

25 years  
of piccoplant -  
Time for growth

piccoplant



## piccoplant

*The company's name is its manifesto: 'little plant' or 'picco plant' as a Latin-speaker would say. So what do we do? At piccoplant, offshoots are taken from the most elite plants and then placed into sterile glass (Latin: in vitro) in the very best growing conditions and are given a very special nutrient solution to form more offshoots. This technology is called micropropagation and the result is completely healthy, virus and bacteria-free plants - classic biotechnology combined with modern horticulture.*

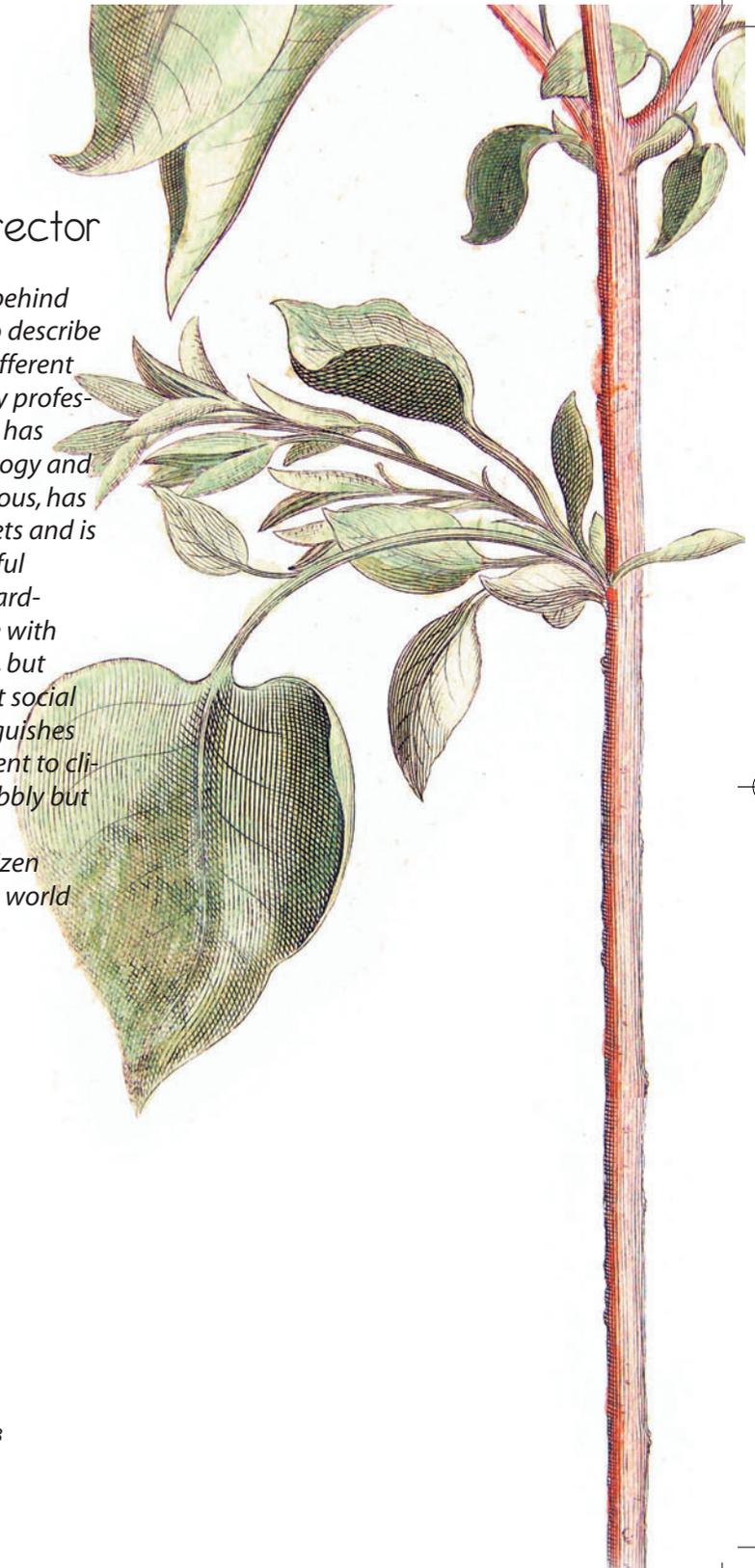


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## The Managing Director

*Elke Haase is the woman behind piccoplant. It is not easy to describe her since she is so many different things at the same time: by profession she is a biologist who has managed to combine ecology and economics. She is courageous, has the right feel for the markets and is an extraordinarily successful researcher. She can be a hard-faced partner to negotiate with when it comes to business, but equally possesses excellent social skills. Moreover, she distinguishes herself with her commitment to climate protection. She is bubbly but also quietly confident. She is a down-to-earth citizen of Oldenburg and yet, as a world citizen, also loves to travel.*



