

# COLORS.

MAGAZINE

GIVE PLANTS SPACE!

A BREATH OF FRESH AIR IN YOUR OWN HOME OR OFFICE

FASCINATING FIGURES ABOUT GREENERY

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MAGAZINE



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# FOREWORD

## GIVE PLANTS SPACE!

*It's not every day that even a major space agency recommends the plants that you grow. I'm talking about NASA of course, the Americans that once stood on the moon. In 1989 they experimented with our very own Scindapsus, in order to measure whether plants really do purify air. (Fun fact: they used the Aureum for their research and it is still part of our product range today!) Conclusion: yes, plants really do purify air.*

Since then, there have been enough scientific studies to further qualify these conclusions. It is certainly true that plants purify the air. However, the effect is only really noticeable when there are a large number of plants in a room. Like the green walls that our customer Zuidkoop installs and which you can read more about on pages 18 and 20.

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### **Add plants more often**

There is plenty that can be done about the healthy air in buildings. Or better put, the unhealthy air. Furniture and floor coverings contain all sorts of substances that it would be better for people not to inhale. Substances that can be made harmless by plants, particularly the Scindapsus. For this reason alone, we should be adding plants to our interior much more often. Even if you don't have any space in your home, office, or classroom for a green wall. Because the ability to purify air is just one of the many positive characteristics that plants have.

Plants reduce people's stress levels. And – business owners take note! – they also make employees more creative and more productive. People are 20% less likely to become ill if they work in a room containing plants. The indoor temperature is cooler thanks to the evaporation from plants and the air is less dry. Plants also improve the acoustics in houses and buildings. And I could go on and on. And as a bonus, you also have fresh air, if you choose varieties such as the Scindapsus, the Epipremnum, or the Philodendron. We would love to tell you more about this in this edition of the Sentinel magazine!

Owner of Sentinel





# A BREATH OF FRESH AIR

## IN YOUR OWN HOME OR OFFICE

***You get plants for your home or office because they make it look nice. This was the case for years. However, over the last few years, there has been increasing focus on another characteristic of plants: their ability to purify the air. This focus is also connected to another phenomenon. Time and again, studies have shown that the air in buildings is all but healthy. And then nature pops its head around the corner to give us a helping hand.***

Interest in the air-purifying qualities of plants only really started developing around thirty years ago. It was then that NASA conducted a test: could we give plants to astronauts on a mission to keep the air healthy in the capsule? The outcome was a positive one. Since then, we have also learned from other studies how a plant 'works'. Three characteristics are responsible for this: photosynthesis, transpiration, and absorption.

### ***Turning CO2 into oxygen***

Photosynthesis is the process in which a plant absorbs CO<sub>2</sub> (carbon dioxide) from the air and then turns it into oxygen. The oxygen level will therefore rise in a room full of plants. But can a plant also transpire? Yes, it can. 'Sweating' might not be the correct word for it, but plants do also evaporate. This happens via the leaves.

The more leaves there are, the more evaporation takes place – which is also the reason why the Scindapsus always scores high in lists of the top ten air-purifying plants. Since the water evaporates via the leaves, the plant absorbs air and harmful substances from its surroundings. These substances are then stored in the potting soil or in the tissues of the plant.

### ***Breathing in harmful substances***

The third process behind air purification is the ability to absorb harmful substances. A room contains many of these contaminants that go unnoticed. Particulates are a contaminant that is often discussed in the news. Formaldehyde is another well-known example, a substance that is naturally released by furniture. Xylene, benzene, and toluene are also 'notorious'. Plants are known for their ability to 'breathe in' these substances. And not only the plant itself, but also its roots and the microorganisms around the roots and in the potting soil.





### ***More plants, less dry air***

Air purification is just one aspect of adding more greenery to homes and offices. In many houses and buildings, the area is too dry. We humans notice this through irritated airways, headaches, difficulties breathing, dry skin, and dry eyes. Plants can provide a solution to this problem. For every litre of water that a plant is given, 90% goes back into the room. And the more water a plant needs, the more water the plant will evaporate. Once again, leafy plants like the Scindapsus and the Epipremnum provide relevant benefits.



But which natural 'air conditioner' is the most efficient? It is no coincidence that NASA took a Scindapsus with them for their research. And they also took the Aureum, a classic plant that's still a popular plant in our range to this day. This is a guarantee that the air-purifying qualities are just fine!

