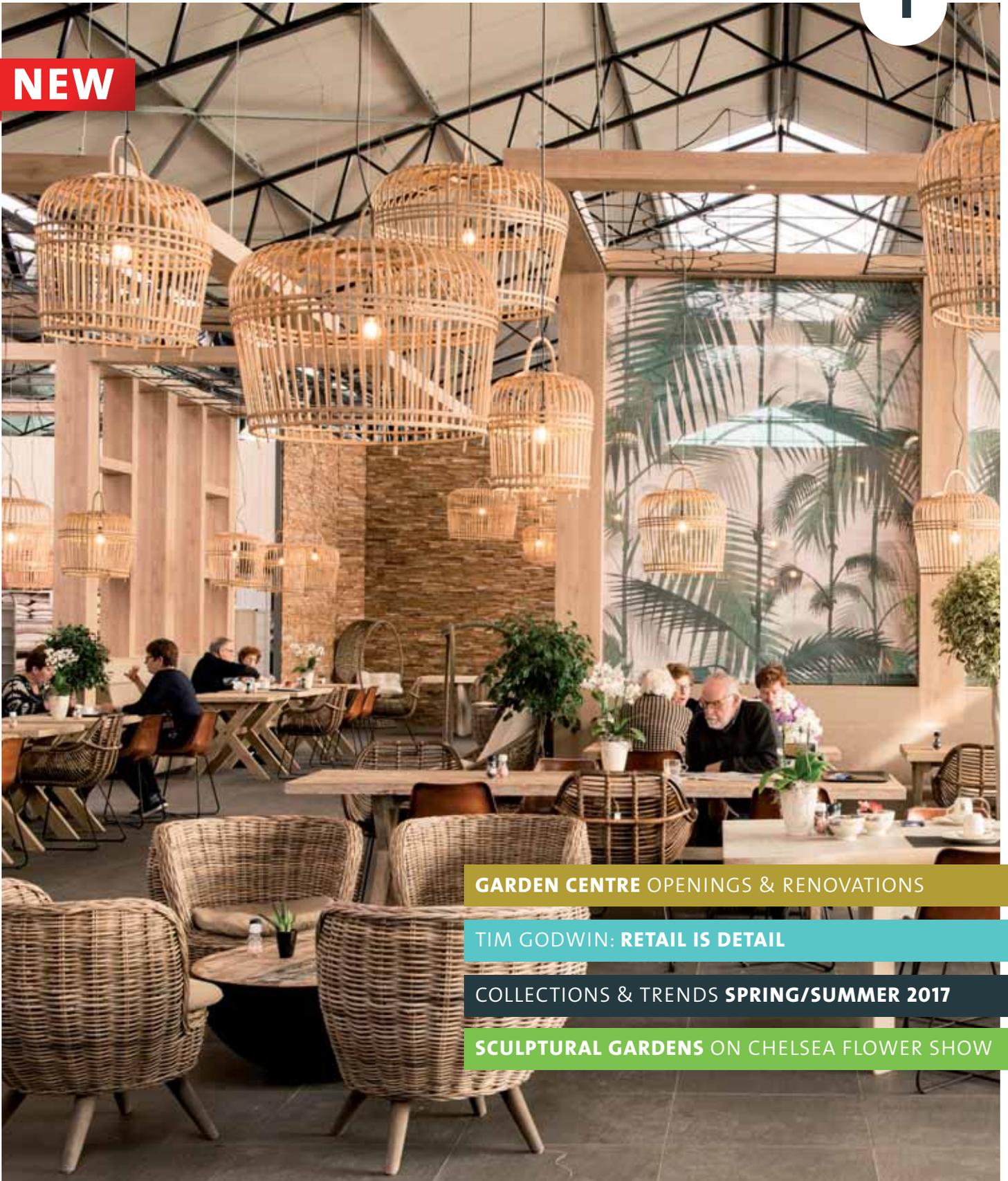


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EUROPEAN GARDEN TRADE MAGAZINE

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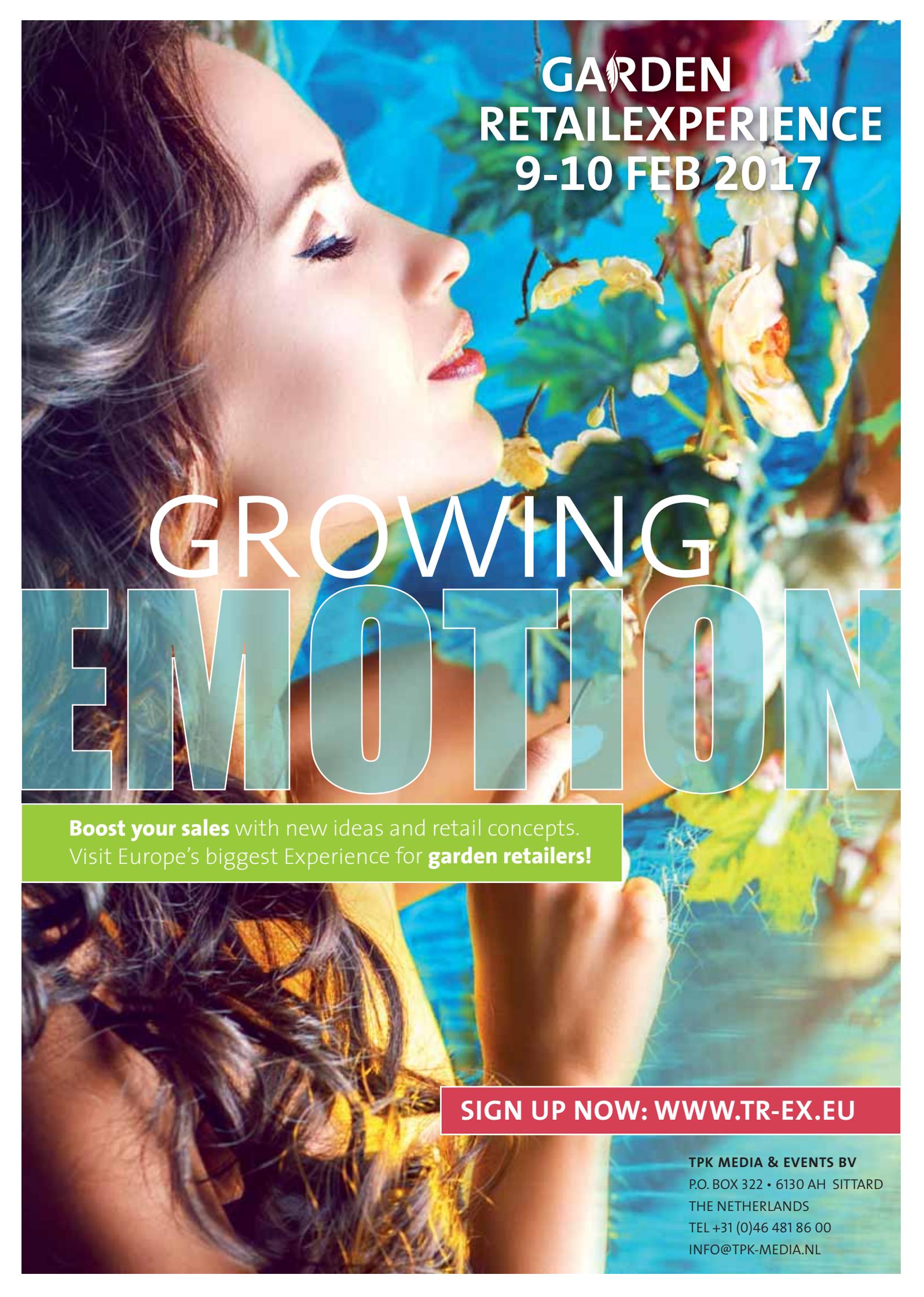


**GARDEN CENTRE OPENINGS & RENOVATIONS**

**TIM GODWIN: RETAIL IS DETAIL**

**COLLECTIONS & TRENDS SPRING/SUMMER 2017**

**SCULPTURAL GARDENS ON CHELSEA FLOWER SHOW**

A close-up photograph of a woman with long, wavy brown hair, wearing a blue top, smelling a bouquet of white and yellow flowers. Her eyes are closed, and she has a serene expression. The background is a soft-focus blue and green, suggesting an outdoor garden setting.

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## Green sector on the move

New times demand new solutions for the green retail sector. In a globalising world, these solutions are not always just around the corner. Consumers are hyper-mobile, garden centre formulas cross borders, and suppliers are increasingly internationalising. The horizon needs to expand, which is why we are introducing a new initiative: an international Trade Magazine for the Garden Retailer. A free (digital) magazine that deals with your main concern: the garden retail sector.

Garden Retailer wants to create a source that showcases the most important developments in Europe in the field of garden retail, garden products and green. In collaboration with other authoritative national magazines in Europe, we will publish our e-magazine four times a year. A printed version will also be created for important events and trade fairs. In the same way that bricks and clicks generates the highest revenue, we are of the opinion that using paper and bits, Europe's green retail sector can optimally be informed and inspired. At [www.gardenretailer.eu](http://www.gardenretailer.eu), you can download the magazine and sign up to automatically receive the following e-magazines.

The garden centre concept is in a strong developmental phase. Will there still be a place for garden centres in the future? What does the new consumer expect? How can you deal with the 24/7 economy and the global availability of products? How do you stay relevant? Garden Retailer will follow the developments in Europe and showcases inspiring case studies, with the aim of supplementing national trade magazines, quickly providing you with an update of the most important developments, trends, assortments and ideas.

Garden Retailer is an initiative by TPK Media & Events, publisher of TuinZaken – the trade magazine for the Dutch and Belgian garden sector. Additionally, we organise the annual inspiration event for the international garden retail: the TuinZaken Retail Experience (TREx). In line with the latest insights in the realm of the garden products sales, innovative shop presentations and retail concepts are presented here. We provide knowledge, inspiration and ideas to effectively sell garden products in the garden centre – today, tomorrow and in the future. An event that you cannot afford to miss. More about this in this magazine.

With this edition, we start with our international journey through the world of retail. This is only a preview; following editions will be more detailed and expansive, with the aim of developing an authoritative platform for European retail knowledge and developments. We move with our times and look forward: will you travel with us?

### Anita Meuleman

*Garden Retailer, editor in chief*

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## First half in Germany

The VDG garden center was able to generate an increase of revenue of, on average, approx. 1% in the first half of the year. However, there were both winners and losers.

All product groups with plants exhibited growth while hardware is consistently stuck in negative figures. Strikingly positive sales have developed for cut flowers. Meanwhile, the plant protection section was particularly negative and garden furniture

was also dealing a losing hand. The development of the hospitality industry was once again pleasing.

