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1

NEW



GARDEN RETAIL EXPERIENCE IN THE NETHERLANDS

COLLECTIONS & TRENDS **AUTUMN/WINTER 2017**

INTRATUIN 3.0: **A WHOLE NEW WAY OF THINKING**

CHRISTMAS SHOWS: THE VERY BEST CASES

A close-up photograph of a woman with long, wavy brown hair, seen in profile from the nose up. She is looking upwards and to the right, with her eyes closed and a gentle smile, as if smelling a bouquet of white and yellow flowers. The background is a soft-focus blue sky with green foliage.

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The new garden year bustles with energy

With the conclusion of 2016 we leave a tumultuous year behind us. The garden industry had to deal with a recovering market, Brexit and also the attack at the Berlin Christmas market in December left the consumer perturbed. The online sales are growing explosively, traditional retail is still searching but remains solid in its optimism in the market. That the capricious consumer is difficult to get a hold on ensures that people do not dare to look forward too much.

At the start of a new garden year you can imagine that the spring of 2017 bustles with energy. Suppliers are displaying surprising collections for autumn/winter 2017 at the spring fairs – IPM, Maison & Objet, Christmas World and Ambiente. It is up to you to collect a new and distinctive assortment out of that. I would like to invite you for the festive launch of the new garden season: Garden Retail Experience (TREx) at 9 and 10 February in Hazerswoude, the Netherlands. The TREx is not a traditional fair, but rather a knowledge and inspiration event for green retail organised by TPK Media & Events, publisher of Garden Retailer.

Garden centre retailers both domestically and abroad are welcome at the bustling event where the latest insights, trends and ideas for the garden centre retail are displayed in a 7,000 m² concept store where over 100 prominent suppliers display their newest collection and concepts in a way like it can be presented in a garden centre. Think of innovative shelving plans, retail concepts, out-of-the-box presentations, best practices and cases surrounding the latest trends. Also POS communication, cross-selling and omni-channel solutions are included here. Everything to help you stimulate sales, keep the customer in the store for longer and therefore increase the cash register hits.

TREx 2017 has Growing Emotion as theme. It shows how you can respond to that slippery changing consumer as retailer and stimulate the sales for green retail. Retail experts and trendwatchers speak a clear language: Each retail visit must generate an experience!

Come and experience retail-tainment in all its possible shapes and see how the application of experience can lead to more commercial success. Be inspired by out-of-the-box presentations and practical solutions which you can apply to the sales floor immediately. At TREx there is plenty of opportunity for sparring with specialists and it is an excellent opportunity for networking in an atmospheric garden centre ambiance. 'After all', said organiser Tjeerd Posthumus, during the kick-off presentation of the TREx 2017: 'Doing business does not have to be boring'.

Looking forward to meeting you at TREx - 9 and 10 February in Hazerswoude, the Netherlands!

Anita Meuleman

Garden Retailer, editor in chief

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KAEMINGK
season decorations



gardenretailer 1|17 contents



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Changing the frame of reference
radically



Garden Center Advice gives advice to garden centers in Europe

A new Dutch advice agency for garden centres abroad. Garden Center Advice provides advice in the renovation and construction of garden centres based on market analyses. From viability study to design and realization. With optimization of existing locations as our specialty.



In order to run a successful garden centre, you need insight into market potential. 'This is where we look at difficulties in routing, range and presentation. Business processes are put into numbers and given visuals. By seeing which indicators fall behind in revenue, the business owner can make very targeted changes', says a spokesman.



When renovating or constructing, many factors come into play. The location, target audience, competition, age profile of the region. 'Based on these factors, we issue advice, for instance also about routing and interesting product groups. Such advice can differ widely by country. Norway, for instance, has very different circumstances than southern France.'

'We work closely with designers and specialists, and are especially experienced in design and constructing successful garden centres in Europe. The partners' experience includes data analysis, retail advice, architecture and construction.'

WWW.GARDENCENTERADVICE.NL



Good(s)Factory takes over Ebertsankey

De Good(s)Factory, part of the elho group, has concluded the takeover of Ebertsankey as of 1 January 2017. Fiskars Germany GmbH decided to sell in 2016, because the Ebertsankey collection no longer suits its current strategy.

Good(s)Factory offers its clients a basic selection of synthetic pottery matching today's trends for price-conscious and functionally oriented consumers. The takeover fits the Good(s)Factory strategy to climb to the position of market leader in the basic segment of synthetic pottery in Europe.

Good(s)Factory is part of the elho group, European leader in synthetic pottery. The elho group is located in the Netherlands and its products are sold in over 75 countries.

New partners: Plant Collect and the Floré Group

Plant Collect, a full-service supplier of garden plants, bedding plants and house plants from Boskoop (NL), will be working with the Floré Group. Starting 1 January 2017, Floré Group will process orders for the Indoor department as a logistics partner.

The news has been received highly positively by growers and customers. Jochem Nieuwesteeg, co-director Plant Collect, is pleased with the cooperation. 'It is a great complement in our world of greenery. Floré Group is market leader in Belgium and a prominent trading company in Europe, with total sales of 120 million. They are active in the improvement, propagation, cultivation and trade in pot plants.' Plant Collect also has something to offer the Belgians. 'Floré Group is elated about our overall concept in greenery. The trade companies that make up Floré Group – Moterra, Floréac, Coverde and Horticept – will offer our concepts and products abroad to their wholesaler and garden centre clients.

Not poison but fungus

A newly developed fungus could be an alternative to agricultural pesticides. This innovative fungus, Pandora neoaphidis, protects the harvest in a natural way and is not harmful to people or the environment. State Secretary of Economic Affairs, Martijn van Dam, piloted the program by placing the first cultivation pot with this fungus in the greenhouse of a pepper grower.

Its spread throughout the greenhouse is done by ichneumon wasps. With the fungus on their feet (*which is harmless to them*), they fly to plants with lice problems, where the fungus kills the colony of lice. Van Dam is pleased with this development. 'Agriculture has to be more natural, with less use of pesticides. That is why I endorse these pilots that help make innovative green alternatives widely employable. This allows farmers and market gardeners to protect their harvest in a healthy

and natural way.' The Netherlands has to become market leader in sustainable cultivation, says the state secretary. He has called on the sector to collectively speed up sustainability.

Pilots are also taking place in other parts. There are now experiments with predatory mites to fight harmful mite species in the bulb and apple cultivation sector. With soil improvement and the right type of creature, the use of pesticides can be reduced. This is also under further investigation.





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De Haan Group expands

De Haan Group is met with rapid demand increases from Germany and France, among others, is expanding considerably as a result. Entrepreneurs are increasingly looking for creative concepts and exciting presentations for their stores.

After account manager Thomas Schulz, the German sales team was supplemented by project manager Mick van Aagten. The team that provides daily service to the French clients is further expanded by the arrival of Marvin Zijta. The 3D and visualization department, which brings all the ideas to life, also welcomed new colleagues in the past few months.



Marvin Zijta (left) en Mick van Aagten (right)

Garden Centre Awards 2016

On 17 February, the Garden Centre Awards 2016 take place. This bi-annual competition is open to all garden centres in Flanders and Wallonia. This fourth edition also celebrates the twentieth anniversary of the Belgian Gardening Centre Association (BTV).

28 garden and plant centres entered into the competition. The seven nominees have since been announced: La jardinerie Delbard in Carnières, Eurotuin in

Roeselare, Groep Eurotuin in Merelbeke, Florilux garden in Bastogne, Genker Plantencentrum in Genk, Tuincentrum Goessens in Aigem, Intratuin Olen, Intratuin Zwijndrecht, Tuincentrum Lissens in Opwijk, Tournesols Chatelineau in Montignies-sur-Sambre, and Walter Van Gastel in Ninove.

Winners are allowed to use the title Garden centre of the year. Apart from the Awards, a special honorary award is given out for e-marketing. The competition is organized by the BTV.



German relaunch Bukatchi



Bukatchi, an outdoor furniture wholesaler from Hengelo, was declared bankrupt on 5 October. Curator Arco Blankestijn managed to sell the entire order book to a German party. 'There will be a sort of relaunch, without employees, and not in the Netherlands. The Asian contacts, however, will transfer.'

The supply, the website Tuinmeubelen.nl and the trade name Bukatchi have been put up for sale. 'The German party can use the name specifically for the orders they bought up.' According to Blankestijn, the total indebtedness is around 1.5 million euros. But it comes with a considerable supply – estimated value: 700,000. In 2014, Bukatchi won the Success Award for successful entrepreneurship with its innovative online platform Tuinmeubelen.nl.

Dehner opens new garden centres

Europe's largest garden centre group Dehner will take over the former Praktiker store in Pforzheim (DE).

With this acquisition, the company will re-open the former Praktiker store, which was closed in 2013. 'Pforzheim is an attractive location and provides the perfect complement to our branch network between Karlsruhe and Stuttgart', says Dehner expansion manager Sven Bierhaus. The property is not only central located but also offers good transport connections and is surrounded by several retail agglomerations.

It was only in September that Dehner had launched new markets in Ingolstadt, Waldshut-Tiengen and Nuremberg. The re-opening of the garden centre with a pet department in Pforzheim is scheduled for April 2017. Renovation work for a modernization of the property commenced late October: Both the façade and the building and greenhouse are being overhauled. The former side entrance will be centrally integrated into the facade. The sales area will be redesigned and customers will be met by a broad offer: Foliage and flowering plants, garden equipment, garden furniture, decorative items and a pet department. The sales area will cover 1,000 square meters and will include a barf shop (*for organic and species-appropriate raw feeding*). The product portfolio also includes a range of store brands and high-quality goods.

As of now, Dehner is also present in Waldshut-Tiengen (DE): The garden centre company has opened its 116th branch in the town located in Baden-Württemberg and close to the Swiss border. Amateur gardeners and all customers from the region can look forward to a unique shopping experience at 4,500 m². The construction of the garden centre took about one year and is designed in an open greenhouse style. Besides the spacious indoor area, the building also includes a covered outdoor area and an open space on the left side of the portal. The sales area (700 m²) for outdoor plants presents a very special eye-catcher, which extends over the access road in the form of a large balcony. Furthermore, an open parking deck offers about 500 parking spaces. Customers can reach the main entrance via an escalator and elevators.

Inside the store, both the management and a team of 35 employees are there to provide customers with expert advice. 'With the new market in Waldshut-Tiengen we are pursuing a consistent expansion of our market in southwestern Germany' says the Dehner region manager Andreas Mende. 'On site, we provide all our customers from the region and neighbouring Switzerland a very special shopping experience and diverse inspirations for all garden and nature interests'

MARKT IN GRUEN

Propagation facility for Inverewe Gardens

Once again Smiemans Projecten has been given the assignment to build for a heritage garden. This time, the National Trust for Scotland asked to build a propagation facility for Inverewe Garden in Achnasheen (UK). Inverewe is one of the most famous gardens in Europe and one of the most visited in Scotland.

The propagation facility consists of several buildings and a greenhouse of the Venlo type. This greenhouse includes a potting area, an area for half hardy plants and a propagation area. This is realized by specialized fixed and movable cultivating tables with irrigation facilities. It also includes a computer-controlled climate sys-

tem, which controls the temperature, shading and ventilation for four different zones. For the facilities of the nursery Smiemans Projecten built various other

structures and technical installations. The building is executed in collaboration with the contractor from Forrest, AJ Engineering. The project is not yet finished.



IBERFLORA 2016, the main event of the green industry in Spain



Iberflora, the International Trade Fair for Plants and Flowers, Landscaping, Technology and Bricogardening, celebrated its 45th edition in Feria Valencia from the 28th to the 30th of September. The event, the most important of the green industry in Spain and a reference in Europe, approaches this new edition with a considerable increase of offerings and with new solutions that boost its appeal.

The trade fair was visited by almost 9000 people and included a total of 444 exhibiting firms, 342 of them from Spain and 102 foreign, including brands from 19 countries. The overall exhibition surface (close to 60,000 m²), included new solutions for this edition, among which it is worth highlighting the I Tree Hall and Inspiration by Iberflora; an initiative aiming at introducing the products for the coming season to the garden centres. The project involves the participation of renowned brands such as Vondom, Elho and Kaemingk.

