

  
*Compact*

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



**HENNINGSEN GROUP**



**RETAILERS WANT SECURITY:  
WE ARE PERSONALLY HERE  
FOR YOU**



**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 from A-Z**
- **Customer-specific concepts and labelling**
- **Continuously available contacts**
- **Constructive and reliable cooperation**



**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. Garden centre groups receive trees fresh from Henningsen's own plantations without diversions or intermediaries.

- **International production with proprietary plantations**
- **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  
EQUALS 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 proprietary 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!**



**GLOBALG.A.P.**

The Global Partnership for Good Agricultural Practice

Think safety in numbers with the Henningsen Group – one of Europe’s biggest Nordmann producers:

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



**SEAMLESS LOGISTICS:  
PERFECT AND PUNCTUAL IN  
ALL MARKETS!**



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

- Perfect, in-house managed logistics system
- Precision, thanks to separate loading areas
- On-time delivery in all markets
- Pallet system – fast and secure
- Simple follow-up delivery on request
- Professional, partnership-based cooperation



**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>Sales:</b>	Annually more than 1 million trees
<b>Customers:</b>	DIY and garden centre groups, retailer groups, specialist stores
<b>Markets:</b>	Europe with a key focus on Germany, Austria, Switzerland, Netherlands, Belgium, France, United Kingdom, Ireland, Scandinavia and all Eastern European markets



**HENNINGSEN GROUP**

Koldingvej 7  
DK-6580 Vamdrup  
Phone + 45 70 20 13 20  
Fax + 45 74 50 50 00  
E-Mail: [post@henningesen.dk](mailto:post@henningesen.dk)  
[www.henningesen.dk](http://www.henningesen.dk)