Good start to the second half! Again, the plant section is a winner, while hardware continues to underperform. The declining trend in customer traffic has not been stopped completely yet, but can be somewhat compensated by the fact that the revenue per customer continues to increase.

MARKT IN GRUEN

## International Garden Centre Congress

Between August 21 and 26, 2016, the International Garden Centre Congress was held in Switzerland. 24 participants from Germany took part. The Swiss colleagues had a great program in store. Twelve garden centers were presented in the best light! Those who could not make it, really missed out. A week full of ideas and the exchange of ideas with garden center colleagues from around the world were something to remember.

MARKT IN GRUEN

## Garden Center Academy

Autumn - this colorful season gives rise to very special highlights in the garden center. Autumn colors, autumn blossoms, leaf and structure plants, planting and care work - just a few of manifold autumn trends.

In August, the participants of the Garden Center Academy met for 'Hairdressing for plants and buckets - cutting and dyeing' with the speakers Nicola Krauth and Rudolf Sterkel in Dinger's Garden Center, Cologne, in order to test how they can whet the customers' appetite for autumn highlights in the garden and on the terrace. The focus was on the theme autumnal pots: Which combinations are particularly exciting? Which plants are best suited for this? How can I accentuate the theme 'autumnal pots' at the garden center?

### Seminar content:

- Basics on plants in pots
- The top 10 of annual autumn plants for pots
- The top 10 of autumn perennials for pots
- Successful autumn combinations
- Cultural work in autumn - care, cutting, fertilization
- New varieties and uses of *Calluna*, hardy *Erica* & Co.
- Basics of product presentation in autumn
- Selling in autumn - selling points, effective communication skills, frequent questions
- Presenting and accelerating additional sales in autumn.

### Dates:

**September 3rd and 4th, 2016**

Day of the Garden, Cologne

**September 4th to 6th, 2016**

GAFA, Cologne

**January 15th to 17th, 2017**

VDG-Winter Meeting, Stuttgart

### Garden Center Academy Seminar preview:

**September 29th, 2016**

Winter protection and birdseed 'Cold but cozy'

**October 5th, 2016 2nd meeting:**

'Stopping thieves in the garden center'

**October 12th, 2016 Flower bulbs**

'Plant, wait, enjoy'

**October 25th, 2016**

VDG Growth Day - Plants for suppliers

**November 11th, 2016**

Operational handover 'Important decisions - properly designing the inevitable - next generation'

**November 15th, 2016**

Complaint management 'Getting better'

**November 2016**

Recruitment of employees 'Passion for selling'

**November 2016**

My attitude in sales 'Convince us'

**December 2016**

Foliage plants 'Reliably attractive'

## A good spring for flowers in Italy

In Italy this spring showed a good performance in selling of plants and flowers in containers - thanks to Easter. This celebration raised the quantity of plants sold and the number of consumers is growing too. But do pay attention to the supermarkets (GDO), which take the bigger part of them.

Ismea is the public office monitoring the selling out of plants and flowers in Italy. In Italy the first trimester of 2016 was really warm and this created some confusion in selling out. Spring flowers bloomed too early, while late winter seasonal plants were not sold at all. This forced the market to apply discount. However, the south of Italy registers a good growth comparing

to the same period in 2015 while most of their products were sold in North Italy. Export also increased to last years.

In March the Italians usually start to sell vegetable plants for their gardens. This is a really strong trend in Italy, connected with their traditions. Tomatoes, salad, cucumber, zucchini, peas, potatoes and all the aromatic plants are their best sellers. This year people waited to buy garden plants because of the bad weather. The selling out in garden centres was less comparing to other years. Big garden centres and supermarkets registered good numbers though.

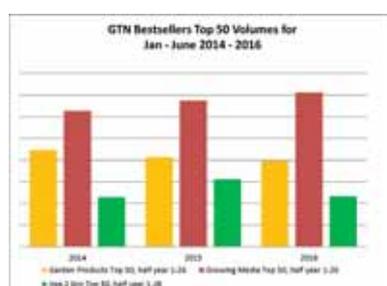
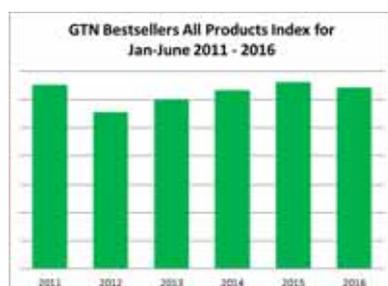
Any compensation was given by the selling of flowers for Easter. This is an im-

portant celebration for Catholics and for Italians in general. They usually offer the first flowers of the season to their families and friends: cowslips, violas and especially little plants of olive.

Italian families in the first trimester of the year spent the same as in 2015, especially in the supermarket. The offer in these places is really attracting and seems very advantageous: 'I can buy more with less'. Consumers are growing in Northwest and South Italy. Green plants for indoor and flowers are the best sellers of the period.

MARTA MEGGIOLARO  
(WITH CONTRIBUTION OF ISMEA)

## First half sales down in the UK



A wet June capped off an 'interesting' first half of the year, according to the Garden Trade News (GTN) Bestsellers data. The GTN Bestsellers index of All Sales ended down 2.8%, the Garden Products Top 50 volumes down 4.1% and Veg 2 Gro Top 50 sales down 25%.

Only the GTN Growing Media Top 50 managed to hold its own throughout the first part of the year to end on 5.6% up on 2015. Normally that would be taken as welcome news indicating

plenty of growing activity taking place, however better sales of leisure gardening products would have made all the difference.

All's not lost however in the pursuit of year on year growth. All the UK centres need is a greater than 2% increase on last years volumes over the second half of the year and 2016 will be another record breaker. Roll on Christmas! Ho, ho, ho!

GARDEN TRADE NEWS

## Jacky Michels new interim-director GroenRijk The Netherlands

The half a year that Jacky Michels was interim-director at GroenRijk The Netherlands, following the departure of Nico Koppenrol, who said his farewells to the green sector in January, has flown by. At GroenRijk/GRS Netherlands head office in Boskoop, Jacky Michels explains that they are currently discussing the option of staying on as GroenRijk's interim-director for another year. 'And that fits well with the phase that the company is currently in. We are only at the start of the opportunities that are on the way.'

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## Wind energy for elho

Elho's own windmill has gone into commission. With this wind turbine, the artificial pots manufacturer is now 100% self-sufficient in her entire energy need; an important step in the company's commitment to sustainability.

The turbine will generate approximately 5.5 million kWh a year, on-site in Tilburg (*the Netherlands*). This is comparable to the yearly electricity use of around 1,700 households, which is sufficient for the production of 30 million elho flowerpots. The excess electricity will flow back to the grid operator and be sold, so that none of the surplus energy is lost. The environmental burden of the windmill's construction will be entirely compensated through the production of green electricity within six months.



## Dobbies SOLD!

With UK Supermarket giant Tesco plc selling Dobbies Garden Centres to Private Equity in June 2016, but not to Wyevale owners Terra Firma and rumours that the Notcutts group is definitely not for sale, Garden Trade New's (GTN) chart of the leading garden centre groups by number of outlets in the UK has a familiar look to it rather than the dramatic change we speculated about in the past two months.

The successful bid of £217m for Dobbies came from a Private Equity Fund, Midlothian Capital Partners, set up 18 months ago purely with the intent of acquiring the 35 garden centre business from Tesco plc. Director Neil Currie told GTN: 'We couldn't be more thrilled. Dobbies is a great business that is a lifestyle concept, not just a horticultural and catering business. We see this as a long term opportunity and investment.'

'We've been to every store and know where we can get growth with love and attention, plus England is our oyster. There's Manchester, Leeds and London to start with where we don't have a presence.'

The team may be US and UK based but they certainly seem to have done their homework. Neil explained: 'We've not loaded the business with debt, we've set our stall out with room to grow and allowed for a lot of seasonal flexibility. We know there can be years like 2013.'

What now for Wyevale? Wyevale and Guy Hands made no secret of their determination to buy Dobbies, it was seen as a vital part of their growth before sell or float (*Terra Firma have owned the business for 4 years now so investors will be looking for a return soon.*)

The rumours about Notcutts appear to be unfounded as GTN has been told of two

other approaches from potential purchasers that have been firmly rebuffed.

So how will the state of the nation in the UK change going forward? Will the other suitor for Dobbies, Phillip Day of Edinburgh Woollen Mills look to buy Wyevale instead? Will Wyevale sell off some of their smaller sites and concentrate on the more profitable destination centres? One thing is for certain, from the feedback received by GTN many suppliers will have breathed a sigh of relief with the news of the Dobbies sale and the ongoing security of the Edinburgh based head office team.

GARDEN TRADE NEWS



## New label for home and garden at Pokon Naturado

Pokon Naturado has a new label: My-Seasons Home & Garden. Under this name, the manufacturer will provide sustainable products that can be used to decorate your home and garden and for relaxation. To achieve this, Pokon Naturado is collaborating with various sustainable partners. Within this context, they now have sustainable firewood originating from Dutch forests in their inventory.

With its new Label, Pokon is responding to trends such as biodiversity in the garden and the enjoyment of the outdoors. Project leader Leendert van Neerbos: 'With this label, we are focussed on special, limited productions. In September, the first products will be in the shop – in two themes: Birds and insects, and Fire and flames. Think of insect hotels, bird sandwiches, candle holders and firewood. Where possible, we work with products made of and using sustainable materials, and with European partners who supply the material from which we create the products. It is also possible to be distinctive in terms of firewood'.



## New trade centre Waterdrinker

On the auction site in Aalsmeer (NL), a new trade centre will arise soon; next to the Waterdrinker building. Plants, flowers and hardware will be traded in the new Green Trade Centre. It is expected that the building will go into commission towards the end of 2017.

For this, Bob Moria, CEO Waterdrinker, and Lucas Vos, CEO Royal FloraHolland, signed an agreement on the 18th of July. Moria: 'It will become the flagship of Waterdrinker Aalsmeer, with a broad and deep range of plants, flowers and hardware. Together with our manufacturers, we want to inspire and unburden our national and international customers through an intricate logistical system'. Lucas Vos: 'The Green Trade Centre will have a lot to offer. It will show what is possible in terms of horticulture, which in turn, will translate into expected increases in the sales of flowers and plants'.

## No Floralis Boskoop relaunch

There will not be a relaunch for Floralis Boskoop. The cash-and-carry with plants and decorative trees closed its doors on the 14th of June. In the days following, growers could come and pick up their products. By now, the business' inventory has been sold.

Floralis Boskoop, which itself requests its bankruptcy, ran into difficulties as a result of the falling away of the German BKN Strobel as a customer. Director Frans van Dijk explains that the bankruptcy of his German customer was a significant cause. In addition, the falling away of trade with Ukraine caused a loss of revenue for the company from which it was unable to recover. There were also additional liquidity problems due to the deteriorating payment morality of its customers, states Van Dijk. At the same time, a substantial rental fee needed to be paid for the company's premises. On the 29th of June, the court in The Hague proclaimed the company's bankruptcy.



