



LILY LOOKS
BEAUTY BY NATURE

Lily Looks is the premium brand for all our lily varieties, both plants and bulbs
www.lilylooks.com

Lily Looks potted lilies produced by
WETERING Potlilium
BETTER BLOOMING

Lily Looks lily bulbs produced by
ARROYO Liliumbulbs
BETTER BLOOMING

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Certifications

We are MPS, Global GAP and Global GRASP certified, which guarantees you that our operations comply with the requirements in terms of the environment, social aspects, quality and the requirements from our retail customers.



Our sustainability policy

At Wetering Potlilium we grow our plants with respect for people, nature and the environment. We do everything we can to keep our environmental footprint to a minimum. The government requires it, consumers desire it, retailers demand it: suppliers that have their production process sustainably in place.

The examples below are illustrative on how we try to contribute to a clean and environmentally friendly future and the initiatives we have been taken for many years now. And we still move on as we believe we have an obligation to our future generations to take care of the planet and nature.

Peatfree

We deliver all our potted lilies peatfree.

This soil is a mixture of coir (cocos), perlite and 35% composted sustainable materials from a residual flow such as prunings, roadside grass and equivalent.



Nursery

We grow our potted lilies in a sustainable way as much as possible.

Very low use of crop protection agents through application of **biological control** and **insecticides nets**.



Use of larger **heat buffers**, allowing heat to be stored and always put to good use, without anything being wasted.

Plants are kept short naturally, no inhibitors being used.

The greenhouse is equipped with a **modern climate control system**. Working with energy-efficient screens keeps the heat inside and reduces the use of fossil fuels (natural gas), saving energy of more than 40% compared to 2019.

Re-use of water in our ebb and flow system of cultivation; all the water used for cultivation is 100% recycled. We are 'zero-dischargers'.



Our entire nursery has been equipped with 100% **LED lighting** since 2022, resulting in energy savings of 45%.



Energy is partly generated by a **CHP plant** (combined heat and power) and **solar panels**. Our PV installations have a generation capacity of 850.000 kw on an annual basis. This is 1.5x the company power we use excluding plant lighting.

Materials

Reduction in use of materials where possible and recyclability is a main topic in our operations.

Our **organic waste** is taken to a bio-digester where it is turned into biogas. Or to a composting company.

The **sleeves** are so far still made of new material, because of its transparency; we have reduced the thickness of the various sleeves we use.

Labels are made of RPS, consisting of 100% post-industrial polystyrene waste.



We separate all the waste in our nursery and warehouse: green waste, plastic and cardboard are collected separately and recycled accordingly.

All pots meet the certifications demanded by the retailer: 99% **recycled material**, of which at least 70% post consumer plastics.

Brings colour to your life...

WETERING
Potlilium
BETTER BLOOMING



About Wetering

Wetering Potlilium B.V. is a modern potted plant nursery specialised in the cultivation of our own varieties of potted lilies for more than 30 years. We are located in Den Hoorn and Honselersdijk, in the West of The Netherlands, where we have modern production locations of over 7 ha. On fully automatically roller tables, we grow many varieties of potted lilies by our own brand **Lily Looks**. The plants we grow are sold throughout Europe.

What we stand for

We are here to deliver the most colourful potted lilies to our customers. By breeding our own bulbs, we constantly search for new varieties, driven by consumer trends. Together with our export partners we deliver our potted lilies to retailers and wholesalers all over Europe! We are committed to add more value and colour to the flowering plant category together with our customers.

Our assortment

We grow our **Lily Looks** potted lilies year round in a wide range of colours and varieties. Our assortment consists of 6 unique series, from the Asiatic Tiny series to the Oriental Sunny series. Take a look at our website for the complete range of varieties, by scanning the QR code.



Sunny Keys from the Oriental Sunny series.



Tiny Ranger from the Asiatic Tiny series.



Scan the QR-code for our assortment.

Asiatic lilies: the Tiny series

The Tiny series consist of naturally short Asiatic varieties that have been specially developed and tested for potted plant culture. They have bright colours, a compact height, are odourless and the foliage stays green.

Availability: yearround **Potsizes:** 13 cm, 17 cm and 19 cm



Tiny Invader



Tiny Heroes



Tiny Double Dutch



Tiny Diamond



Tiny Pearl



Tiny ghost



Tiny Shadow



Tiny Ink



Tiny Nugget



Tiny Ranger



Tiny Bee

Gardenlilies

Asiatic lilies are also available in potsize 9 cm as 6-pack and 4-pack item. Consumers can plant them in the garden to continue growing. Since the bulbs are winterhardy, they appear every spring and will flower in the summer.



Gardenlily 6-pack



Gardenlily 4-pack

Oriental lilies: the Sunny series

Oriental lilies have large, long-lasting fragrant flowers that create an exclusive experience. These varieties have been tested and selected for potted plant culture due to their higher bud count, reduced sensitivity to leaf scorching and compact height.

Availability: yearround **Potsizes:** 13 cm, 17 cm and 19 cm.



After Eight



Sunny Camino



Sunny Keys



Sunny Robyn



Sunny Martinique



Sunny Benito



Sunny Azores



Sunny Bahamas



NEW: Sunny Bliss

Specialties

Double Bounty is our latest double-flowered, pollen-free oriental potted lily. This white variety is really something special with its large flower and softly sweet fragranced character. **Miracle** is a Longiflorum lily, with large calyces, dark green leaves down to the bottom and they are odourless. **Summer Snow** is a naturally short Longiflorum Asiatic lily with large, slightly sweet-scented flowers pointing upwards, creating an exclusive experience.



Sunny Double Bounty



Longiflorum Miracle



Summer Snow

Our Lily Looks brand

In 2007, Wetering Potlilium made a strategic decision to grow its own varieties for quality reasons. We therefore entered into a partnership with MAK Breeding through our sister company Arroyo Liliumbulbs. Potted lily varieties are bred exclusively for Wetering Potlilium, which we then grow into full-grown plants in our own nursery. This enables us to deliver consistent quality all year round.

In that same year, 2007, we also introduced our own premium brand **Lily Looks** for both our bulbs as well as our plants. Lily Looks varieties are characterized by their naturally short stature, no leaf yellowing, high bud count, bright and striking colors, and guaranteed bud flowering.



Lily Looks potted lilies can be presented just about anywhere. You can enjoy lilies in your living room or kitchen. You can also decide to use your potted lilies directly as a patio-plant or next to your front door. They grow easily and, depending on weather conditions, will bloom for a long time in your garden even in the fall, as long as there's no frost. Remove the pot after flowering and plant the lily in your garden. Make sure that the top of the root ball is about 2 to 3 cm below the ground. Keep the plants moist after planting. The plant will die off in the fall and bloom again next summer. Planted in the garden the bulbs are winterhardy.

Lily Looks. Housemate. Garden Hero.
Year-round the most versatile plant

LILY
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