



Bleiswijk, 6<sup>th</sup> March, 2025

TED VOLLEBREGT APPOINTED AS NEW MANAGING DIRECTOR OF LENS LI SUBSTRATES, MEEGAA SUBSTRATES AND FREE PEAT.

**Press release: PECO Holding BV welcomes a new managing director for its substrate companies.**

Effective from the 1<sup>st</sup> of February 2025, Ted Vollebregt has been appointed as managing director of the group by the Board of PECO, viz. Toine Schipper and Frank Meeuwisse.

Board member Toine Schipper explains: 'Building, expanding and growing have been key the last few years, and we are now a serious market player with four production sites in the Netherlands, locations for raw materials and production in the Baltic States, Portugal and India and with a strong market position. Taking the current market challenges and future developments into consideration, we felt that reinforcement was required in terms of leadership, strategy, integration and ongoing professionalism and growth. Fortunately, we have found the reinforcement we were looking for in the person of Ted Vollebregt.'

In welcoming Ted Vollebregt, PECO has secured itself of an experienced and enterprising leader. Ted is well-known within the substrate world, and since the 1990s he has been operating at board level within the international raw material trade and substrate industry.

Ted Vollebregt about his appointment as managing director: 'I am thrilled by the new developments and innovations in the horticultural sector, and well aware of the major challenges faced by the substrate industry and our customers alike. I am excited to have been approached for this responsible role, and look forward to enhancing PECO's sales and production businesses and moving forward by improving our market position.'

Board member Frank Meeuwisse adds: 'The appointment of Ted Vollebregt as managing director dovetails with the strategy and ambitions of PECO Holding. Together, also with our clients, we can secure a healthy and successful future. With Ted at the helm, our group will expand the development of innovative and sustainable substrates. It enables us to serve the market even better and maintain our pole position.'

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**About PECO Holding BV**

PECO includes the substrate companies Lensli Substrates from Bleiswijk, MeeGaa Substrates from Den Hoorn, and Free Peat from Vriezenveen. Together, these three substrate companies have over 120 years of knowledge and experience. By combining their strengths, facilities, and expertise, the companies are now even better equipped than before to do what they do best: developing high-quality, premium substrates that benefit both customers and the market.

The substrate companies are specialists in the following segments: green and flowering potted plants, orchids, tree nursery, perennials, bedding plants, seedlings and cuttings, vegetable cultivation and small and soft fruit. PECO serves its customers throughout The Netherlands and beyond from production sites in Bleiswijk, Den Hoorn, Katwijk (Cuijk) and Vriezenveen.

PECO Holding is part of a larger substrate group, which also includes companies such as Nevema, Nurme Turvas AS, and Torf AS, among others. With its own peateries, substrate production sites and raw materials, this comprehensive group supplies premium raw materials (peat, coir and bark, among others), dedicated substrates and associated products to the professional horticultural industry and to other substrate producers all over the world.

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## Editorial note

### Further information:

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### Photo credits:

Toine Schipper (left), Ted Vollebregt (middle) and Frank Meeuwisse (right) pictured in the Lensli office at Bleiswijk.