The 2016 Garden Magazine Awards were handed in a ceremony attended by more than 100 people, garden centres and industry providers. The awards are given every two years to pu-



blicly recognise those garden centres standing out because of their development, continuous growth, innovation capacity and leadership in their sector; in addition, they are intended as a 'quality seal' for the candidates.

In this edition of the awards, the Golden Award was given to the garden Endanea (*Gipuzkoa*). The Silver Award was for O Piñeiro (*Pontevedra*) and the Bronze Award went to Verdecora (*Málaga*). The fourth position was for Arvena (*Navarra*) and the fifth one for Fronda (*Majadahonda*), so they were awarded with a 2016 Garden Magazine Special Mention.

The AECJ, the Spanish Garden Centre Association, surprised the public with an original stand including personal pictures of all its members (*gardens and collaborating companies*) to convey the idea that the Association is a big family integrated by people. The competition was used to announce the congress to be held next year in Palma de Mallorca, EXPOGARDEN 2017, from the 2nd to the 3rd of February in the Balearic Islands.

WWW.EXPOGARDEN.ORG | VERDE ES VIDA

Green start-ups win start-up capital

More than a hundred entries were received by Let it Grow, which promotes a green city life. The jury chose seven promising initiatives that positively influence city life. Participants are given a start-up capital of 10,000 euros and are coached in their growth for five months.

Each start-up is linked to a mentor and experts who supervise them. On 21 March 2017, a demo day is organized, where each start-up presents itself. Like

the non-profit start-up Rooftop Revolution that wants to bring back gardens and bits of greenery in the city, on its rooftops, no less. Sprinkl, the HelloFresh box of the greenery industry, sends a box to your home full of plants from small organic nursery gardens. The accompanying app will tip you off when plants need water or nutrients. The Healthy Workers start-up wants to improve the living arrangements in office buildings and inform people on the importance of greenery at the workplace.

They supply the plants and flowers necessary to transform the office into a healthier place. Let it Grow is an ambitious innovation platform within the plant and flower sector that was developed at Royal FloraHolland, the largest flower and plant auction in the world. Its goal is to facilitate entrepreneurs who want to positively influence city life and guide them in their growth.

WWW.LETITGROW.ORG

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Efsa-conceptstore also at Tendence

It's no secret that the concept store on Spoga Gafa is a commercial success and a favorite with the public. Plans to set up another location of this store in Tendence are increasingly taking shape. Head of Efsa Toine van de Ven: 'Whether it will be a trend store, we don't know yet. But the combination of product groups and suppliers of greenery and decorations will remain.'

In any case, the Store will be a little smaller. 'In Cologne, we have fourteen, fifteen members; in Frankfurt that will be about seven or eight. It's a new time, and that requires a new form.' Efsa member Arend Mosterd is positive as well. 'We have wanted to translate this concept to other trade shows for a while.'

Tendence is moved from late August to June. The lay-out of the market halls will also change. All great, according to Van



de Ven. 'The timing is better; there are no trade shows in that period. We'll all benefit from more visitors to Tendence.'

Tendence, which coincided with the popular Spoga-Gafa in Cologne, was struggling with reduced visitor numbers. With this new date, Tendence wants to put itself in the market as the first autumn trade show; interesting to volume players who want to place their orders as soon as possible. Tendence takes place in Messe Frankfurt, June 24-27.

'The garden industry needs to offer solutions not only sell the products'

'Regarding the garden centre industry in Italy 2016 has been important because the Italian government started to understand the importance of the defiscalisation action as a tool to increase the green area in the cities. If this concept will be included in to the action programme for 2017 for the garden industry will be a good opportunity for develop their business.'

I'm quite happy for the achievements for 2016. Moreover, the overall turnover of the Italian garden industry is increased. I hope that the garden centre industry keeps going to play an important role in the society, as sector that helps the education and helps to develop the passion

for the nature and for the green space. This is important to improve the quality of life and save the environment.

How the garden industry can still distinguish better in 2017? The garden industry need to develop more and more the service for the customers, need to be more professional to offer opportunities or innovative solutions, for the gardening sector with a high attention to the environmental friendly solutions. I believe that the garden industry needs to offer solutions not only sell the products.'

SILVANO GIRELLI, ASSOCIAZIONE ITALIANA CENTRI GIARDINAGGIO, ITALY

Trends for 2017

Industry expert Dr. John Berentzen made some predictions for future topics of the sector surrounding leisure, garden and home improvement for the year 2017. One of these trends in 2017 will be the store brands. Networking and service offers via an app will also becoming increasingly important in 2017. Whether lawnmowers, lamps or heater thermostats, nowadays, everything can be connected using mobile phones and controlled via an app. The ensemble is considered smart, once different devices are linked to form logical units e.g. to control mowing activity in rain, light scenes in the dark and heating patterns according to presence. Here, manufacturers should concentrate on open systems.

Another trend for 2017 is that concerning store brands. In some gardening and DIY stores the subject is still neglected. Instead of functioning as figureheads for the own store, private brands are often used as pseudo-exclusive shipper references of cheap Chinese import goods, according to Dr. John Berentzen. The trend is oriented toward quality in the store brand, with the target of strengthening customer loyalty.

Cheap is not always better: Price competition in many DIY segments is increasingly shifted to the internet. Stationary traders who try to match that offer and always want to guarantee the best price are inherently doomed to fail. An online shop that, in terms of margin, does not follow the business model of a steady full range of advice and service can always set a lowest price at short notice. Hardware stores should therefore place a specific focus on these strengths, since good advice and service will give customers a reason to make the extra investment.

MARKT IN GRUEN

'Behind the counter sales for chemical pesticides was an important change'

'An important change in 2016 in France was the introduction of behind the counter sales for chemical pesticides. Garden centres had until December 31st to comply with this new law voted in 2015 and were ready at the beginning of November since client counselling is an essential part of the garden retail business. 2016 was a bad year for garden retail, as were the past three years. Our business has always been weather sensible and last spring was mostly cold in France. Sales compared to 2015 plunged until June and the increase we had between July and October could not save the year. Our expectation for 2017 is that the newly elected French president and parliament will understand the specificities of garden retail and stop taxing garden centres as they tax supermarkets which have a revenue per square meter ten times higher than ours.'

PATRICK LORIE,
FÉDÉRATION NATIONALE DES MÉTIERS DE LA
JARDINERIE, FRANCE

Green sale on the street



Waterdrinker offers retailers a suitable shelving plan with Unique Concepts. For every branch: the heated and unheated greenhouse, and outside. The retailer and Waterdrinker choose the best table setting for their store, working with the season, themes and commercial moments.

Waterdrinker filters its enormous range of 25,000 items for the right selection at the right time. The products can be digitally ordered to the level of table location – the web shop provides you with a concept table, and you choose what suits your store – Waterdrinker calls it cherry picking. What's special is that all products have a unique barcode. This allows sales to be measured at the product level, says Jordi van Maasdam, from Waterdrinker: 'Three years ago, we started thinking about our customers' green shelves. Because garden centres can use a little support on the shop floor'.

At the moment there are around 1,000 tables at 80 stores in the Netherlands and Belgium. 'With an average of 26 unheated greenhouse concepts and 18 chamber plant concepts, in addition to our basic selection. It's attuned to the size of the store (S,M,L), so you get a tailored selection.'

'A year without government has retained a lot of consumption'

'In Spain the highlight of 2016 has been stability and slight growth. Status quo would be the most accurate definition. On the one hand the garden centres had an acceptable year, despite the bad weather that had slowed during four weekends in the spring. Christmas had been good. And on the other hand, gardening had grown in general in the DIY markets. In our case, we've chosen to promote the increase the consumption of plants to the final customer with campaigns in the press and internet.

The Asociacion Española de Centros de Jardineria held the annual congress of garden and suppliers in Madrid (*Expo-*

garden) with 50 percent of the members and we're very satisfied with the training provided. Spain has been almost all year without a government and we think that this retained a lot of consumption in general. We'll start the year again with our star event in Palma de Mallorca (*see www.expogarden.org*), per us it's the best way to focus at the spring. Prospects are good - if the weather permits...'

SANTIAGO GONZÁLEZ, ASOCIACION ESPAÑOLA DE CENTROS DE JARDINERIA, BARCELONA, SPAIN

Largest garden centre in Nuremberg

Pflanzen-Kölle opened its newest garden centre. With an area of 7,500 square meters, it is the largest one to date. Besides the typical garden centre range, home accessories and decoration materials, the garden centre also includes a climbing area for children, a restaurant and a koi pond experience.

The newly designed garden centre features a wood look and the focus is placed on the theme of nature and sustainability. Further new features include an orchid wall in the houseplants department, specially bred organic foliage plants for allergic persons and a small kitchen with an herb wall.

MARKT IN GRUEN

IVG and CIOPORA - a new partnership

Starting in 2017, the garden industry association (*Industrieverband Garten IVG*) and the Community of Breeders of vegetatively propagated ornamental and fruit plants (*CIOPORA Germany*) will jointly discuss market-relevant issues surrounding the living green.

The kick-off for the future cooperation will take place with a joint lecture program of the two organizations on February 16th and 17th 2017 in Hannover. 'Our goal is to increase the spotlight on plants in the public eye. The meeting of the organizations is the perfect opportunity to edge closer to this target through an intense exchange' says Johannes Welsch, CEO of the *Industrieverband Garten (IVG)*.

MARKT IN GRUEN

Gently changing the shape of our industry in the UK



In a year coloured by Brexit and Trumpism, the movers and shakers were gently changing the shape of our industry in the UK as they worked it all out.

A Really Big Deal was the acquisition by Aussie group Wesfarmers of the Homebase chain, a key player in the garden

market. Its £340m bid blew away rivals. Wesfarmers replaced the entire senior management team and laid plans for re-branding the business under the name of its price-fighting Bunnings chain in Australia. The first UK Bunnings opens in February 2017 at St Albans – apparently it's going to have a bigger and better gardening offer.

The British Garden Centres group added a tenth centre (*Durham GC*), as so did Cherry Lane Garden Centres (*Glebe GC in Leicestershire*), and so also did Boyd Douglas-Davies's Hillview group (*Scotland Nurseries in Derbyshire*); and yet another... Leighton Buzzard became Paul Chessum's Home & Gardens Group's tenth site. While we're on numbers, the fast-growing discount retailer B&M, which has former Tesco CEO Terry Leahy as its chairman, opened its 100th garden centre in Salisbury and said it planned to open ten more before the end of the year, claiming it had 'the critical mass to be an important player in the sector'.

Longacres Garden Centre, whose flagship Bagshot store is the highest turnover garden centre in the UK (£20m+) acquired Bybrook Barn GC at Ashford, Kent, its third store; Grovewell Garden Centres added Hawkinge near Folkestone to its Canterbury and Tenterden sites; Blue Diamond bought Harlow GC, followed by Coton at Cambridge, its 19th centre.

Notcutts announced it would modernise all 18 of its centres over the next five years; Barton Grange prepared to start work on its £8m mixed leisure destination development at Brock (*with a three-screen cinema, ice rink, bowling alley, crazy golf and restaurants*); Edward Tarbatt won approval for plans to transform Bridgford GC near Nottingham into a major destination site. Blue Diamond completed an impressive £1m refurbishment at its Trentham store, Stoke-on-Trent.

Meanwhile, on the supplier front, Scotts US parent company was making no secret of its search for new strategic partners or buyers for its European operation, to focus on opportunities (*like hydroponics*) at home. Tildenet's acquisition of Bosmere at the top of the year, Kingfisher's massive re-launch during the summer and Gardman's 'core sales' initiatives announced at Glee were indicators of just how intensive the battle for the soul of core gardening has become since the demise of Solus.

GARDEN TRADE NEWS

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INTRATUIN 3.0

A whole new way of thinking

Intratuin is actively renewing. In the Dutch city of Hilversum a pilot has been running since March 2016 for a new setup of indoor life, and on 10 November Intratuin Heerhugowaard (NL) hosted the inauguration of the new area Leven in de Tuin, or 'life in the garden'. Rather special about this is that a considerable chunk of sales surface area has been sacrificed to organising this house of inspiration. The pilots have been received enthusiastically by the Intratuin entrepreneurs. 'A number of franchisers would like to start with it even before the pilot-phase is complete', says Intratuin director Peter Paul Kleinbussink who is also visibly pleased with the changes.

