



Royal
Houtweling

Bright

eco-coating

**Nature-based cultivation:
without microplastics in the
coating and without the need
to remove it with a cleaner.**



Danier van der Spek,
Ichtus Flowers & Plants

The product can be removed by brushing.



At the Abraham Kroesweg in Waddinxveen, Ichtus Flowers & Plants has specialized in the cultivation of cut phalaenopsis and green plants.

"We grow 16 different varieties of moth orchids and more than 20 different types of Alocasia and Philodendron. We also have a small section with very special plants. I call them specialties," says Danier van der Spek. "Both are niche markets, but they are completely different. The trade in cut phalaenopsis and potted plants differs in terms of exporters, product and packaging requirements, and sales channels. What connects them, however, is our way of doing business. No request is too unusual. You ask, and we try to meet it. For example, we have developed our own mat for packaging cut phalaenopsis, which prevents damage during transport to America and other distant destinations. We are also continuously developing in the field of sustainability and actively thinking along with the customer."



Watch our video "from development to recycling" via the QR code.



" From a cost perspective, that is interesting, and it also makes the water authority happy.

In addition to customer-oriented operations, sustainable and nature-based cultivation is a key pillar in the strategy of Ichtus Flowers & Plants.

"Our goal is to put as little strain on nature as possible. The easiest step is making conscious choices in the products you use during cultivation. For example, we use biological crop protection, recirculate our irrigation drain water, and in 2024 we used Bright Eco-Coating. Bright Eco-Coating is a new coating that is completely microplastic-free and 100% biodegradable. As a result, I no longer need a cleaner to remove the chalk from the roof. From a cost perspective, that is interesting, and it also makes the water authority happy. No cleaner ends up in nature, and the microplastic-free chalk that wears off is released gradually into surface water without harmful effects on living organisms."

To regulate light and temperature in the greenhouse, Ichtus Flowers & Plants uses PAR sum measurements, energy screens, and a coating on the glass.

"In 2024, just before King's Day, I applied Bright Eco-Coating at a 65% mixing ratio across the entire 4.3 hectares. This spring was extremely wet, with a lot of rainfall, which meant that after just over three months I applied a second layer. A major advantage of Bright Eco-Coating is that it wears off gradually with the season. Toward the end of summer, I want more light, and this happens automatically with this microplastic-free coating. Of course, you do need to stay alert to the rate of wear. At the moment, HPW Spuittechnieken is brushing the roof, and after just one pass the greenhouse glass is clean again. Next year, I will apply Bright Eco-Coating again, but at a slightly higher ratio. With 75%, I hope I will only need to apply the coating once, making it even more attractive."