... with the President of Germany, Joachim Gauck - 2013



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## The company

*What's been forming over the last 25 years at the western edge of Oldenburg town is highly impressive. As a result of its many years of experience in biotechnology and state-of-the-art methods - somatic embryo genesis is just one example - as a reliable service provider, piccoplant offers customised project solutions. A few examples are: creation of genomic libraries, virus extraction in potatoes, propagating high-performance plants as well as exclusive propagation for growers.*

*Today, several million premium young plants are grown every year. With over 300 lilac varieties and around 750,000 lilac plants every year, piccoplant Mikrovermehrung GmbH is by far the world's largest lilac producer. In addition, there are 170 varieties of rhododendron, more than 50 bamboo and grass varieties, camellias, geraniums, laurel trees, sundews, venus fly-traps and giant knotweed, to name just a few. Altogether, the basic*

*figures amount to a total of 3,000 crop, decorative and medicinal plants.*

*The happy meeting of expertise, marketing knowledge and ambition play a decisive role in piccoplant's international success. The young graduate biologist, Elke Haase, was at the right place at just the right time at the end of the 1980s.*

## Community life

*Research station, modern large nursery, arboretum: all are part of piccoplant. The company has also been recognised as a social integration business for many years. More than 20 people with disabilities have found permanent employment here. Experience has shown that the level of solidarity these employees have with the company is way above average. Cooperation between employees*

*with and without disabilities is extremely good (integration in practice). Everyone can learn something from others. As a result, whatever their limitations, these employees are not treated as outsiders but as a valuable workforce. The same requirements apply to all employees in so far as a disability permits.*



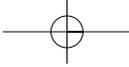
"When the white  
lilacs bloom again..."

*Lilacs have always belonged to the romantic plants of pomp and circumstance. Their scent and the*

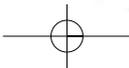
*uncountable variations in colour are increasingly winning the hearts of gardeners and garden friends. In actual fact, these dreamy blossoms are experiencing a renaissance. Amongst other reasons, this is mostly because even rare and historic varieties with Russian, French, American and German origins are capturing the market thanks to micropropagation. As a lilac specialist and lover - even the pet Rottweiler Quaestor is especially a fan of lilacs - the company manager, Elke Haase, has ensured that piccoplant currently has over 300 different varieties.*

*Healthy mother plants make sure that only strong seedlings are grown. Whether in single or multiple colours, modest or full blossoms, both the classic varieties and 'insider tips' are very beautiful. Semi-finished and finished ornamental trees and shrubs are provided for the market in different units, from TB9 boxes to CC containers and Euro palettes.*





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## Lovely Lilac

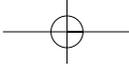
*So that lilacs can be marketed better in the retail industry, piccoplant has developed a unique marketing instrument. They use p-shaped folding labels with a photo of the plant in bloom and which provides a history of the plant's name as well as care instructions. Lilac-scented labels can also be delivered on request.*

*Moreover, lilac-coloured pot covers made from polypropylene spice up the pots and give customers an incentive to buy.*

*Posters, CC banners and QR code stickers are also available.*

*But commercial customers are not the only ones who can order. Private customers can also order their favourite lilacs over the internet for their secret garden at [www.fliedertraum.de](http://www.fliedertraum.de). Besides the classic varieties, there are also some distinguished rare varieties endowed with fine-sounding names such as 'Polina Ossipenko', 'James McFarlane' or 'Maidens Blush'.*





