



**SENSI SEEDS**

**PRESS KIT**

**2018**



<b>Company overview</b> .....	<b>Page 2</b>
<b>Mission statement</b> .....	<b>Page 3</b>
<b>Executive management</b> .....	<b>Page 4</b>
<b>The family</b> .....	<b>Page 5</b>
<b>Sensi Seeds factsheet</b> .....	<b>Page 7</b>



## SENSI SEEDS – Company Overview

### SENSI SEEDS PIONEERED THE CANNABIS INDUSTRY TO BECOME THE WORLD'S LARGEST SEED BANK

#### PIONEERS OF THE CANNABIS SEED INDUSTRY

Sensi Seeds pioneered the cannabis seed industry in 1985. Today, the company is the world's largest cannabis seedbank with over 500 varieties. These genetics and the brand name have become true classics in the cannabis community. The Dutch government chose Sensi Seeds genetics to develop the medicinal cannabis supplied by pharmacies.

#### BRINGING CANNABIS INTO THE PUBLIC EYE

Sensi Seeds aims for the normalization of cannabis use and recognition of the plant's therapeutic and industrial benefits. This led the company to open the world's first cannabis museum in 1985. The [Hash Marihuana & Hemp Museum](#) is now present in both Amsterdam and Barcelona and has welcomed over two million visitors.

Together with the museum, Sensi Seeds regularly hosts the [Cannabis Culture Awards](#). These awards celebrate those who have taken a stand for the acceptance of cannabis. [Winners](#) include Sir Richard Branson, and former Prime Minister of the Netherlands Dries van Agt.

#### RELAUNCHING THE HEMP INDUSTRY

Sensi Seeds founded its sister-company, [HempFlax](#) in 1993. The company developed new processing methods and purpose-built equipment for hemp cultivation. These innovations have since become the industry standard. They are now used by leading agricultural and construction equipment manufacturers, including John Deere.

HempFlax products are widely used in the textile, food, construction and body-care industries. The automotive industry has also adopted hemp, including brands like BMW, Mercedes and Bentley. Hemp is making a successful come-back and HempFlax is leading the way.

#### LOOKING TO THE FUTURE

The world's attitude towards cannabis is changing. Countries are now legalising cannabis for medicinal and recreational use. The possibilities for industrial, nutritional and pharmaceutical applications of hemp continue to surprise us. Sensi Seeds will play its part and remain at the forefront of these developments.



## **SENSI SEEDS - Mission Statement**

### **SENSI SEEDS STRIVES FOR THE ACCEPTANCE OF CANNABIS WORLDWIDE**

Sensi Seeds believes that responsible consumption of cannabis can enrich one's life.

With more than 30 years' worth of experience in the field of cannabis, Sensi Seeds is fully aware of the crucial role that cannabis can play for humankind. The company is pleased to see the current increase in attention and recognition for the plant worldwide, not only as a medicine but also as a raw material.

Sensi Seeds is committed to preserving the genetic diversity and accessibility of the cannabis plant for future generations, and disseminating information and knowledge about the beneficial effects the plant can have when used appropriately.



## **SENSI SEEDS - Operational Management**

### **Arjen Koedam, managing director**

*"I feel strongly that the legal system is the worst place to regulate drug use"*

As Managing Director, Arjen Koedam leads the company's management team and is responsible for the day-to-day management of Sensi Seeds. His unwavering passion for the plant and belief in the company vision led to his progression within Sensi Seeds, starting as a programmer and online marketer more than a decade ago: "I didn't choose to work here for the money, or because cannabis was something new to me," he said. "I was already closely connected with the plant long before I joined Sensi Seeds."

By the time he was a teenager, Arjen already questioned the government's approach to drugs, and it's a skepticism he has carried forward in his education and career: his thesis was on the cultural acceptance of cannabis by the Sadhus Buddhists in North India, and he has campaigned for people's rights to use drugs with the Comite voor Recreatieve Drugs Gebruik (Committee for Recreational Drug Use).

Arjen brings with him a wealth of digital media experience, as well as his connection to the plant. His focus for the future is on the quality of Sensi Seeds' products and promoting the plant: "High-quality cannabis products should be available to everyone. This means we should keep fighting for legalization, we should keep investing in R&D and we should put a lot of effort into making it available for a reasonable price."

\*\*\*\*\*

### **David Duclos, chief communications officer**

*"The thought that so much potential resides within such a small seed continuously amazes me"*

David Duclos is Chief Communications Officer at Sensi Seeds, in charge of the company's communications strategy and content across all its channels. But his Sensi Seeds journey didn't start in this area. "I started out in the shops, moved on to manage the Cannabis College, assisted customer service and publicity, and successfully set up the content department," he said, "This array of experiences has enabled me to develop a strong understanding of my role within the industry."

As Chief Communications Officer, David combines the knowledge from his international business education and his communications expertise with his experience talking to people about cannabis and his passion for the plant. "I don't think you can do this job if you haven't worked directly with people in the shops," he said. "You get to know what mindset they're in, what their focus points are."

