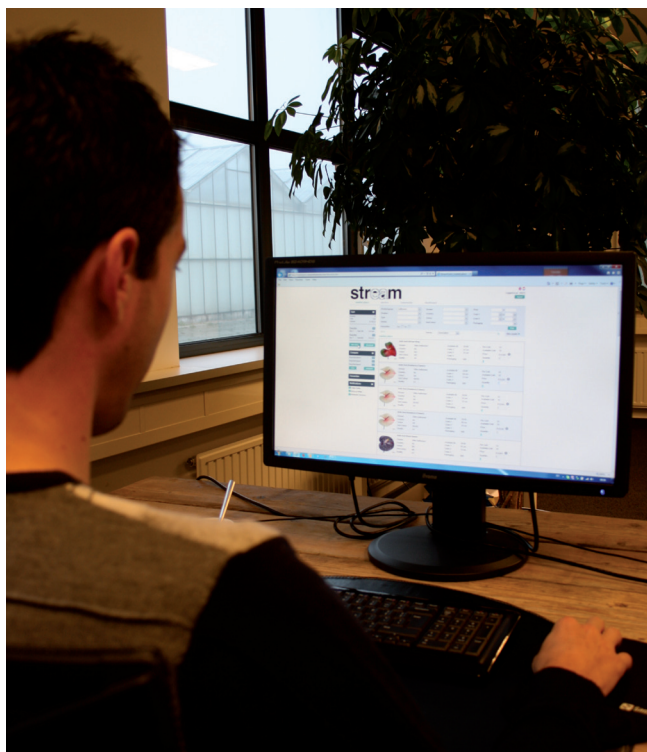


Stream Fresh BV has launched a next generation trading platform for its international floral wholesalers and growers.

Stream Fresh launches next generation trading platform



Bothered by the lack of access to the international market, opportunities to trade direct and control over your market, product and business development? Now there is a solution. A new web-based international market place without payment default risk, provides a direct link between growers and wholesale buyers worldwide, giving buyers direct access to their sources and growers to their markets.

'Stream' appears to have the potential to spark lasting changes in international flower trade, empowering growers and buyers alike to communicate and trade with each other directly.

"With Stream, we have opened up a gateway for flowers from all over the world to the international wholesale market without payment default risk", summarised Hans van der Goes the work of Stream Fresh. He added, "Stream Fresh BV facilitates direct trade between growers and international wholesale buyers."

No costs

All funds to sustain the market place will come from a small commission on each successful transaction. There are no initial costs involved. Can it be that simple? When asked about price, product quality, security of payment and logistics, Hans said, "The market has evolved and matured aided by rapid advances in technology. Growers and wholesalers have become more sophisticated, seeking a major role in the international market and more control over the supply chain."

Favourable prerequisites

Hans van der Goes lists some of the important features, "Stream provides a neutral, independent platform. It gives flower trade an unprecedented

marketplace service community dashboard

Time left: 02:30

checkout

1 Order 2 Logistics & Services 3 Payment

Quantity	Per Colli	Total	Description	Color
5	240	1200	Germi Davidson (Diamond Box)	Green
5	240	1200	Germi Davidson (Diamond Box)	Green
5	240	1200	Germi Davidson (Diamond Box)	Green

additional services

delivery > delivery

Delivery location: Aalsmeer de Winter Shipment

Intern address: Zurel Pick-up d

Shipment address: Client Polen

see more check out

by Harmen Kamminga

transparency. Stream facilitates direct communication and trade between growers and wholesale buyers, virtually anywhere without payment default risk. The Stream price methodology ascertains fair prices for all involved, allowing speedy trading. It can handle both day-trade and longer term trade agreements. Above all, Stream provides better returns for growers and buyers alike.”

Instant payment

Security of payment and delivery are prerequisites for all trade. As per practice in Europe, in the flower industry growers are used to be paid on purchase. Orders in Stream are only processed after instant payment. Stream uses a sophisticated and innovative international business-to-business e-payment service for its guaranteed payments.

Logistic support

Through a web-based login, growers, buyers and logistics providers



can retrieve and manage all relevant up to date logistics information for example order and delivery information and order tracking and tracing direct online. Commenting on the importance of a well-oiled logistics network, Hans van der Goes said: “Aalsmeer is currently the key connected logistic hub for all European flower trade, however, flowers can be delivered from anywhere to everywhere. Being an online market place, Stream does not need a fixed place to collect the product.”

Fast, simple, efficient

Fast, simple, efficient, and secure. Those words seem to stick to the Stream online market place. “If you are a buyer or a grower and you want direct access to international markets, make more profit, communicate directly, trade on a basis of instant guaranteed payment and with all the needed support for logistics, Stream is the solution”, concluded Hans van der Goes. III