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Foreword

GreenMax as you know it today is no longer the same as it was 30 years ago. Naturally, our mission — connecting greenery and infrastructure — remains the foundation of our existence, and our core values are still deeply embedded in our DNA. Being a knowledge partner, providing the best possible service, and continuously pushing the boundaries of innovation remain central to who we are. However, the way we fulfil this mission has evolved over the years. In three decades, we have grown from offering a modest product range to becoming a total supplier and manufacturer of solutions that help trees thrive, backed by extensive expertise. Although our focus remains firmly on creating a healthy and green future, it is our history that has shaped the GreenMax you know today.

From strong roots to sustainable growth

From a challenging start to rapid success, we invite you to a unique behind-the-scenes look at GreenMax's journey over the past 30 years. In this magazine, you will find an exclusive interview with Eric van Oss and Elco van Uden, a timeline of GreenMax, and everything you want to know about trees in public spaces.

We hope to inspire you just as our founder was inspired 30 years ago to make our public spaces greener and give trees the chance to grow old in good health. This deeply rooted passion drives us to work today on creating tomorrow's living environment.

Celebrating 30 years is a milestone we could not have achieved without the support of our valued distributors, customers, and partners. On behalf of the entire GreenMax team, we extend our heartfelt thanks to everyone who has contributed to this wonderful achievement.

Enjoy reading!

The GreenMax Team





The story behind

The founding of GreenMax

Back to 1995: the year GreenMax was founded. Although it may be hard to imagine now, this was a time when urban trees and sustainability received little attention. Yet, there was already a strong desire to create sustainable change. All around us, we saw the challenges faced by urban trees, from limited growing space to soil compaction. This inspired us to start pioneering within the green sector, developing innovative solutions. It began with root barriers and root guidance systems to prevent root heave, and later expanded to include tree pit systems that provide urban trees with the space they need to thrive among concrete, paving, and buildings.

In a market where virgin materials were the norm, we believed things could be done differently. Why not reuse waste — which would otherwise end up polluting our planet and oceans — as raw materials? These materials could be transformed into solutions that support the growth and development of trees in public spaces. For us, this was an obvious choice, but in the market, it was a pioneering step towards creating the healthy living environment we all aspire to.









FROM STRONG ROOTS TO SUSTAINABLE GROWTH

By staying true to our mission and believing in our own strengths, we have achieved sustainable growth over the past thirty years. Growth can happen quickly, but for us, it has always been essential to remain loyal to our core values and to recognise the importance of long-term partnerships. In the end, we all gain the rewards of this approach.

For three decades, we have shared our expertise while continuously keeping our eyes on the future. We integrate new technologies and are constantly developing smarter solutions to enable nature and urban development to exist side by side. The world is changing, and so are we.

To this day, our mission to connect green and infrastructure remains central. We are committed to giving trees in public spaces the opportunity to grow old in good health. Every day, we challenge ourselves to make our living environment not only greener and healthier, but also future-proof for generations to come. Worldwide.





Highlights from 1995





1995

THE FOUNDING OF GREENMAX AS JEMAREL BV

In 1995, a new private limited company was established by Sjef Peeraer: Jemarel BV, trading under the name Deeproot Europe. Sjef took over the sales activities from Pius Floris, including the dealership for Deeproot root guidance panels for Europe. While Pius shifted his focus to his tree care business, he continued to play an important role for us and within the green sector as an ambassador, advisor, and mentor.

1995

IT ALL STARTED WITH ROOT GUIDANCE AND ROOT PROTECTION

There was significant disruption caused by tree roots in infrastructure, yet no suitable solution existed at the time. GreenMax, then operating as Deeproot Europe, provided the answer with root guidance and root barrier systems. In addition, we offered a few solutions for tree trunk protection and tree anchoring.







2002

GREENMAX EXPANDS INTERNATIONALLY

Eric van Oss took over Jemarel BV. Soon after, the first employee joined, followed by a small team that gradually expanded internationally to the Benelux, Germany, France, and, a year later, the United Kingdom.



to 2025





2006

SOLUTIONS FOR THE COMPLETE PLANTING AREA

We decided to move beyond offering a selective product portfolio, which included root guidance and protection, tree trunk protection, and tree anchoring, and instead provide solutions for the complete design and layout of the planting area.



THE FIRST RELOCATION OF GREENMAX

As GreenMax continued to grow, we moved in 2004 to a premises in Heeswijk-Dinther, where we had a larger office space and a warehouse.







2007

DEEPROOT EUROPE BECOMES GREENMAX

In 2007, the trade name Deeproot Europe was changed to GreenMax. Olaf Sleutjes, who was handling our advertising at the time, came up with the idea for the new name: GreenMax. It immediately sounded right and was easy to remember across Europe. And the name says it all: maximum green!



2007 FROM VIRGIN TO RECYCLED MATERIALS

At the time, virgin materials were the industry standard. In 2007, we transitioned our products to recycled materials, driven by Eric's personal mission. Why use new materials when so much waste is already circulating worldwide — waste that can be perfectly transformed into products that support the healthy growth of trees?







2010

FIRST MAJOR TREE PIT PROJECT

In 2008, we carried out a pilot project in Amersfoort using a tree pit system. It was an immediate success. The tree planted in paving within our system grew better than the free-standing trees along the waterside! In 2010, this led to a major tree pit project along Kanaal Noord in Apeldoorn. This milestone was made possible with the help of Anton Dekker and Lex Kipperman, two municipal officials who, in Eric's view, are the pioneers of tree pit systems in the Netherlands.

2012

RELOCATION TO THE BUSINESS PARK

As our product portfolio expanded, our previous location became too small. In 2012, we therefore moved to the business park in Heeswijk-Dinther. Here, we established our own office and a larger warehouse at De Morgenstond 14.







THE FOUNDING OF PRODUCTION COMPANY GREPRO

With the establishment of our production company GrePro, we gained control over the entire production process from start to finish. This enabled us to develop new products at a rapid pace, while offering our customers the best prices, a large stock, and fast delivery.

2016

EXPANSION OF THE EXISTING PREMISES

GreenMax continued to grow rapidly, just like the many trees now supported by our solutions. To accommodate this growth, we constructed a new building with office space and a warehouse as an extension to our existing premises. This marked the second expansion at the location where we are still based today (De Morgenstond 16).





2017

THE DEVELOPMENT OF TREEPARKER

All the knowledge and experience we had gained with tree pit systems since 2004 culminated in 2017 with the development of the TreeParker system. One of the key requirements during the design process was that TreeParker should be produced using recycled materials. At the same time, the system needed to be cost-effective, affordable, easy to install, strong, high-quality, and logical to use. Our entire team contributed countless variations and designs. Ultimately, the TreeParker system was selected as the best solution.



