

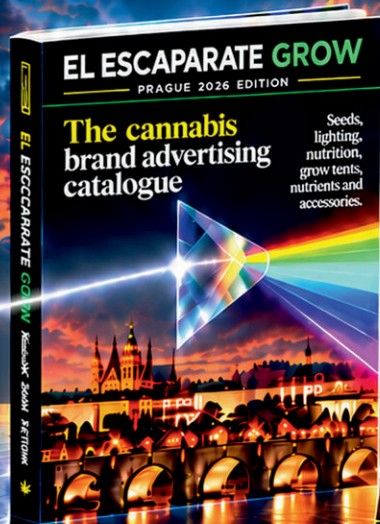
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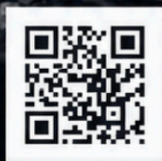


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Advanced Hydroponics of Holland was founded in 1994 by Jay Jackson. As a grower himself, Jay wanted to create plant nutrition that combined three essential qualities: ease of use, high efficiency and competitive pricing.

Working with specialists at the Dutch Flower Nutrient Research Center in Aalsmeer, he developed Dutch Formula: a three-component liquid fertilizer consisting of Grow, Bloom and Micro. This flexible system allows growers to adjust their plants' nutrition throughout the growing and flowering stages. The range later expanded with Natural Power supplements, designed to support root development, nutrient uptake, growth and flowering.

After extensive testing by Jay and fellow growers, Dutch Formula became the foundation of Advanced Hydroponics of Holland. The company grew from a local retail business into an international brand, supplying distributors, retailers and growers around the world.

CONTINUING JAY'S LEGACY

Jay passed away in 2025, leaving behind a company built on dedication, practical growing knowledge and strong relationships with customers and partners. Since 2024, Advanced Hydroponics of Holland has been owned and led by Sandra. Together with the team, she continues Jay's legacy while developing the range to meet the needs of today's growers.

OUR RANGE TODAY

Dutch Formula remains at the heart of our product range, complemented by our Natural Power supplements and an expanding selection of specialist products. Over the years, we have added **Amino, Silica, PK, CalMag, Flowering Boost and Bacto Force**, giving growers more options to support their plants throughout the growing cycle.

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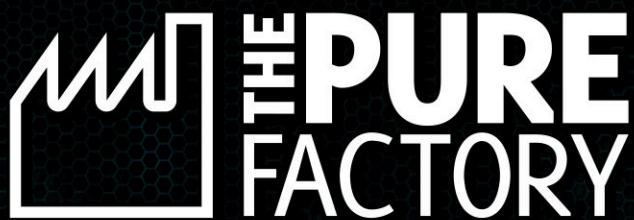


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