

Press Release



PLSNORDIC A/S
 New ownership PLS Nordic A/S

Noviflora has announced today that together with Blomstergrossisten Sør A.S. they have acquired the shares of PLS Nordic A/S. PLS Nordic A/S derived from PLS Denmark A/S, a wholesaler who had a rich long history in the Scandinavian market in supply of plants sourced in Denmark and the rest of Europe. Noviflora is a Dutch family-owned plant and flower exporter who has been active for already more than 48 years with a main focus on the Scandinavian and Swiss market. Blomstergrossisten Sør A.S. is a Norwegian family-owned wholesaler who is active in the southwest of Norway.

We are proud to say that we have found the opportunity to continue this company with a rich legacy and an experienced team on board. Together with Blomstergrossisten Sør A.S. and Noviflora we are able to supply a complete portfolio of plants of both Danish and European origin.

For Noviflora it is a next step in their multilocal strategy to further serve their customers with a strong local presence. For Blomstergrossisten Sør A.S. it is the opportunity to retain a strong link to Danish production. The combination of the three companies will offer a colourful and complete mix of locally and internationally sourced plants in combination with experienced local team.

From the side of Young Flowers A/S we are happy to pass on the company to a very powerful player, with a strong history on the Nordic market, which will bring PLS Nordic A/S up front.

The synergies Young Flowers A/S noticed from the start, we are still able to achieve by moving together, next to PLS Nordic A/S. Both on logistic and sourcing, but also of being part of a larger community.

Noviflora