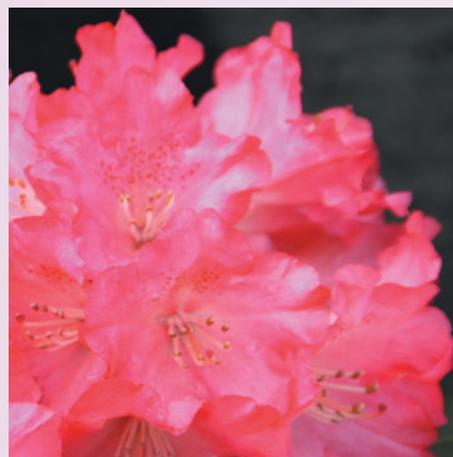
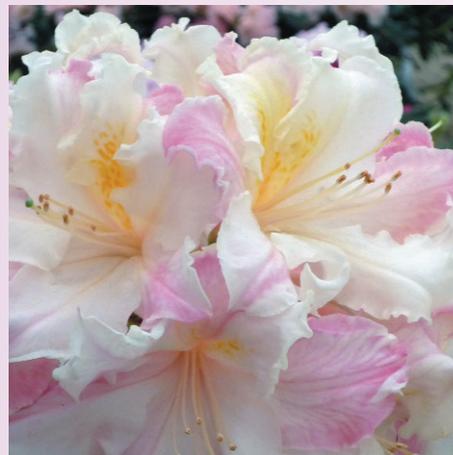


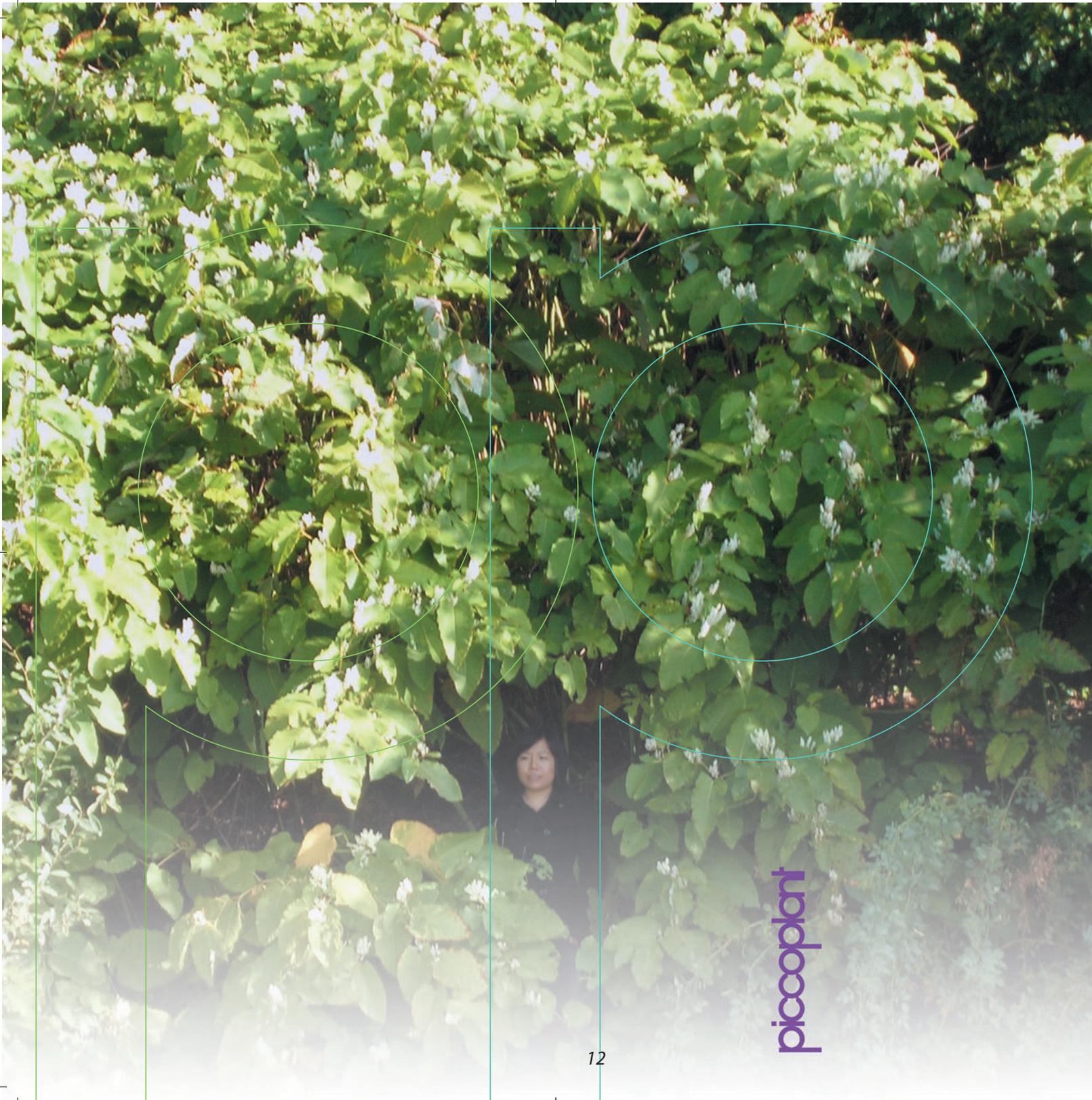
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## A colourful miracle blossom