2017 A SECOND EXPANSION IMMEDIATELY AFTER THE FIRST

As soon as the construction of the second building was completed, we quickly began work on our third premises at De Morgenstond 18.

2018 THE FOUNDING OF TREEBUILDERS

The TreeParker system required a project-based approach and quickly gained traction. As a result, a dedicated team of specialists was assembled to focus entirely on this area, which led to the establishment of TreeBuilders.









2019

PROJECTS AT UNESCO WORLD HERITAGE SITES

By this time, we had built an impressive portfolio of projects featuring our products. The TreeParker system, for example, was used at various UNESCO World Heritage sites, including the Eiffel Tower in Paris, the Pearling Path in Muharraq (Bahrain), and Parque del Buen Retiro in Madrid.





"EVEN THE KING IS CONVINCED"

More and more countries around the world are recognising the value of trees in public spaces, as well as the solutions offered by GreenMax and TreeBuilders to support them. Articles such as "From America to the Middle East: a company from Heeswijk-Dinther ensures that roots and paving do not clash" and "Even the King helps GreenMax grow" have appeared in various newspapers.

2022

GREENGUARD ACQUIRED BY GREENMAX

GreenGuard was acquired by GreenMax. Its solutions are a perfect addition to the complete design and layout of the planting area. GreenGuard focuses primarily on natural solutions that enhance soil life and biodiversity. This way, we can offer our customers a broader range of solutions.





2023

THE FOUNDING OF GREENMAX GROUP

GreenMax Group was officially established. It became clear that there was some confusion regarding the connection between GreenMax, TreeBuilders, GreenGuard, and GrePro. To address this, we created an overarching group, allowing all companies to continue operating under their own names and branding. At the same time as the establishment of GreenMax Group, Elco van Uden joined as co-owner and partner.

THE CONSTRUCTION OF AN ADDITIONAL LOGISTICS FACILITY

Due to the growth of all companies and looking to the future, we built a new warehouse close to our main location.





2023

GREENMAX RECEIVES AN FD GAZELLEN AWARD 2023

GreenMax was honoured with the FD Gazellen Award 2023. The FD Gazellen Awards are among the most prestigious business awards for fast-growing companies in the Netherlands. This is a milestone we are proud of, an achievement made possible together with our team, customers, distributors, and partners.

2021-2024

FROM VERTICAL FORESTS TO DISNEYLAND AND EFTELING

Remarkable projects followed in quick succession. GreenMax's root ball anchoring was used in the vertical forests of Trudo Tower and Wonderwoods. Our solutions also support trees in ARTIS, Blijdorp, Disneyland Paris, and Efteling. The TreeParker system found its place on the rooftop terraces of the Skypark Business Center in Luxembourg. Past projects have also proven their long-term value. For example, cycle paths in Drunen have been free of root heave for over 14 years thanks to our TRG root quiding system.











TREEBUILDERS FEATURED IN AN OLYMPIC GAMES DOCUMENTARY

TreeBuilders was approached by the Embassy of the Kingdom of the Netherlands to take part in a documentary showcasing remarkable projects with a distinctive Dutch signature surrounding the Olympic Games. A film crew from Amsterdam travelled to Paris to capture the trees planted in the TreeParker system near the Eiffel Tower. An interview with us was also recorded. The documentary was shown at the TeamNL House.

2024

FD GAZELLEN INTERNATIONAL 2024

GreenMax was awarded the title "FD Gazellen International 2024". This prestigious title is given to companies that successfully expand beyond national borders. Once again, this is a shared achievement made possible by our dedicated team and, of course, by our international partners across more than 35 countries.









2023 & 2025

TWO SUCCESSFUL EDITIONS OF OUR GREENEVENT

The GreenEvent is the day for knowledge and inspiration in the field of greenery. In 2023, GreenMax launched the very first edition in Heeswijk-Dinther, which proved to be a great success. In 2025, we organised the second edition together with FURNS and Den Ouden at the Inspyrium in Cuijk. Through GreenEvent, we explore various perspectives on urban greening, share knowledge, inspire, and create ambassadors for greener cities.

2024 NEW OFFICE, NEW SHOWROOM, AND A FITNESS ROOM

Our office at the current location was completely renovated and expanded, including the addition of a new meeting space and an upgraded showroom. The icing on the cake was the introduction of a new fitness room and personal training facilities, all focused on employee wellbeing and team building.











2024

GREENMAX GROUP RANKED NUMBER 1 IN THE DUTCH TRADE MISSION FUND 2024!

The Dutch Trade Mission Fund (Oranje Handelsmissiefonds) is a fund for Dutch SMEs aiming to expand their market position internationally. Out of 300 companies, 10 winners were selected. After an extensive evaluation process — based on product or service strength, ambitions, sustainability, financial health, and motivation to grow internationally — GreenMax achieved the number 1 position!





CONTINUING OUR MISSION – WORLDWIDE

To this day, we continue our mission: giving trees the opportunity to grow old healthily amid concrete, paving, and buildings. In doing so, we make our living environment greener, healthier, and future-proof. Worldwide.



HOW WE MAKE IMPACT



SDG 9 focuses on improving mobility and infrastructure and encourages companies to innovate and become more sustainable. GreenMax's R&D department continuously develops new solutions to serve our growing (inter)national customer base with the most sustainable and innovative green solutions in the fields of greenery, water, and infrastructure.



SDG 13 calls for urgent action to combat climate change and its impacts. Mature trees are essential in the fight against climate change. Only healthy, long-living trees can fully deliver the environmental benefits they offer. GreenMax Group's solutions help ensure the health and longevity of trees in public spaces.



SDG 11 aims to make cities and human settlements inclusive, safe, resilient, and sustainable, GreenMax Group is committed to creating green, future-proof, and liveable public spaces. We achieve this by giving trees the opportunity to thrive and grow old healthily among concrete, paving, and buildings.



SDG 15 is about protecting, restoring, and promoting the sustainable use of terrestrial ecosystems. In an increasingly pressured world, GreenMax Group brings greenery and water together within grey infrastructure. This supports healthy trees and soil life, strengthens ecosystems, and fosters biodiversity.



SDG 12 focuses on sustainable consumption and production. At GreenMax Group, we turn waste into high-quality, recycled solutions that help trees develop in paved environments — waste that would otherwise end up in our oceans. This is how we close the loop.

WORLDWIDE.

Interview with Eric van Oss



Eric van OssDirector

Eric van Oss, founder of GreenMax, has been an entrepreneur for over 40 years. One who is not afraid to take bold risks. What defines Eric is his courage, sincerity, and hands-on mentality, but also his modesty. The latter became especially clear during the making of this magazine, as both Eric and Elco often reminded us: "Don't put us in the spotlight too much. This 30-year milestone is a collective achievement and not just about us." This attitude is deeply embedded in GreenMax's company culture. We interviewed Eric about his experiences as an entrepreneur, from the highs and lows to valuable life lessons.

