



**De Haan Group**

**WELCOME TO  
DE HAAN GROUP**



**OUR VISION**

**FOR RELEVANT RETAIL**



# OUR PILLARS

The entrance of our building shows a mural of Einstein, who symbolizes our core values. He reminds us – and shows our visitors – why we do what we do.

We combine science, creativity, and greenery to optimally advise and support our clients.



# OUR PILLARS

## CREATIVE

Creativity is what sets our concepts apart. We think beyond the often fixed regime. Naturally, our creativity not only shows in the concepts that we create for garden centres, but also in the materials we choose, our flexibility, and sometimes even in our bookkeeping. We don't take ourselves too seriously. We, our clients, and our suppliers are all humans after all, and work and life should also be enjoyed. This typical Brabant conviviality is what makes us such a great family business.

## CURIOUS

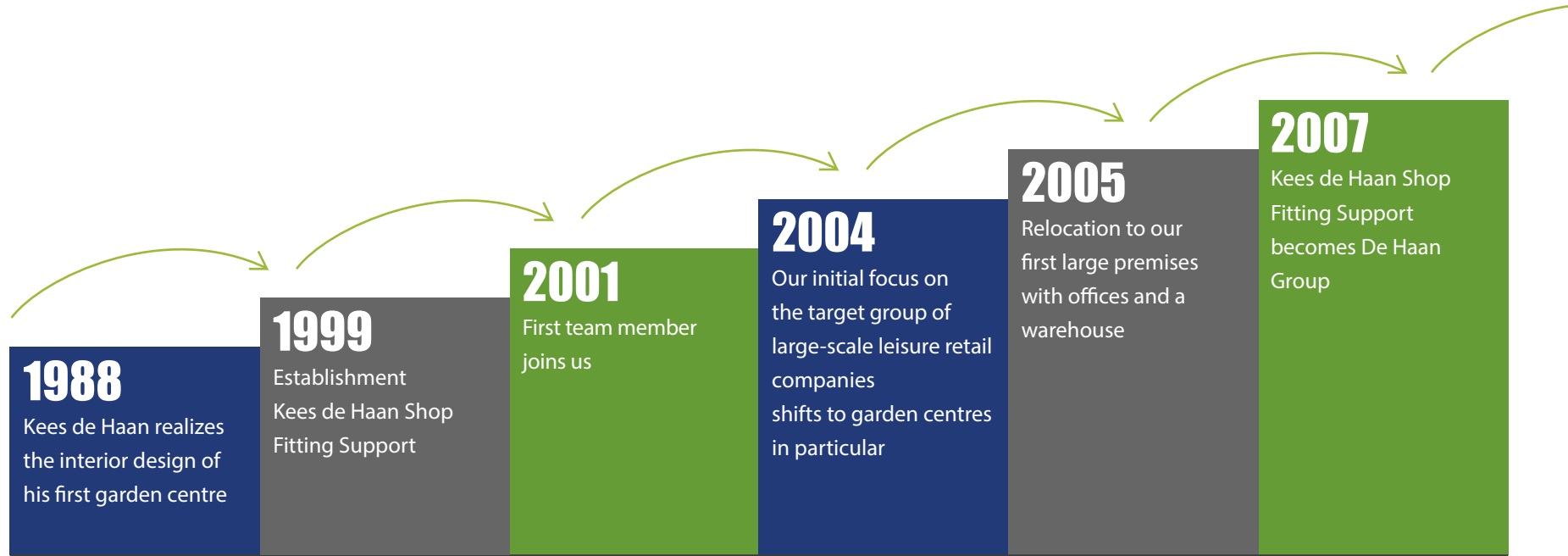
Good Information is key. The more you know, the better you can help your clients. The retail landscape is constantly changing, which is why we firmly believe in helping our clients by identifying consumer needs. That requires a special type of scientific expertise. How can you respond to those needs and demands and ensure that your implemented instore concept offers customers a wonderful shopping experience?

## SUSTAINABLE

Sustainability is key. A neutral environmental footprint is good, a positive one is better. Not only do we look for the most sustainable solutions in our materials and packaging, but even our office also has a positive environmental footprint. The solar panels on our roof contribute to our electricity bill and the sheep grazing around our office keep the grass short and enhance the permeability of the soil. As De Haan Group has a long-standing history in garden centres, we can safely say that green is part of our DNA.



