



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**

Establishment:	1992
Type of company:	Corporation
Shareholders:	Henningesen family and employees
Production:	Proprietary production on more than 1,500 ha with 12.5 million Nordmann firs
Team:	14 employees (permanent) plus seasonal workers
Logistics:	In-house management with Tree Manager System Customer logistics with separate loading areas
Sales:	Annually more than 1 million trees
Customers:	DIY and garden centre groups, retailer groups, specialist stores
Markets:	Europe with a key focus on Germany, Austria, Switzerland, Netherlands, Belgium, France, United Kingdom, Ireland, Scandinavia and all Eastern European markets



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