You have been an entrepreneur for over 40 years. What did you do before founding GreenMax?

"That's right. Before this, I ran a subcontracting business in the construction sector for 11 years. It was a valuable learning experience, giving me insight into how to work with large contractors and navigate the construction world. It also taught me a lot about managing personnel and leading a large team."

What inspired you to start GreenMax 30 years ago?

"I realised that the construction industry no longer suited me. I wanted to create something meaningful, something that could contribute to a better, more sustainable world. A business that, years later, I could look back on with pride. I think that worked out guite well."

How have you seen GreenMax change over the past 30 years?

"From doing everything myself to now having a team of 30 people in the Netherlands and partners selling our products in 35 countries. Our product portfolio has expanded significantly. And, of course, we have always stayed focused on helping trees thrive and integrating them harmoniously with our infrastructure."



You left the construction industry for a completely new world: the green sector. Did you see this as an advantage or more as a challenge?

"Both. Although I enjoyed my years in construction, I found it to be a tougher world compared to the green sector, where people tend to interact in a more considerate and relaxed way. Even today, I see my construction background as a real advantage. Whenever we produce and supply a product, I always look at it from the contractor's perspective: would I buy this myself on the other side of the table? Is it easy and practical for the people who will be working with it?



Of course, it was also a challenge. I had no formal training or experience in the green sector, so I lacked a lot of knowledge at the start. I learned a great deal from Pius Floris, the founder of Pius Floris Tree Care, and naturally from the many people I have worked with over the past thirty years. You never stop learning in the green sector, but I quickly built up a good understanding of tree roots and their behaviour early on in my career. Today, we also have a great team of specialists with deep knowledge of trees, water, and soil, and I continue to learn from them every day."

What were the biggest challenges in GreenMax's early years?

"To start with, my lack of knowledge about greenery at the time. On top of that, there was already a negative perception surrounding root quidance in the year before I started. Later, after several excavations, it turned out that these assumptions were incorrect. However, no official correction was ever made. Instead, a number of parties continued to boycott us for years. This made it difficult to keep the company profitable and drive growth in the early stages. Another major challenge was convincing people that our product really does deliver 100% of what we promise, provided it is applied correctly. That is why, to this day, we always send a specialist when a company installs our tree pit system for the first time and we continue to offer workshops and training. Now, thirty years later, our products have proven themselves in many projects, both in the Netherlands and abroad."





What is the most important lesson you have learned as an entrepreneur?

"First of all, you never stop learning, every single day. But the most important lesson for me is this: stay true to yourself, stay authentic to who you are at your core. That way, you can keep doing what you do while still being able to look yourself in the mirror. Be honest, take a long-term view, and share successes with others. Aim for a winwin, so that everyone benefits rather than just one party. That, in the end, gives you the most fulfilling feeling."

What are you most proud of when you look back on 30 years of GreenMax and your entrepreneurial journey? What were the key milestones?

"From a small 20-square-metre office to now having four buildings of our own, 3,400 square metres of warehouse space, and 650 square metres of office and showroom, complete with a beautiful reception area and our own fitness room for our team.

A strong financial position, where I no longer have to worry about paying for postage stamps. And above all, I am proud of the wonderful group of people we work with every day. This has always been very important to me, that it's not only me who enjoys coming to work, but also my colleagues, who dedicate so much of their time here."



Have there been any low points or challenges you have faced?

"For me, the low points have always been when you have to let people go, whether it's because we no longer fit together, our views have diverged, or simply because someone no longer feels happy in their role. That is always painful.

People often assume that entrepreneurs only think about themselves, but in my experience, and I believe this is true for many entrepreneurs I know, the opposite is true. Ideally, I would love for everyone who once started here to still be part of the team. But I've learned that life just doesn't work that way."

09

What sets GreenMax apart in the market?

"I always say: 'We just have to pick up the phone.' These days, that already makes a difference, speaking to a real person instead of Al. But of course, that's not the only reason customers choose us.

I believe it's because we genuinely want to help our customers by giving them the best possible advice. Even if that means not making a sale, so be it. They will return next time because they received honest help. It's about thinking along with them, offering honest advice, and providing fair, competitive prices.

And if we ever get it wrong, I believe customers should call us out on it, that's only fair. On top of that, we truly stand out as a specialist when it comes to trees in paved environments."

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How do you see the future of GreenMax over the next 10 years?

"We'll simply continue doing what we do best. At the same time, we aim to expand our sales in other countries and further grow our product portfolio. And above all, we want to make sure that we do all of this with enjoyment. For everyone involved."



Image: A news article in a leading newspaper with the headline: "Even the Kina helps GreenMax arow".

Interview with Elco van Uden



Elco van UdenManaging Director &
Co-owner

After many years of experience managing a wholesale and production company in the garden-related DIY retail sector, Elco van Uden joined GreenMax Group as Managing Director in 2022. With extensive expertise in business leadership, creating focus and structure, empowering teams, setting clear objectives, and driving growth, Elco has developed a clear and ambitious course for GreenMax. "The mission of GreenMax is clear: we want to give trees the opportunity to grow old in a healthy way, right in the heart of increasingly challenging urban environments. While we are celebrating our 30th anniversary, it feels as though we are only just entering a new phase filled with promising opportunities and developments. Together with a strong team, both national and international partners, and innovative solutions, we are ready to turn our ambitions into reality and continue creating lasting impact for people, cities, and nature."

What experience did you gain before joining GreenMax? And what are the most valuable lessons you have learned as an entrepreneur?

"Before joining GreenMax, I was fortunate to take important steps and achieve valuable progress. I managed this through passion and dedication, by setting high standards for myself, and always being willing to seize opportunities. I wasn't afraid to stand out and take responsibility.

For example, early in my career, I was suddenly asked to lead a sizeable department after the manager unexpectedly left, simply because no one else stepped forward. At first, I wasn't taken seriously due to my young age. However, after some persistence, I was given the chance to lead the department temporarily while they searched

for a replacement. It quickly became clear that under my leadership, the department performed better than before. Eventually, this led to my official appointment as manager.

I believe it's important to stay self-critical. You have influence over many things, often more than you realise. Change starts with yourself, and I strongly believe in leading by example. That attitude is also essential when working with customers. They can immediately sense whether you are genuinely engaged and take ownership.

My experience has taught me that building longterm customer relationships is not only about offering a great product. It is about trust, clarity, and consistency. Good leadership, also towards the customer team, plays a crucial role in that."



