



**HENDRIKS**  
E-Commerce

**E-commerce & Landscaping**





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# E-commerce and Landscaping

The marketing of products and services has changed radically in recent years; it has become more mobile with a strong rise in new developments such as online video marketing, WhatsApp and Facebook Advertising.

Consumer spending by traditional shopping methods and E-Commerce are becoming increasingly intertwined.

Consumers in this day and age expect fast and easy access to a relevant number of retailers and the specific services they offer, irrespective of time, location and medium.

Hendriks E-Commerce and Landscaping offers opportunities for you to respond to these challenges by means of our products, advice and after-sales service:

- Hendriks E-commerce and Landscaping ensures a diverse range of top quality products and services with modern machinery and well-qualified staff. A team in which each member has their own specialisation, from innovation, development and production to the provision of services.
- To increase the quality and durability of our product, Hendriks E-Commerce and Landscaping uses vacuum cooling after the turf has been harvested. This is a brand new technique in turf cultivation, which enables e-commerce and drop-shipping.
- The last link in the supply chain, the distribution of turf to retail or directly to the consumer. To achieve this, Hendriks E-Commerce works together with European logistics partners, which help us meet our needs and which act as external professional partners through home delivery.
- During this entire process we offer customers, through the personal attention of our back-office service, the possibility to avail themselves of our information provision and service tailored to the specific needs of you and your customer.
- Hendriks E-commerce has a strategic partnership with a professional turf installation company. If required, during high season, you may use their services to ensure that due to lack of time and staff the number of orders does not fall.



## Customer service

If you have any questions about dates, prices and other matters, please contact our customer service.

## Species

Sports turf for intensive use, easy to maintain, more robust. Playing turf for a maintenance friendly lawn, resistant to intensive use and with a high recovery potential.

Choose the best lawn, choose Hendriks E-Commerce and Landscaping!

## From field to garden, from producer to consumer.

Orders for turf for you or your customers are delivered to the agreed locations by regular transport and/or the drop-shipping system. Customers may also collect the turf themselves in consultation with Hendriks E-Commerce.



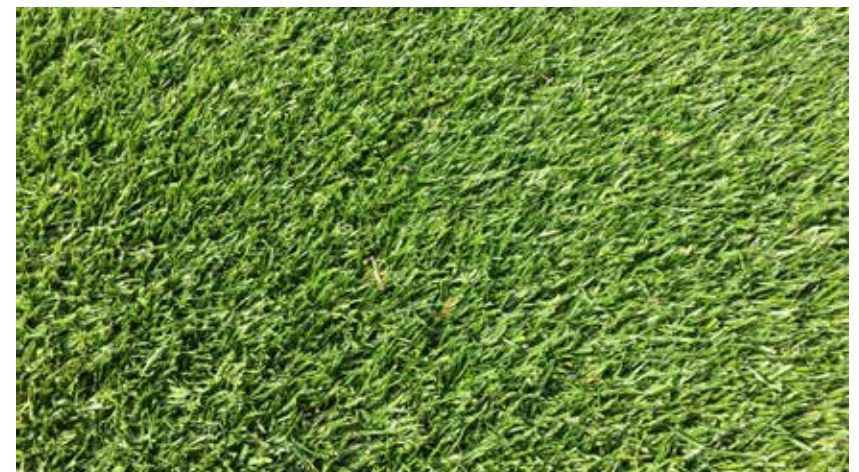


**BACK-OFFICE**

# Cultivating the grass

Cultivating the right grass, adapted to suit the various climates and circumstances is not easy. The cultivation process requires comprehensive knowledge of the specific situation. It is also essential that the right equipment and machines are used to ensure that the grass can adequately cope with the processes of harvesting and installation so that the required results are achieved.

First, the seedbed is prepared by ploughing, levelling and fertilising it. Next, the field is sprinkled with specially selected river sand, which is mixed with the top layer.







CULTIVATION





## HARVESTING

## Harvesting

We operate harvesters that allow us to harvest immediately after the lorries have arrived. This guarantees the freshness of the turf during transport. This harvesting method enables us to deliver a higher quality of turf than with other more traditional machines.

A complete lorry load can be harvested within 20 minutes.







## VACUUM COOLING

### Why vacuum cooling?

Many years of research and development led to a spectacular result, the vacuum cooling system. This technique helped extend the shelf life of turf, depending on the weather conditions, by at least 3 days. This opens up the possibility of delivery to other European countries.

Grass needs a temperature of at least approximately 6° to grow. By reducing the temperature below this level, the growing process of the grass plant will slow down and, subsequently, less heat will be produced. The traditional method of cooling products turned out to be unsatisfactory for turf. Since a pallet with turf forms a very dense mass, traditional cooling will be insufficient to cool the inside rolls on the pallet. The temperature of this part of the turf on the pallet will be in excess of the 6° limit. The growing process will hence be insufficiently inhibited. In rolled-up condition, and under pressure of the top rolls, in combination with the growing process, the grass plant will be heated to such an extent that it destroys itself. The plant suffocates, as it were, because no heat dissipation can take place (heat generation).