*Rhododendrons – also known as alpine roses – and azaleas belong to the same family, the Ericaceae family. Their home is the Himalaya, though many varieties of these plants have since become quite common to us. piccoplant is able to sell especially healthy, bushy plants with a whole host of flower buds thanks only to micropropagation. Depending on size, the plants are delivered as seedlings in 9 cm pots and in 2 litre containers with flower buds.*

*170 rhododendron varieties and 80 different kinds of azaleas are available. Each plant is essentially a unique miracle. They display perpetually green foliage throughout the year, and when they bloom in May and June they really go for it!*





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## No energy?

### No thank you!

*Protecting the climate is considered very important at piccoplant. Thus, from the very beginning, research has been conducted into this field. The main focus is on renewable raw materials in the form of perennial biomass plants as an alternative energy source that can be harvested each year. Using these plants could revolutionise the energy industry across the world!*

*And there are many other advantages to cultivating these various different plants that contribute towards climate protection. The ground will no longer have to be worked, erosion will be prevented and CO2 will be bound permanently. Many varieties contribute towards forming humus and so considerably improve the quality of the ground. Their root systems act as filters and the plants are high-performance oxygen dispensers - ideally on marginal land!*

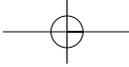
*Behind all of this is the principle of sustainability, since only through sustainable means can industry continue into the future, that is, when ecological, economical and social aspects are combined.*

*Grasses and bamboos are not just ornamental diversions in the garden but are also sustainable raw materials. Either way, piccoplant's range is broad indeed. Hardy perennials, strong or slow growing, tall and shrub-like varieties... these perennial green plants are becoming ever more popular in private gardens and in public spaces.*

*Sustainable raw materials equal sustainable energy production:*

- Giant Chinese silver grass
- Giant cane
- Giant knotweed (see photo, left)
- Hybrid aspen
- Cup plant
- Country mallow
- Empress tree
- Purging nut





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## The laboratory

*The linchpin of piccoplant is the laboratory. The process which helps both the plants and the company to grow all starts here. More than 20 highly-qualified specialists in biotechnology perform their difficult handiwork at sterilised work benches using tweezers and scalpels.*



*Micropropagation is only possible due to the totipotent cell properties common to plants. This means that each cell has the ability to grow into a complete plant. Thus several hundred copies of the mother plant can be created in vitro from just one single cell. Since the plants*