Moreover, I make sure to surround myself with people who are better at certain things than I am. I've been fortunate to be surrounded at crucial moments by inspiring and experienced people who were willing to share their entrepreneurial and life lessons with me. I have learned tremendously from them.

At the same time, I've also worked with people who didn't set the right example, who were distant, closed off, or kept their cards too close to their chest. This strengthened my belief to do things differently and always treat others the way I would want to be treated myself."

02

What motivated you to become Managing Director at GreenMax?

"In the period leading up to my start at GreenMax, I had the ambition to lead a growing company and to actively contribute as an entrepreneur. I discussed this ambition with several companies at the time. What particularly appealed to me—through open and pleasant conversations with Eric and the research I did afterwards—was the enormous potential of the company and its appealing products and solutions. I was also drawn to the direct contact with customers and the real difference we make for them. GreenMax combines commercial strength with social relevance. That makes our customer proposition both powerful and meaningful.

When I spoke confidentially at home and with close friends during that period, I noticed how much more enthusiastically I spoke about GreenMax compared to other companies I was in discussions with. Not only did I notice it, my friends did too. They asked more questions and showed more interest than with the other opportunities I was considering.

When the news of me joining GreenMax was shared on LinkedIn, a valued and loyal customer posted a wonderful comment underneath: 'Welcome Elco to one of the finest companies in the Netherlands.' Even today, I still feel that enthusiasm almost daily. What we do at GreenMax, and especially how we do it, truly resonates with people."

How have you seen GreenMax change over the past few years?

"When I joined GreenMax, there was already a strong foundation: excellent products, a motivated and committed team, and longstanding relationships with customers and suppliers.

In this pioneering phase, there was little structure, but a great deal of hard work and collective effort to achieve results together. Building on those solid foundations, GreenMax has since transformed to the next phase. Responsibilities and roles are now clearly defined, processes and systems have been developed, and a clear growth plan is in place.



Our mission, vision, and strategy have been clearly defined and are regularly shared with the entire team. Everyone knows where we are heading and how we aim to get there. This step towards greater professionalism has also enabled us to serve our customers faster, more consistently, and more effectively. With our strengthened internal organisation, we are now even better equipped to respond to customer needs and proactively add value. What has remained, and what we are proud of, is the motivation and commitment of our growing team. Together, we are building a promising future full of potential. And we do this in an authentic way, within an inspiring work environment, featuring comfortable workspaces,

welcoming and functional shared areas, and even

04

What makes GreenMax stand out in the market in which we operate?

our own bar and gym."

"GreenMax deliberately positions itself as a knowledge partner for both customers and partners. With our in-depth expertise and highquality solutions, we not only offer targeted advice, but also help customers make the right decisions. There is a great demand for expert support, and we go the extra mile. We regularly receive photos and situations from customers asking us to think along with them, and we are always happy and committed to help. Our customers appreciate that we do not overwhelm them with products, but instead truly think from their perspective. Whether it's a municipality struggling with root heave or a contractor needing to act quickly on site, we stand beside them as a true partner."

Across the 35 countries where we are active, we offer our international partners dedicated support. This includes targeted product training, marketing assistance, and accessible, relevant content. In addition, we share lessons learned and best practices from specific markets across other countries, so that everyone can benefit from each other's experiences. In doing so, we encourage our partners to add value in the same way we do: by offering peace of mind and expert advice, with knowledge and trust as the foundation.

We also believe it is important to listen carefully to our customers and to ask the right follow-up questions. This allows us to understand not just the initial request, but also the underlying needs, the question behind the question. This approach helps us offer more targeted and effective solutions that truly meet our customers' requirements and strengthen our long-term relationships."





What are you most proud of when you look back at the past years? What have been the key milestones?

"At GreenMax, we have achieved some truly impressive milestones together in recent years. We have welcomed great new customers, broken sales records, and won prestigious awards, including the FD Gazellen Award in 2023, the International FD Gazellen Award in 2024, and first place in the Oranje Handelsmissiefonds in the same year.

These milestones are not goals in themselves, but a confirmation that we offer relevant solutions that are genuinely valued by our customers. They underline the fact that we are making a real impact, in the places where it matters most. What makes these successes even more special is that we are only just beginning a very promising new phase, full of opportunities for further growth and impact.

One moment that stands out for me happened during a trade mission reception in Dubai. We had a brief conversation with the then Minister of Infrastructure, Mark Harbers, where we explained what we do. To our surprise, just three weeks later he spoke enthusiastically about our meeting on a well-known television programme, clearly explaining what GreenMax stands for and the expertise we bring as a Dutch company.

What's remarkable is that this happens quite often. There's a clear pattern in the responses we receive, people are genuinely inspired by what we do. It sticks with them. Even at other trade missions, we are often remembered as 'the tree people'. What we do stands out, inspires admiration, and consistently attracts attention. This only reinforces how special and relevant our mission truly is."



06

Have there been any particular challenges?

"Implementing change within an organisation is not always automatically embraced by everyone. Naturally, there was some resistance at the start, and not every change works out favourably for everyone. However, we succeeded in bringing most people along in the process in a positive way.

Years ago, at a time when I was impatient and doubting whether a team member still fitted in, someone taught me an important lesson: everyone is good at something. That insight has helped me focus more on people's individual strengths and empower them accordingly. In some cases, this even led to surprising career opportunities. By helping people find the right place within the organisation, we create space for better customer interactions. Customers can sense the difference when someone works from their strengths. It builds trust and improves the quality of our cooperation.

The growth of an organisation is not always perceived as entirely positive by everyone. Suddenly, you are no longer involved in everything, or you have to work in a different way than you are used to. That's why it is especially important to communicate clearly why growth is essential, not only to meet our ambitious goals, but also because standing still is simply not an option in a market that is constantly evolving. Moreover, growth creates opportunities for talented and ambitious people who want to develop themselves."

How do you ensure that GreenMax stays true to its core values?

"Our core values were defined together as a team and form the foundation of our culture. We actively promote them and have embedded them in our Performance Management tool, which we use for personal development and growth discussions. This ensures that our values are not just words on paper, they are lived every day. Our customers also recognise these values in the way we work with them: trustworthy, committed, and solution-oriented. It's not just an internal process, it is reflected in every customer relationship. Leading by example is crucial here. It always starts with setting the right example yourself. Leadership at GreenMax is shown not only through words, but more importantly through actions.

Additionally, our core values play a vital role when expanding our team. When selecting new colleagues, we carefully consider whether they align with who we are and what we stand for."

08

What steps do you take to maintain a healthy company culture?

"We actively focus on maintaining and strengthening a healthy company culture, one built on freedom, trust, and enjoyment. This culture forms the foundation of a working environment where people feel motivated to contribute, grow, and build success together.