## Fonteyn continues after fire

Fonteyn is running at full speed again. After the destructive fire on the 27th of July, which laid waste to over three-quarters of the company, the indoor living mall swiftly took matters into its own hands. Only days after the fire, an emergency office in Uddel (NL) went into commission: 'We are working on the recovery with all our might.'

The property had only recently been radically renovated, doubling the shopping surface area. The fire started in one of the new halls and transferred to a second hall. For the extinguishing duties, dozens of firemen, eight fire engines and one elevated work platform were used. The hall complex contained garden furniture, barbeques, spas, saunas and swimming pools, garden houses and verandas. The fire caused millions of euros in damage. Three-quarters of the hall complex, with its nine connected halls, was destroyed, but the cellar – containing all of the supplies – was spared. Mart Hulshof, spokesman for owner Dolf Nieland: 'That was our good fortune. Also, one hall stayed more or less intact. That hall is being cleaned now, and starting with this hall, we will start rebuilding.'

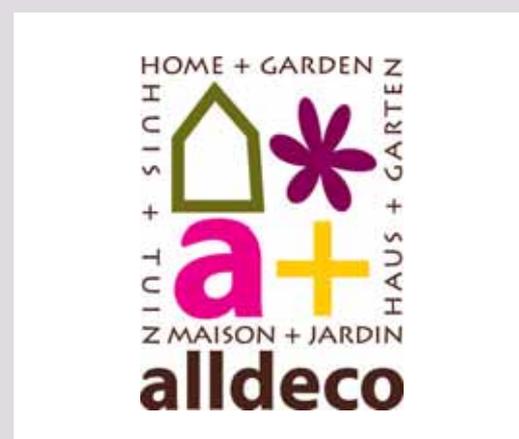
The demolition of the complex started days after the fire, due to the danger that the remaining structure would collapse. A technical investigation into the cause of the fire did not reveal the cause, although the investigation did rule out arson. The new halls had gone into commission the spring before. Nieland and his team are unprecedentedly combative: 'We are rebuilding, in the same style as the French market 'Les Halles''

## Belgoflor has taken over bankrupt Aldeco

Alldeco (BE) has been acquired by Belgoflor. The Flemish decorations manufacturer went bankrupt in June: 'Alldeco perfectly supplements our inventory', says Pierre Adyns, CEO Belgoflor: 'We are convinced that this will strengthen our commercial ties with our customers'.

The name Alldeco will continue to exist as a brand name. All of Alldeco's unresolved orders and deliveries will be executed by Belgoflor. The showroom in Aalst has been discontinued, and its content has moved to Belgoflor's showroom in Heule (BE). In addition, part of Alldeco's personnel has been taken over by Belgoflor. Alldeco's management has chosen not to speak out on the reason of the bankruptcy.

Belgoflor is a manufacturer of indoor and outdoor decoration, and it uses the brand names BOPO, Céline de Lys and Puylaert Home Basics. Alldeco is a trendsetting brand for decorative articles for your home and garden, and seasonally bound products.



## Lots of water in your garden

The Dutch campaign Water in your garden – naturally! was given a lot of attention following the heavy rainfall at the end of July. The campaign is aimed at the

ways through which people can contribute to solving flooding with their private gardens. For garden centres, this is an opportunity to get in touch with mu-

nicipalities, water boards and housing corporations. Together, they can offer solutions, which generally increase biodiversity in the garden.



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## Tourist takes oleander with *Xylella* back home

The contagious plant disease *Xylella fastidiosa* has been discovered in a German garden. This was reported by the chairman of the Bund Deutscher Baumschulen, Helmut Selders. The oleander with the quarantine-level disease had been brought home by a tourist. Dutch and German governments specifically warn against the dangers of contagions.

The oleander and all host plants within a radius of 100 metres have been destroyed. On top of this, a buffer zone has been implemented. 'Holidaymakers currently seem to be causing the greatest contamination danger', explains the concerned chairman. 'Watchfulness is necessary, as the situation has once again shown. It doesn't matter how we protect our companies; too many channels can

cause contamination.' The chairman has pleaded on a political level for a compensation fund for growers. Growers should be able to call upon this fund in the event of a contamination. The bacteria caused the death of millions of olive trees in Italy's heel, and on Corsica and in the south of France (*in the vicinity of Nice*), the bacteria has also been wreaking havoc.

## Revenue Hornbach is growing

Hornbach's results continue to rise. The 2015/2016 fiscal year (1 March 2015 – 29 February 2016) saw a revenue growth of the project-construction market chain of 5.1% to 3,755 billion euros.

At the division Hornbach Baumarkt AG, the revenue even rose by 5.3% to 3.53 billion euros. This largest and most important sub-group of the Group consists of 153 project-construction markets with garden centres in nine European countries. This positive trend is also reflected at Horn-

bach Nederland. 'In the Netherlands, we are clearly catering to our customers' needs and even saw a revenue rise that went into double digits', reported director Wim Sigmond.

Towards the end of 2015, two new branches were opened; in Best and Geleen. Sigmond also saw a growth in e-commerce. 'The revenue generated through the online shop is on the rise. Our e-commerce strategy is in line with the continuous transformation of the commercial world. This is why we consistently invest in e-commerce.'

## Interior design shop next to Flemish garden centre

In Deurne, an urban area to the east of Antwerp, Jos Roothoofd expanded his garden centre, Abies, with an additional 2,000 m<sup>2</sup>. He purchased the adjoining plot from the newly bankrupt neighbouring company and dramatically renovated his business. This involved connecting the two adjacent buildings. Remarkable point: the emphasis in the new shop is on interior. 'We are aimed at a higher segment; on customers in the city who have smaller gardens. With this, we have separated

ourselves from garden centres in the neighbourhood', states Roothoofd. As such, our assortment has been expanded with collection by Riviera Maison and Riverdale. For the routing, he employed, amongst others, the services of shop designer Kees de Haan and GRS Retail. Atmospheric presentations and experience are key points in the new building. 'Our inventory is showcased far better, due to the manner in which the space has been set up.'

## Artstone

Ter Steege will start running two brands in the spring of 2017: TS and Artstone. TS is going to function as an umbrella brand for various other brands.

Starting now, the Artstone line has an entirely new signing and a new shelf layout. The new Artstone house can be placed in the shop as a piece of presentation furniture. There are also two new Artstone colours: sand and azure.

The Artstone pots are available with a cultivation lid, in line with the 'cultivation-in-the-pot' theme.



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## Opening Ecostyle Ecomunitypark



During the official opening of family business Ecostyle at the Ecomunitypark in Oosterwolde (NL), the 'first seed' is symbolically passed on from the first generation to the fourth. Ecostyle is ready for the future. That calls for a toast!

In the word Ecomunity, Eco stands for entrepreneurship in harmony with the economy and ecology; and Community for the shared vision relating to the use of space, innovation and sustainability. Owner Ecostyle Holding, Anne Jan Zwart: 'At the park there will be an Ecomunity Centre where students and companies can work collaboratively on projects concerning organisation, strategy and innovation'. Ecostyle is in a complicated corner of the sector that is faced with many uncertainties in future European regulations. 'The long-term innovation projects, which, politically speaking, are under a spotlight – such as the use of pesticides on hardened surfaces – are currently non-active', explains Herman Zwart, director of Ecostyle Nederland. 'In the lobby, we are working towards finding short-term perspective for this.'

## New showroom Edelman: exciting architecture, beautifully lit

It is a feast for the eyes; Edelman's new showroom: spacious, with an industrial atmosphere, a robust concrete floor and an inviting central hall. Hundreds of spots, all LEDs, stunningly light up the new collections by Casa Vivante and Mica decorations. The showroom went into commission on the 1st of June.

Next to the old property that was partially demolished, a completely new part has been built; sleekly constructed, with horizontal wooden lighting panels for high glass walls, which creates a modern and almost futuristic image. 'The whole building has been

equipped with LED lights', explains executive director Ronald van Veen. 'In the showroom, established popular products are presented next to new products; atmospheric rooms and shelves alternate attractively. Two large new additions: the entire textile line and decorative lighting. Van Veen: 'We want to be as complete as possible in the home decoration market. Our customers can choose from a far broader selection with us now'. On the first floor, a permanent Christmas show is located, with a selection from the collection of Christmas House and Katherine's Collection, and an expansive tree park. On top of this, there is the hip restaurant where guests can have lunch.

## New head office Kärcher Nederland



At the start of June, Kärcher Nederland's new head office opened in Made. The new Kärcher Centre was built with sustainability in mind: it is heated and cooled using a heat-pump system and an intelligent lighting system guarantees optimal energy use. With this, the new building adheres to the internationally recognised BREEAM standard.

In his speech, managing director Jean-Paul Christy reiterated the importance of the expansion for the further development of the market leader in purification devices. The new building also functions as a training centre and Kärcher's regional centre.



# Large-scale renovations

Festive openings in the Netherlands, Belgium and Germany this spring. After incredibly extensive renovations, a large number of garden centres reopened their brand-new doors. We would like to guide you through a number of highlights.

**Text** Ilse Broers, Paul Geerts and Anita Meuleman

## A new jacket for Walter van Gastel

A clear layout, in which every product group has its own place; this is what separates garden centre Walter van Gastel in the Belgian Ninove near Gent from its competition since recently.

The garden centre on the north side of the city has a relatively short history. Former owner Walter van Gastel may have been at the start of the garden centre's development, but when the establishment opened her doors in October 2012, it had already been taken over by Hubo, an organisation that owns 140 DIY businesses in Belgium. Five of Walter van Gas-

tel's branches currently operate under Hubo's banner, in addition to three franchise branches and two flower shops. In July three Vic Mertens Intratuin branches joined the fold.

Together with strategic manager Jo Decoster, Debrabandere rolled out of a new concept that had the eight themes upon

which Van Gastel was founded as its guiding force: garden and indoor plants, cut flowers, animals, cooking, garden furniture, deco, garden tools and fertilisers. After a thorough evaluation – in the spring of 2017 at the earliest – the other branches will also be reconstructed.



# and festive openings

## GroenRijk 't Haantje ready for newly to be constructed neighbourhood

In the middle of the bare construction ground in Rijswijk (NL), the entirely renovated Groenrijk 't Haantje can be found on a new 15,000 m<sup>2</sup> plot. The garden centre is ready for the residential neighbourhood that will be constructed here. Keywords: family business, regional products – and green, of course. 'The bulk of our sales consist of green.'