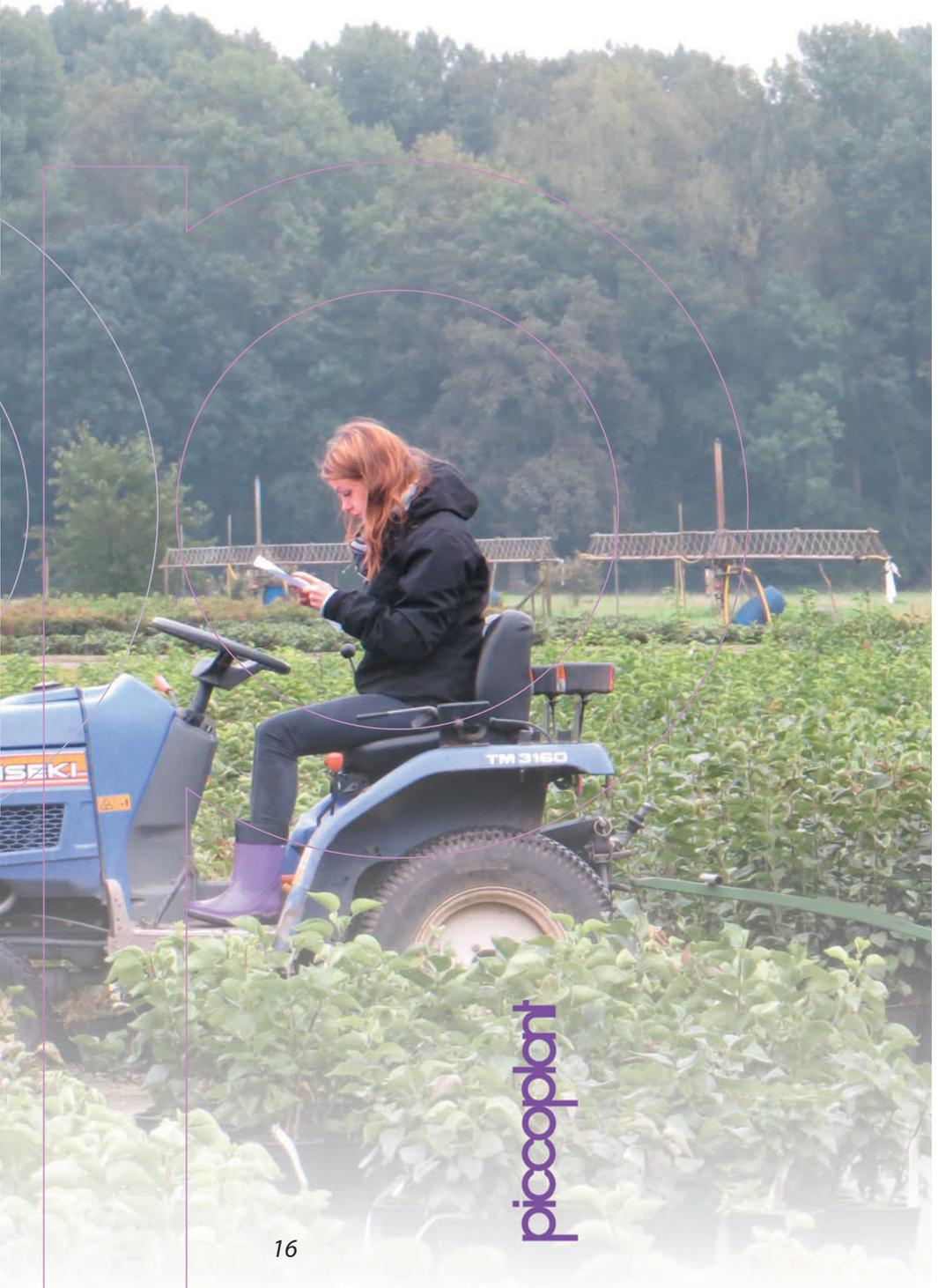
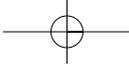
*from which the cells are taken are 'model pupils' of their variety, the clones are also particularly robust and fertile.*

*Thanks to regular participation in research and development projects, there is no stagnation developing in this sector. The research conducted here is constantly being furthered, making this laboratory into the company's seed to success on a global scale.*



II.  
*Syringa flore cœruleo.*

1989 - 2014



piccoplant



## Growth across the entire process

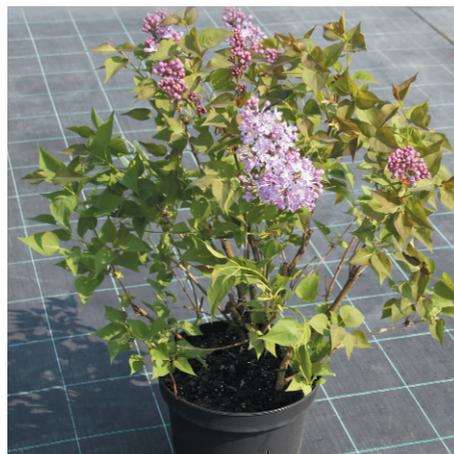
*Modern micropropagation is an innovative production technology which ensures that first-class semi-finished and finished goods can be cultivated. Each year, around six million healthy, ungrafted, well branched seedlings are produced at piccoplant. To provide an idea of the tree nursery, the cultivation process is given below: During the first year, elite plants are produced in the company's own laboratory.*