Text Anita Meuleman

Intratuin 3.0 is the collective term for a series of innovations that Intratuin has set in motion. Through a modular approach the various areas and area-concepts are reviewed, restyled, and organised anew. On 10 November the physical inauguration took place for the pilot Leven in de tuin, 'life in the garden'.

The pilot-presentation covers 150 square metres. The focus at Leven in de tuin is on the house of inspiration that hosts educational presentations and loads of information: a drawer with local butterflies, an exhibit about birds, natural enemies we can put to use, a compost container with information about what you can and can't compost, and a 'tree' with nest-boxes.

'It really is a house of experience. It doesn't bring an immediate profit, but it does relate our core values. And that's

what it's about,' says Peter Paul Kleinbussink, director of Intratuin. 'Nature is important to us; it feeds the air and is fun. We would really like to accomplish that people start to look at their gardens differently. All those pavements are pushing out life, are squeezing out the fun. Start-

ing from the idea of bringing nature closer to people, we've developed the concept Leven in de tuin, life in the garden, encompassing all angles to make consumers look at the garden in a different way. 'It includes biodiversity, ecological gardening, biological landscaping, water





collection, the animals, life in the soil, composting; we've brought everything together in a responsible, but also playful manner.'

Along the walls Tego shelving units with nicely designed information boards about bees, bird feed, hedgehog hamlets, and nest-boxes. And on the shop floor plant displays with butterfly lurers and 'bird plants', again with lots of information (*why do birds need plants*) and explanations. Make sure the soil is alive: cover no more than 40% of your garden and just leave the leaves on the border areas. 'If everyone does a little bit, don't be surprised if it's going to make a big difference. That's the idea behind it', explains Kleinbussink enthusiastically. 'We want to move ahead concretely, and involve consumers so as to show them how things can be done.'

Awareness

Intratuin consciously sought collaboration with environmental organisations. 'All those organisations, and a local bee-keeper, too, have helped us enormously to tell the right story. There are going to

be lectures and workshops in natural education. It has to start with awareness. We have to make it fun and easy for all of us. That's when it gains momentum. I think we're really getting close to that moment.'

'Our entire sector has an interest in getting people to view gardens in a different way'

'Hardware and green collaborate to tell the same story. Our leading role is supposed to spread like wildfire, which stimulates all parties we work with to give additional attention to the subject. We want to put this in motion.' Kleinbussink is convinced this movement will prove tenacious. 'The awareness will be an obvious aspect, a natural part of a process of choice.' Another aspect is to make

sure that the stores remain. 'You can buy anything on the internet, but customers do need to keep coming to the stores.'

Sector-wide

Intratuin has specifically chosen to give this theme – which clearly is congruent with the movement of The living garden – its own identity. 'A pretty big component is not used commercially, but concerns explanation, exhibits, the story. But people enjoy this, and they find it educational, you'll gain sympathy and you'll distinguish yourself for going the extra mile.'

'But besides fitting in well with the spirit of the age, it is our interest as a garden centre to widen the perspective. To remove some of that paving, and substitute it with plants: this is our strength. They wouldn't know how at a construction market: we have the know-how, the plants, and the infrastructure. I hope we're going to follow up on this story collectively. It will breathe new life into our sector. Life in the garden will be a lively affair in any case. We're signalling a first start.'



Indoor life

In Hilversum, too, the changes are quite visible. Since March a pilot has been running here for a new set-up for life indoors. Formula Manager & Marketing Communication Lobke Samallo: 'Indoor life actually is a new area, they may be the same products, but we are rearranging everything, creating completely different routing'. 'House plants, pottery, care products, it's all mixed and alternating. And this has an enormous impact on your product mix and your organisation,' adds Kleinbussink.

The new indoor life is subdivided in to five style categories: Romantic, Countryside, Colourful, Sturdy, and Rigour (*a somewhat smaller style category*). 'When everything has been implemented, you'll be able to measure quite accurately how a certain style-group responds, and anticipate to it. Style needs can vary greatly from city to city or from country to country', believes Samallo.

In the store, the style categories are clearly indicated, with a description added. Countryside, for example: Natural botani-

cal materials in warm colours. All plants are segmented, a specific choice has been made here. A selection in suppliers has also been made here and there.

Quite a battle


Customers can find the full product range within indoor life; pots, plants, care products. 'You become aware at indoor life that it's not just a new area concept, but an entirely new way of thinking', says Samallo. 'Just a simple house plant area no longer exists: staff with that specialty will need to advise customers much more broadly, and this makes it a comprehensive process. Our people have to put it into action, and understand it, so we'll have to create a new blueprint for the area.'

Reactions within the Intratuin franchisers group have been enthusiastic: 'We've been infected'. As of January, the entrepreneurs can sign up for the indoor life developments.

A number of them have already started on the shop floor, by integrating decorative items and plants, involving staff as well. 'It all starts by believing. A consider-

able number of businesses will roll out the new area concepts from the end of March', says Samallo.

'You always try to combine products, pots, and plants, alternated with small blocks of style-groupings so customers can see how to use it all', says Kleinbussink. 'It makes things complicated for logistics. Staff-members are no longer responsible for house plants, or for pottery, but for a style category. And that means you have to be able to distinguish style categories, to combine products, and to water the plants you have available.'

Within this new set-up, Intratuin will also give some more leeway to customers. 'We won't continue to stick to the obligatory routing for customers, and they enjoy that, though they do want a bit of guidance. It's all a lot less rigorous. It's got an open structure, the aisle-headings are gone. Communication becomes a lot more playful.' 



Visit TREx 2017?

Useful to know: the TREx is only accessible for visitors who have registered in advance. Suppliers pay € 195 per person. Entrance is free for retailers. Register now at www.tr-ex.eu.

The event will take place in the Planetariumgebouw in Hazerswoud-Dorp (NL) on the 9th and 10th of February 2017. On the website, you can find the complete programme and suggestions for overnight stays.

www.tr-ex.eu



GARDEN RETAIL EXPERIENCE 2017

Growing Emotion

The sixth edition of the Garden Retail Experience (TREx) 2017, on the 9th and 10th of February, promises to be another intriguing and content-filled international event. The main theme of TREx 2017 will be Growing Emotion. For retail professionals, TREx is not a trade fair, but rather, an inspiration event; an absolute must to stay up to date with what is happening in the retail sector and where the sector is heading. There will be a complete programme of lectures, workshops, Expert Tours, and presentations in the field of omnichannel, virtual reality, and neuromarketing by experts in the sector and from outside of it.

Text Anita Meuleman

The TREx will cover a surface area of 10,000 m², of which 7,000 m² will be for the Experience Shop. The Experience Shop will be a large concept store, which will be furnished as a garden centre of the future, and divided into various logis-

‘Reason leads to conclusion; emotion leads to action’

Donald Calne

tical areas with different themes. In the garden centre concept store, more than 100 of the garden sector’s leading suppliers will participate, each showing their latest collections and concepts in manners that can be emulated in the garden centre.

The experiential areas will each have their own inspiration square with inspiring cases, and will be located around the central Retail Plaza; the square for catering and networking. The creative team has organised presentations with the latest collections, lots of green, and will display case studies featuring the latest trends. Founding partner De Haan Group will be responsible for the construction and layout of the Experience Shop, join in thinking about retail concepts, and will also showcase a new furniture line.

Each retail visit must generate an experience! If the experience of customers meets the mark, the duration of their stay increases, and they spend more money. It is all about presenting a clear shopping formula that is well-aligned with the wishes of the consumer. The TREx will provide direction, as well as generate ideas and inspiration, through which you can charge your inspirational battery for the new garden season and answer the

question: ‘How can you please your customers and stimulate them to purchase your goods?’

In various Expert Tours (*tours conducted by specialists*) through the Experience Shop, visitors will be supplied with further explanation and information regarding shelf plans, atmosphere presentations, retail concepts, omnichannel, and cross-selling; within the themes of the TREx.

Hospitality

The TREx will have various hospitality areas, with Botanical Chique as its trending theme. Creative director Romeo Sommers: ‘One of the things that will feature strongly in Garden Retail 3.0 is hospitality. Hospitality is so much more than pleasantly greeting the customer when they arrive. We are going to exploit the potential for hospitality much further, featuring it in all areas of the TREx – ranging from technology, to personnel, and to styling’.

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Gardening (shutterstock)



TREx Inspiration square



TREx Expert Tour



New green retail concepts



Green truck festival (studio lily)

Outdoor Living

At Outdoor Living, the primary focus will be on experiencing, and attracting a younger audience. In terms of styling, the emphasis will be on guts, convenience for the customer, and a modern hipster feeling. Indoor and outdoor will flow into one another.

Gardening

Gardening as a relaxing and exciting activity, as well as a lifestyle feature, are what it will be about at Gardening. Showing that gardening and experiencing nature are fun, and making the activity more exciting.

Living Garden

Garden design, landscaping, and large-scale maintenance, with respect for nature as the guiding principle. At Living Garden, the emphasis will be on the infrastructure of the garden: paving, large plants, separa-

tions, and green roofs; all whilst taking sustainability into consideration.

Me and my Pet

The animal department will be featured in Me and my Pet. The focus here will be on the dog as a pet and member of the family. The comfort and health of the animal are important here, and, also, whether a dog is welcome in a garden centre, and whether it is possible to make visiting a garden centre into a pleasurable experience.

@Home

The indoor department will have green and a botanical lifestyle as its guiding principle. 'How can you remain relevant as a physical garden centre, and how can we continue to inspire our customers?'

X-mas Experience

The X-mas Experience will showcase applications for garden centres in which

the trends and developments of 2017 can already be viewed; with lots of inspiration for Christmas shows. With this new department, TREx will be taking its first step towards generating inspiration for the Christmas show, and facilitating procurement.

Flower concept store

The flower concept store – which will feature a different retail approach for the sale of cut flowers, bouquets, and flower presentation – will also be new this year. Here, it will be possible to view practical demos regarding the composition of bouquets and pot-plant combinations, executed by the team of the Dutch floristry trade magazine De Pook.

Garden Retail 3.0

Although the starting points of the Retail Experience are fixed, each year, the content is entirely adapted to the latest in-



TREx retail plaza



Keynote speaker at Retail Plaza



TREx Inspiration square



Botanical lifestyle (shutterstock)



Dolce & Gabbana Fashion Spring 2017



Experience Shop



Experience Shop



VR to sell gardens (shutterstock)



Experience Shop

sights, trends, and retail developments. To map those out, a platform for retail vision – Garden Retail 3.0 – has been initiated. During several brainstorm sessions, a number of important suppliers, retailers, experts, and advisors from different sectors extensively spoke to each other regarding the developments, the chances, and the opportunities for garden retail.

The ideas that flowed forth from these conversations will form the foundation of the themes that you will be seeing at TREx 2017. 'We were able to adequately map out what the most important information in terms of information provisions are for our target audience', explains Tjeerd Posthumus, publisher and organiser of TPK Media & Events. 'Surrounding these important themes, we started constructing the case studies through which to show retailers how to deal with these things on the shop floor; to excite people and make them

think, but also highly practical things that you can copy-paste directly and employ in the shop tomorrow.'

Start of the gardening season

In adherence with tradition, the TREx will be preceded by the stylish Retail Gala (on the 8th of February, for more than 400 invitees). During this festive evening, the prestigious TuinZaken Retail Awards for the green sector will be awarded.

On the 9th of February, by means of the opening of the TREx, the starting signal of the new gardening season will also be sounded. Once again, visitors will be able to enjoy a broad selection of lectures, a 'garden centre' filled with special presentations of the new 2017 spring/summer collections, as well as case studies surrounding the latest trends, innovative retail concepts, and, of course, plenty of entertainment. The TREx guarantees the

opportunity to gather abundant inspiration, a wealth of relevant and highly actual (*professional*) knowledge, the opportunity to spar with specialists during the Expert Tours, and, finally, the perfect opportunity to network with other professionals in an atmospheric garden-centre ambiance.

In short, there will be plenty to experience in the Plantariumgebouw in Hazerswoude-Dorp (the Netherlands) on the 9th and 10th of February. To register as a visitor, please go to the website www.tr-ex.eu. Suppliers pay € 195 per person. Entrance is free for retailers.

www.tr-ex.eu 

Major renovations

Surprising new buildings and thorough renovations; several European entrepreneurs, designers, builders and suppliers show us around their new stores and showrooms and talk about their set-up and motivations.