The old greenhouse was swapped for more ground; the entrance has turned by 180 degrees. The garden centre is along the road to The Hague and is clearly visible now. In 2014, the company celebrated its 70th birthday. Owner Edwin 't Hart: 'My grandfather started here in 1934. We considered it very important that the new garden centre would retain the appearance of a cosy family business.' The primary reason to redevelop was the development of the newly to be construc-

ted neighbourhood Rijswijk Buiten. '3,500 houses are going to be constructed around us. All those people will be working on their garden, which constitutes a huge growth market.'

The new section consists of 3,000 m<sup>2</sup>. The old part (2,000 m<sup>2</sup>) has been renovated. 'An imitation façade has been placed in front of the front side.' The large, 15-metre-tall entrance was given a striking revolving door. Edwin has employed six

new people. 'The garden furniture and barbeque sections have been expanded considerably; these are now constantly manned. We have also added a substantial catering sector. That is what our customers were missing: to be able to sit down with a sandwich; take a break. A significant investment; 40,000 euros for the kitchen and the furniture, but a risk we were willing to take.'



# LIFE

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### Contemporary property with surprising catering

The new construction of garden centre De Bosrand in Alphen aan den Rijn (NL) arose at 500 metres distance from the old building, which had to be partially broken down because it had been constructed over a main water pipeline. 'If we have to do it, let's do it properly', thought the Van Haaster family. With a new construction of 18,000 m<sup>2</sup>, of which the highest point is eleven metres high, a new house style and a new logo.

The opening, visited by 700 guests, was 'quite busy', explain father Koos (57) and son Jim (26) in their typically understated, humorous style. The building has an impressive appearance from all angles. Jim: 'We are along the N11; the main road to Leiden, but from whatever side you arrive, you are never faced by just a blank wall.'

Constructor Nobutec was given nine months for the building's construction. The building had to be completed at the start of January. 'We wanted a building with lots of light and an open character,

exceedingly spacious, and a pleasantly warm shopping feeling.' The old building was partially demolished and made space for the newly to be constructed parking lot. In total 6,500 piles were sunk into the ground. Koos: 'The old building was sinking, which is another reason why we decided to move.'

The garden plants department is one of the most important departments. The plants that can be found here originate from one of our two own nursery gardens, or one of the three hundred gro-

wers – free from any intermediary parties – with which they work. The catering is a new and exciting cornerstone. The space has been furnished with warm oak wood and cognac-coloured chairs and reed armchairs. There is a high breakfast bar with cosy chairs. The open reed lamps by Van der Leeden provide the space's atmospheric lighting. After the first week, the area was expanded with another 60 sitting places. The outdoor terrace, with its 88 seats, is also in use. A chef, who previously worked at a restaurant nearby, waves the sceptre in the kitchen.





### Speciality business and formula giant under one roof

On 23 May, in the Dutch Nieuw-Vennep, a building opened that houses two formulas: Ranzijn tuin & dier and Nieuwenhuis Buitenleven; a speciality shop for paving and garden furniture.

Ranzijn bought four-fifths of the business property from owner Arie Nieuwenhuis, who closed his garden centre. The property was split cadastrally; his entrance on the left and Ranzijn's entrance on the right. He is now Ranzijn's direct neighbour. 'I wanted a speciality business with everything you need for the construction of your own garden, time and attention for the customer, and proper advice regarding garden design.' In his shop, Nieuwenhuis Buitenleven, he now sells garden furniture, verandas and block huts, and paving. Nieuwenhuis is content with the new layout, and is proud of his show gardens that include examples of paving. 'It is not a standard concept, which is exciting and fun.'

'The shop has become superb. It is amazing to see what has been established in just two months', says Bart Scheffer, general manager at Ranzijn. The property of 8,800 m<sup>2</sup> was entirely renovated in Ran-

zijn's house style. The greenhouse construction remained, a new roof was constructed, which provides soft daylight, and a new façade and entrance were constructed. A new insulating partitioning wall and a new block for facilities were also added. Once the permit has been granted, the construction of the veterinarian practice will start. Animals are an important component for Ranzijn. 'We make proper health care for animals affordable and available. Good preventative care is important; many animals do not receive this type of care.'

All of Arie Nieuwenhuis' employees have transferred to Ranzijn, including the people in the catering sector and the flower shop. 'We supplement each other beautifully. Our garden furniture department is limited and we don't have a paving section. The goodwill factor towards one another is extensive.' The opening was attended by thousands of interested par-

ties. The new collection is commercial with a very good price structure. In the new collection of our second brand Taste 4SO, we are launching a fresh and equally commercial expansion in wicker, teak, and aluminium.'

### New branch in Delft

No more than a month earlier, on the 2th of March, another Ranzijn establishment had been opened in Delft. Here, the garden centre chain took over the property that had previously belonged to Rodenburg Home & Garden. Ranzijn Delft is spacious, fresh, and with good lighting. The property was given a new entrance, transparent roofs and walls, and the façade was modified in accordance with Ranzijn's house style. The veterinarian practice is the chain's largest. Unique to Ranzijn are its catering and its florist. 'Never change a winning team.'

## Intratuin expands further in Germany

On 17 March, the third Intratuin branch was opened in Germany: Gartencenter Hesse in Hamm has joined the originally Dutch franchise formula Intratuin.

Intratuin Hesse (14,000 m<sup>2</sup>) is the largest garden centre in the region. It caters to a region of approximately 50 km surrounding Dortmund. Owners Kay and Nina Rotherpieler, daughter of the founder and famous German grower Manfred Hesse, wanted to develop and expand further. At the spoga+gafa 2015, they conducted preliminary conversations with Intratuin, joining their franchise in November. After Christmas, the clearance sales of the old assortment started, and in January, the building's renovation started. The shop stayed open for the 2.5 months during which it was being renovated. De Haan Group was responsible for the shop's design.

'The process went quite quickly. By joining Intratuin, the entrepreneurs remain independent, but reap the rewards of being part of a larger association', states Peter Paul Klein Bussink, managing director of Intratuin Holding BV. 'Intratuin Hesse has benefitted from our broad-re-

aching operational knowledge and other support services, such as joining our till system.' It was quite a task to translate the entire Intratuin assortment's product information.

The shop has been entirely redesigned on the basis of existing elements and the look and feel of new formula elements. Entirely new is the mix of assortments. As with most German garden centres, the focus of GC Hesse was on green (approx. 70%). Now, that relation has become 65% green and approx. 35% hardware. The collections will need to further grow towards each other; for the new season a large proportion of the assortment had already been ordered. 'Linking up with the image that Intratuin envisions is going to take some time', explains Intratuin's Leontine van der Kaaden. 'New concepts to Germany, such as Riverdale, Clayre & Eef and PMTD Collection have already been introduced. The assortment has some colour and accent diffe-

rences; German consumers prefer neutral colours with limited accenting. As such, German consumers prefer synthetic pots above earthenware; small nuance differences, but not unimportant.'

For the quadrupeds, there is Fressnapf. Gartencenter Hesse had sublet a space of 250 m<sup>2</sup> to a pet shop; an arrangement that has been continued. Furthermore, there is an indoor playground, also known as a Dschungelparadies, for the children.

The self-service Café und Restaurant Palmengarten (400 m<sup>2</sup>) is a point of attraction. The catering has remained unchanged; it is currently being continued as it was. Under life-sized palm trees, you can choose from a breakfast buffet, varying warm lunch dishes and home made cakes and muffins on a daily basis.





EFSA CONCEPT STORE 2016

# 'How can garden centres guarantee a place in the future?'



The fifth edition of the EFSA Concept Store at the trade fair spoga+gafa in Cologne is being organised for the second time by EFSA member De Haan Group, and has the theme: 'From products to people.' The EFSA Concept Store is divided into three zones: Home, Terrace and People. Furthermore, the catering sector will be given a prominent place in the Concept Store.

Text Anita Meuleman



‘Hello?!  
I want to  
spend  
money,  
anybody  
there?!’

‘We’re on schedule’, says a satisfied Kees de Haan of De Haan Group. ‘We have worked out ten different stories in the Concept Store that are incredibly inspiring for garden centres in terms of presenting and innovating. And the EFSA Concept Store app will be updated so that everybody who downloaded the app last year will automatically receive an update.’

#### **Relevance**

The EFSA Concept Store 2016 will primarily be about relevance. The big question that the team of De Haan Group asked itself is: ‘How can garden centres guarantee a place for themselves in the future?’ The answer to this is really quite simple, according to De Haan Group. As a garden centre, you are not in the business of providing consumers’ basic needs. All of the products are luxury goods and, therefore, not necessary to the lives of consumers. People can do without them. This is why it is important to inspire consumers with solutions to the ‘problems’ they have, because if you can solve these problems satisfactorily you are thereby relevant.

Originally, garden centres often have a sales mentality. How can we sell as many products as possible? In today’s world, products can be ordered 24/7 through the Internet: availability is no longer an issue. This fact demands that consumers are approached differently. What does she do, where does she go, how does she live, what are her wishes and dreams, what speaks to her emotionally? And how can a particular product enrich the life of this consumer?

This entails a shift of focus from products to the person behind the customer: from products to people. Knowing your customer is vital because if you know your customers through and through, you also know what their problems and desires are. Can you subsequently solve these problems and answer any possible questions? If so, customers will keep coming back, allowing you to develop a relationship with your customer based on honesty and trustworthiness.



## ‘WTF?! – Where’s The Food’

### EFSA Concept Store 2016

Customer behaviour has significantly changed in a variety of market segments over the last couple of years. Instead of focusing entirely on selling products, shops need a new mix of services and providing proper advice. Customers want to be inspired and helped throughout the entire process, gratefully using your knowledge in the process.

De Haan Group has selected a number of the trend changes and will create a large Concept Store (700 m<sup>2</sup>) at the spoga+gafa trade fair with presentations of shop solutions based on the natural environment of the customer. For this, the EFSA Concept Store will be divided into three sections: Home, Terrace and People. In these zones, a number of stories are worked out with triggering titles, such as:

- ‘Hello?! I want to spend money, anybody there?!’
- ‘Garden Recipes’
- ‘Yes, you can!’
- ‘Swapping Stones’

- ‘Autumn Beauty’
- ‘WTF?! – Where’s the Food?’
- ‘If you can’t come to us, we’re coming to you!’

As part of these themes and in the three spaces (*Home, Terrace, and People*), the newest products and product lines, colours, materials and styling ideas will be presented. But also sales techniques, creating products packages, subscription services, manuals and how to provide information will be covered. ‘We provide inspiration through innovative product presentations and advice that will generate higher revenue.’

Catering will also be awarded a prominent place, and will be integrated in the Concept Store. ‘The catering sector is becoming increasingly important in garden centres’, says de Haan. ‘We will be working with a new caterer, and we hope to appeal to visitors with a new, playful type of live catering in the EFSA Concept Store’. In short: ‘we’re ready!’ 