### ***Happy scindapsus!***

The positive influence of plants indoors goes much further than just air purification. Plants also increase feelings of happiness in people. In houses and buildings, people feel happier if they are surrounded by plants. Fun fact: when you see a plant, your body responds in the same way as when you go for a walk in the countryside!



# 10 TIPS FOR A GREEN HOME OR OFFICE

*Greenery in your home looks nice and is healthy to boot. But how can you arrange plants in a home or office skillfully? These tips can help you.*

## 1. Choose the right plants.

Make sure that the plants you choose are suited to the light and climate conditions inside. Some plants prefer more sunlight to others. And temperatures that are too cold for some plants may be perfect for others.

## 2. Choose different shapes and sizes.

It looks nicer if you choose different plant varieties and sizes. Such as a combination of large plants on the floor and smaller pot plants on tables and windowsills.

## 3. Use a variety of pots and containers.

An attractive pot or container adds the finishing touch to a plant. Choose pots and containers that complement the interior or which add a distinctive accent to a room.

## 4. Create an indoor jungle.

Place several plants together to create a special effect. A green corner like this in your home or office will really catch the eye.

## 5. Don't forget to look after them.

Are we stating the obvious? Not at all! Giving plants the right amount of water is an art in itself. Plants in hydroculture make things easier for you. And there are even pots with their own water system. Make sure to remove dead leaves and flowers in time.

## 6. Choose plants with air-purifying qualities.

The Scindapsus, the Epipremnum, and the Philodendron belong to the category of plants that improve air quality.





### **7. Give vertical greenery a go.**

Why only place plants on the floor or in a neat row on the windowsill? Instead, use planters or – in a large office – green walls to create a visually appealing ‘vertical’ garden.

### **8. Turn a plant into a work of art.**

An air plant that hangs from the ceiling in a glass terrarium is pure art. Or how about a living painting, composed of a variety of succulents?

### **9. Work with the seasons.**

Adapt your plants to the seasons. Choose seasonal flowering plants to add a colourful accent.

### **10. Want to add plants to your office?**

**Make sure they are easy to care for.**

In an office, plants are not always given the same amount of attention. Select plants that are easy to care for. The Scindapsus is a plant that continues to do well even if it is not always given the care that it needs.



# TREBIE ADDS EXTRA SHINE TO SENTINEL'S PRODUCT RANGE

Striking and attractive heart-shaped leaves. And a rich green colour. A creative pattern of silvery spots and stripes. It's not hard to guess why we do many of our customers a favour with the Trebie, one of Sentinel's success stories. And the Trebie is also a variety that literally adds shine to our product range. Its shiny leaves make the entire plant a decorative ornament.

This Scindapsus variety is especially popular because the Trebie is not that bothered about the amount of light in a room. Want to place it

in a room at home with bright indirect light? Or a spot in the office with a low level of light? The Scindapsus will remain tip top in all conditions. This makes the Trebie an easy houseplant to care for. Ideal for both beginners and more experienced plant enthusiasts.

The quality that the Trebie shares with all our other varieties is its ability to purify the air. This results in a double win: a lovely addition to the interior and a welcome boost for the indoor climate.





## SCINDAPSUS LITERALLY GOES 'SKY HIGH' **AT ZUIDKOOP**

An ideal plant for an indoor plant technician is how Dennis Zuidgeest describes the Scindapsus. And he would know – as Zuidkoop's director, planting and maintaining green walls in offices is part of the day-to-day job. In fact, one of the two branches of the Westland-based company Zuidkoop Natural Projects even developed its own system for green walls called the Natural Wall.

Dennis estimates that the Natural Wall has now been on the market for twelve or thirteen years. 'And we have already installed a considerable number of square metres of it. You can see at any rate that greenery is a growth market. If you opened an architecture magazine fifteen years ago, you had to look carefully to come across a stray orchid in one of the interiors. Nowadays, the magazines are full of plants in all shapes and sizes. Vertical greenery, in particular, has really taken off.'

### **Scindapsus as a first choice**

If a company chooses to install a green wall, it is not uncommon for the Scindapsus to be the first choice at Zuidkoop. Dennis explains: 'It is an ideal plant for indoor planting. The Scindapsus provides good coverage in a short space of time, so that you no longer see the underlying system. It is also a plant that grows easily, regardless of the amount of light available. Many interior architects are inclined to place this type of green wall further indoors. This makes no difference for the Scindapsus.'

### **Creating depth**

Sentinel has been a regular supplier for Zuidkoop for many years now. Not only for the Scindapsus, but also for the Epipremnum, and the Philodendron.