Text Ilse Broers

Grand opening for Edelman showroom

Big time celebrations at Edelman in Reeuwijk, the Netherlands: their new showroom has been officially opened. Customers and professional partners were treated to a fantastic party on December 16th, with live performances and a speech by the mayor of Reeuwijk.



The ground floor showroom has been in use on June 1st. 'We chosen to host the official opening in December, because it has taken until now to complete the top floor as well – it is fully functional, and features a permanent Christmas display', says marketing manager Tirza van der Linden. The first floor offers the complete collection by Christmas House. It also houses an extensive showroom of trees with high-quality artificial Christmas trees by Triumph Tree and Black Box Trees. 'It is spacious, well laid-out, and feels like a high-end department store. There are handsomely designed store-fronts surrounding a large staircase, and big Christmas decorations hanging from the ceiling. A new addition is the extensive standard collection of Christmas ornaments in both traditional and trendy colours.' The showroom, which covers 7,000 m², feels strikingly spacious, and has an industrial atmosphere, exemplified by the rugged concrete floor, and inviting

seats along the tall main corridor. Hundreds of LED spotlights are used to highlight the latest collections. The ground floor houses collections of Casa Vivante and Mica decorations, a full line of textiles and decorative illuminations, and many open glass spheres. And an adorable flower shop with traditional counter, very popular with visitors from abroad. Manager Ronald van Veen: 'We want to offer the most complete selection of home deco goods available. Our customers will find an even bigger, wider, and more varied assortment of items than before'.

Several pleasant workstations can also be found both upstairs and downstairs; great locations if you need to briefly confer, or hook up your laptop. There is also a trendy

restaurant located at the top, which has its own artisanal kitchen. 'First and foremost, we wanted it be a comfortable place for our customers to spend some time.' The renovation took a year to complete. The old building was partially torn down, and what remained was complemented with a new section, sleek and modern looking, with horizontal wooden light panels in front of tall glass walls; almost futuristic in appearance. The entry has been moved to the side facing the street, where a spacious new car park has also been added. 'We could not be prouder', says Van der Linden. 'The building is gorgeous, and the collections are splendidly displayed and highlighted. We are very happy to have been able to celebrate this milestone with our customers.'



Pictures: Fred Roest

and grand reopenings

Biggest specialist pet store in the Benelux: Zoo&Zo

During peak Saturdays, as many as 1,500 paying customers visit Zoo&Zo, which loosely translates to Zoo&So On, in Ede (NL): in their own words the biggest specialist pet store in the Benelux. With fish ponds, exotic birds, snake, crocodile, and iguana terrariums, a pet clinic, and a Dog Wash, it is clear that owner Arnold Vlastuin thinks big.



The store is ordered by animal group: the ground floor specialises in dogs (*the largest of the groups*), birds, rodents, reptiles, and fish. The first floor centres on clothing, angling and the outdoors, and horse riding. The individual sections are known by a little play on the store's name: Hond&Zo (*Dogs&So On*), Vogel&Zo (*Birds&So On*), Vis&Zo (*Fish&So On*). The ground floor also houses a professional pet clinic, and a fancy lunchroom can be found at the top. Vlastuin has recruited 11 new employees, and the workforce now totals 35 members. 'It only made sense after we expanded the retail area and added the new horse, catering, and outdoor sections.'

The newly constructed building, measuring 4,500 m² with an additional 1,500 m² in warehousing and offices, was built over three-and-a-half months, and was officially opened on June 30th, 2016. It was set up to be spacious but still have a warm atmosphere, to be both industrial

and pleasant. The coves and stores-within-a-store use a warm Douglas fir, which combines very well with the steel and rougher building materials used throughout the store. Vlastuin aims to provide products from a higher segment, such as the dog food, which attracts a lot of customers. This feed, consisting of pure meat, little (*if any*) grain or corn, harkens back to the dog's wolf origins – to nature, and to a strong and healthy animal. Aside from their own premium line, Genesis Pure Canadian, Vlastuin also offers quality UK brands McAdams and AATU, and the Canadian Chicopee line, a Zoo&Zo exclusive in the Benelux. The Dog Wash, a car wash for your canine companions, lets owners wash their own pets. 'A wash (€ 7.50) takes 10 minutes, and guides the customer through the process step-by-step using a voice-over.'

A vet is present at the pet clinic every day till 7 pm. The in-store pharmacy also

offers advice on special feed for animals, such as those that are of advanced years or suffering health complaints. 'I was the first person ever to begin selling veterinary feed in the Netherlands, in association with a vet. The idea for an in-store pet clinic was later copied by a major chain.' The successful webshop can expect future expansions. A crew of four is continuously at work in the warehouse, assembling the online orders. 'Delivery is free for orders from 50 euros, but you can always pick up your order here.'

Zoo&Zo also offers a wonderful educational opportunity, by giving weekly tours for elementary schools. 'For 75 euro per group, kids get a tour of the live animals, come face to face with a real alligator, an iguana, a snake, and a tarantula, and have their picture taken with our massive jeep. Many schools take advantage of our offers; it is both affordable and highly educational.' Vlastuin finds inspiration wherever he looks. 'There is a lot to take away from big conventions, and I check out major retailers wherever I go: Dutch Albert Heijn XL and Jumbo, and the major Kolle Zoo chain in Germany are among my examples.'



Thermoflor congratulates Leurs Garden Centre with the opening of its new premises!



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Within the space of four months, Thermoflor realised 4,000 m² of additional sales and storage space for Leurs Garden Centre in Venlo, the Netherlands. During the opening event, the new premises immediately formed a magnificent setting for a special Christmas show.

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Leurs new build decorated in biggest ever Christmas show

It was their 'busiest day ever'. The newly constructed venue housing Leurs in Venlo (NL), measuring 4,000 m², was decorated with a huge Christmas show, which had already drawn thousands of visitors at the end of the opening weekend. Owner Peggy Leurs and her partner Bart Renkens even donned their own high-vis jackets in order to help sort the resulting chaotic traffic.

The new venue was built over the space of four-and-a-half months, with tall arches and solid heights dominating the design. More floor space, wider paths, no jams; those were the priorities. The vaulted spaces are particularly eye-catching, with each arch decorated with strings of thousands of lights. The fixed black canvas makes everything look very atmospheric, but was quite a daring investment. Says Leurs: 'Orange canvas makes it seem like the sun is out; black is just classier. It looks cool, calm, and intimate. The products and presentations are used to add a splash of colour'.

Decorating the new venue was quite an undertaking, Leurs feels. 'The bare bones look like tall corridors you would see in old train stations, or antique market halls. How do you make those look inviting? By using the right lighting, of course! We want people to experience a

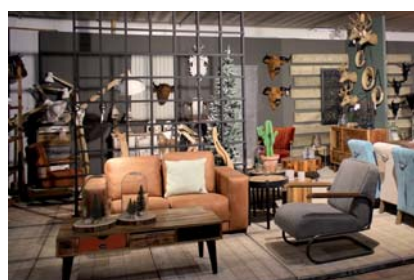
bit of magic when they come here, so we organised a brainstorming session with Citylights, a company that takes care of inner city Christmas lighting. The lights on the arches add a wonderful effect.'

The showroom has grown from 900 m² to 3,000 m². 'We have gone from a scattered display, with some Lemax over here, some trees over there, to a united whole. It has not been easy to make such a large showroom also feel homely and cosy.' The showroom is decked out in a year-round theme: Inspired by. And each department shows its own take on that theme: Inspired by Green, by Food, by Living, by Warmth, by Animals – and by Christmas, making it feel like a part of the store, instead of a separate showing. The new venue also houses an extensive vintage industrial furniture department: big lamps, leather sofas, and robust accessories. 'This is something we had been

wanting to add for a long time', Leurs says. 'We finished the plans for the new building five years ago, last year's Christmas rush has just sped things up. We had queues going everywhere, something simply had to give. Crowds like that have an effect on the shopping experience, and on our staff as well.'

March 15th was the official start of the construction activities, which were completed on August 1st. 'And were opened with our Christmas show on September 29th. We needed exactly two months to get everything ready, and it took our entire 250-person strong crew to get there. Leurs and Renkens are very much taken with the results. 'It is even better than we had thought it would be. And it feels the same as the old Leurs venue from before.'

Photo's: Hans Hebbink



New formula VillaVerde: style, service and more special brands

A plus of 30 percent, in almost all departments. The renovation of VillaVerde Brive, in the French Dordogne, is bearing fruit. The store ran as a pilot for the new house style of the French garden centre chain, which has some 150 points of sale. The new formula has had an upgrade in style and assortment: more geared toward service, less toward maintenance and working in the garden. And with the atmosphere of a boutique.



The trajectory of change is led by De Haan Group shop designers. Commercial director Laurens Doesborgh is intensively involved in the French project. 'They are good changes, which have been well received within the formula. The formula has had an upgrade: with more special brands that are in a somewhat higher price category. The market is dominated by impulse; the lowest price is not the deciding factor for a purchase. The considerable sales increase proves that it works.'

The assortment also went up a notch: more special brands, and no large bulk batches anymore. 'No more racks full of sacks of fertilizer, for instance. But shops-in-shops have emerged: PTMD, Riverdale, Edelman. These brands fit the formula well now. A good positioning with a commercial streak.

The store in Brive was completely converted in two months' time. The De Haan Group was present on site for four weeks of these two months. Reopening

was two weeks before Christmas. 'On the same square metres the interior has been completely revised. We have made videos of before and after: you do not recognize the store.'

But the biggest change is the entrance of the unheated greenhouse. 'You used to enter VillaVerde via in the heated greenhouse, in all branches; that way, customers saw the same houseplant upon entering. With outdoor plants you can achieve high sales during the season, and vary widely. This variety creates a different store image – and stimulates more impulse purchases.' Another big change is the completely new shopping route. 'A semi-compulsory route, bringing customers more into contact with the products. With much attention for impulse items along the main aisle.'

Preliminary phase

The new positioning required a sound preliminary phase. For this, Doesborgh made a shopping safari through the Netherlands together with the deciders,

visiting innovative shops and garden centres. To show them what is possible. 'And to offer them a choice. A little bit of everything doesn't work. You must adopt a clear policy.'

This policy can be described as femininely sturdy. You see this, for instance, in the steel frames with couplings that were used near the entrance, counters and in presentations. The frames are sturdy, certainly not brutish, but have a neat appearance because they have been coated as well. These house style elements recur throughout the store.'

The next two years the new house style will be introduced in all branches. 'We crisscross the country. Consulting entrepreneurs and franchisers; there are some one hundred real members, the other stores are affiliated as franchisers. Per store we devise a customised plan and consult the owner on site. We're busy working on that now.'

New garden centre in Leeds and expansion in Titchfield

Near Leeds, the new Garforth Garden Centre and restaurant of Klondyke recently opened. The garden centre has a restaurant with room for 250 people and various indoor shops for 'crafts' and cooking. Within the chain, Klondyke Garforth takes the role of a 'pilot store' for a newly developed plant concept presentation.

The garden centre of Garsons in Titchfield will be expanded with an 'all weather retail space'. The expansion will

connect to the existing structure, whereby height differences will be bridged. The implementation of this project is

currently in preparation. The expansion of the indoor, heated sales area will be completed in the spring of 2017.

New British chain Rosebourne turns to food

The first garden centre of a new British chain opened its doors in October 2016. Rosebourne in Andover has chosen a refreshing new direction: the garden centre focuses 50 percent on food and 50 percent on green and gifts. This way, Rosebourne capitalizes on the strong food trend that lives in the United Kingdom. In their own words: 'A fresh approach to garden centres'.



The food revenues come from the restaurant and the farm shop with the local butcher. In the restaurant, this 'fresh approach' is clearly reflected: there is a lot of attention to fresh produce and dishes that are prepared on the spot. And there is table service. The setting is charming, located in a secluded part of the building with raised ceilings with arches. To create an attractive, romantic ambiance for food experience such as high teas.

The initiative comes from the three former directors and managers of garden centre chains: Blooms, Jardinerie, and Garden & Leisure. Together, they now form Rosebourne, chaired by Charles Good (*former Blooms chairman*). 'Our business model is focused on quality and service. We believe this offers more possibilities than the traditional garden

centre model. We experience that model as flawed due to its exposure to uncertainties such as the weather', explains Good.

