

## Kébol B.V. to Acquire Witteman & Co. B.V.

### Transaction creates year-round bulb and bare root sourcing, distribution and sales.

RIJSENHOUT, THE NETHERLANDS – Kébol B.V. is pleased to announce the purchase of the assets and activities of Witteman & Co. B.V., a 150 year-old Dutch company specialized in sourcing and distributing bare root perennial products and conducting business as Darwin Plants, which is currently owned by Ball Horticultural Company.

The acquired assets include the Darwin Plants portfolio of bare root propagated perennial varieties sold in various markets around the world, as well as its related mail-order and liner distribution business. The transaction does not include business activities or the vegetative perennial assortment of U.S.-based Darwin Perennials, which remains under the helm of Ball.

"Darwin Plants' bare root offering, long-standing relationships and worldwide network of customers make it a great complement to our existing strength in sourcing, sales, distribution and warehousing," says **Jos van der Drift**, director of Kébol. "The natural seasonality of the Darwin Plants assortment perfectly offsets the natural seasonality we're seeing in our Amaryllis, Tulips and other bulb products."

"Our 2007 acquisition of Darwin Plants based out of Hillegom, the Netherlands, helped put Ball Horticultural Company on the map, as far as perennials are concerned," says **Mike Klopmeijer**, general manager of Darwin Perennials, a division of Ball Horticultural Company. "Kébol's acquisition will allow both parties to leverage their strengths: Kébol gets an additional assortment allowing it to utilize its warehousing and distribution facilities year-round, while Ball Horticultural Company continues to have access to Darwin Plants' important perennial bare root supply chain."

"This agreement is the best of all worlds for the future of Darwin Plants' product lines," says **Fred Meiland**, general manager of Darwin Plants, who will join Kébol and remains Darwin Plants' general manager after the transaction is complete. "Kébol's state-of-the-art warehousing facilities and product offering, with an offsetting shipping season, means working more efficiently, without sacrificing product quality or the integrity of the supply chain."

Kébol intends for Darwin Plants to become part of Kébol's overall activities, being brought to market under the name Darwin Plants by Kébol. After transition, all of Darwin Plants' previous activities will move to Kébol's location in Rijsenhout, The Netherlands. The sale is scheduled to close by the end of June 2017.

For additional information, please visit the Press Room at [www.Kebol.nl](http://www.Kebol.nl).

#### *About Kébol B.V.*

*Being an expert supplier of flower bulbs (specializing in Amaryllis), Kébol masters every aspect of the business: from breeding, growing and preparation to marketing and distribution. With high-quality products and focus on innovation Kébol supports its customers worldwide in being more successful in their respective markets.*

#### *About Witteman & Co. B.V.*

*Witteman & Co B.V., using the trade name, Darwin Plants, is Holland's largest exporter of bare root perennial plants, with a firm foothold in North America, Europe and The Far East. It has recently been the main supplier of perennial bare root to Darwin Perennials of Ball Horticultural Company in North America. [www.darwinplants.com](http://www.darwinplants.com)*