A healthy culture directly impacts how we serve our customers. When people feel heard and valued, they channel that energy into better service, more creative solutions, and lasting relationships.

Driven by clear and ambitious goals, we continuously and passionately work on improvement. We encourage ownership and create space for experimentation, even when that means mistakes are made. We view mistakes as learning opportunities, not failures. Taking initiative and standing out are appreciated and actively encouraged.

Additionally, we carefully monitor our results and team dynamics. We use data and feedback not just to measure performance, but to learn, adjust, and grow as a team. This helps us stay true to our values while fostering a company culture that is healthy, agile, and future-proof."



How do you see the future of GreenMax over the next 10 years?

"Although we are now celebrating our 30th anniversary, it feels as though we are just at the beginning of a new phase filled with promising opportunities and developments. Over the next ten years, we expect the importance of trees in urban environments to continue to grow. At the same time, we will increasingly face extreme weather conditions, longer periods of drought and heavy storms that significantly impact urban infrastructure.

Our customers will be dealing with even greater challenges related to climate adaptation and urban greening. We aim to be their most valuable partner in this transition.

This will require innovative, sustainable solutions for tree planting spaces, and GreenMax is determined to remain a leader in this field. Our mission is clear: we want to give trees the opportunity to grow old in a healthy way in increasingly challenging urban environments. In the years ahead, we see tremendous growth potential and rising demand in the market.

At the same time, in almost every city I visit, I see how tree roots are causing considerable damage to infrastructure. Yet we offer excellent solutions to prevent this, solutions that also help save on future maintenance costs.

We expect our organisation to grow significantly in the coming decade, in expertise, structure, international presence, and impact. With innovative solutions, a strong team, and a network of international partners, we are ready to make these ambitions a reality and to create lasting impact for people, cities, and nature."



Our team shares:

The journey of GreenMax



Lars Dielissen Inside Sales

"Over the past year, first as an intern and now as an employee, I've had so many valuable experiences at GreenMax. Some of the highlights for me have been the inspiring trade fairs and our annual team outing. I've also really enjoyed working with colleagues and customers on impressive projects all over the world.

What makes working at GreenMax special is the combination of a great work atmosphere, motivated colleagues, and the opportunity to contribute to a more sustainable world. The feeling that you are working together on something meaningful makes every day inspiring!"

"Since joining GreenMax in 2018, I've had so many wonderful experiences. From building strong relationships to working closely with my colleagues, every day has brought something positive. Thanks to the recent renovation, we now have more space for offices and demo and meeting rooms, which allows us to welcome our partners even better. We also have a team with a great mix of young talent and more experienced colleagues, a balance that strengthens our future. What really stands out is the warm, friendly atmosphere. There is a kind of family-like friendliness that makes GreenMax a special place to work."



Tjerry van der SangenPurchaser



Suzan Bekkers Financial Manager

"GreenMax has become much more professional in recent years, and you can see it in every part of the company. Whereas before you were responsible for almost everything, today everyone has their own specialisation. This development has really helped shape where GreenMax stands today. The fantastic colleagues, the nononsense culture, and the activities and facilities that make work enjoyable all contribute to this. The new open-plan office, showroom, and bar are a true highlight, something to be proud of. Personally, my biggest milestone was making the step from working in the internal sales department to becoming Financial Manager. I'm grateful for the opportunity and proud of how far I've come."





Roeland van Os
Product Consultant

"I haven't been at GreenMax very long yet, but there have already been plenty of highlights. Securing our first project involving anchor systems and going on enjoyable work trips, such as the training week in England and the trade fair in Germany, stand out to me. The team outings and Friday afternoon drinks have also been great fun and created lasting memories! What strikes me during my time here is the growing focus on personal development. I'm currently taking various courses, including a sales course, a German language course, and AI training. What makes working at GreenMax enjoyable for me is the freedom to take initiative. You are trusted to take ownership and put your own ideas into practice."

"Even though I haven't been at GreenMax very long, I can already see the company becoming more and more professional in its approach and image. Every day, we focus on improving, both internally and externally. I've already made some great memories. Winning the Oranje Handelsmissiefonds was definitely one of them. We've also had plenty of fun Friday afternoon gatherings and a Christmas party to remember. The friendly atmosphere, ambition, and sense of togetherness make GreenMax a great place to work. On top of that, we work with fantastic products that contribute to greener and more sustainable cities, and that's something to be proud of."



Martijn VersluisBusiness Developer



"The first GreenEvent in 2023 and the fun staff parties have been definite highlights. Over the past few years, I've seen GreenMax grow and become more professional. What I enjoy about working at GreenMax is the diversity, the great team, and the opportunity to work on exciting green projects."

Sjoerd HagenProduct Consultant

"By shaping a clear vision and objectives, combined with expanding the team, GreenMax has built a strong foundation for a positive future filled with growth and ambition. Working with a great group of people on fantastic projects in the Netherlands and across Europe has created many wonderful memories. Highlights include the trees at the entrances and exits of the Eiffel Tower and along the parade route at Disneyland Paris. The combination of working on inspiring projects and the enthusiasm we share, both in the office and across Europe, makes every day here a real pleasure."



Paul FransenInside Sales Manager

"At GreenMax, we always enjoy fun outings and a friendly atmosphere. We now have a new office space where everyone sits together, a great demo area, and a cosy bar. And of course, fantastic colleagues!"



Rob Hagens Logistics Supervisor



"I've seen GreenMax grow tremendously in the ten years I've worked here, from a relatively small company to one that is now about four times bigger. Highlights for me include exciting projects for a greener future, both in the Netherlands and abroad, and the many fun trips we've taken. The great colleagues and positive work atmosphere make it a pleasure to work here."

Miranda Luiten
Orderentry Supervisor

"I first met Eric, the founder of GreenMax, back in 2002. Since then, I've worked with him whenever possible and we've always had a good relationship. From the sidelines, I've watched with pride as the company has grown into what it is today. Hats off to him for building this with blood, sweat, and tears. It shows that if you truly believe in something, you can achieve results. Thanks to strong teamwork, we have seen tremendous growth not only in turnover but also as a professional, well-structured organisation. Now, many disciplines work under one roof and it really shows. I'm proud to contribute to the professionalisation of this company.

What makes working at GreenMax fun for me is the dynamic nature of the work. Every day brings something new and unexpected. There are many young people working here, always up for a laugh. We are forward-thinking, working on new solutions and products, and we are never afraid to invest and innovate. The company has a pleasant culture, with lunches together, and Friday afternoon drinks. There is also a very approachable structure, so problems can be quickly addressed. Highlights for me include the GreenEvent, the presentations I get to give to share my knowledge, various trade fairs, contributing to and winning major projects, and being part of an amazing team with a great mix of fresh young talent and seasoned experts in this fantastic field."