'Depending on the look that needs to be created, we use the other two as well. It allows you to create more depth in a wall.' The fact that the Scindapsus is easy to care for is another added bonus. Dennis explains: 'Every plant can get sick. But the Scindapsus is a plant that is not highly susceptible to diseases or pests. And you can easily take your pruning shears to it to keep the plant in check without instantly spoiling its appearance.'

The air-purifying aspect also plays an important role. 'Certainly. Indoor climate has attracted increasing attention over the past few years. We do not measure the effect, but what we do hear from clients is that we not only make the office look more attractive but we also improve the climate.'



# FASCINATING FIGURES ABOUT GREENERY

50

In five out of ten office buildings, the air quality leaves a lot to be desired. This is caused by dust, not enough fresh air, fine particles (from printers), carbon dioxide (due to insufficient ventilation), and chemical substances (from cleaning activities).

13

Dutch houses have an average of 13 plants. In six out of ten households, one or more plants die each year.

24

Research has shown that an ordinary climbing plant like the Scindapsus can remove two-thirds of the formaldehyde in the air within the space of 24 hours. It should be noted that this test was carried out in a laboratory.

1,6

Clean air is good for our concentration and our memory. It also reduces sickness absence by 1.6 days per employee per year.



8-11

Greenery in an office makes employees more productive. Productivity increases by 8-11%.

22

Nitrogen dioxide (NO<sub>2</sub>) in the air is bad for your health. A survey conducted in the Netherlands among children who developed asthma found that NO<sub>2</sub> was the cause in 22% of cases.

17

The humidity level rises by an average of 5% in rooms with a lot of plants. In winter, this percentage can even rise to 17%.

26

If people work in a room with a lot of greenery, they perceive the room as being 26% more attractive.

1

Thanks to reduced sickness absence and better performance by employees, a business owner can recoup an investment in greenery within a year.



## 'I REALLY ENJOY WORKING AT SENTINEL'

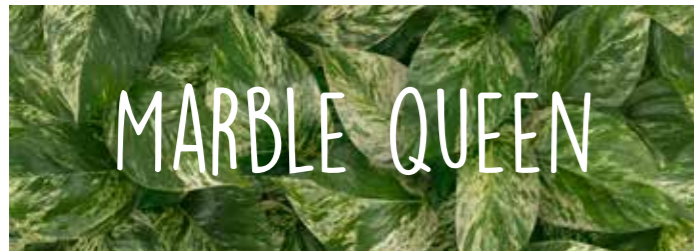
*At half past ten in the morning, Alma den Braven briefly pauses from her work at Sentinel. 'What I was doing? Packing the plants!' It's a job that she has been doing for over a year now. At Sentinel that is because 'I've actually been among plants my whole working life,' Alma laughs.*

A quarter of a century to be precise: over twenty years at a large garden centre and four years working for a smaller business. 'I took care of the outdoor plants. But I always had to work at weekends. On one occasion, I noticed a post by Sentinel appear on my Facebook timeline. I thought "let's give it a try". And I really enjoy working here.' We're curious as to why she enjoys working with plants so much. To put it briefly: 'Gardening is my hobby. So I've turned my hobby into my job.'



### **Building trolleys**

At Sentinel, Alma has become a familiar face in the packing department. 'Is it heavy work? No, I don't think so. Although I am one of the few women here who like assembling trolleys. I always put a positive spin on it: building trolleys is like being paid to go to the gym!' With her experience, there's no need to ask Alma whether she's familiar with Sentinel's product range. 'What do you think? I was selling houseplants for fifteen years. So, of course I was familiar with the Scindapsus, the Epipremnum, and the Philodendron. Do I have a favourite? That would be the Golden Pothos. I had to get used to it at first, but I'm starting to like it more and more!'



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# COLORS OF SENTINEL

From Brasil to Marble Queen. Colors of Sentinel represents a wide and varied Scindapsus product range. We can supply all varieties year-round. Tell us how you want to receive your order and we'll customize the delivery. With or without a price sticker, in a special pot or cover? Nothing's too much for us.

You can find more information about Colors of Sentinel on our website, [www.sentinel.nl](http://www.sentinel.nl). Follow Colors of Sentinel on social media (Instagram and Facebook) for all the latest news and green inspiration. If you work with plants, we'd love you to share your photos with us at [#colorsofsentinel](https://www.instagram.com/colorsofsentinel). Looking forward to seeing them!