# OUR HISTORY



# OUR HISTORY

**2010**

Relocation to  
Waalwijk; doubling the  
warehouse floor space

**2012**

Establishment of ISD  
with Roger Grinwis

**2018**

Start construction of  
our current offices and  
warehouse

**2021**

Establishment  
LookINsight with  
Laurens Doesborgh

**2022**

Rick van Kuppevelt,  
Kees' son-in-law,  
becomes Managing  
Director of De Haan  
Instore Supplies

**2022**

Steffi de Haan, Kees'  
daughter, joins Kees in  
a strategic role within  
the De Haan Group  
management team



# OUR ROLES

## DE HAAN GROUP



### DHIS

The difference in garden centres – that is what De Haan Instore Supplies is all about. Our activities exclusively focus on garden centres. This well-considered choice has allowed us to gain extensive knowledge and expertise over the years. We know the markets and the trends like no other.



### ISD

Instore Supplies Displays is all about permanent displays. As we turn the client's ideas into solution-oriented and commercially interesting displays, products and brands get the attention they deserve.

## SUBSIDIARY



### LIS

LookINSight strives to develop better garden centres through optimal insight into feasibility. Together with our clients, we study their data and use these insights to create a perfectly fitting and commercial retail concept.







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# THE DIFFERENCE IN GARDEN CENTRES

We have been supporting garden centre entrepreneurs in creating the best retail environments for over 25 years.

We always work closely with our clients and focus on aspects such as strategic positioning, the target audience, and the product range.



# Everything that garden centres need

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The De Haan Instore Supplies department helps garden centres with every retail aspect. We either already have or come up with a perfect solution for everything in and around the shops. So what does 'everything' mean?

**“The term ‘everything’ refers to everything relating to the customer experience, from the moment they enter the car park to the moment they leave.”**

– Kees de Haan, Founder DHG



# Everything that garden centres need

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## Store concept

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Together we will consider the identity, positioning, competition and target groups. Based on this, we set up a logical plan.

## Routing & Layout

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A suitable routing and layout is made based on the concept. We will consider the layout of the store from the customer's point of view. All assortment groups that we have determined together are also laid out here.