CONCEPT  
STORE ‘16  
FROM PRODUCTS TO PEOPLE  
designed by De Haan Group  


### More information

Not received an invitation to the EFSA Concept Store 2016 yet? Use this link: <https://youtu.be/JY3prKirJNQ> or download the EFSA Concept Store app in the App Store or Google Play.

EFSA Concept Store can be found in Hal 10.1 A40/B41 from 4–6 September at spoga+gafa in Cologne.

PROBLEMS  
—  
solutions



CONCEPT  
STORE '16  
FROM PRODUCTS TO PEOPLE  
Designed by De Haan Group

efsa

destination  
subscriptions

happy customer

700 sqm

3 AREAS  
HOME  
TERRACE  
GARDEN

VISIT OUR BOOTH  
AT THE  
**SPOGA GAFA**  
4 - 6 SEPTEMBER  
Hall 10.1, A41

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“

The  
difference  
in  
garden centres

NEW OUTDOOR FURNITURE COLLECTION 2017

# Warm beige and comfort, and

**Text** Ilse Broers

The outdoor furniture collection for 2017 is characterised by clean lines, tight pillows, and lots of attention to design. In addition to the lighter shades, a warmer anthracite is popular. Much attention is paid to the dining table that is easily adjustable in height, making it suitable for both lounging and dining. Comfort is the keyword in the new collections. A number of suppliers are promoting beautiful novelties and innovations. The collections will be launched at spoga+gafa in Cologne.

New lounge sofa by LIFE Outdoor Living



# grey shades, natural materials

## 4 Seasons Outdoor:

'Our customers can mix and match themselves'



Frits Wolf: 'We find it important that our customers can mix and match the sets themselves. That is why we offer a lot of diversity in terms of materials and colours, as well as refreshing styling. Our collection is expanded with innovative wickerwork and with furniture made of teak, aluminium, and combinations of both materials. There are also new sets upholstered with the high-quality out-

door fabrics Sunbrella and Silvertex. We are introducing three new platform sets made of various material combinations. These include the Fidji platform set, made of aluminium with smoke grey, and teak with a grey finish. The Omnia has fresh, bright cushions and is made of a matte white aluminium frame. The back part can be easily moved: from two separate seats to a cosy two-seater sofa.

Omnia is the winner of the B3 Design Award 2017.

The new collection is commercial with a very good price structure. In the new collection of our second brand Taste 4SO, we are launching a fresh and equally commercial expansion in wicker, teak, and aluminium.'



**Hartman:**

'Back to our roots with plastic'

Stefanie Semmekrot: 'Hartman returns to its roots: plastic. Namely with Sophie and Sophie Studio. A designer chair – with different frames – with their own identities: matte, textures, with careful curves, and with high seating comfort. Every line is tested in order to achieve the ultimate seating comfort. And, not unimportantly: Sophie is a typically Dutch product. The mould and composite plastic were developed together with an excellent plastic producer. This way, we combine comfort, durability, and beauty in a single design, with 'The Sophie' as the final result. Made in the Netherlands by Hartman.'

We also bring various other innovations. A European first is our new application of HPL (*High Pressure Laminate*) in tabletops. We have also developed a very cool new design with Jamie Oliver: a dining table containing a barbecue element.'



**Kettler:**

'Our new collection is subtle and familiar'



Patrick van Orsouw: 'For the 2017 season, Kettler is putting even more emphasis on comfort and quality. Our garden furniture has the highest seating comfort, it is timeless and is made of reliable materials. We can see these reliable materials in the high dining lounge sets. Our steel programme has been expanded with chairs and tables, including a number of smaller tables. With these, we want to respond to the current demand for tables for patios, balconies and terraces. Also suitable as a second set in the garden.'

Adjustable armchairs are an important element in the collection. The new Easy and Forma II series are comfortable armchairs that are durable, made of aluminium and textilene and have a good price structure.

A playful element in the collection is the Chilli beanbag. This dirt and water repellent beanbag allows you to comfortably relax, or even lie down if you flatten and connect two beanbags. Available in turquoise, pink, grey and anthracite. Another eye-catcher is the Cupido set: a new loveseat for the garden and balcony with stools that slide under the seat.'

**Allibert:**

'Lounging and dining with the Lyon garden table'



Dennis Willems: 'At Allibert Outdoor, our keywords are modern and practical. As such, we are introducing our new Lyon garden table, which is easily adjustable in height, making it suitable as both a lounge and a dinner table. The low table, with a height of 40 cm, is suitable for relaxing and lounging with the open feel of a luxurious set. The dining table, with a height of 66.3 cm, makes for pleasant dining and socialising with games.'

Lyon is available in two designs: flat wicker and a subtle texture. The table, which is made of weather-resistant and maintenance-free material, is easy to clean. This colourfast table also has a three year warranty. Lyon is available in the basic colours graphite and cappuccino. Therefore, it is easy to combine with our existing lounge sets.'

**Persoons outdoor:**

'Even our vintage items are very commercial'

Arthur Davids: 'We excel in all-weather fabrics, upholstered furniture, and a broad teak programme. We add a number of vintage items every year, which are very commercial. For 2017, that is Mable; a retro wicker chair with a high back and comfortable seating, and the industrial-looking playful metal chairs.'

Another eye-catcher is the beautiful Rhodos set, made of the outdoor fabric Nanotex. This durable outdoor fabric – which nobody else

has – is also what the first-class Cannes and Paradiso series are made of. At Paradiso, the customer can choose between an aluminium and a wooden frame.

All of our fabrics are quick drying, UV-resistant, and resistant to rot and mould. The smooth upholstered Monroe set provides a beautiful mix of beige and grey shades made of the durable fabric Sunbrella.'

**Outdoor Living 2017: design, natural, comfort**

Greenwatcher Romeo Sommers identifies a number of trends for the upcoming outdoor season. 'The outdoor furniture is designed so beautifully that they often seem like indoor furniture.

Design is prominent. The artisanal trend is reflected by raw materials and an industrial atmosphere.

At the same time, natural materials like wood, teak, rattan, and wool are popular. Accessories mature in terms of style and materials.

Al Fresco is a huge trend among young people: foldable furniture that is light enough to bring to a party in the park.

Responsible design is slowly gaining ground. For instance, at the Chelsea Flowershow, there was local softwood that was treated with a (*natural*) vinegar finish to harden toe wood. A wonderful application with a ten year warranty.

The garden is the place to relax comfortably. We see technological applications to help with relaxation – such as heated pillows – and for maintaining the garden. The height adjustable tables, which you can use both to lounge and dine with, are popular. Outdoor furniture is really a part of the garden and offers ample views of the greenery. A development I certainly welcome.'

[ Exhibitions & Events ]



# Garden Retail Experience bundles information, inspiration and ideas

The Garden Retail Experience (TREx) is a unique yearly inspiration event aimed at the international garden retail sector. At TREx, the latest insights in the realm of sales of garden products will be shared, and there is always ample opportunity for networking. All this with the goal of generating more sales – today, tomorrow and in the future. Next year's event will be held on 9-10 February.



**Text** Anita Meuleman  
**Photo's** Wim Zandbergen



## Growing Emotion

Rational thinking leads to conclusions; emotional thinking stimulates action. 80% of shoppers decide on the basis of emotions! Following this, the theme of the 6th edition of the Garden Retail Experience (TREx) will be Growing Emotion. How can you sell green and deco in a unique and contemporary way? Together with its partners, the TREx will show you how you can heighten the emotional connection with the customer and stimulate his/her buying behaviour.



## Europe's nr 1 inspiration event for garden retail

A full congress programme will provide entrepreneurs in the green sector and their employees with the latest insights and plenty of inspiration and knowledge in the area of green retail. The freely accessible seminars, workshops, expert tours and readings by domestic and international top speakers and retail specialists ensure the best and most actual knowledge and inspiration for professional visitors. From employees of green departments to formula managers; everybody is able to design their optimal programme from the wide-ranging offering.

More than 100 leading suppliers will present their new collection and retail concepts in a realistic shopping environment, and show how their products can most effectively be sold to today's customer. It will provide entrepreneurs and employees in the green sector with inspiration and insight into the possibilities for presenting collections in an innovative and targeted way in their own shop.

The 6th edition of the TREx will take place in Boskoop on the 9th and 10th of February 2017. The event will be preceded by an exclusive Retail Gala with the presentation of the Retail Awards on the 8th of February (invitation only).

### Visit TREx

TREx will be set up as a conceptual garden centre of 8.000 m<sup>2</sup>, supplied with the latest collections, innovative presentations and retail concepts. On 'inspiration squares', retail experts and stylists will display the different possibilities in terms of design, shelf planning, omnichannel retail, cross selling and category management – for now and in the future. In expert tours, retail experts will provide clarification through their presentations.

Retail Plaza will be the central networking square where visitors can enjoy free catering. The catering facility will additionally function as a showcase for innovative application in

the garden retail sector. On Retail Plaza, the main stage where keynote lectures will take place and the stands of service suppliers will be located can be found. Additionally, the network drinks will take place here.

### Personal programme

TREx will offer a broad supply of the most actual retail knowledge and inspiration. On the main stage, keynote presentations will continuously take place. In two separate seminar spaces, domestic and international retail specialists will give lectures, master classes and workshops. Each visitor will be able to design their own personal programme from the broad programme on offer. Professionalisation, cooperation and the ideal use of people and talents. The TREx is not exclusive to entrepreneurs, but is also essential for all employees.

### New in 2017

This year the TREx will launch many novelties and new elements.

- Xmas Experience  
An inspiring experience with innovative demonstrative presentations of the new autumn and Christmas collections
- Pop-Up Shop  
An own stage for curiosities in the market
- Flower Shop Concept Store  
Innovative sales presentations with cut flowers and houseplants
- Day of the Employer  
A special programme for garden centre employees in collaboration with Tuinbranche Nederland

The TREx is freely accessible to retailers and includes lunch, drinks and snacks. Sign in now at [www.tr-ex.eu](http://www.tr-ex.eu)

### Founding partners

TREx founding partners are trademagazine TuinZaken and Garden Retailer, the Dutch gardencenter branch organisation Tuinbranche Nederland and De Haan Group. 