The management team is led by Neville Prest (*from Garden & Leisure*). This pilot store is intended to be the first of an extensive chain. The first signs are very positive; the entrepreneurs are currently looking frantically for new suitable locations. Initially, only in Southern England.

The official opening was handled by David Domoney from Love your Garden. The new 3,000 m² is basic, unadorned, with the appearance of a greenhouse. The restaurant has a transparent design and just like the entrance, it received extra attention to achieve a gentle, soft atmosphere.

The warm section is large and occupies four fifths of the building. One fifth is used as a cold greenhouse. There is also a small outside garden. The design comes from the English architect agency HPW Architects, and the construction was carried out by the Dutch builder Thermoflor.

Managing director Neville Prest is more than satisfied with the result. 'We are very pleased with the building in terms of value for money and the quality of the structure. The building was delivered on time and on budget and the Thermoflor contractors worked very efficiently. And we look forward to building a company with an innovative approach to garden centres.'

WWW.ROSEBOURNE.CO.UK

WelloPet, Pet Health Centre in Belgium

WelloPet, the first Pet Health Centre in Merelbeke, Belgium, opened its doors in August, with Eurotuin as its neighbours. The formula is a cross between a pet shop and a veterinarian practice. The three initiators Rudy Lefèvre, Rudi De Kerpel (*Eurotuin*) and veterinarian Ben Hilderson call it a one-stop health centre.



Rudy Lefèvre, former CEO of the Belgian retail chain Aveve, thinks that in order to flourish, retailers should offer more services. 'Successful retail will shift from the sale of products to the trading of services or product/service combinations.'

Dog and cat owners can come to WelloPet for the care and treatment of their pets. The first branch (250 m²) offers space to consultation, research and operations, behaviour therapy and workshops. The idea behind it is to make quantitative animal care more pre-emptive and accessible.

Lefèvre thinks people tend to wait too long to go to a vet. Prevention is better than cure, the initiator thinks. Rudi De Kerpel of Eurotuin is convinced that garden centres should look for new earnings models. He thinks that WelloPet is a welcome addition that will generate more traffic.

In addition, WelloPet offers a Life Plan, a step-by-step plan for pre-emptive protection and care. The Life Plan offers, among other things, protection (*vaccination, health checks*), food advice, a behaviour consult, a care product for eyes, ears and denture and a plaything. This subscription costs 24 euros a month maximum.

Then there is the Food Plan: The ideal nourishment for the animal is decided in consultation and delivered at home for free on a call-off basis. With this web tool the consumer has insight and ac-

cess to his pet's medical file at home. It is also possible to communicate with caregivers or the veterinarian of the Health Centre.

WelloPet is independent from an existing retailer, formula or chain. The aim is therefore that other entrepreneurs will adopt the initiative. Lefèvre: 'If there are not three branches within three years, we haven't done it right'.



Sustainable store and city store at Ranzijn

Peak period at Ranzijn Garden & Animal in December: Leiderdorp is festively re-opened and in Amsterdam Southeast the first real Ranzijn City Store opened its doors. General Director Bart Scheffer: 'A good new step in the development of the Ranzijn formula'.



On 1 December the new store of 8,000 m² opened its doors. The store in Leiderdorp was rebuilt in two phases. Very fast. 'A fine piece of work of Thermoflor Constructors. Sustainability is a core word

for this store. As garden centres, we can contribute to a reduction of the environmental impact. The solar panels on the roof are a pilot, if we are satisfied with them we will extend this.'

Scheffer is highly satisfied with the results. 'It is a pleasant store, impressive, in which the newest elements have been implemented. A real Ranzijn store, one of the bigger ones in our chain, without a compelled route. I highly appreciate entering in a sea of green, which suits our vision. The vet clinic, our tenth, has a

commanding appearance and is also visible from the entrance and heated greenhouse. Our customers here have been asking for a vet for years.'

And in Amsterdam Southeast Ranzijn's city store opened its doors; a store with 1,200 m² of floor space, attuned to city life, with a nice supply of green, a dominant supply for animals and a vet clinic. 'A good new step in the development of the Ranzijn formula. A smaller store in the city core, with bigger stores in the surrounding region.'

Lemax Superstore in Paris a great success

A strong concept, that is what Arie Vuijk, managing director of Lemax, calls the Superstore in Paris. He set it up in partnership with the adjacent garden centre Truffaut. He has just returned from a visit. 'In Paris they are already walking into our Lemaxstore from the garden centre with their shopping carts. This is something we hadn't expected at all. We are going to elaborate further on this concept, in Europe but in the Netherlands as well.'

The store of 110 m², situated adjacent to the Truffaut garden centre, a large French garden centre chain, had been vacant for a while. 'There is a lot of vacancy in Paris. In four days' time we furnished the store,



complete with a magic tree wall with small villages in hollow tree trunks and rotating displays.' The latest products and lines are presented here in an organised and inviting way. There is a simple walling route, think of Ikea, with wire baskets full of promotional items.

Vuijk thinks it a plus to employ their knowledge in this way. 'Our ideas about displays are now seen in the Superstore. For instance, I think it's fun to use an old-timer or an old counter. Working on a presentation is just as important as developing new products. We did find that out.'

'We opened our doors on 12 September, and it is exceeding expectations. We are

ahead of calculated prognoses, with both the Superstore and Truffaut; both stores reinforce each other. The Superstore is therefore presented as part of the Truffaut chain. It is a new direction which is good for entrepreneurs. But you have to have the guts as a purchaser of Truffaut to purchase in excess of ten times more Lemax items.'

The Lemax Superstore is on the edge of the city, in the eastern district of Bry sur Marne, near a large Ikea store. 'Such environment factors are important for a store to succeed. Success is largely determined by accessibility, parking space and attractive stores nearby.'


Opening Bauhaus in Hengelo

March/April 2017 the second branch of Bauhaus will open in Hengelo, with Ikea, McDonalds and Mediamarkt as its direct neighbours. Bauhaus Hengelo will be 15,000 m² in floor space and will have a construction centre, a drive-in for coarse construction materials and a garden centre. Managing Director Matthieu Moons expressed 'satisfaction'; all the more because all documents for branch number three in Den Hoorn, near Delft, have arrived.

In Hengelo 140 persons will be employed, including tilers and painters, bathroom specialists and water sports experts. Tradesman as staff is one of the building blocks of the Swiss formula, in addition to assortment and service. 'The price is not an issue, that should be very good, or else you're out.'

Den Hoorn will probably be the third branch. In Venlo, where the land was initially purchased in 2013, the future looks a little brighter after years of procedures. 'Most obstacles have been overcome. We haven't started building yet.'

Due to the long preliminary trajectories – four years in Hengelo – Bauhaus is working on several locations simultane-

ously. 'Our aim is to open ten stores in five years; even with the long preliminary trajectories, that is realistic.' 



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IGCA CONGRESS 2016 SWITZERLAND

Sharing our passion for green, gardening and garden centres



From the base of Zürich, twelve garden centres were visited during the IGCA congress in Switzerland (24-26 August). The diversity was large, when it came to garden centres and participants. The full programme gave the participants a lot to discuss. All those who participated look back on this phenomenon as one of the most valuable experiences of the congress.

Text Anita Meuleman **Photo's** Laurens Doesborgh

The various participants came from all over the world: from Canada, Australia, Japan and the US. But especially from Europe. Garden centre entrepreneurs but also suppliers, distributors and others who are active in the sector. 'You're together with 220 specialists who all share a passion for green, gardening and garden centres', says Frank van der Heide, director of the Dutch Garden Branche (TBNL). 'And everyone has a different perspective on things. The concept developer pays close attention to the routing and optimising the signing, the plant man looks at the offer of green and someone else will look at how the staff and the wages are organised. Together you are very complementary, and you learn about new perspectives'.

Green parking lot

The Swiss work from knowledge and passion for especially everything green. Garden centres often have their own nursery garden, and especially the way the green was presented outside was very beautiful. 'So beautiful that it's impossible for customers to ignore.' On a few parking lots there were places with a lot of green, with accompanying signs giving information about the plants that were used, and sometimes with a story about bees, butterflies and biodiversity. 'This creates a beautiful green presentation on the parking lot, and it informs and inspires the customer.' Greenhouses or big sheets were used to make butterfly garden with all kinds of interesting

plants, where a lot of butterflies could be found. This was very attractive for visitors and specially for children.

Highs and low

Laurens Doesborgh of De Haan Group saw a very good spectrum in Switzerland, with on one side production focused garden centres and on the other side real retail garden centres. 'A company like Meier asks questions like 'What does a customer want and how can we offer service?' Always establishing attractiveness and activities in the garden centre. Handling things, doing it differently because it suits the customer's needs.' He also noticed that a lot of garden centres in Switzerland see the creation and



maintenance of gardens as a permanent part of their garden centres, aftersales are very important.

Gerard Berkelmans (*The Green Chamber, and one-time entrepreneur Intratuin Tilburg and Rosmalen*) is a loyal participant at the annual IGCA Congress. He calls it a dynamic reunion. 'Younger participants go through a separate programme and visit other places, like retail inspiring

companies, and discuss what they see with universities.'

The Swiss have a certain purity, which is reflected in the way they think and live. Berkelmans believes this also has a geographical reason. 'Because of the high and low ground there is not a lot of collaboration. And customers won't travel all the way across the mountains to visit your garden centre. They do think green

is very important. You can tell that customers know a lot about plants too, and there are good environmental studies, so a lot of people who know what they're doing.'

Choise stress


Corina van der Heiden, marketing manager with gardening group Addenda, thought the Swiss had a very strong focus on product quality. 'It has to look perfect.



The labels are removed from all the products. They really go for service and advice and they have a lot of well-educated personnel'. Van der Heiden calls the competition of formulas based on strategy and category management a real upcoming threat for Swiss garden centres.

Wave motion

Peter Stox, franchisee of three locations of Praxis Garden Centre, last visited an

IGCA Congress in 1995. It did give him a good perspective. 'Whether you are in Austria or Spain or even in Australia or New-Zealand: It's clear that the world goes through just about the same wave motion all over the world.' 

IGCA Congress 2017 & 2018

The IGCA board meeting and the IGCA administrators meeting were held in Prague (Czech Republic) from 3 to 7 December. IGCA is the International Garden Centre Association with 25 participating countries, like Belgium, Germany, the Netherlands, Switzerland, Italy, Great Britain, Denmark, Spain, Canada, USA, Japan, Australia, China, South Africa.

In the summer months of every year, the international garden centre congress is organised. While they are in the hosting country, the, mostly between 200 and 250, garden centre entrepreneurs visit garden centres, suppliers and sights in this country. Last summer the congress took place in Switzerland. The IGCA Congress 2017 is hosted by the Canadian Nursery Landscape Association in Niagara Falls, Ontario in Canada, from 17 till 22 September 2017. In 2018 it will be in Prague (Czech Republic).

WWW.IGCACANADA2017.CA

TREND THEMES EFSA AUTUMN WINTER 2017/2018

Lots of new energy!



EFSA is sharing future trends to inspire you with four different style scenarios. The trend themes EFSA Autumn Winter 2017/2018 are Modest Manor, Rare Rooftop, Penthouse Passion and Soulful Shelter, each focusing on a different target audience.

'New energy is what consumers are looking for', says Ulrike Ziegler, manager at Efsa. The EFSA Autumn Winter Trends 2017/2018 are based on the trend forecast of Nelly Rodi Paris. EFSA members designed their new collections that are perfectly set in scene by Dedicated People, creative partner of

EFSA. 'Generation Y, the generation of people born during the 1980s and early 1990s, in particular is looking for new experiences and excitement. To meet their needs, a young generation of retailers are launching retail-tainment concepts.'

Penthouse Passion

An up-to-date classical contemporary atmosphere: Modern classic. The house is colourful and warm, feminine, precious and contemporary. This consumer is whimsical and glamorous, with a sense of humour. She loves fashion and exceptional materials and proportions.

The colour range focuses on greys, beiges and a champagne-coloured metallization, plus slightly purplish reds, pinks and oranges. Flowers are graphic, fashion or jewel-like, bordering on kitsch. You'll see parrot tulips, begonias, cyclamens and amaryllis. The almost mono-flower bouquets are graphic and play on accumulation. They collect roses, with surprising, peppery, very baroque olfactory notes.

