



VOLTZ
HORTICULTURE



Beautify every garden, cultivate every vegetable patch!

VOLTZ HORTICULTURE, a company close to horticultural professionals :

- › A rich, reliable and appropriate range of varieties for horticulturists, nurserymen and local authorities, tested and approved in our trial gardens in France and Germany.
- › The power of a global varietal sourcing network to ensure we are always at the forefront of market trends
- › A seedling production structure combining our own equipment and the best seedling-producing partners, for high-quality products.
- › Rigorous quality control of each batch of seeds and young plants trays delivered (germination rate, uniformity of growth, varietal purity)
- › A sales team close to you for the best technical advice
- › Simple and effective communication tools for your points of sales



VOLTZ HORTICULTURE the horticulture business unit of GRAINES VOLTZ

Graines Voltz is one of Europe's leading independent distributors of seeds and young flower and vegetable plants for professionals, home garden market but also for local authorities...

It is a family-owned group headed by its founder Serge Voltz that has been growing strongly since its creation in 1985.

Listening to customers expectations: a winning strategy!

 +600 employees	 38 years of experience	 66 pays served
 132 millions € turnover	 31.000 references	 25.000 customers





THE PLACE TO BE IN SUMMER!

Let's discover our different
areas in Germany:

- Vegetable garden
- Nursery garden
- Flowers' novelties **Florensis**



Lüdighausen (Germany)



Brain-sur-l'Authion (Loire Valley)

Visit our trial gardens
in France:

- Flowers garden
- Vegetable garden
- Nursery garden

Find our large assortment of flower seeds

- Large and original offer with more than 2 200 references
- Complete assortment of organic and conventional seeds
- High germination quality



The best genetics and the latest innovations
tested and found to be good in our trial gardens.



Your partner for the home garden market

A wide range of vegetables and herbs

Le Jardin Gourmand

Choose our young plants and grafted plants: the guarantee of regular, high-quality production and great planning flexibility

Our late blight resistant tomatoes:

- More vigorous and regular harvest
- To deal with bad-weather conditions
- With no loss of taste quality.

Round type:

Maestria F1/Rose Crush F1



Plum type: Nagina® F1



LATE
BLIGHT

RESISTANCE



Cocktail type:

Cocktail Crush F1/Consuelo F1



Cherry type:

Rubylicious F1/Honeycomb F1

And also...

Open-ground vegetables



Patio vegetables



Herbs



Berries



Eggplant grafted young plants



Tomato grafted young plants



Watermelon grafted young plants



Cucumber grafted young plants



Tray of tomatoes young plants

Young plants:

- More vigorous and regular than direct seeding
- More dense root colonisation
- More hard plant
- Easy to transplant

Grafted plants:

- Stronger root system
- Better resistance to soil-diseases
- Suitable for difficult gardens and soils
- Earlier, longer and more abundant harvest

Seeds plates for a cultivation in pots



- Regular plants
- Easy-to-use
- Affordable
- Biodegradable
- Available in different sizes and shapes (discs and tapes)

Easy-to-care and to grow varieties, suitable for all spaces!

Varieties with high-quality taste!



Our 2023-2024 vegetables novelties catalogue

Find all our vegetable and herbs varieties (organic and conventional) for home and patio gardens (potted plants for balconies and terraces) in our **catalogue** and our **additional Novelties brochure**.



Inspiration for ornamental and edible plants

Young plants nursery:
our newly extended offer



History

Charles Briant Nurseries were founded in **Angers (in the Loire Valley, France) in 1933**. The company grew gradually for over 30 years. In the 1960s, when André Briant took over the reins, the company had 10 employees and **4 hectares** of land. In **1965**, André Briant decided to specialise in plant multiplication. **The company continued to grow and acquire new land.**

Since 1983, **André Briant Jeunes Plants** has increased growth by two means: **varietal innovation and exporting**. By the 1980s, the company was already the undisputed leader in the young plants market in France. It soon became a **European market-leader**.

Acquisition of the André Briant Jeunes Plants Nursery

Graines Voltz completed the acquisition of **André Briant Jeunes Plants** in **February 2022**. Thanks to its many production sites (covering 150 hectares) and the expertise of its merged

teams, **VOLTZ HORTICULTURE** now offers nurseries horticulturists and communities **the broadest range of nursery plants on the European market** under the **André Briant®** brand.

"It all happened very quickly. From first contact to finalising the acquisition took less than three months... The professional and human values around which we have built our group are a clear advantage when it comes to integrating new businesses. Our commitment to doing what is right and good, biodiversity and varietal diversity, greening our environment and short supply chains, are all key themes that are becoming more and more popular."

Serge Voltz,
Chairman and CEO of Graines Voltz



Some examples of available product forms:

Pots



Bare roots



Pockets/
clods
Cups



Cups



A few leading varieties:



Hydrangea



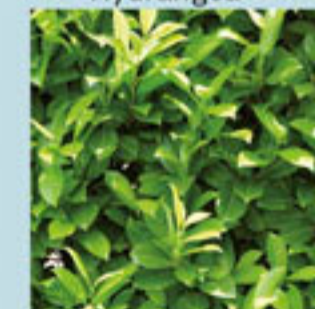
Cornus



Lagerstroemia



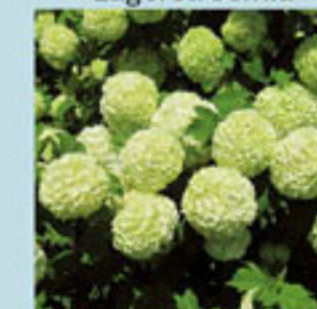
Succulentes



Prunus



Spirea



Viburnum



Rubus...



Our 2023-2025 Young Plants Nursery catalogue



Discover our complete selection of more than **2 500 references** of young plants nursery gathered in this new catalogue.

Get inspired thanks to our ranges of trees, shrubs, grasses and berries.



Always at your side

Our marketing tools:

• For your point of sale



Labels



A5 product sheets



Roll-up



TEKU-Pots



Posters



Our media plans:

• In the BtoC press



From March to September, you find our leading varieties in the magazines Rustica (France) and in Mein schöner Garten (Germany)!



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