**GARDEN  
RETAILEXPERIENCE  
9-10 FEB 2017**

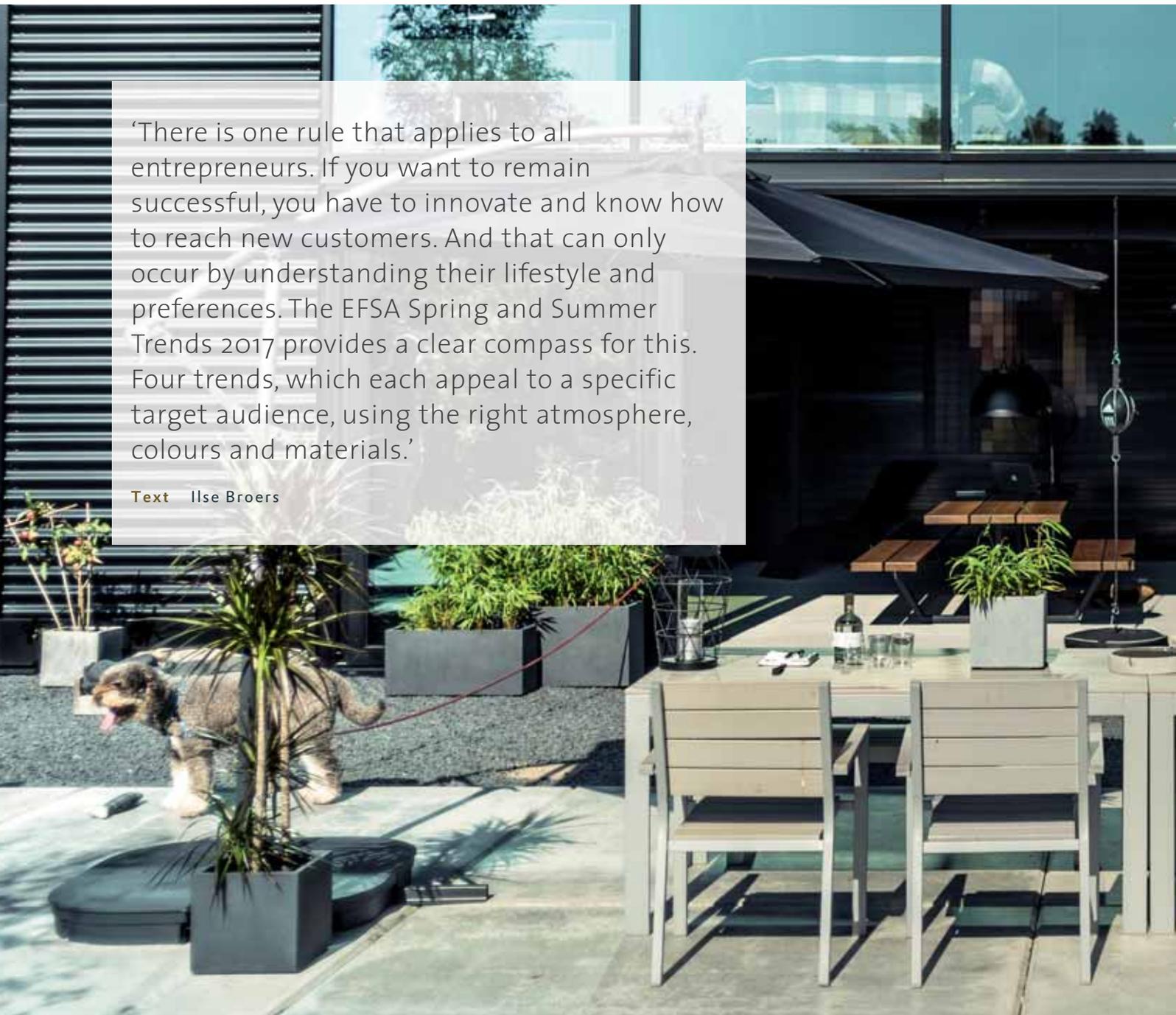
The Garden Retail Experience is freely accessible to retailers and employees in the gardening sector. Other visitors pay € 195 incl. lunch, drinks and snacks.

Sign up on [www.tr-ex.eu](http://www.tr-ex.eu)

# Reaching four target audience with the

‘There is one rule that applies to all entrepreneurs. If you want to remain successful, you have to innovate and know how to reach new customers. And that can only occur by understanding their lifestyle and preferences. The EFSA Spring and Summer Trends 2017 provides a clear compass for this. Four trends, which each appeal to a specific target audience, using the right atmosphere, colours and materials.’

**Text** Ilse Broers



# completely different right atmosphere



## In action

**Industrial, powerful, with rubber and metal as highly durable substances.**

A theme for people who live in the city and pick up trends fast; the early adopters. A mix of industrial with high-tech, which appeals to both genders; both men and women. Key words are powerful and clear, well-organised, clean. The colour range is modern, with colours like navy blue, dark green, concrete grey and matt grey.

There is experimentation with new forms, for which hardware serves as inspiration. Materials are highly durable and wear-free, such as rubber and metal, which is also combined together.



### All terrain

#### Rough materials and design for engaged outdoors lovers

This theme is intended for outdoor lovers; adventurous people that like to spend time outdoors. People, who are focused on design and, at the same time, are engaged with the environment. This is reflected in the materials, which are compressed or recycled – coarse stones or rough surface areas. An industrial and ecological feel combine perfectly in this.

Visible are camouflage colours, moss green and stone grey, in combination with light brown and dark blue. Nude shades also fit here. We see basic materials; pots that are untreated, rusty metal and rough ceramic pots.

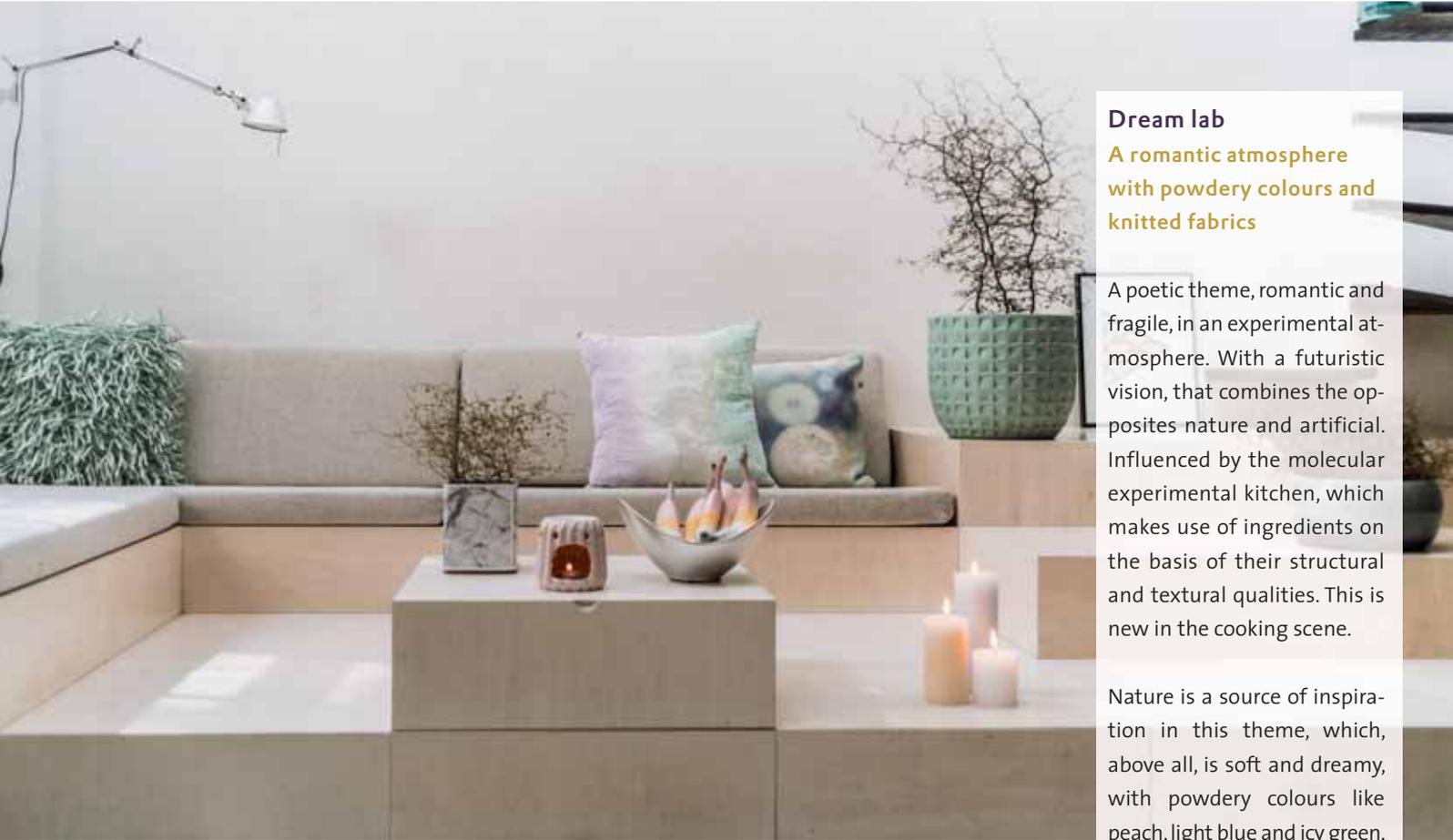
### Home made paradise

#### Cosy atmosphere for unconventional people who like nature

This theme speaks to people who are passionate about DIY, who are unconventional and have a positive attitude. And who appreciate nature and freedom. With clear and colourful colours, geometrical shapes such as lines and squares, graphic work, and influences of water paint and embroidery. It is a warm environment.

Paper is a popular material to decorate the house with. Examples of this are self-made placemats that fit a particular dish. Most of all, the atmosphere is cosy. Plants and flowers in hanging baskets fit with this.





### Dream lab

**A romantic atmosphere with powdery colours and knitted fabrics**

A poetic theme, romantic and fragile, in an experimental atmosphere. With a futuristic vision, that combines the opposites nature and artificial. Influenced by the molecular experimental kitchen, which makes use of ingredients on the basis of their structural and textural qualities. This is new in the cooking scene.

Nature is a source of inspiration in this theme, which, above all, is soft and dreamy, with powdery colours like peach, light blue and icy green. These are combined with grey and brown shades. Materials that are used are glass and imitation marble and knitted fabrics to create the dreamy atmosphere. These materials can be beautifully combined.

'The new trends and colours for 2017 are based on the renowned Parisian trend-watching agency Peclers; an agency that collaborates with large international brands that use the trends as the foundation for their international campaigns. These trends are translated into four particular scenes by Dedicated People, the creative partner of EFSA. Ulrike Ziegler, manager at EFSA: 'In one of those scenes, products are presented in a way to fit seamlessly with the target audience. Are they active athletes, focused on performance, or do they like clever materials? Or are they neo-bohemians who cherish the dream to live self-sufficiently? If you provide solutions and are capable of playing into the customer's experience, your products are relevant.'

