

  
*Compact*

**BRAND QUALITY STRAIGHT  
FROM THE PRODUCERS:  
BUY FRESHNESS  
AND SERVICE**



**HENNINGSEN UK**  
Ltd



**RETAILERS WANT SECURITY:  
PERSONAL SERVICE  
FROM ALL OF US**



**HANS HENNINGSEN**  
*CEO*



**SVEND KRISTIANSEN**  
*Key Account Manager*

The Henningsen Group is an owner-managed international company, that focuses on honest and dependable cooperation with retail professionals:

- **Decades of experience in production and retail**
- **Personal consultation and support**
- **Customer-specific concepts and labelling**
- **Reliable partnership**



**SUCCESS KNOWS NO  
BOUNDARIES:  
CHRISTMAS TREES FOR  
ALL OF EUROPE**



The Henningsen Group has been firmly committed to the dynamically growing European Christmas tree market since 1992. Customers receive trees fresh from Henningsen's own plantations without diversions or intermediaries.

- Professional, partnership-based cooperation
- Expansive development in European markets
- High capacity for European retail groups
- International service and logistics system
- Customer-specific sorting with brand quality



**CUSTOMERS BUY BEAUTY:  
NORDMANN CLASSIC QUALITY,  
GUARANTEED SALES SUCCESS**



Every Nordmann fir tree that bears the Nordmann Classic brand label has been inspected and monitored by forestry experts in the plantations to ensure its fine growth and outstanding quality:

- **Growth: symmetrical, even and dense**
- **Freshness: straight from plantations**
- **Beauty: from the base to the top of the tree**
- **Naturalness: GLOBALG.A.P. certified**
- **Quality: with brand assurance**



**PROFESSIONALS WANT  
LEADING EDGE PRODUCTION:  
MILLIONS OF TREES IN  
PROPRIETARY PLANTATIONS!**



Think safety in numbers with the  
Henningesen Group - one of Europe's  
biggest Nordmann producers:

- **Supply capability thanks to own large-scale production on more than 1,500 ha**
- **GLOBALG.A.P.-certified production**
- **Service range from seeds to fully grown trees**
- **Sustainable forestry tradition at international level**
- **Constant plantation maintenance for optimum quality**





**SEAMLESS LOGISTICS:  
UNRIVALLED AND TIMELY TO  
ALL MARKETS**



Risk-free Christmas trade –  
the Nordmann Classic ensures your sales success:

- **In-house managed logistics system**
- **Separate loading areas**
- **Pallet system - fast and secure**
- **Simple follow-up delivery on request**



**NORDMANN IS A  
MARKET FAVOURITE:  
SOFT NEEDLES THAT  
DON'T DROP - ALONG WITH  
A PERFECT FORM!**



Over the past 20 years, the Nordmann fir has won both the market and people's hearts:

- **Nordmann Classic quality**
- **Typical Nordmann benefits**
- **Beautiful, symmetrical growth**
- **Freshness and good needle retention**
- **Soft, non-sharp needles**



**PROFESSIONALS WANT  
A STRONG PARTNER:  
THE HENNINGSEN GROUP**

<b>Establishment:</b>	1992
<b>Type of company:</b>	Corporation
<b>Shareholders:</b>	Henningesen family and employees
<b>Production:</b>	Proprietary production on more than 1,500 ha with 12.5 million Nordmann firs
<b>Team:</b>	14 employees (permanent) plus seasonal workers
<b>Logistics:</b>	In-house management with Tree Manager System Customer logistics with separate loading areas
<b>Customers:</b>	DIY and garden centre groups, retailer groups, specialist stores
<b>Markets:</b>	All european Countries



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