Having conversations about cannabis – especially with people who still have a lot of questions about the plant and its uses – is what drew him to Sensi Seeds. "Cannabis is an incredible resource; anyone thinking otherwise simply needs to do their research properly," he said. "We're constantly discovering new benefits of cannabis. My main goal is educating people about them – that's why I started at the College, and why I'm still here today."

David's experience and expertise in talking to new audiences about cannabis will be instrumental in the success of the company's future communications – Sensi Seeds has a huge customer base and David's strategy includes proactively reaching out to wider groups, including by working with non-profit foundations, patient associations and universities. "Storytelling is a key factor for us as we focus on getting the plant back to where we know it belongs."

\*\*\*\*\*



## **SENSI SEEDS – The Family**

### **Ben Dronkers, founder**

*“It's all about the plant”*

Ben Dronkers is a Cannabis entrepreneur, philanthropist, and the founder of Sensi Seeds. In the early seventies, Ben discovered the many benefits of the cannabis plant while travelling abroad to purchase hemp clothing. He thinks back with a smile: “I asked the farmers about the cannabis fields and they gave a knowing laugh. One of them gave me a handful of cannabis seeds as a gift and told me that the seeds were very important. This led me to save them, to learn more about the properties of seeds from different regions, and to collect even more cannabis seeds.” A passion was born.

Ben Dronkers’ passion led him to travel the world collecting many genotypes of cannabis, including first-class cultivated varieties. He discovered the many uses of this exceptional plant. His travels took him from the Hindu Kush and the Himalayas to South-East Asia. Around the mid-eighties, Ben’s passion developed from collecting cannabis seeds to cultivating them. Using his extensive collection of cannabis seeds as a starting point, he began cross-breeding them in order to combine the genes of different cultivars into new cannabis hybrids. This led him to create what would become the world’s largest cannabis seed bank: Sensi Seeds.

As Ben Dronkers enters his 60s, it is doubtful that he will rest on his laurels. His dedication to the marvellous multifaceted plant Cannabis sativa L. spurs him on to new challenges each year. Many of his ideas are now a thriving reality, but there are always new possibilities to explore for this cannabis entrepreneur.

\*\*\*\*\*

### **Che Dronkers, legal advisor**

*“Cannabis legalisation is a matter of time, not opinion.”*

Che Dronkers is Sensi Seeds’ legal advisor. As the youngest son of Sensi Seeds founder Ben Dronkers, he has grown up in the world of Sensi Seeds and HempFlax. Coming of age in an industry that has seen many changes in the three decades since his father pioneered cannabis seed breeding and retail, Che is both grounded in the history of the business and possessed of a dynamism to continue breaking new ground.

Che’s educational background is a distinct advantage in his role. He holds a degree in law from the University of Amsterdam with a minor in business, specialising in entrepreneurship and innovation. Che continues to broaden his knowledge with an eye for subjects which are particularly relevant to Sensi Seeds, taking post-academic courses in areas of the law such as the rights of seed breeders.

Che enjoys exploring and debating the flaws in the Dutch legal system regarding cannabis and hemp, and is constantly looking for ways in which it could effectively and realistically be improved.

\*\*\*\*\*



**Ravi Spaarenberg, research & development**

*"Our staff is united by their love for the plant and a drive to improve things."*

One of the people most responsible for the company's success, both in Amsterdam and abroad, Ravi Spaarenberg is one of the most recognizable faces of Sensi Seeds. He currently heads the Research & Development side of the company.

Prior to his current position, Ravi gained his experience by starting at the bottom of the ladder and working his way up. This led him to work at, then manage, the main Sensi Seed Bank and other Sensi locations in Amsterdam for many years. Together with his elder brother Alan Dronkers, he developed several genetic programs and later contributed to successfully evolving Sensi Seeds' presence internationally, by setting up the company's wholesale department to answer growing European demand.

Ravi's hands-on approach and undying passion for the cannabis plant make him a logical choice to head the research & development team. "I'm happy that at Sensi Seeds the staff is united by their love for the plant and a drive to improve things."



## SENSI SEEDS – Factsheet

### Brand name

Sensi Seeds

### Founding date

1985

### Founder

Ben Dronkers

### Managing Director

Arjen Koedam

### Headquarters

Amsterdam

### Employees

80

### Sister companies

[Hash Marihuana & Hemp Museum](#)

[HempFlax](#)

### Contact

#### Address:

Sensi Seeds  
Oudezijds Achterburgwal 131  
1012DE Amsterdam  
The Netherlands

#### Telephone

+31(0)206262988

#### Email

[info@sensiseeds.com](mailto:info@sensiseeds.com)

#### Website

[www.sensiseeds.com](http://www.sensiseeds.com)

### SENSI SEEDS IN NUMBERS

Founded in **1985**

**4** shops

**80** employees

**500** cannabis varieties

**10** million unique visitors online  
(2016)