



Royal
Houweling

Bright

eco-coating

**Sustainability as a driving force:
stepping forward with chalk.**



Jos van der Valk,
Van der Valk B.V. / Patio Plant



"I can simply let the water flow into the silo. You know it's not junk and that it does its job."

At Van der Valk B.V. / PatioPlant, everything revolves around growth of both plants and quality. Under the leadership of, among others, Jos van der Valk (34), the family-owned company from Naaldwijk offers an exceptionally broad range of more than 150 plant varieties. With a team of around 30 employees, they work every day to ensure a smooth process from cultivation to delivery.

The company distinguishes itself with two clear product lines: the PatioPlant collection, recognizable by its inspiring packaging, and the playful Days of Joy line, featuring seasonal specials such as strawberry plants and other surprising items. Service forms the beating heart of the business: ordered today, delivered tomorrow is not a promise, but a daily reality. This customer-focused approach requires flexibility and fast decision-making, exactly what defines Van der Valk / PatioPlant.

Sustainability was the most important consideration in taking this step. As a grower, you feel the need to keep moving forward, with initiatives such as biological pest control, more sustainable packaging, and now an additional step: chalking the greenhouse. We always want to go one step further, and the opportunity is there. But first, you want to understand how it works, Jos explains.



Watch our video 'From development to recycling' via the QR code.

Each crop requires its own approach.

"In the summer months, I definitely want chalk on the glass not only because of the light, but also for cooling. I mainly look at the weather and the turning point toward summer. The moment I open the screen, the plant has a harder time due to direct radiation and heat. Every crop requires its own strategy. With cyclamen, every day of earlier flowering counts, so I don't want to lose too much light. With camellia, a two-year crop, I actually close it right up."

"In recent years, I sometimes hesitated: should I close it completely at 100% coverage, or apply a heavy splatter at 75% coverage? I've decided that next year I'll go with heavy splattering again. Toward the end of the season, it's pleasant if some of the chalk has already worn off. That allows more light to come through, which I need to stimulate flowering. I started with just one section (1.4 hectares). I deliberately left the rest untreated so I could make a good comparison. At the end of May, the contractor manually applied Bright-Eco Coating. By the end of September, about 50% of the chalk was still there, even though it was applied in May. That's absolutely fine to me. It does exactly what it's supposed to do. As far as I'm concerned, next year we'll do everything with Bright Eco-Coating."

Natural product, natural choice

"What I see as a major advantage is that it's a natural product. I can simply let the water run into the silo. You know it's not junk and that it does its job. Our customers and partners are increasingly asking about MPS-A certification. We are inspected once a year and undergo a major MPS audit every three years to assess the environmental impact of everything we do. In that case, it's reassuring to be able to show that you are consciously working on sustainability. By 2028, chalk products must in any case be free of microplastics."

Just try it

"For fellow growers, I really have just one piece of advice: just try it. For me, it went well. I didn't have to make any adjustments. Just apply it once, as always. And it worked!"