*In the second year, these delicate plants are now growing in multi-pallets. They are grown in a 10.000 m<sup>2</sup> large glasshouse to protect them from the wind and weather.*

*From the third year, the seedlings can be transferred into the open. Each plant is first potted semi-automatically into a pallet within a container that is nine centimetres across (TB9).*

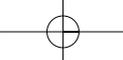
*One year later, the 'teenage' plants are only then planted in 2 or 3.5 litre containers. They then have to move twice across the area spanning eight hectares - the company grounds measure a total of fifteen hectares.*

*In the fifth and sixth years, the well developed plants are planted in continuously larger containers (7.5 and 15 litre). Some are also allowed to remain at piccoplant until they have reached the state of specimen plants.*



T. 2. N° 65





piccoptent



## We live ecology

*Ecological principles are put into action daily at piccoplant. For example, this includes the closed water cycle on the company grounds which ensures that all the plants are provided with water. An ecological purification plant is integrated into the facilities. The water flows through several pools and small artificial streams to enrich itself in oxygen. Iris plants swim in the pools and constantly clean the water using their brilliant symbiotic root system.*

*The North German countryside is traditionally known for its hedge-row walls. The piccoplant grounds are also surrounded by them. Artificial banks of earth are plan-*

*ted with local nut and fruit shrubs and trees. These hedgerows not only provide protection from the wind and enclose the grounds but also provide a habitat for numerous animals, small vegetation and*

*fungi. The hedgerows have also since begun to house a rich variety of bird species.*



## Customers across the world

*piccoplant's main customers for cultivated seedlings are professional horticulturalists, those from the agricultural and energy industries as well as commercial clients. Around 80 per cent of piccoplant's goods are exported.*

*However, private gardeners have also recently been given the opportunity to be inspired by the plants available in the online shop and can also purchase them at [www.fliedertraum.de](http://www.fliedertraum.de).*

*Even rare varieties are available here.*

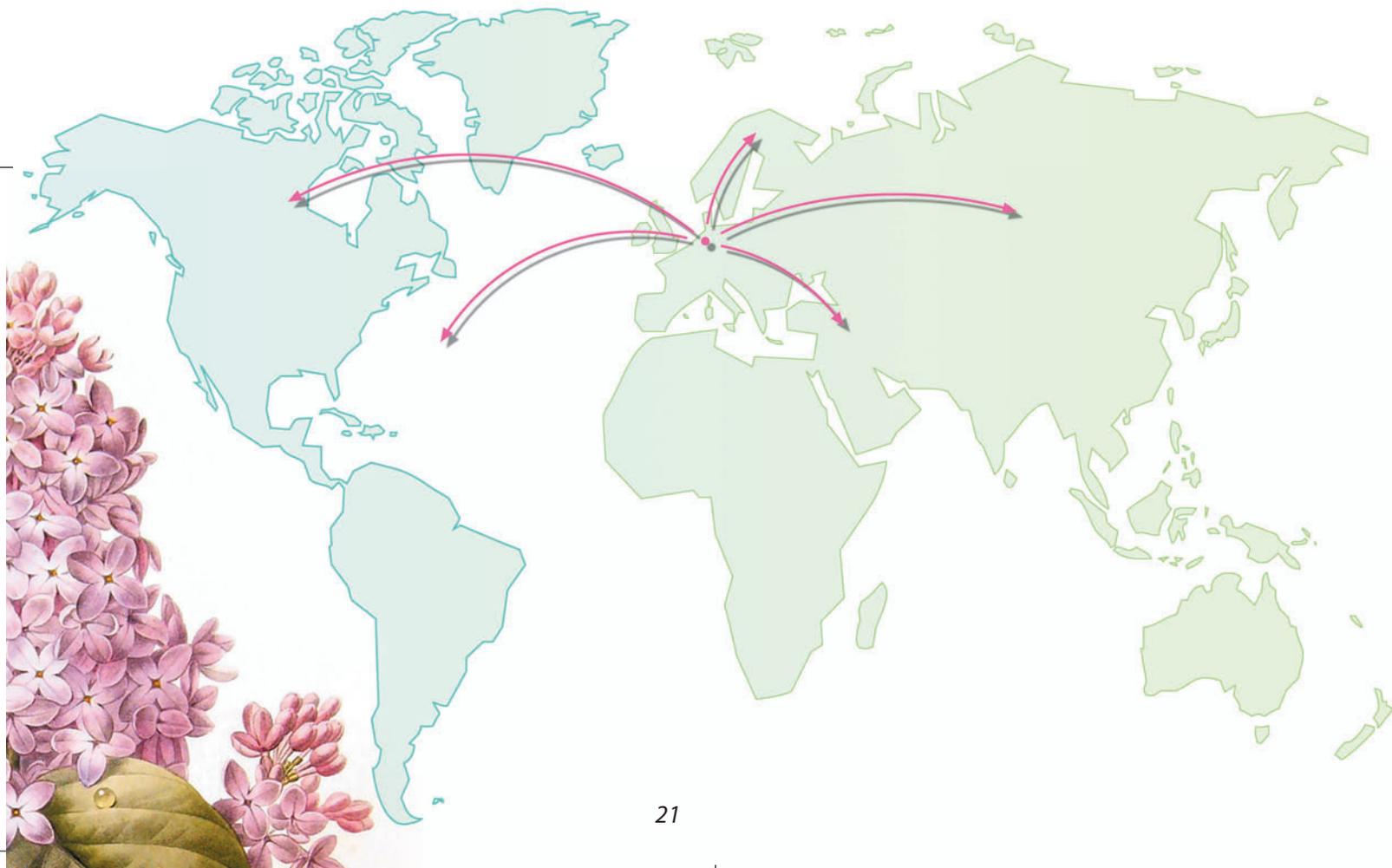
*The highest quality and a permanently up-dated range of plants provide the customer with a great deal of flexibility. In this way, customers can react quickly to changing trends in the market.*