Bert van GilsProduct Consultant





Riny NouwensProduct Consultant

"The organisation operates at a high level, and the beautiful canteen, office space, and presentation room are definitely changes worth mentioning. Last year's outing was one of the highlights for me, it was a fantastic day! Other memorable moments include my first soil improvement project in Oosterpark in Amsterdam, and the successful presentation evening for landscapers in March 2025 in our stunning presentation space. One of GreenMax's biggest positives is the short lines of communication, which means that in most cases action can be taken immediately when needed. I have experienced this many times. We also have great and thoughtful colleagues, and everyone is genuinely involved."

"In the 15 years I've worked here, I've seen GreenMax change tremendously. I started in Eric's backyard office, and now it's a fantastic, huge building with a large office, warehouse, bar, gym, meeting rooms, and showroom. Truly an incredible achievement! What makes it most enjoyable for me, as the cleaner 😉, is the amazing team spirit."



Marieke van Beek Interior Care



Neeltje van der Heijden HR-Manager

"Although I only started working at GreenMax in November, I immediately felt incredibly welcome. The warm, people-oriented atmosphere within the team really stands out, you can feel that there is genuine care for each other. Even in the short time I've been here, I can see that the organisation is evolving. While building a solid foundation, GreenMax manages to maintain its warm and people-focused character. For me, it's a place where I quickly felt at ease. It's a great working environment with people who genuinely pay attention to one another. The combination of hard work and room for social conversations creates a pleasant atmosphere and makes working here enjoyable. The openness, trust, and positive energy make it not only a nice place to work but also an inspiring environment to contribute to."

"Even in the short time I've been here, GreenMax has made great professional strides in sales and marketing. Everything looks sharper and more refined, which really catches people's attention and showcases what GreenMax has to offer. No matter how busy or challenging the week may be, there is always time to come together on Friday afternoon to wrap up the week in a friendly and relaxed way. Besides the usual tasks, there's also plenty of space for personal initiatives and creativity."



Pim van Lieshout Logistics Representative

"I've seen GreenMax transform from a small building behind our house to a new site on the industrial estate, followed by one expansion after another. What makes working at GreenMax so enjoyable, and something I especially noticed when I worked full time for six months instead of just on Saturdays, is the close-knit team. Everyone gets along well, and every person is essential!"



Sander van Oss On-call employee



"Working at GreenMax is so much fun because the team is made up of people of all ages and backgrounds, each bringing different experiences to the workplace. This creates a great balance and gives me lots of energy to make a sustainable impact every day. I haven't been here long, but my favourite memory so far is the fantastic team outing to Paaspop."

Pieter van den Braak Business Developer

"From a part-time warehouse job to becoming a marketer, I've been part of GreenMax for a long time. In the early days, the company was still based in our backyard. Now, we have a beautiful building on the industrial estate where we work every day as a cohesive team to make public spaces greener.

From a young age, I saw how my father, Eric, built the company. As a child, you don't fully realise what that means, but now I have deep respect for what he has created with courage and perseverance. While studying Business Innovation at Avans University of Applied Sciences, I began to see how the theories I learned were being put into practice successfully at GreenMax.

After graduating and gaining experience at various internships, I joined GreenMax as a marketer. What's extra special is that I work alongside my mother, Karin, who is responsible for GreenMax's visual identity as a graphic designer. Over the years, I've had the chance to work on many exciting projects: developing a new marketing strategy, organising the GreenEvent, and building new websites. What makes the job even more enjoyable are my colleagues. From competitive foosball matches during lunch breaks to unforgettable company outings. A group of people together does not automatically make a team, but GreenMax truly is a team. We support each other and work together towards one goal: helping trees grow old healthily in urban environments."



Isa van Oss Marketer





"During my time at GreenMax, it's been clear to see how the company has continued to grow and evolve, while still maintaining its friendly atmosphere and strong sense of teamwork. There is a positive vibe, and you can really feel that people care about each other. Some of the moments that stand out the most for me over the years are the GreenEvent, the open day at the industrial estate, and the enjoyable Christmas celebrations."

Yuri CretierOn-call employee

"For me, it's always a surprise where I'll be heading next. I'm really pleased with our beautiful new van, bar, and office. It's also great to see so many new colleagues joining us. I always enjoy travelling to trade fairs too. I hope I'll be delivering many more orders in the future!"



Tinie van der SlootDriver



Karin van OssGraphic Designer

"It all started in our very first office in Vught, where Eric and I worked together to build up GreenMax. Now, I look back with pride at how far we've come: a wonderful company with a fantastic team in this beautiful office in Heeswijk-Dinther! I have really enjoyed working on our brand identity and the design of our solutions to ensure that everything looks exactly how we envisioned it. What I never imagined years ago is that today I'd be working on the marketing team with my daughter Isa. Our youngest son Sander also helps out at the company alongside his studies, from preparing orders to handling all the tech in the office. Over the years, I've watched GreenMax grow rapidly, developing innovative solutions for healthy urban trees, and evolving into a strong company that continues to introduce new and improved solutions."

"GreenMax has changed a lot in recent years, both literally and figuratively. We now have a fantastic workplace, and at the same time, the team has been aligned to serve our customers even better in the future. At GreenMax, you're given the opportunity to grow and gain new experiences in an inspiring environment. That's why I cycle to the office every day with a smile on my face. One special memory I have is the opening of 'the bar'. I was travelling back from southern Germany at the time and kept getting calls from colleagues asking when I would be back in Heeswijk-Dinther. When I finally arrived at 11:30 pm, a nice cold beer was waiting for me! The sense of togetherness at GreenMax is truly remarkable."



Joost Luyendijk
Operations Manager

"With the expansion of our management team and sales training under our belt, we have taken important steps towards further professionalisation. The enjoyable team outings and our very own bar have brought us even closer together as a team. But above all, we have improved the biodiversity of more soils than ever before."



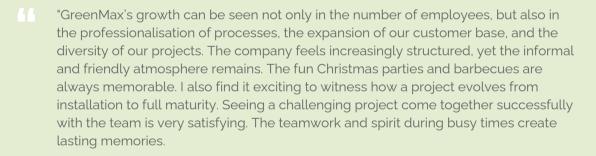
Mark ThurProduct Consultant



Sander van Loon
Business Controller

"In 2024, I started as Business Controller, so I'm still relatively new to GreenMax. However, I bring with me a great deal of experience supporting growing companies, and I am very happy to apply that here. Naturally, countless steps have been taken over the past 30 years to make GreenMax the successful company it is today. It's great to be part of the steps we've taken together over the past year, and I look forward to many more.

