



Case Study Nieuwkoop Europe

Nieuwkoop Europe B.V.

Founded:	1968
Headquarters:	De Kwakel, near Schiphol, The Netherlands
Industry:	Interior Landscaping
Employees:	122 fte
Revenue:	about 45 million EUR
Partner:	



The company

Nieuwkoop Europe is an international player in interior landscaping and the related supply chain. The extensive range of plants and planters from this Dutch company finds its way to business projects via interior landscapers, exporters, garden centers and florists in over forty countries across Europe.

The challenge

Although quite a few customers order at Nieuwkoop via the direct sales department, a growing part of the sales takes places via the webshop. The existing commerce platform was not flexible enough to keep up with the growing online demand. It was time to integrate new, modern commerce functionality but their current UX was not equipped to handle the changes.

The solution

In collaboration with the digital agency Incentro, Nieuwkoop opted for a completely new commerce platform using commercetools' headless architecture. Together, all three companies were able to create something that would future-proof the landscaping business for many years to come.

The result

Nieuwkoop's new commerce platform offers the flexibility needed to support future developments, such as optimizing the customer experience, personalizing content, and cross-selling. The new platform also opens the door to Augmented Reality, which allows customers to view the plants in their own interior.