Ziegler stresses the importance of reaching the younger target audience, the Millennials, who were born between 1980 and 1999. 'You have to appeal to them, otherwise you are missing a

new target audience! They have one shared characteristic: they are digital natives; they were born in the digital age. Products are always available, online. They are accustomed to that convenience. Young, successful organisations have understood that. They base their companies on creative and clever ideas that solve problems and improve the lives of their users.'

This personal approach is also reflected in the EFSA Concept Store at spoga+gafa. Ziegler: 'We are aimed at people, instead of products. In the Garden Centre of the Future, we offer numerous ideas aimed at unburdening customers and making their lives easier and more fun – so that they keep returning. This Concept Store was devised and executed in collaboration with De Haan Group, our EFSA member that is specialised in innovative shop concepts and design'. 

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**Trendsetters, DIYenthusiasts, romanticists, ecological fans; meet the four large trends and their target audiences**

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# An abundance of atmosphere through natural materials and matte pastel shades

In line with tradition, the latest collections in decorative products will be launched at the autumn trade fairs. What will they look like? Manufacturers talk about their collections and highlights.

**Text** Ilse Broers, Anita Meuleman



## **Edelman:**

Combining structures for a playful look

‘In the outdoor lightweight pottery scene, classical has become more prevalent; vases and pots in the Versailles look, finished with shades of metal and rust. In the modern series, which uses a variety of structures that match well together, pastel-like green is a really trendy colour right now. For outdoor pottery, terracotta is large as ever. A novelty is our Portuguese series in soft-orange terracotta. For indoor pottery, Marsala is an important colour, in addition to the new matte gold. The new indoor series have striking structures – broad ridges, waffle structure – that are combined together for a playful and less sleek look.’

**Van der Leeden Mandwerk:**

Drypot now also in other colours

‘New in our collection is the open, plaited Drypot with closed bottom; intended for indoors use, with a beautiful and calm appearance. The Drypot, in grey Rotan, has been expanded in other colours. It now also comes in pots of black, whitewash, brown and with anthracite finishing – suitable for indoors and outdoors. Another new item is the rectangular Drypot in various sizes. A number of other materials – such as abaca, a species of banana – have also been incorporated into the Drypot collection.’



**Kaemingk:**

The hanging chair – now with a stand

‘Kaemingk has translated her themes into outdoor living even more than before, using a broad range of garden furniture and fountains. These products group take centre stage. There are also many innovations. The well-known hanging egg chair is also available with a stand now. Not everybody has the opportunity to hang the chair from something. We have also expanded the Solar Lights; the collection now contains more than 150 pieces, for which we have also developed entirely new packaging and a new shopping concept. Very atmospheric.’



**Dijk Natural Collections:**

Natural materials in five themes

‘Our five trend themes, which go together well, instantly generate the feeling of spring/summer. All themes make use of natural materials. We observe reed, driftwood, wooden disks, rope, and shells. Nature and natural are always the central thread. Important groups are the bowls, furniture and live-size animals made out of sustainably obtained teakwood. Additionally, there are ceramic pots and bowls that contain pieces of coconut. Important product groups are DIY decorative materials and artificial flowers and plants. The new paper flowers are sustainable and have a fresher look than the silk variations.’



**Capi:**

A durable and more sustainable product



‘Capi has developed a new way of presenting; fewer pots in scaffolding and much more atmosphere. We think consumers are more likely to buy something if they think to themselves: ‘I would like to have that at home.’ This summer, we will start with the production of six models of the successful Nature series in the Netherlands, in addition to the Capi Tutch line. With its beautiful, natural appearance and the recognisable Made in Holland orange inside. With this, we are investing in a circular economy with a more durable and more sustainable product – and of course, with lower transportation costs.’



**NDT International:**

‘Increasing demand for glazed earthenware.’

‘The new Manchester line is an expansion of our Vietnamese earthenware that has been glazed with a vintage look; in the shades blue and brown-greenish. We are expecting a lot from this line. The demand for glazed earthenware and high-end pottery is increasing; quality is of increasing importance. Our successful series, Vegas, has been expanded with new models and a new shade of grey. This series has been made using eco-composition, is coloured through and through and is foolproof. Charlotte, the new fibre series, has a sand finish and is available in cream, taupe and aubergine.’



**Mega Ceramics:**

Laminate and rust effect for clay-fibre pots

‘Mega Ceramics is on the rise globally: Australia, Canada, the United States, Africa and the Middle East. For 70%, the company trades in outdoor pottery, and in atmospheric and interior products for the remaining 30%. An important element is clay-fibre: we collaborate with a Chinese clay-fibre factory, under the brand name MCollections. This coming spring, the laminate and rust effect is going to be the next big thing. The Essence series, a series of artificial pots that are produced in the Netherlands, is available in different models and colours. The most restrained shades – taupe, sand, anthracite, white and grey – are the best sellers. Celadon will be next year’s shade in the rustic pottery scene. A turquoise green: beautiful, warm and Mediterranean – to die for!’

**Ter Steege:**

‘Green is hip’ and ‘The pot has become an object again’

‘Ter Steege has centralised the pot-plant combination and works with green a lot. It is both hip and healthy. There is a great deal of interest in the air-purifying function of plants. And the pot-plant combination is being seen as an object once more. For 2017, there are two trend styles for indoors and three for outside; in contemporary designs by the Ter Steege design team. Atmospheric products made of ceramic, wood and metal – such as TS Gardendeco, iron outdoor decorations with Vintage as a new colour – are part of this. Artstone pots are available in many shapes and sizes and also in sand colouring and azure. These marbled pots, made of artificial stone mix, have a drainage system for added ease of use.’



**Esschert design:**

‘Furniture with a special function’

‘In the spring of 2017, we will be aiming our attention at specialised garden furniture. With MyBalconia, furniture for small outdoor spaces, such as a two-seater sofa that can be transformed into a table with two chairs. We also provide small furniture with a special function for in the garden, such as the wheelbarrow sofa for the lawn, which can easily be moved using the wheel. And also the garden-swing chain, and a sofa that surrounds a tree. We are also introducing a new line of luxurious garden tools in the trendy colour copper. Authentic and functional.’



**Velda:**

Water statues and a scarecrow for herons

‘For deco, we are working with the experience of water in the garden: through water statues and water ornaments. The classy and more luxurious ornaments fit well in a sleek, contemporary garden, and are available in sandy and natural colours. On top of this, animal statues remain tremendously popular. Through the built-in water trough in the ornaments, the water is kept circulating. The water statues work using solar panels, which means they can be placed in the garden separately. Alternatively, they work with 220-volt adapters. A real novelty is the ‘heron scarecrow.’ Herons are a real problem for all ponds that contain fish. The decorative pole generates green laser beams to which the birds respond: birds perceive green light as an object, and this causes them to fly away. We have been working on developing this ‘heron scarecrow’ for two years and will launch it in August. This will undoubtedly be a hit.’



**D&M:**

Soft shades and warm accents

'D&M will gladly assist you in making your home even cosier, using a huge range of new interior collections. The range combines soft, serene shades such as ice cream white and light gold with stylish dark grey. Shades in warm copper or intense coral and red provide the much needed hint of colour. By choosing natural materials such as clay, cork, wood or rope, D&M ensures a touch of nature for your home in the cold winter months. The different collections from Portugal, hand-turned in terracotta and finished with hand-made structures, strengthen this feeling.'



**Hakbijl Glass:**

'Present glass more appealingly'

'Hakbijl Glass has expanded its assortment. The new collection consists of four colour themes with products made of textile, ceramic, wood, cork and metal. We remain a glass specialist. In addition, we want to assist our customers, who often work with green, to realise a more appealing image. Clear glass is, and will remain, the foundation, and can be found in each theme. By using adjoining product groups we can create warmth and the right atmosphere.'



**Bolsius:**

'Rustic candles in soft shades'

'New is the Bolsius Sparkling Harmony collection. A collection that gives the interior a classy look. The rustic candles come in soft, harmonious shades and are supplemented with a champagne-coloured metallic varnish that fades subtly. The stylish glasses can be perfectly combined with the rustic candles, due to the fitting colour shades. Our two other decorative themes are Autumn Nature and Classic Christmas.'



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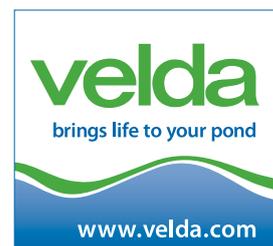


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TIM GODWIN, GREAT BRITAIN

# 'Retail is detail'

Tim Godwin owns the Fosseway Garden Centre located in the rural region of the Cotswolds – small villages with freestanding homes and spacious gardens. Fosseway's greatest strengths are an extensive range of garden plants, gift-foods and Timothy's restaurant. The secret, according to Tim Godwin, is having a personal approach and attention to detail.

'We are not a member of a cooperation or chain of garden centres'

**Text** Anita Meuleman

Right in the middle of the Garden Centre, it has a bright pink door with a sign on it that says: 'Competition time!' Fosseway Garden Centre in Moreton in Marsh actively pursues publicity with fun actions. Their door is intended to serve as a background for selfies that entitle you – by posting them on the Fosseway Facebook page - to discount vouchers of £50, £10 and £5.

However, Godwin is also motivated towards good causes. In August 2015, and together with his daughter Poppy, he cycled from the Scottish John O'Groats to Land's End in Cornwall in twelve days, a distance of 940 miles (1,512 km). They did this for two local charities; the Midlands Air Ambulance Service and the Children's Cancer and Leukaemia Foundation.

## Conditions

The Fosseway Garden Centre is truly a family business. Owner Tim Godwin runs the garden centre together with his wife Gill. The garden centre measures 8,000 m<sup>2</sup> of outdoor space and 15,000 m<sup>2</sup> indoors, 500 m<sup>2</sup> of which is taken up by the 250 seat restaurant. Annual turnover tot-

als about 3.2 million British pounds. 'We are not a member of a cooperation or chain of garden centres', says Tim Godwin. 'By entering into direct discussions with suppliers and agreeing on what both of us want to achieve, I think that I get pretty much the same conditions and prices, instead of making part payments to a franchise chain.' 'You learn something every day', he says repeatedly during the interview. 'I am prepared to look and learn but I don't think that joining a chain is the be all and end all'.

Godwin started twenty years ago. 'I milked cows and grew corn.' After studies at the Horticultural College, he started a small plant nursery. 'We kept considering how we could keep developing the nursery into a complete garden centre.' Ten years ago, he stopped cultivating plants himself. Nevertheless, the love of plants remains one of Fosseway GC's great strengths.

'Our biggest strength is our great assortment of outdoor plants. Vegetable plants are popular at the moment; we buy these from a local grower. They have all of the good old tried and tested varieties as well as the 'new kids on the

Photo: Anita Meuleman



block', such as grafted tomato plants with beautifully strong bunches of enormous numbers of fruit. In April, there are the flowerbed plants: *Bellis*, carnations and violets, followed by *Pelargonium*, *Petunia* and hanging basket plants of many colours by the end of the month.