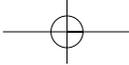


## Across the world

*The entire range is transported from Oldenburg in Lower Saxony across the entire world. In doing so, the company makes delivery its highest priority. Depending on the size of the plants and that of the order, either boxes, CC containers or Euro palettes are used for delivery.*

Unit of delivery	QP30	TB9	C2
Box	144	30	---
CC container	4.500	480	120
Euro palette	9.600	960	300





**1989:** *piccoplant  
Mikrovermehrungen GmbH  
is founded*

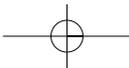
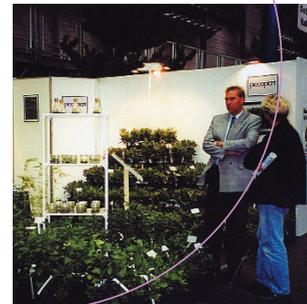
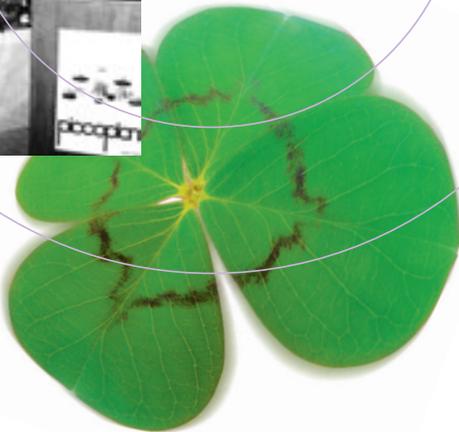
*First trade fair visit in Beijing, China*

**1990:** *Training centre*

**1996:** *Social GmbH [company with  
limited liability] is founded*

**1998:** *Joint venture in India 'White  
Field Agrotec Limited' (until 2008)*

**2001:** *In India with the  
Federal Chancellor of Germany,  
Gerhard Schröder*



**2004:** In China with the Minister for Economic Affairs, Labour and Transport from Lower-Saxony, Walter Hirche

**2011:** Award from Flowers IPM in Moscow



**2012:** Received the championship award for medium-sized businesses and the Lower Saxony foreign trade prize

**2013:** Lilacs christened at the Russian embassy in Berlin

**2013:** Elke Haase in the Baltic states with a delegation including the President of Germany, Joachim Gauck



**The future has just begun:**

4 ha extension

2500 m<sup>2</sup> new greenhouse area  
Energy changeover to a combined heat and power cycle

Building a 3000 m<sup>2</sup> large lilac viewing garden ...





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