Rare Rooftop

A bohemian, cosmopolitan, discovery ambience. In an urban or peri-urban environment, overlooking the city in a loft or atelier spirit. The garden is more like a roof terrace, providing nature in the city. A vintage, industrial, urban atmosphere. These consumers are aesthetes and enjoy staging, looking for arts & crafts, the handmade and a raw, sophisticated feeling.

The colour palette is based on urban tones, with touches of brick, steel, blues, terracotta and a city green. A mix of rhythms and materials create graphic effects. On the terrace you'll find aromatic plants, wild grasses and thistle in blue and tawny tones. Mosses, lichens and land art – vegetal artistry, graphic and spiritual. Collectable cactuses and succulent plants, graphic forms, surprising textures, in unusual containers. Staged, idealized plants, projected as photos or using augmented reality.



Modest Manor

A beautiful house in the country surrounded by nature. Authenticity is key for this free-style baroque charm. Late 19-century inspiration. An extremely theatricalized, structured garden composed of thickets and flowerbeds arranged around different levels. The house is traditional but modernized and reworked for a simpler, fresher ensemble. The consumer is looking for gentle quality and a sense of poetic originality.

The colour range evolves around grey. Coloured greys are powdery, velvety, sanded. The use of natural materials such as cotton, silk or linen textures. Wood is bleached or decoloured with salt-aged or brushed finishes. Mirrors are slightly spotted. Focus on branches, dried flowers and leaves.



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Soulful Shelter

Natural, wooden habitations and authenticity. The decoration is raw, wild and precious in quite dark tones with flashes of gold. Consumers seek exceptional, luxurious materials: Furs, cashmeres, wools and leathers in stunning cuts.

The colour range is composed of dark tones with a touch of blood red and flashes of gold. Plants and flowers are black: herbs, fruit, branches, irises, tulips, cosmos and flowering plants. Finishes are crinkled, crackled, micro-beaded and organic. Brushed metal in random rhythms. Woods are blackened, charred, bleached, sanded and salt-aged. 

A SNEAK PEEK OF THE NEW CHRISTMAS COLLECTIONS

New domesticity and love for winter nature

The Christmas shows at the various suppliers demonstrate nature and the new domesticity as their starting point everywhere. Warm green hues, naturalistic Christmas trees, and lots of wood and textiles. Of course lots of space will remain for romantic and classic themes that are approached with profound taste this year. The modern themes reflect a penchant for the authentic, vintage, and the handicrafts.

Text Ilse Broers, Anita Meuleman

Photo's Edelman: Fred Roest | Dijk, Kaemingk: Anita Meuleman



Edelman

Green and gold with glitters

Edelman proposes seven themes, subdivided in modern, country, and classical styles. Of those, the popularity of country and classical are increasing. Quite popular is Botanique blanc, the new country-theme that responds to the trend in natural green: it introduces sturdy looks and natural colours and materials. Also the classical themes with a fancy twist are popular: lots of gold, silver, and glitters, combined with shiny white. All themes have varying decorations. Popular among the artificial

Christmas trees are the smaller models with a reduced diameter; quite fit for those in smaller dwellings, or as a second tree. Green and snow-covered trees battle it out for selling best.

Demand for the European mini-villages from Luville is still increasing. That's why – on customers' request – the new Scandinavian village Sledgehølm has been developed, including an igloo and a teepee on its perimeters. In the area of illumination, copper wire is a real sales success, along with snake light. For in-



Edelman

side and outside, equipped with warm led-lights. Strikingly, the copper wire tends to be particularly used for decorating: as a table runner, under a bell jar, or in a flower arrangement.

Feel-good in warm hues

As its central theme for the new Christmas collection 2017, Kaemingk has chosen Loved by nature. The shades of green you find abundantly in fashion at the moment have been translated by Kaemingk into a more home deco theme. The products are inspired on nature and



Kaemingk Winter Sky



Kaemingk Christmas Fun



Dijk Frozen



Dijk Nature



Dijk Sweet

have a high feel-good factor. Beautiful warm colours from nature take centre stage – winter white, eucalyptus, pine- and olive green, and suede brown. The theme Loved by nature got a sturdy winter greenhouse to host it.

Alongside the main theme, seven trend-themes have been elaborated. The country theme Winter sky has a farm-setting with a wide view over a snowy landscape. Many items for on the wall, here, textile and (*shatter-proof*) baubles, in winter white, night blue, silver, and lilac- and blush pink.

Christmas fun mainly shows winter fun in all its aspects, including fun on ice, endearing snowmen, and quality time with your family. An old shop with a turning Christmas tree will give the red/white/blue theme a beautifully authentic setting. Also many kitchen items and textile, here.

Illumination is a very vast product area where much innovation comes across, including stylish solutions for flashing lights. The flashing effect is rather twinkling, because fewer, and alternating,

lights go on and off. For the various themes, fitting illumination products are being developed.

Also lots of novelties among the trees. Take the high-end range, for example, that dedicates lots of attention to superior quality, and to naturalistic trees with a realistic trunk. The snow-covered trees also hail the innovations; the Superflocked series introduce artificial trees with a heavy pack of snow. And Snowy grandis is a natural-looking tree with snow-covered branches (*inspired on a famous Christmas carol*) for the ultimate wintry atmosphere.

Warm and natural

Added value is the key-word for Dijk Natural Collections. New in their collection is the textile line. Within the framework of the five winter-Christmas trend themes, corresponding pillows, plaids, living and floor rugs are available. 'Warm and natural.'

A beautiful, almost museum-like setting can be created with the ornamental objects on a pedestal, making a quirky piece of wood into a collectors' object.

Hello I'm frozen, is a refreshing winter theme with lots of crispy whites and natural woods. The products feature winter/Christmas themes such as reindeer, stars, snow crystals, and birdhouses. Also many smaller products, such as natural tree hangers.

Hello I'm nature proposes many products made of pale and burnt woods, or composed of rugged disks of timber (*birch, Paulownia*) and sturdy wooden lanterns. Using the laser cut-technique, delicately detailed sceneries can be manufactured in small dimensions as tree hangers. Fake furs in natural hues connect with the natural trends. A new base of moss on tempex creates many possibilities for DIY wall-objects with (*artificial*) flowers.

Hello I'm sweet, as the name announces, proposes sweetish colours, as well as many white highlights. Popular products are the gauze domes and the dream-catchers.

Hello I'm rich departs from the ultimate Autumn-feeling. Many vintage-products are included, and natural material, such

as cork and dried fruit. The trend in rust is persisting, also in smaller deco-products. Prints of portraits and still-lives by old masters on varying bases carry highly saturated colouring.

Hello I'm pinky breathes lots of warmth, featuring copper or golden-coloured ceramics and products made of burnt or natural Paulownia- or mango wood.

Fireworks and sweet cottages

Fireworks are doing remarkably well at Lemax, in five colours, and packaged by twelve. This line will be further expanded and will be an important item for next year. The new animated line, too, with its seven new moving objects, is received well. Back again is the Sugar 'n Spice line, based on the Gingerbread cookie. This popular series from 2016, with cheerful cottages as a sweet and coloured treat, will celebrate a real come-back. The second big theme is Santa's wonderland: a favourite among Christmas-lovers, featuring a traditional, white and snowy, lively Christmas village. Particularly fun is Santa's popcorn factory.

We can find most new cottages in the Caddington series. The slightly smaller format immediately strikes the eye in this new line, listing cottages from 24.99 euro to 59.99 euro. In all, Lemax introduces 70 new cottages, and 250 new items. Besides for product-development, a lot of attention is dedicated to presentation. A shift is visible in displays: historically we're familiar with the traditional mountain village, the fair, the countryside, and the sea. Now, displays are being constructed in industrial furniture, for example, in old-timers, and in old store interiors.

Warm atmosphere at home

Gouda introduced a new product range of high-quality candles for a warm atmosphere at home. Eye-catchers are the

popular, robust stump candles, available in eight softly refreshing colours, and two sizes. Also new is the contemporary range of fragrant candles in glass. More and more often consumers go for fragrant candles. Gouda's fragrant glasses are available in eight premium perfumes, such as Hibiscus & red berry, Juicy lemon & musk, and Mandarin & jasmine. Available in elegant glasses in two sizes, and easy to combine with Gouda's rustic, and their table candles.

Thanks to elevated production-requirements and an extensive experience in the manufacturing of candles, Gouda candles possess excellent burning characteristics. On the shop floor the new product range finds support in striking shelf-presentations, and attractive POS-materials and displays.

Merry forest and reindeer

Angels, little animals, and antlers at Imhof & Stevens. These are the three main lines this specialist in sculptures and ornaments will focus on for the new Christmas season. We find angels for in- and outside, in clay fibre and polyresin. Realistic squirrels and other merry animals from the forest from the Farm-wood animals collection. And decorative skulls for on your wall, and small antlers for in the Christmas tree.

Christmas 2017 will also be populated by polyresin reindeers, in all types and colours imaginable. For example hanging from your Christmas tree, and as a decoration underneath a bell jar. Of course they will be joined by a traditional Santa, and by puppets from grandma's days, both in ceramics and in polyresin.

Oriental fragrances

Scentschips® has a brand-new line with seven lovely oriental fragrances. These fragrances are available in the familiar Scentschips in separate wrappings (*wax melts*). A new addition are the pre-pack-

aged boxes. The Orient-line is also available as a scented oil (*ScentOils*), and as aromatic lamps with essential oils, the ScentDiffusers.

The new tea label For Tea's Sake, launched the Autumn of 2016 by Verhagen Group, has been well received. This line proposes luxury tea varieties, iced teas, and stylish accessories.

Nature as a basis

Louis Maes International presents its artificial flowers and plants along three themes, based on nature. Berries, roses, and rosehip fall under the Botanical theme. In the Natural theme you'll see flowers in soft, powdery hues, with a glint of ice and snow. Warm, the third theme, sticks to warm shades; between, reds, burgundy, and classis pink, you'll see a blinkering of gold and champagne.

A novelty is the Christmas trees on two-metre trunks, with temperamental branches that look quite real. The tallness allows for lots of space for fancy presentations underneath the tree. Also new in the collection are garlands, wreaths, and an extensive line of botanical berries. Everything finished with a natural touch, delicately, and sometimes adorned with some snow.

Christmas arrangements in pvc

New at Royal Christmas are the Christmas arrangements, 24 in all, made from artificial Christmas tree materials (*like pe and pvc*), complete with baubles and decoration. The Dutch designer Elke Hut created them, and, besides traditional colours like red, gold, and silver, she also used a trendy colour such as champagne. These Christmas arrangements are available in various sizes, ranging from 25 to 50 cm. Available for a sales price of 4 euros (*sales prices have dropped because the volumes have increased: this year Royal Christmas supplies 75 countries*).



Lemax



Imhof & Stevens



Gouda



Imhof & Stevens



Scentchips



Louis Maes International



Royal christmas



Peha


In addition, the Christmas supplier offers two dozens of new trees – natural shapes are popular – with or without led-lighting. This new tree-line has the shape of actual trees. A novelty is the illumination integrated in the trunk, with a single jack to plug in. We're also noting many new wreaths and garlands.

Snow and candles

Peha is focusing on the snow-line which, together with the candles, represents the main-selling product category. Powdered snow, snow blankets, and snow

spray – all proper production. Besides other Christmas classics such as Santas and illuminating shapes, Peha proposes four themes: Harmony, Joy, Love, and Light. Harmony is a warm DIY-theme in a natural setting, with genuine materials and natural colours. The modern theme of Joy provides nice and simple eye-catchers, with graphic shapes, lots of black and white, and Scandinavian details. The traditional theme Love responds to being together with friends and family. But in a hip new version: playful, cheerful, with red and white

highlights. Light is fairy-tail theme full of magical wintry. With glitters and snow that will provide a sparkling effect.

The led-candle-collection is a sales monster, the Magic Flame Candles continue to sell outside the Christmas period as well. The led-candles will be offered in 2017 in the lovely season's colours. 

FOUR CONVENTIONS:

Home Decor, Greenery,

An entrepreneurial start to the new year with four fairs for the trade industry, each with its own specialisation. A brief preview of the set-up and what to expect.

