



Continuous Inkjet Van der Salm Case study

European nursery is ready for new Plant Passport legislation

Van der Salm nursery, which grows various plant species (lavender in particular), is ready for the Plant Passport legislation. 2016/2031/EU (PHR), the new plant health regulation, goes into effect on 14 December 2019. Under this regulation, every producer of cultivation materials, plants, and flowers within the EU is obliged to provide information about the identity and origins of the product. A Plant Passport was already obligatory for various plant species, including lavender, but this legislation is now changing.

Van der Salm started as a family-run business 30 years ago and ultimately grew into a modern greenhouse farming business and market leader in Europe in the field of lavender plants. Apart from lavender, Van der Salm also cultivates Buxus, Ilex, Pinus, Conica, Decofruit and Gaultheria.

Van der Salm now has nine branches in the Netherlands and three in Portugal. These branches are managed from its head office in Boskoop. Some of the plants stay in the Netherlands, while the remainder are exported to locations such as Germany, the UK, Eastern Europe and Scandinavia.





Van der Salm had to respond to the new legislation immediately. The information in the Plant Passport was previously preprinted on the plant label, but the new legislation requires more flexibility.

The plants need to be coded during the potting process, when the pots are still clean. Then, it takes a couple of weeks or months for the cuttings to grow into fully-fledged plants.

Van der Salm uses various sizes of pots. It is also necessary to be able to change the plant species and country of origin without having to keep unnecessarily high volumes of various types of preprinted plant labels. By coding the information directly onto the pot rather than on the plant label, there is no stock issue. This means a uniform plant label can still be used while the variable data is printed on the pot.

“The choice for Videojet was an easy one to make. Videojet’s Account Manager contacted us to ask us if we were prepared for the Plant Passport. We were just in the orientation process so his call came at the right time. The Account Manager visited us a day later for a demo, and a week later, we had already ordered a new printer for our 12 production lines”, says Ruud Drost, Operational Manager.

Van der Salm uses the Videojet 1580 continuous inkjet printer. To Van der Salm, the flexibility to be able to switch between different pots and the ease of use were important aspects. They immediately liked the Code Assurance feature, enabling them to preset messages, making it very easy for production staff to switch between the various products without making errors. Another important advantage was that the printer allows for very easy and fast installation and it is weather-resistant. The final advantage is that Videojet is a global organisation that can also deliver machines in Portugal and offer local technical support, which is why six machines are intended for the production site in Portugal.

Videojet has become a new partner with Van der Salm for a successful long-term collaboration in which Videojet helps to promote joint growth!



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