Using traditional cooling, you would need several days to cool a pallet with turf rolls down to the required temperature. That would be economically ineffective, not to mention the environmental consequences of this process.

The solution is as simple as it is effective: cooling under extreme low pressure, in other words vacuum cooling. This technique allows cooling a full lorry load within 20 minutes. The turf is cooled down to 2° right down to the core of the pallet. Once cold enough, the turf will stay cold for a long period of time, precisely because the turf is a poor heat conductor. Delivery of the turf no longer requires using so-called refrigerated vans in warm weather conditions. Turf that has been cooled has a shelf life which is three times as long as turf that has not been cooled. This technique enables turf to be kept in stock as well as delivery to distant destinations in Europe, while retaining the quality.



### Step 1

Vacuum – cooling is a new technique in turf cultivation. It enables increasing the shelf life of the grass considerably and consequently guaranteeing the quality of the grass. To prevent the grass from heating up, the grass rolls are vacuum cooled down to 3-4°C.



### Step 2

The turf is transported through the cooling system on a belt, whereupon the pressure is reduced allowing the moisture in the turf to evaporate. The evaporation process extracts the energy (heat) from the product. As a result, the products can be cooled right down to the core to 3 or 4 °C within a period of 20 to 30 minutes.

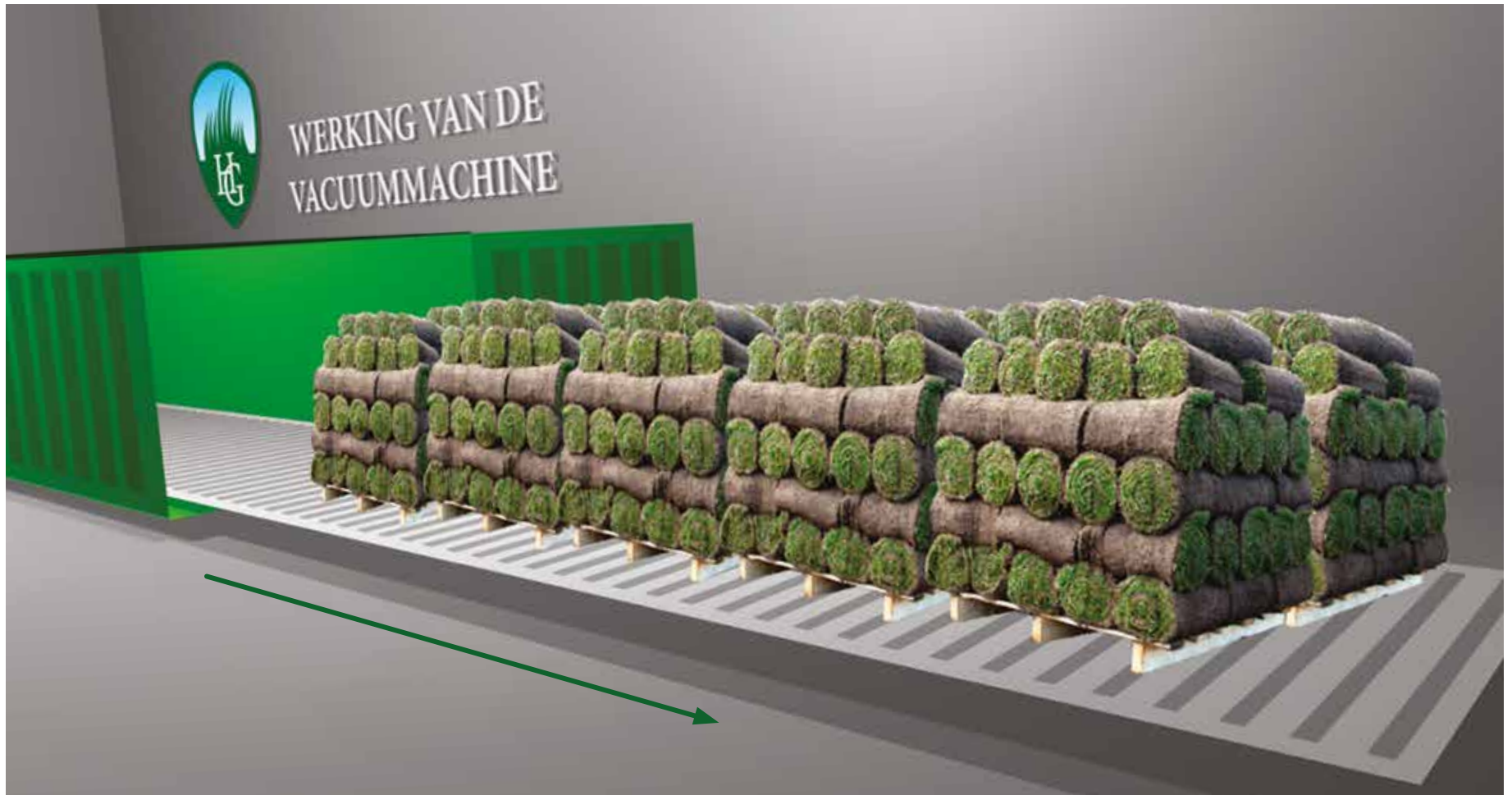


### Step 3

The fast and uniform cooling results in a considerably longer shelf life of the grass while its quality is retained and you will have about 2 more days to distribute and/or process the turf!

## Step 4

After the cooling process the turf is ready for fine distribution. While waiting for the carriers, the turf is temporarily stored in cold rooms.









## HOME DELIVERY

### Home delivery – fine distribution.

Distribution is an art in itself!

A high level of service, coupled with great reliability of delivery.

The last link in the supply chain, the distribution of turf to retail or directly to the consumer.

To achieve this, Hendriks E-Commerce has sought partnerships with major European logistics partners that help us to ensure we meet our objectives as far as transport and distribution are concerned. This allows us to deliver the turf to retailers and consumers both in this country and abroad.







