



# ONLINE **FLOWER** AUCTION

[WWW.ONLINEFLOWERAUCTION.COM](http://WWW.ONLINEFLOWERAUCTION.COM)



## ONLINE FLOWER AUCTION

With the most modern techniques and auctioning based on 'Today for Tomorrow', Online Flower Auction is the system for future-proof auctioning. Online Flower Auction is easy to use and can be accessed anywhere, anytime. You have online access to our platform in the cloud. Whether you work on your PC or tablet, you log in and you can get started right away. Moreover, our system connects seamlessly to existing floriculture processes.

We aim to accelerate sustainability in the floriculture sector. We achieve this not only by reducing transport movements and by working with certified quality growers. We also work intensively with all important stakeholders towards the same goal: removing obstacles to take steps towards a sustainable and future-proof floriculture sector.

## TODAY FOR TOMORROW

Online Flower Auction auctions five days a week. The auction takes place on day one, the next morning the growers deliver directly from the nursery to the buyers in Aalsmeer, Rijnsburg or Naaldwijk before 6 a.m. This way we auction efficiently, market-oriented and reduce transport movements. This not only benefits the quality of the flowers, it also entails a reduction of GHG's emissions.

## ADVANTAGES

- National clock
- Accessible anywhere and easily
- Low costs and a simple and transparent cost structure
- Timely insight into sold products
- Reduction of transport movements, no unnecessary logistics costs in the chain and reduction of CO2



## SUPPLY VIA ONLINE FLOWER AUCTION

OFA makes it easy for growers to supply their product. The grower enters their offer for the auction in its own software system and Online Flower Auction retrieves this data digitally. After the auction, the grower receives feedback via his own software system and completes the order.

We work with transparent pricing. To incur costs is to bear costs. Very honest. This method of auctioning avoids peaks in the logistics process and ensures smooth delivery. In addition, the center of gravity with regard to the deployment of personnel is better distributed over the day and no internal transport is required between the auctions. This results in a lower cost price.

## AUCTION TIMES

Monday, Tuesday, Wednesday, Friday  
Thursday

10:00 am  
09:00 am



## RATES GROWERS

### ONLINE FLOWER AUCTION 2023

Turnover	Lower limit	Upper limit	Commission OFA
> 100K	-	€ 100.000	2,70%
100K-1 Mio	€ 100.001	€ 1.000.000	2,60%
1-3 Mio	€ 1.000.001	€ 3.000.000	2,30%
3-10 Mio	€ 3.000.001	€ 10.000.000	2,00%
> 10 Mio	€ 10.000.001		1,80%

#### Transaction costs buyer:

- 1 bucket: € 2,50 per transaction
- 2 or more buckets: € 1,50 per transaction

These revenues go back to the grower as "Contribution to grower's logistics costs"



## RATES GROWERS

### ONLINE FLOWER AUCTION 2023

For the use of the services of Royal FloraHolland for the processing of the purchase agreement concluded on Online Flower Auction, the Buyers Rates of Royal FloraHolland apply as can be found at <https://www.royalfloraholland.com/en/supplying/financial/rates-for-members-and-suppliers>

For the use of the services of Ai2 for the processing of the purchase agreement concluded on Online Flower Auction, the rates of Ai2 apply as can be found at <https://www.ai2.nl/en/tarieven>

Online Flower Auction uses HortiNL to process transaction messages. A subscription with HortiNL is therefore required (HortiNL OFA Bundle). The costs for HortiNL are collected by HortiNL. The rates of HortiNL apply to the use of the services of HortiNL for the settlement of the purchase agreement concluded at Online Flower Auction, as can be found at <https://www.hortinl.com>





## CONTACT INFORMATIE

Online Flower Auction B.V.

[info@onlineflowerauction.com](mailto:info@onlineflowerauction.com)

Prunus 12, 1424 LD, De Kwakel

The Netherlands

[www.onlineflowerauction.com](http://www.onlineflowerauction.com)