From day one, I have felt truly at home and welcome here, which I find quite special. It's also incredibly rewarding to contribute to making the world greener in this way."



I am very proud to be part of GreenMax. No two days are the same. The space for personal initiative and the trust placed in us make the work dynamic and rewarding. Alongside this, the strong sense of teamwork, the great customers, and the feeling that we are all working on something meaningful together make this role truly special. It's fantastic to see how far the company has come and how, together as a team, we continue to reach new milestones. I look forward to building an even brighter future together!"



Robin DriessenProduct Consultant





Before & after

Montpellier, France ()

Project Wall

BEAUTIFUL PROJECTS WE ARE PROUD OF!











Oosterdokseiland

Amsterdam, The Netherlands











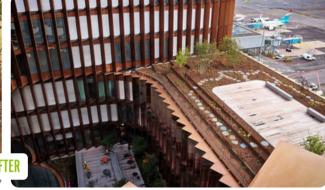














Parc des Ateliers

Arles, France











Trudo Tower

Eindhoven, The Netherlands 👄























Herbert Hooverplein













Schapenmarkt

Purmerend, The Netherlands























Erasmus

Rotterdam, The Netherlands 😩









Parque del Buen Retiro

Madrid, Spain 👵









GREENMAX 30 YEARS



Westfield Shopping City Süd













Plac Pięciu Rogów

Warsaw, Poland











Craven Lodge

Harrogate, England 👭

























Beursplein

Amsterdam, The Netherlands











Pearling Path

Muharraq, Bahrain























Eiffel Tower

Paris, France











Blijdorp Zoo

Rotterdam, The Netherlands 😩

























Market

Indersdorf, Germany 🛑











National Museum

Prague, Czech Republic 🍗

















Schadowstraße







Village Square







Massemen, Belgium

Düsseldorf, Germany

















Gare de Troyes

Troyes, France











Wonderwoods

Utrecht, The Netherlands 😑











Wenceslas Square













Markthal

Rotterdam, The Netherlands











Route de Lausanne

Geneva, Switzerland 😛

























Hagedisstraat













ARTIS Zoo

Amsterdam, The Netherlands











CYCLE PATHS FREE FROM ROOT HEAVE FOR 14 YEARS

Statenlaan, Drunen

In the spring of 2009, plane trees were planted along Statenlaan in Drunen, in the municipality of Heusden. The species chosen was Platanus x acerifolia 'Tremonia', well known for causing significant root heave. To prevent this, GreenMax's Tree Root Guiding (TRG) system was installed along the cycle paths. This system consists of panels with special ribs designed to guide roots straight down. Once the roots reach the bottom of the panel, they continue to grow horizontally. Unlike other systems for preventing root heave, TRG can be installed within just 2 metres of the tree, allowing the tree to stabilise while also protecting pavements from damage. In addition, the panels protect nearby cables and pipes.





Fourteen years after installation, the road inspector says: "Our district manager, responsible for maintenance, reports that after fourteen years, we still haven't had to carry out any work on the asphalt. The entire cycle path and the adjacent footpath are still in perfect condition."

WATER RESERVOIRS IN GELDERMALSEN

🔷 De Plantage, Geldermalsen

You may not have heard of water reservoirs, but you have probably seen them in public spaces. Dry soil often leads to growth problems in young trees. To help trees establish and develop new roots before drying out, water reservoirs are used. These provide targeted water delivery directly to the root zone, helping prevent young trees from suffering during dry periods.





The planting project in De Plantage, Geldermalsen, shows how careful attention was paid to tree vitality from the start. Thanks to this approach, the young trees looked healthy and strong even during the hot summer months.

Typically, water reservoirs are no longer needed after about three years — by then, they have done their job and helped the young tree establish itself. At that point, GreenMax offers a unique service: we collect the reservoirs free of charge through our transport partners. This prevents waste and closes the loop in a sustainable way.



REVITALISING TREES AT THE EIFFEL TOWER

Eiffel Tower, Paris

Oui oui, Paris! The city of love, art, and of course, the Eiffel Tower. Attracting nearly seven million visitors a year, the Eiffel Tower is one of the world's most popular tourist destinations. Following the terrorist attacks in 2015, security at the site had to be reconsidered. This also created an opportunity to rediscover and redesign the original, but now deteriorated, gardens surrounding the monument. Vogt Landscape Architects and TreeBuilders worked together on a plan in which the TreeParker system was used to provide the existing trees with much-needed space to grow.





The trees had suffered greatly from the increasing number of visitors. They were affected by the thickening gravel layer added each year, which caused soil compaction. The TreeParker system gives each tree at the Eiffel Tower a root zone volume of 150 m³, while preventing soil compaction and protecting the tree's health. More than four years after installation, a film crew from Amsterdam captured stunning footage of the trees thriving in the TreeParker system. This was for a documentary linked to the Olympic Games, in which TreeBuilders was interviewed about the project at the Eiffel Tower. The trees have now fully recovered and will provide the city of Paris with valuable climate benefits for many years to come!

PLANTING TREES IN EXTREME HEAT

Pearling Path, Muharraq

The Pearling Path in Muharrag, a city in Bahrain, is a historic walking route that passes old pearl diving sites, traditional houses, and ancient forts. It showcases the country's rich pearl trading history and takes visitors on a journey through time.

Both in 2018 and again in 2023, the TreeParker system was installed in 17 of the 18 public spaces along the route. The Delonix, also known as the 'fire tree', was planted here and is known for its strong root system. To protect the centuries-old foundations of the Pearling Path while still providing trees with sufficient underground growing space, the TreeParker system was chosen.



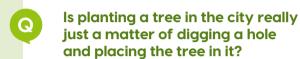




The trees have developed well and are thriving. Today, the Pearling Path offers a shaded and cooling environment for visitors. The results at the Pearling Path demonstrate that the TreeParker system offers a highly effective solution for urban greening, even in challenging environments where extreme heat is a constant factor.

GREENMAX 30 YEARS

Surprising facts about Trees in public spaces





Various factors, such as insufficient growing space, poor water infiltration, pollution, soil compaction, and limited availability of nutrients, all reduce the health and lifespan of urban trees.



How old does an urban tree typically get?

On average, an urban tree lives for only 8 to 10 years. Yet trees in cities only really start to contribute significantly to the environment from around 20 years of age. This was shown in research by Arboriculture & Urban Forestry (2019). Other research from iTree (2019) revealed that six trees with a tree trunk diameter of 60 cm provide the same ecosystem services as 143 young trees with a diameter of 11 cm. Furthermore, a study by Stephenson et al. (2014) demonstrated that for more than 400 tree species worldwide, older trees absorb much more CO₂ than younger ones. To effectively combat climate change, it is therefore crucial to ensure that urban trees can grow old in a healthy way.