## DELIVERY

### On site delivery

The goods are unloaded straight from the lorry at the consumer's premises in consultation with the driver.





## LAYING SERVICE

### Laying service

Hendriks E-Commerce has entered into a strategic partnership with a highly professional company specialising in turf laying.

This allows you to continue to fulfil your orders even if you are short of manpower and time.

'Speed, security and reliability' are important for our success!  
This is achieved thanks to our dedicated professionals.



**Properties;**

- Dense turf
- Can be cut short
- Can be walked on
- Reasonably drought resistant
- Good recovery capability
- Very little maintenance

## Sports grass

**A treat for the eye!**

The ideal sunbathing lawn is an expanse of grass with a fresh green appearance, which can easily handle heavy loads and offers an attractive environment for a wide range of recreational activities. Ideal for children and pets.



## GRASS SPECIES

### Playing grass

Playing grass withstands rough handling and is ideal for recreational purposes. Children and pets are no problem!

Playing grass can easily handle heavy loads and has a good recovery capacity. It has a higher ornamental value.





## Champions League grass in your garden!

Grass species are monitored for their genetic properties on our trial fields in order to obtain information about its shelf life, colour, drought resistance, disease resistance and recovery capability.

From seedling to commercial success, the turf is assessed for its many properties and qualities. After proven quality on the trial fields, the seedlings are sown on the fields of Hendriks Graszoden.



## Lawn with RPR

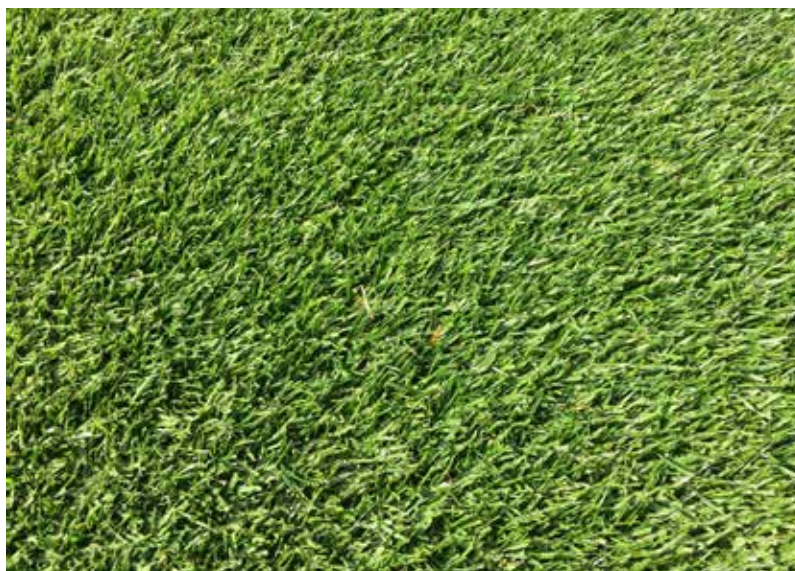
### ***A practical lawn***

Self-repairing grass, fills in bare spots in no time. A unique mixture to reduce mowing and fertilisation frequency. A mixture suitable for anyone who prefers a low maintenance lawn.

Hendriks uses the unique RPR grass concept. This revolutionary method is used for all mixtures of all grass species.

### **Properties:**

- Beautiful green grass
- Dense turf
- Can be walked on
- Drought resistant
- Environmentally friendly (little drainage)
- Low maintenance costs







IMPRESSIONS







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E-Commerce

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