as pleasant as we can and innovation is a high priority. To enable us to continue to provide a high level of service we have completely revamped our website. Our new site is now fully responsive and will automatically scale to fit your screen, while maintaining readability and function. We are very proud of our new website and would like to invite you to pay us visit at <u>www.vandenbos.com</u>.

### **Improved Web portal**

Our Web Portal has also been upgraded. This online customer portal allows our clients to keep track of their current stock and allows them to control their shipments. We have given the lay-out a makeover and have simplified the filter and search functions. Just like our new website the Web Portal will also be responsive and can be accessed on mobile devices.

## **Online tool for our suppliers**

We are very excited to advise our wholesale merchants that we have created an online tool to further improve efficiency in order fulfilment. This new tool will also enable easy access to your order status and will automatically update with the latest data. It will be of significant benefit to us at Van den Bos and to our suppliers and logistic partners.

## **New Labelling**

Starting with the 2016 crop shipments we will be using new adhesive labels on our shipping crates. These new stickers will ensure that there is no risk of labels becoming detached during transit. The new labels will be in "Van den Bos green" our corporate color. You will be able to distinguish your Van den Bos shipment at a glance!

# **Social Media**

The Van den Bos Facebook page has, up to now, been active as a personal page. We are delighted to let you know that we have now switched to a corporate page and we plan to post photos of our products and updates on our activities on a weekly basis. To keep up-to-date on the latest developments at Van den Bos please follow us on our new page by copying the following link: <u>https://www.facebook.com/vandenbosbulbs/timeline</u>.

Our old page has been deactivated.



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