Why are trees so important in urban environments?

Trees are the lungs of the earth. They store CO₂, provide shade and cooling, and offer a natural habitat for animals and plants. Did you know that trees can even help reduce noise pollution and improve both mental and physical health?

In addition, they purify the air, buffer rainwater to prevent flooding, boost biodiversity, and enhance the liveability of cities. In short, they are essential!

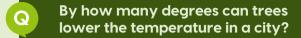


How can trees contribute to your mental and physical health?

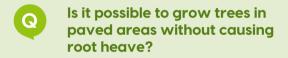
Trees can benefit both your mental and physical health by reducing stress, improving air quality, and offering relaxation. According to the World Health Organization (WHO), spending time in green spaces can help lower blood pressure and reduce anxiety. Additionally, trees in urban areas encourage physical activity through recreational opportunities, such as walking and cycling. Trees also help reduce noise pollution and heat stress.







Strategically placed trees can lower the air temperature in urban areas by 2 to 8 degrees Celsius. This was highlighted in a report by the Food and Agriculture Organization of the United Nations (2018). As a result, trees are invaluable in combating the urban heat island effect. This is the phenomenon where cities become warmer than their surrounding areas due to extensive hard surfaces and limited greenery.



Yes, it is definitely possible — and even simple! To prevent root heave, GreenMax has developed a root guidance system: Tree Root Guiding (TRG). TRG panels are equipped with special guiding ribs, placed perpendicular to the panel. These ribs ensure that the roots grow downward when they encounter the panel. Without these ribs, the roots would continue to circulate along the sides, causing the tree to suffocate and preventing it from stabilising. With TRG, the tree remains stable, cables and pipes are protected, and the pavement stays intact.





How do trees cause root heave?

Our tree expert Bert van Gils explains: "Roots naturally seek the path of least resistance and tend to grow towards the surface, where moisture and nutrients are found. But there's something else interesting at play. The Coriolis effect, caused by the Earth's rotation, also influences root growth. This means that in the Northern Hemisphere, tree roots grow counterclockwise, while in the Southern Hemisphere, they grow clockwise."



What happens to an urban tree if it does not get the right growing conditions?

A lack of growing space and soil compaction are particularly problematic for urban trees. These are the main causes that prevent roots from properly anchoring in the soil and limit the supply of water, air, and nutrients to the roots. As a result, the tree becomes weakened, making it more susceptible to diseases and infections, and increasing the likelihood of it falling during storms.

"From my years in the nursery sector, I've seen so many beautifully cultivated trees that were simply planted into a hole and left to fend for themselves with their roots and nutritional needs. After fifteen years, these trees have barely grown. They're in survival mode. I believe that when we plant trees, we must do so in a way that gives them a future. This includes a comprehensive aftercare plan," says our tree expert Bert van Gils.





Memory Wall

Golden Moments

BEAUTIFUL MOMENTS FROM THE PAST YEARS



The cherry on top of the GreenMax office renovation: a neon logo!



Training week at Anchor Systems in England





Testing if the beer tap works at the brandnew GreenMax Friday afternoon drinks bar!



GaLaBau in Nuremberg



The first edition of our own GreenEvent in 2023









The annual team outing in 2024: a wine tasting at a vineyard in Brabant!

















The second edition of our GreenEvent in 2025 with FURNS and Den Ouden







The festive opening of our































GreenMax as proud main sponsor of the Altior korfball club and sponsor



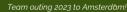




































GREENMAX 30 YEARS

"It has always been important to me that not only I enjoy working here, but also my colleagues, who dedicate much of their time to their work."

Eric van Oss

"The feeling that you're working on something meaningful makes every day motivating!"

Lars Dielissen

When the news of me joining GreenMax was shared on LinkedIn, a valued and loyal customer left a wonderful message: "Welcome Elco to one of the finest companies in the Netherlands."

Elco van Uden

"A strong foundation is being built while maintaining the warm, people-oriented character."

> Neeltje van der Heijden

> > "At GreenMax, you're given the space to grow and gain new experiences in an inspiring environment. That's why I cycle to office every day with a smile on my face."

> > > Joost Luyendijk

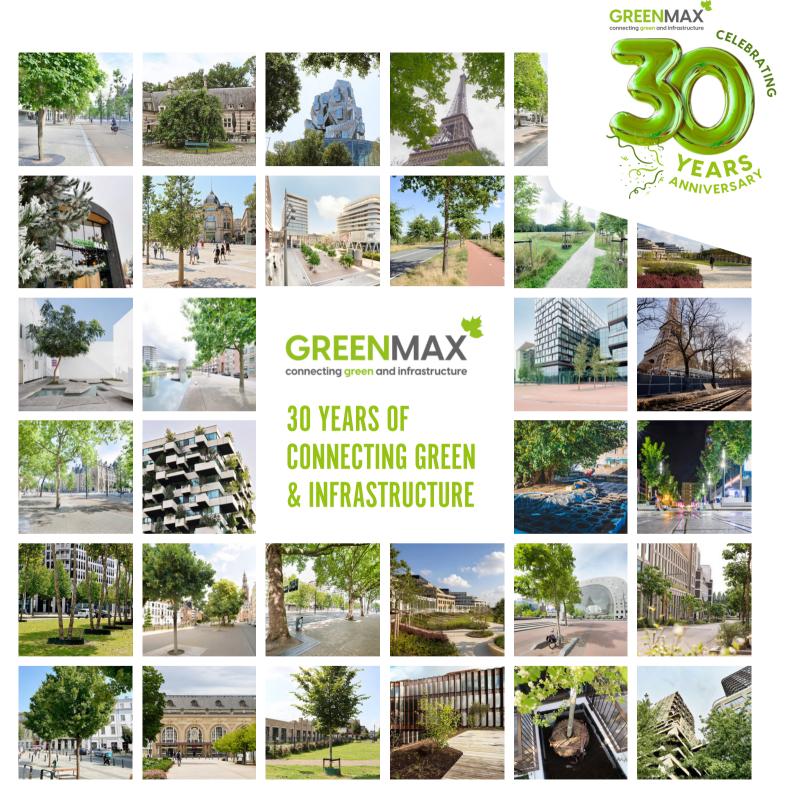
"Working with a great group of people on wonderful projects within the Netherlands and across Europe has created many wonderful memories for me."

Paul Fransen

"In 2002, I met Eric. Since then, I've always worked with him and happily watched from the sidelines as the company developed. Hats off to him for building this with blood, sweat, and tears. It's proof that if you truly believe in something, it will yield results."

Bert van Gils





THANK YOU TO EVERYONE WHO HAS CONTRIBUTED TO THIS MILESTONE!