Text Ilse Broers

Maison & Objet, Paris: 20 – 24 January
At Maison & Objet, the international trade fair for home decor, hosted in Paris (F), around 3,000 home decor brands from the full scope of the international interior design industry present their latest collections, which feature lots of textiles, furniture, and accessories. The theme for the January edition is Silence. The fair is divided into three sections: 'Maison' (*home decor, sorted by style*), 'Objet' (*items/objects design for retailers*), and 'Luxe, design & architecture d'intérieur' (*unique, custom items, selections for interior designers and purchasers*).

The latest trends in interior design and home decor can be found at the trend forum. Every year, Maison & Objet highlights the current and most distinctive international designers and design brands. Twice a year, they honour a designer with the distinction of designer of the year. This January, this distinction goes to designer Pierre Charpin.

Pierre Charpin (*Paris, 1962*) worked with Alessi, Chrystal Saint-Louis, Hermès and Ligne Roset, and invented designs incorporating essential, nearly archetypal form. For Maison & Objet, he has focussed on plastic design with a style of his

own: formal simplicity, subtle curves, often in distinctive colours. Charpin designs furniture and objects, studies materials, and implements design project for internationally renowned brands. His works range from a series of vases for the Manufacture Nationale de Sèvres, ottomans for Ligne Roset, or lamps for Wrong.

IPM, Essen: 24 – 27 January

IPM Essen, the biggest international plant show in Germany. Their motto: 'Two nations, one passion'. Partnering with some 400 Dutch stallholders, IPM Essen is a collaboration between Germany and the Netherlands.

Other presentations and workshops also revolve around the interplay between the two countries at this convention, which is an important presentation platform for the green industry. This 35th edition is expected to host over 68,000 different cultivated plants, many of them international firsts. There are 1,600 exhibitors from 50 countries the world over, showing innovations in the fields of plants, techniques, floristics, and decoration.

The 'Neuheitenschaufenster' (*where the latest scoops are shown*) celebrates its 10-year anniversary this year. Stallholders can offer plants

Maison & Objet



Christmas and Consumer Goods



Christmasworld



Show Surprise, Surprise in de Galleria



IPM, Essen

for appraisal in the various categories. A jury of professional experts' awards accolades to the best newly bred plants on the day before the show opens, and announces the winners on the opening day. The audience award is a new addition: visitors choose their favourites over the course of the show. The same applies to the 'Show Your Colours Award'.

In addition, horticulture growers from seven different countries are competing for the Golden Rose, which will be awarded on January 24th. Last year, the show saw 57,200 visitors from nearly 100 different countries over the course of four days.

Christmasworld and Floradecora, Frankfurt: 27 – 30/31 January

Christmasworld is fully booked. Only the new Floradecora section is open to a few more participants. The world's largest, leading convention for decorative items is held in Messe Frankfurt (D) from the 27th to the 31st of January. Floradecora lasts one day less in order to make sure the green products remain fresh.

The convention emphasises autumn and Christmas. Six warehouses and levels are decked out with decorations for Advent,

Christmas, seasonal, and large-scale decorations. Floradecora is Messe Frankfurt's foray into a new group of exhibitors: growers, flower wholesalers, importers, exporters, and packaging companies. Floradecora takes up the whole of warehouse 11.1. The first edition of this four-day international convention for fresh flowers, plants, and green decorations will run from the 27th through the 30th of January.

Initiator Pascal Koeleman of Dutch design agency 2DeZign: 'The international interest in natural materials is an exceptional opportunity to broaden the market. Floradecora, an order fair, aims to pave the way for new cross-connections – and to ensure other collaborations. For example between hotel chains and greenery suppliers: think of Dümme Orange Christmas ornaments in a hotel lobby in Dubai'.

The Galleria, the vast thoroughfare, will be decorated by 2DeZign for the seventh time. This year's Christmas display, with its soft and feminine 'Surprise, Surprise' theme, is in line with the trend for soft pastel colours in home decoration. Flowers and plants have been integrated in abundance, ranging from real greenery to silk reproductions, with a starring





role played by floral blossoms. The Christmas products used are all supplied by the various Christmasworld vendors.

The trend show offers an insight into new colours and materials, and has been moved to the Foyer of warehouse 11.o. Trend tours, conducted by trend agency bora.herke.palmisano, help visitors interpret current trends, and offer ways to help translate these trends to the sales floor. Annetta Palmisano offers daily trend presentations, at 11 am and 1 pm.

A new addition is the Premium business programme, with dedicated lectures and demonstrations taking place in the Premium Lounge (warehouse 11.o). Topics include customer orientation, retail in 2017, individual branding, and the influence of Christmas trends. It offers items for DIY and garden centres, entrepreneurs, florists, and decorators. All lectures are translated simultaneously into English, and admittance is free.

Ambiente, Frankfurt: 10 – 14 February
Ambiente, hosted in Messe Frankfurt from 10 through 14 February, identifies as the international number one in the field of home accessories, decorative articles, living concepts,

cooking and dining products, gift articles, jewellery, and fashion accessories. The trade fair, whose focal points are Dining, Giving, and Living (*in warehouses 8.o, 9.o, and 11.o*) pays a lot of attention to design and the latest trends. Every year, it awards the Design Plus award to an outstanding innovative design, judging elegance, design quality, functionality, and durability. This year's theme, Ethical Style, focusses extra attention on the durability aspect of designer creations.

Trendbureau bora.herke.palmisano determines the leading trends to be displayed at Ambiente, based on extensive trend studies presented in various inspiration zones. These zones incorporate some 400 trend-related products, which reference their suppliers or retailers. The Ambiente trends for 2017 are Delicate Structures, Honest Materials, Jumbled Pattern, and Notable Shapes.

Ambiente focusses on the spring and the period directly after. The partnering country for 2017 is the United Kingdom. The previous edition of Ambiente was highly successful, with 137,000 visitors and 4,700 exhibitors. The visitor top five consists of guests from Italy, France, the Netherlands, the UK, and China. 



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Joy, tradition,

How are we going to celebrate the valuable moments in our life over the coming year? What new themes, colours, and designs will dominate the coming holiday season? The four Christmasworld Trends for Autumn-Winter-Christmas 2017/2018 will give the holiday decorations and products a whiff of cheerfulness and happiness: joy, tradition, nature, modernity.

Text Anita Meuleman

A fanciful celebration of joy

Where festive and imaginative meet

Care-free childhood, colourful flea-markets and exotic souvenirs: there's space for anything that brings joy and that makes people happy in this fantasy world. The cheery colour scheme underlines the playful character of this eclectic collection. It combines elegant hues, such as blueberry, lavender, and silver set against moss-green, honey, melon, and marzipan. Veiled colours will add a nostalgic touch to this light-hearted homage to childhood.

The clear vision creates all sorts of possibilities for a colourful mix of products, materials, and patterns, generally linked to fairy-tail motifs, Manga and funny comic book characters. You'll see surrealist prints next to lace, knitted and crocheted items. And also iconic and stylised shapes: heraldry, family

crests, emblems, and traditional symbols of fortune, along with traditional handicrafts and popular arts. The necessary, additional festive touch is obtained by lavishing mountain crystals, strass, brocade, and glitters.

A valuable handling with tradition

Where tradition will get a quality-treatment

This timeless style is local and authentic, subtle and rustic. The sustainable products, renowned for their long life-cycles, have been manufactured with dedication. Master craftsmanship takes centre stage, just like the original provenance, or the traditional artisanal techniques. The subdued colour scheme creates a fitting context of natural shades of brown, quartz grey, pebble, grey-blue, forest-green, almond, and biscuit. The high-quality material mainly stands out through its neutral naturalness.



nature & modernity

Wire, rope, ribbons, goat skins, and rugged, dark dyed wood are all used in combination. Pottery and ceramics are partly glazed, and have either shiny, rustic, or rugged glossy surfaces. Brick and tiles with porous faces create a simple, original look. Items made with traditional artisanal techniques provide hand-woven, knitted, and knotted textures that go well together with it. The patterns and designs combine harmonious floral, rustic, and traditional motifs, feathers and bird-motifs. These are used in combination with mixtures of material, traditional diamonds and tweed.

A gentle touch of nature

Where nature inspires and soothes

Clouds that slowly drift by, gently flowing water, a breath of air, soft, powdery sand. This style finds its inspiration from nature, and creates a soothing oasis of well-being, peace, and quiet. Delicate, ethereal, and atmospheric. This sensuous atmosphere is expressed through a series of understated colours. Fluorescent coral and gold provide highlights off the slate-grey, mint-green, pink, and lime.


Transparency, delicate structures, fragile textures and contrasts characterise the applied materials. Including glass, porcelain, ceramics, and gold-tinted metals. Shapes are modelled after rain drops, bubbles, dew and mist, and also after snow and ice crystals, and fossil imprints. Delicate reliefs and sur-

face-images are inspired by the movement of water and wind. Fine leaf-like structures, sand-coatings, as well as matte, dry finishing create particular, tactile experiences. This style obtains a hint of modernity by using (fish) netting- and geometrical patterns.

A distinctive figure of modernity

Where modernity finds its unmistakable expression

Aesthetic and civilised: This formal trend gives special elegance and lustre to the quotidian. Inspiration can be found in classical modernism: from sculpting to kinetic art, from industrial design to architecture. Dominating aspects are impressive proportions, expression, compactness, and sculpted and often monolithic shapes. The rich colour scheme ranges from strong colours such as Lapis lazuli, malachite, copper, Carrara marble, onyx and gold, to a forceful ruby-red.

The striking visual expression applied by this style can be characterised by geometrical patterns, and clearly delimited and accentuated edges, together with coloured surface areas and high contrast. Highlights are added with large chain links, inlays, and individual flowers and leaves with sculptural quality. Also, to combine, varnished and polished surfaces in copper, bronze, and golden brass, as well as dark hardwood and cuddly material such as velvet, velour, fur, and leather. 



[Exhibitions & Events]



Intratuin Halsteren



Groencentrum Witmarsum



The Best Christmas shows in the Netherlands, beautiful and surprising

It was an amazing party, the award ceremony of the Best Christmas show of the Netherlands. The winners were covered in garlands at Edelman on 7 December 2016. The three winners (in the categories big, medium and small) were Intratuin Halsteren, Groencentrum Witmarsum and Coppelmanns Nuenen. The Audience Prize was also awarded to Intratuin Halsteren.

Text Ilse Broers

In this fifth edition, 48 garden centres fought for the honour and the title. The event was the idea of the trade magazine TuinZaken, who also organised it together with the Dutch Garden Branche. The shows are judged by professional judges, based on general questionnaires. The professional jury was full of praise about the quality: The Christmas shows that were signed up for the competition Best Christmas Show of the Netherlands were fairytale-like, creative, original, and sometimes very much like art. Nature was an important theme, aside from the fairytale theme and the cosiness.

Best Christmas Show of the Netherlands

The three winners received high scores on all fronts: the general store, the Christmas atmosphere, the commercial aspect, food and drinks, and personnel. The professional jury: 'Every contestant has his own style and atmosphere. It's good to see that all those months of effort have resulted in full stores, happy customers and profit. Christmas is always good for sales, and draws quite an audience.'

The grand prize was awarded in three categories: big (*bigger than 10,000 m²*), medium (*5,000 – 10,000 m²*) and small (*up to 5,000 m²*). The total surface of the store is the most important thing (*and not the size of the Christmas show*).

Winner big: Intratuin Halsteren

From the jury report: 'When you mention Intratuin Halsteren, you're talking about a super

Christmas. The moment you step in the door, you are bewitched. Even in the parking lot there is a happy Christmas world, with a fantastic spectacle. The entrance and wall have an uncontested wow-factor: you simply don't know where to look. Aside from the high entertainment value, it's also commercially strong, with an amazing sale you just have to take advantage of.

Winner medium:

Groencentrum Witmarsum

From the jury report: 'Last year's winner convincingly knocks it out of the park again: Groencentrum Witmarsum is a Christmas hit. The cool nature theme is very consistent throughout the store. It's a very daring move, to really go for a single theme like that. We saw cool presentations, like the one with the land rover, beautiful styling and a surprisingly wide range. The customers could experience nature, and got the sense of the outdoors everywhere. This was, among other things, due to the two trucks full of logs that were used for the show. Also nice: the personnel was dressed according to the theme, in rugged checkered lumberjack blouses.'