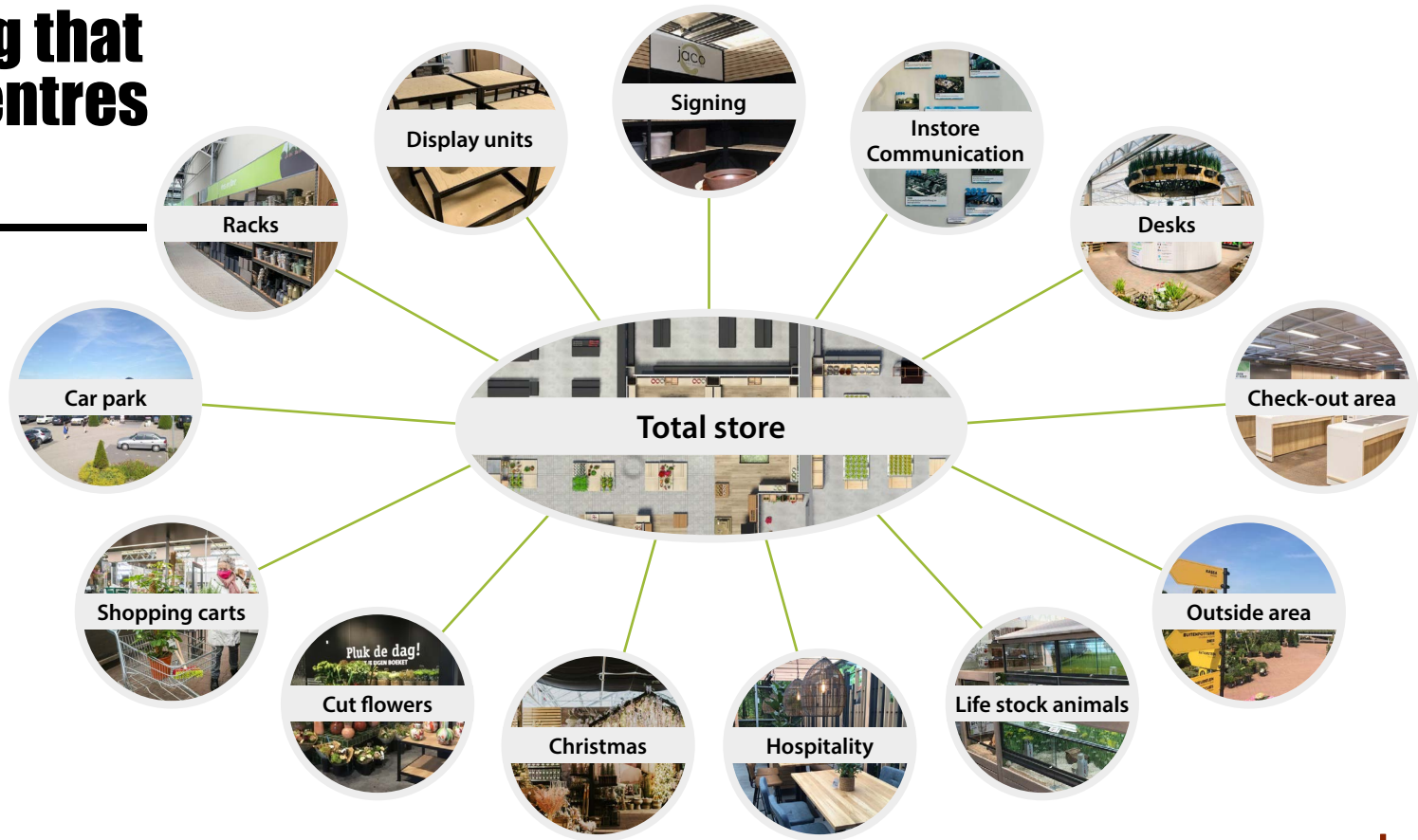
## Look & Feel

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This is about the appearance of the store concept. What feeling do we want to convey and what will it look like. We create the right image by using 3D visualisations.



# Everything that garden centres need



# Where we work

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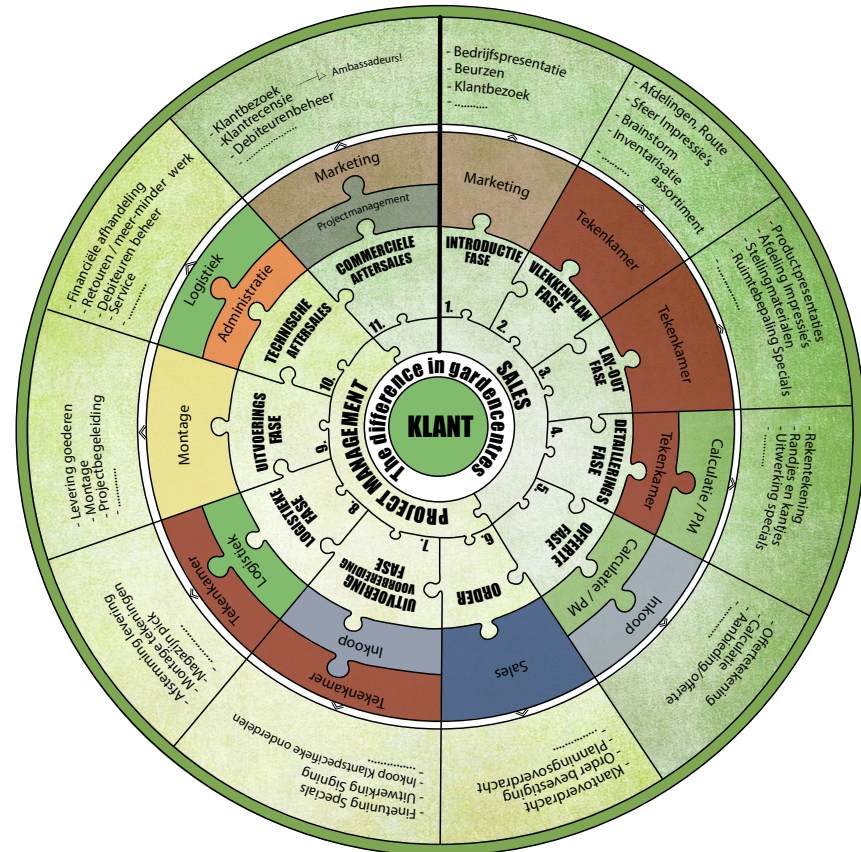
We design and furnish garden centres around the world, although most of our clients are based in the Netherlands, Belgium, France, Germany, Austria, and Switzerland. We support entrepreneurs with dedicated teams and, naturally, in their own language.



