

**BRAND QUALITY STRAIGHT
FROM THE PRODUCERS:
BUY FRESHNESS
AND SERVICE**



HENNINGSEN UK
Ltd



**RETAILERS WANT SECURITY:
PERSONAL SERVICE
FROM ALL OF US**



HANS HENNINGSEN
CEO



SVEND KRISTIANSEN
Key Account Manager

The Henningsen Group is an owner-managed international company, that focuses on honest and dependable cooperation with retail professionals:

- **Decades of experience in production and retail**
- **Personal consultation and support**
- **Customer-specific concepts and labelling**
- **Reliable partnership**



**SUCCESS KNOWS NO
BOUNDARIES:
CHRISTMAS TREES FOR
ALL OF EUROPE**



The Henningsen Group has been firmly committed to the dynamically growing European Christmas tree market since 1992. Customers receive trees fresh from Henningsen's own plantations without diversions or intermediaries.

- **Professional, partnership-based cooperation**
- **Expansive development in European markets**
- **High capacity for European retail groups**
- **International service and logistics system**
- **Customer-specific sorting with brand quality**



**CUSTOMERS BUY BEAUTY:
NORDMANN CLASSIC QUALITY,
GUARANTEED SALES SUCCESS**



Every Nordmann fir tree that bears the Nordmann Classic brand label has been inspected and monitored by forestry experts in the plantations to ensure its fine growth and outstanding quality:

- **Growth: symmetrical, even and dense**
- **Freshness: straight from plantations**
- **Beauty: from the base to the top of the tree**
- **Naturalness: GLOBALG.A.P. certified**
- **Quality: with brand assurance**

**PROFESSIONALS WANT
LEADING EDGE PRODUCTION:
MILLIONS OF TREES IN
PROPRIETARY PLANTATIONS!**



Think safety in numbers with the
Henningesen Group - one of Europe's
biggest Nordmann producers:

- **Supply capability thanks to own large-scale production on more than 1,500 ha**
- **GLOBALG.A.P.-certified production**
- **Service range from seeds to fully grown trees**
- **Sustainable forestry tradition at international level**
- **Constant plantation maintenance for optimum quality**

**SEAMLESS LOGISTICS:
UNRIVALLED AND TIMELY TO
ALL MARKETS**



Risk-free Christmas trade –
the Nordmann Classic ensures your sales success:

- **In-house managed logistics system**
- **Separate loading areas**
- **Pallet system - fast and secure**
- **Simple follow-up delivery on request**



**NORDMANN IS A
MARKET FAVOURITE:
SOFT NEEDLES THAT
DON'T DROP - ALONG WITH
A PERFECT FORM!**



Over the past 20 years, the Nordmann fir has won both the market and people's hearts:

- **Nordmann Classic quality**
- **Typical Nordmann benefits**
- **Beautiful, symmetrical growth**
- **Freshness and good needle retention**
- **Soft, non-sharp needles**