Winner small: Coppelmanns Nuenen

From the jury report: 'Such amazing styling! Such atmospheric presentations! There are surprises all through the store: it's a whole series of beautiful presentations. Fairytale-like, abundant, festively baroque, but also funny



Coppelmans Nuenen

‘Fairytale-like, festively baroque, but also funny and sometimes even a little dark’

and sometimes even a little dark. You don’t expect that many themes in a small store. Pearls and corals are used a lot, and music and smells help create another atmosphere. The collection is also surprising, and goes beyond what we usually see’.

Best trade examples

Garden centres can also be the best on a specific front. Almost all the shows went with multiple big themes. Because not every client has the same style and taste. We will show you the best trade examples.

Fruit and trains

Health and healthy food are things we are obviously paying more attention to. Especially at the exit of a store, there are often fruit and nut stalls. At the checkout of Avri in Dongen, there was the delicious smell of fresh nuts. Inviting, such a healthy snack.

For the children, there was enough to see and experience at the shows. We saw little trains,

barrel organs, fairy tale characters, polar bears and penguins, talking gnomes. Intratuin Zevenhuizen created a large corner for the children to play in, including a drawing table. In Osdorp children could ride a chairlift, so that they could look at the Lemax-village from up high. This caused big queues on the weekends!

Picture time

There was a lot of attention for picture time and Facebook events! At Intratuin Barneveld there was a life-size polar bear, soft and inviting, for children to lie on for picture time. At Leurs Venlo customers could take a picture at the Selfie-box, with a decorated Christmas tree as a background. The box printed the picture right away. At Intratuin Zevenhuizen there were Christmas costumes next to the photo booth.

There were a lot of workshops and activities to choose from. Intratuin Barneveld stood out with its own workshop studio on the first



Intratuin Barneveld



Intratuin Apeldoorn



Intratuin Deventer



De Driesprong Zoetermeer



Mancave

In the Man cave exhausted men could withdraw on a leather couch

floor. Sympathetic: making Christmas table decorations with kids, for € 2.50. Furthermore we saw *(for grown-ups)* a workshop to make a Christmas star with lights, and a workshop to make a creative Christmas tree.

Man cave

Surprises, we love them. Shows that are just a little bit different. Like the Man cave at Intratuin Zevenhuizen. This was a place where exhausted men could withdraw, on a leather couch, football on TV with a beer in hand, just perfect. Wife happy, man happy. And then he's ready for round two at the beautiful Christmas show.

Food and drink is crucial for good profit. Leurs Venlo used, smart, a second food and drinks spot halfway. At Intratuin Cruquis this area looked like a French brasserie covered in snow. And the cook at Coppelmans Valkenswaard served delicious self-made pea soup.

Commercial strength

The combination of focus on atmosphere and focus on product makes for a commercially strong show. Intratuin Deventer and Apeldoorn *(set up by the same styling team)* showed a surprising number of examples for Christmas at home: a kitchen, a living room, a holiday home. At De Driesprong in Zoetermeer the ready-made presentations can't be made fast enough: they are made on the spot, and tables full of them are sold. There are also beautiful suspended presentations, and a lot of filled bell jars – and trend that was thoroughly represented.

A nice bit of trivia: the motivations garden centres were asked to include when they signed up, very often mentioned that the team work as one big family. It's lovely that our Christmas brings people together like this.

The winning Christmas show can be viewed in 360-degrees at www.bestekerstshow.nl. 



Christmas gets bigger and better than ever in the UK

Sunday 8 January, Garden Trade News' 8th annual Greatest Christmas Awards for garden centre retailing teams were presented at the Majestic Hotel, Harrogate. This event has been dubbed 'The Greatest Christmas Party Ever'. This year over 120 garden centres were nominated across the ten judged categories 2016.

Starting above, from left to right

The Greatest Christmas
Judges Special Award 2016
Haskins Garden Centres (Gold)

The Greatest Christmas
Display Team 2016
Fryers Garden Centre -
Blue Diamond, Cheshire
(Gold, Group Garden Centres)

Creative Gardens Donaghadee,
Northern Ireland
(Small Centres Gold)

The Greatest Christmas
Display Team 2016
Castle Gardens,
Sherbourne, Dorset
(Gold, mid-sized Garden Centres)

The Greatest Christmas
Display Team 2016
Barton Grange Garden Centre,
Preston (Gold, large
Garden Centres)


The expert judges made visits to nearly 300 teams and travelled the length and breadth of the United Kingdom. From Inverness to Plymouth, from Belfast to Norfolk, the results showed the standard of teamwork as being higher than ever. New for this year, a sack full of Santa Special Team Awards were also presented in recognition of the great Christmas retailing efforts and events that have contributed to a record-breaking Christmas trading period for UK garden centres.

The Greatest Christmas Awards were announced at a special party night. 'Our Greatest Awards are all about celebrating excellence in garden centre teamwork', said organiser Trevor Pfeiffer, publisher of Garden Trade News.

These awards prove once again that garden centre employees truly do work together to get the best results for their garden centre. 'At Christmas, garden centres make their Christmas retailing wishes come true and from what we've seen are the envy of all high-street operators. This event applauds that vision, dedication and of course, teamwork.'

Co-host Carol Paris, HTA CEO, told the audience of over 200 guests: 'I continue to be amazed at the astounding quality of the 100's of Christmas displays seen by the expert judges. No wonder the high street is having such a bad time, garden centre Christmas retailing really is: better than the high street!'

The Greatest Christmas Garden Centre Team 2016 is Brookside, as voted for purely by garden centre customers (*on line and in-store*) during the six weeks leading up to Christmas. Brookside Garden centre in Kent won Gold for the third year running, polling more than double the votes of any other centre.

There were also ten share prizes to win by the teams, including Greatest Festive Plants, Catering, Display and Christmas Sizzle. The display awards are voted on by a team of expert judges after visits to meet all the nominated teams and photograph their displays. Pictures of all the winning displays can be found on www.gardentradenews.co.uk. 



GREEN SECTOR TRENDS 2017

Changing the frame of reference radically

Society is going to change fundamentally in 2017. It can be seen in the ever faster development of technology, in climate change, and in the current political situation. In order to cater to trends and developments it is desirable, no: essential, to adjust our frame of reference, to modify the available solutions, and to start innovating. Trends offer various ways to deal with reality.

Text Anita Meuleman **Photo's** Bloemenbureau Holland

1. Rebel
2. Rebel
3. Harmonise
4. Equalise
5. Energise

Since 2014, Green Sector Trends have been presented by a partnership of the Dutch gardening sector Tuinbranche Nederland, industry organisation VHG, iBulb, and flowerboard Bloemenbureau Holland. Socio-economic trends are formulated together with trendforecaster Aafje Nijman.

For Green Sector Trends 2017, Aafje Nijman provides a translation of socio-economic trends and developments focused specifically on the green sector, both indoors and outdoors. In the world of flowers and plants, the trend of radical reframing is manifesting itself in four style trends: Rebel, Harmonise, Equalise, and Energise.

Rebel

Tensions are rising and lots of misery is coming our way. That's why we have a need for colour, cheerfulness, and humour. Flowers and

plants are beautiful products to meet this need, through unusual colour-, shape-, and flower and leaf-combinations. Guidelines are let go of, and we'll have an opportunity to perceive them in a different, contemporary light. Anything's possible, anything goes!

Shapes: Unexpected combinations of taught, funny, romantic, and natural shapes. Materials: Anything's possible, anything goes. Many synthetic materials. Designs: Abstract, figurative, and exotic. Applications of smyrna, tuft, collage, and assembly. Colours: A cheerful cacophony of clear, bright, and greyed colours, without any natural neutrals. Blooming plants and flowers with striking shapes and colours have the preference, just as the mixing of mini-plant species (e.g. *mini-cacti* with *mini-cyclamen*).

Flowers Rebel:

Gerbera, Chrysanthemum, Dianthus, Physalis, Eryngium, Alstroemeria, Zinnia

Plants Rebel:

cactus, Monstera deliciosa, Chrysanthemum, Bromelia

next step in garden retail information!



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NEW



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COLLECTIONS & TRENDS AUTUMN/WINTER 2017

INTRATUIN 3.0: A WHOLE NEW WAY OF THINKING

CHRISTMAS SHOWS: THE VERY BEST CASES

PUBLISHED BY TPK MEDIA & EVENTS

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Harmonise

The world is becoming less and less transparent. We no longer know what to rely on. But nature is always right. That's why we want to feel the outside world and why we create places to retire to. Sense-perception becomes fundamental in the process. Indoors we come across a novel approach to aroma-therapy and DIY-concepts, often based on natural products, flowers, or herbs. 'Natural treasures', or objects that carry a memory obtain a prominent place. In the countryside you also run into tree trunks, just like altars, on which pebbles, leaves, and branches have been placed in an organised way. Plants that stimulate the senses through their scents and colours reinforce the atmosphere. The often random organic

shapes have a calming effect. Also recurring are natural materials (*wood, reed, natural stone*), and presentations with varying plants in a single colour, or various shades of a single kind.

Shapes: Organic, natural, round, stimulating and soothing. Material: Natural and rugged in contrasting combinations. Rocks and semi-precious stones. Design: Natural patterns and designs based on flowers and plants. Colours: Green takes centre stage in the colour scheme, seconded by positive and quiet colours like light yellow and shades of pink and lilac. Flowers and plants: Fresh and delicate, country-looks with a clear symbolic value.

Flowers Harmonise:

Eucharis, mimosa, Freesia,
cornflower, *Veronica*, buttercup,
hyacinth

Plants Harmonise:

jasmine, *Kalanchoe beharensis*,
Ceropegia sandersonii,
Clerodendrum

Flowers Equalise:

tulip, *Alstroemeria*, *Calla*,
Gerbera, daisy, *Dianthus*,
Anigozanthos, lily, *Anthurium*

Plants Equalise:

Anthurium, *Guzmania*,
Chrysanthemum, *Calathea*,
Crassula afra

1 & 2. Equalise
3 & 4. Energise



Equalise

The imbalance in the world makes clear values that need to be adjusted to repair the equilibrium. As a counter-reaction we shut ourselves off and focus on a small, intimate, environment. In and around the house stand little flowers and plants on their own base, acquiring an equal status to other items.

Indoors we find well-balanced rooms with a friendly look. Plants are integrated in an architectural environment, for example in humorously designed cupboards or drawers from which plants grow. Softer, feminine materials gain a tougher look, and hard masculine materials become more elegant through colouring or finely structured surfaces. Both round

and straight shapes are applied: A sleek chair is adorned with soft pillows. Green is increasingly considered an indispensable element.

Shapes: Round and taught: a mix of masculine and feminine. Material: Diverse and at times in unusual combinations. We are looking for a new equilibrium. Design: Both femininely decorative and masculinely minimalist with little diamond shapes and stripes. Colours: Diverse and energetic. To keep the balance we encounter the feminine colours in straight shapes, and masculine colours in elegant shapes. Flowers and plants: Both robust and macho, and delicate and decorative. Plants are used in unexpected places.

Energise

New energy can be felt after the crisis. Personal data becomes a new currency. Being fit and looking vigorous is the new motto. The will to win is visible in all aspects, which is a way to show that we are capable of dealing with the world, and that we are facing the new era in good shape, and actively.

Indoors we encounter an energetic and refreshing look. We create a relaxed, yet still active space, by combining the forceful and the functional. Green is increasingly considered the ultimate supplier of oxygen, and therefore of energy and vitality.

Flowers Energise:

tulip, *Calla*, *Dianthus*,
sneeuwbes, *Heliconia*,
Moluccella, *Dahlia*

Plants Energise:

Zamioculcas, *Sanseveria*,
Haworthia, *Philodendron*

Shapes: Forceful and energetic with frequent reference to sports accessories or playful elements. Material: Functional: varnished metal, marble (*fancy wellness look*). Design: Full of sports references, such as stripes, dots, perforations, and honeycomb structures. Sometimes optical 3D-effects appear. Colours: Forceful colours in energetic combinations, sometimes with greyed shades of the same colour. Flowers and plants: Sturdy, taught flower- and leaf-shapes in bright green or other, striking colours. Flowers are used to celebrate presentations. Flower arrangements sometimes refer to sports (*garlands, rosettes*). 🌀

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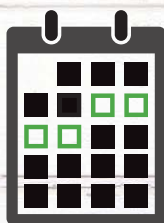
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