# The process from first sketches to the grand opening

The process from sketches to opening follows the following step-by-step model:

1. Introduction
2. Zoning plan – Layout – Detailing
3. Proposal/Quotation
4. Order
5. Start-up phase
6. Logistics and execution
7. Completion



# The process from first sketches to the grand opening

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Thanks to this work method:

- You know what to expect
- You will have two contact persons during the entire project,
- We can keep a tight rein on the timing and completion
- We will communicate in your language





# Completed projects

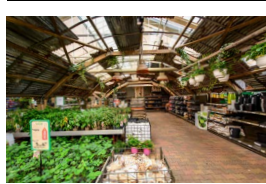
**Intratuin**



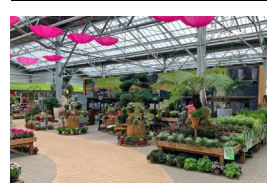
**Matthies**



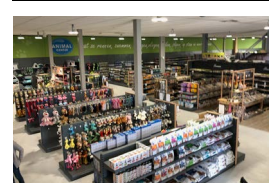
**Tuincentrum Leurs**



**Tarnaise Fonlabour**



**Animal Center**



**Bade's Gartenwelt**



**Pauly Andrienne**



**CDS Domaine des Fleurs**



**Bellaflora**



**Jardinerie Ediosmo**



**Horeca IT Maastricht**



**Pflanzen Kölle**



# Services and Sustainability

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## Lease

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Realizing the retail environment you've always dreamed of in one project? This is now possible with our lease option! You have a great plan but this would require a hefty investment – funds that you could also put to good use for something else, like updating your stock system or hiring a new team member.

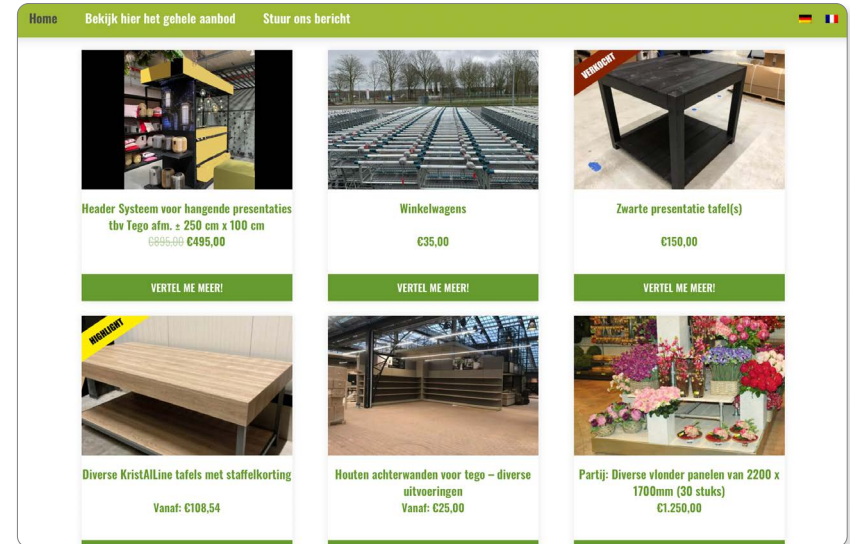
De Haan Group now offers the option to lease the inventory for the retail environment you've always dreamed of. This lease is based on a fixed monthly payment and you can allocate the rest of your funds to other important aspects.



# Services and Sustainability

## Marketplace

Give your retail inventory a second life via our marketplace. Used shop inventory – for some a space-consuming nuisance and just the thing they need for others. Our marketplace is where you find a range of used or overstock shop inventory items – from entire shop-in-shop concepts to desks and from shopping carts to racks. Buying and selling retail materials via our marketplace is entirely free. So no sales costs or other fees. Our marketplace is an international trading place where you can find the most beautiful items from all over the world at very low prices.





# THE DIFFERENCE IN GARDEN CENTRES



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