### Changes

I always wanted to run more than one business. So now, together with the garden centre, I have a floristry, a garden appliances section, an outdoor plant section a restaurant plus a shop; all combined at the one location, they are all independent businesses that all need to be individually profitable in their own right.

The most challenging business is the floristry. 'For the last eighteen months we have had a florist – with Dutch flowers! The floristry is just starting to pay its own way, but this has taken a long and difficult time. For us, the flower culture is less active. We are now also getting orders for funerals and weddings.'

Are you positive? 'Yes, sure. A garden centre has a lot of potential. We need to keep reinventing ourselves to maintain our customers' interest. We want to add an Animal section, we do nothing yet in this context, and perhaps also a lifestyle section and maybe kitchens as well – and not just for outdoors. I also see potential in outdoor attractions. Whether this is a picnic area, a mini golf course or walks: I think there is considerable need for these among customers. This also offers an alternative to the internet. This will not go away, but there is no need to be afraid of it.'

### Food

Fosseway is located in The Cotswolds in a very rural setting. 'In two years, 800 new houses will be built in the area. For us, this means that a lot is going to change.' The greatest potential for Fosseway GC is to be found in the Food section, according to Godwin. 'There are a number of British garden centres with a turnover of 6,000 to 8,000 British pounds per square metre. This is an enormous turnover.'

'Our biggest strength is our great assortment of outdoor plants'



## ‘There is a birthday every day’

The philosophy behind the food section at Fossey Garden Centre is to mainly offer food items that can be sold as gifts; gift-food. Bags of attractive chocolate biscuits, caramels, chocolates and florentines, and local beers and wines as well.

‘We are now at the stage of considering how we can further this section and are thinking about the development of an extensive food hall.’

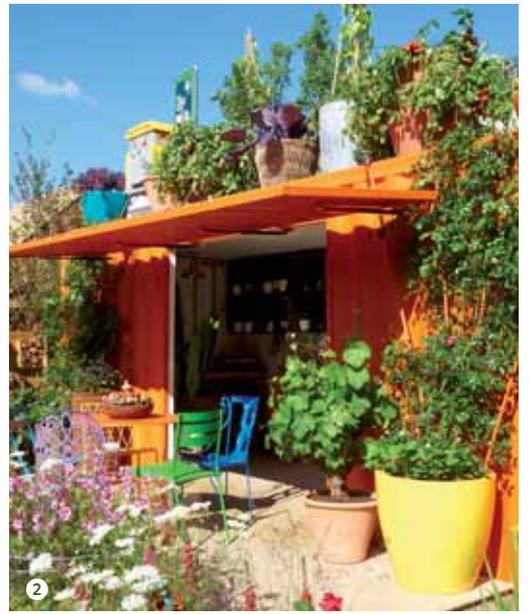
Then there is Timothy’s Restaurant, named after the owner. ‘Four fulltime chefs work at the restaurant. You can enjoy a cup of coffee, lunch or a tea break here. Hot meals can be ordered at the counter and these are prepared in the kitchen and served at the tables. Small items such as sausage rolls and roast potatoes are served from the counter.’

‘Ten years ago, it was still much of a novelty to have a restaurant or coffee corner in your garden centre’, says Godwin. But now, this is standard. It is almost standard for Great Britain to have a 250 seat restaurant in a garden

centre – and there are increasing numbers of centres that have larger restaurant areas. This local trend also started in Great Britain ten years ago.

### Birthday

In Great Britain, we aim for a turnover of 2,000 to 2,500 British pounds (3,000 euro) per square metre. In Britain over recent years, we have seen an increase in turnover of five to six per cent. An industry-unfamiliar product like birthday or thank you cards for instance, is big business. Godwin has a weekly turnover of £ 2,500 for these products. ‘There is a birthday every day; this is an obvious statement. You can order online of course, but in reality, people tend to like coming to a garden centre for a gift or birthday card. You can buy a cushion or a lovely pot with a plant in it.’ 



RHS CHELSEA FLOWER SHOW 2016

# More experience with sculptural gardens

All British and international garden lovers, designers, people from the landscape gardening industry and celebrities hurried to London in May to see the latest trends in gardening at the prestigious RHS Chelsea Flower Show. This year also, standards were again extremely high.

**Text and Photos** Anita Meuleman

## 1. Senri-Sentei Garage Garden

Designer: Kazuyuki Ishihara  
Award: Gold  
Category: Artisan Garden

## 2. The RHS Greening Grey Britain for Health, Happiness and Horticulture

Designer: Ann-Marie Powell  
Category: Feature Garden

## 3. Royal Bank of Canada Garden

Designer: Hugo Bugg  
Award: Silver-Gilt  
Category: Show Garden

## 4. AkzoNobel Honeysuckle Blue(s) Garden

Designer: Claudy Jongstra en Stefan Jaspers  
Award: Silver-Gilt  
Category: Fresh Garden

## 5. The Winton Beauty of Mathematics Garden

Designer: Nick Bailey  
Award: Silver-Gilt  
Category: Show Garden

What notable trends stood out in the display gardens? One striking fact was that many gardens reflected a somewhat rugged appearance. A lot of use was made of solid tough materials such as marble terrace floors, pergolas made of solid beams and the application of cortex steel. Also striking was the use of large natural rocks and even boulders, pyramids or large, if not abstract, metal objects or framed tough goat hair cloth. A number of gardens had more of a parkland or formal appearance while others just chose to bring the inside outdoors through covered patios with luxury leather designer chairs, light-coloured dining tables and technological touches designed for convenience in the form of watering systems. Copper water basins or narrow water streams provided the desired rustic sounds of rippling water.

The show gardens are increasingly focused on experiences, such as a greenhouse with water running past underneath and large pots of carnivorous plants. Last year we saw many

cottage garden plantings. What was noticeable this year is that plantings are still lush, but also clearly reflects a clear trend towards everything becoming more rugged. The gardens look less feminine because of their tougher and more solid materials and tightly structured elements that give the gardens a much more robust appearance. You can also clearly see design influences emanating from the furniture.

Of course at Chelsea the trend of outdoor garden eating has not been omitted. There were many outdoor kitchens to be seen, which increasingly take on the form of a multifunctional barbecue; again reflecting rugged looks. And around the terraces, step-over apple trees, pots of herbs, tomatoes, beans, salad varieties and grapes.

A selection of presented display gardens, starting with the Best Show Garden by Andy Sturgeon, follows next.

# GASA Group Germany: your partner for a colourful autumn

GASA Group Germany – authoritative garden plants exporter from the German municipality of Kevelaer in North Rhine-Westphalia – will present its expansive and colourful product pallet and actual innovations during the Plantarium and the GROEN-Direkt autumn trade fairs. In addition to these two trade fairs, GASA, with its strong product brands, will also take part in the TuinZaken Experience Shop during Plantarium in Hall 2.

The product assortment of GASA consists of perennial plants, bedding and balcony plants, arboriculture products and houseplants. During Plantarium, GASA will be primarily focussed on its autumn range.

## Contemporary autumn bloomers

'We will display a broad range of autumn bloomers in a contemporary jacket, to convince interested parties that there is a growing customer demand to transform plant troughs and terraces into an appealing autumnal image', says business development manager Gerald Derksen. 'Autumn herbs, heathland plants in warm shades and shapes, fruit-bearing plants, structure-establishing plants and grasses can form an attractive motley in late summer and the autumn. At GROEN-Direkt, this broad assortment will be directly available to all customers; both through the present sales layers and our own PP Stand', according to Derksen.

## Special presentations Experience Shop

GASA also wants to make a contribution to the possible new design of the Plantarium, starting in 2017, in the context of which GASA, with its strong product brands, has collaborated with TPK Media & Events to shape its response to the customer's changing demands. In the TuinZaken Experience Shop, GASA will present various ideas and innovations for the autumn trade – ranging from inspiring potted plant combinations to sales-enhancing concepts. Derksen: 'This year, there will not be a company exhibition for GASA in Hall 2 of Plantarium. Instead, we have organised a company exhibition in Kevelaer on 9-11 August. Starting earlier has improved the possibility for our customers to start the autumn colourfully.'

GASA will gladly receive interested parties in the Experience Shop at Plantarium (24-27 August) and at the autumn fair of GROEN-Direkt (24-27 August).





## The Telegraph Garden

The Telegraph Garden is a private landscape that includes large established grey-green leaved trees and bronze fin-shapes (to 2.5m high) forming solid bridges between which water flows from bronze pipes into the clear water pond with a bottom surface constructed of rough stone. The rough rocks and stones are 'Jurassic' limestone. Designer Andy Sturgeon creates extra drama by linking 'fins' to the Stegosaurus that lived during that time. Sturgeon refers back to his childhood for this, when he was enormously impressed by the giant skeleton in the Museum of National History. The result is a garden that is full of adventure and excitement and appeals to the imagination of both children and adults.

In the central garden area, large geometrical polished stone slabs provide a beautiful contrast to the rough elements around the periphery of the garden. Soft colours allow the plants to reflect their pink, ochre, and orange tones in the sunlight being filtered through the trees. These plants include the perennial *Scabiosa columbaria*, grasses (*Carex testacea*, *Festuca gautieri*, *Poa labillardierei*), spurge, yarrow, Viper's bugloss, *Bulbine frutescens* 'Hallmark' and *Santolina*. Trees used in this show garden are: *Quercus ilex*, *Maytenus boaria*, *Schinus molle* and the *Arbutus unedo*.

**The Telegraph Garden**  
**Designer: Andy Sturgeon**  
**Award: Gold**  
**Category: Best Show Garden**



## The M&G Garden

The essence of this garden lies in its trees and rocks, says designer Cleve West. 'I could use these beautiful oak trees, the feathery oak *Quercus pubescens*. The shape of these trees reminds me of my teenage years when I fell in love with the rocks and woods of Exmore in Somerset. In addition, I wanted a few nice quiet places and water. The edge of the garden is constructed from rugged, weathered oak beams.

About the end result, West says, 'I am very happy with it. I think it's the best Chelsea garden I have ever created. This is mostly because it is a very personal garden. All of my memories come together in this garden. The rough stone path is the metaphor for my uncertain start as a designer. This transforms into a smoother surface leading to the central garden with a beautiful and modern design done in blue-grey stone, which is the same material as the large natural rocks. The central garden offers a friendly area to sit and enjoy the water element.

The proportions work well; it is large but also has a certain sense of rest. If it was smaller, the area may not be as peaceful. I did very carefully try to avoid recreating a section of an Exmore landscape. It really did have to be a garden but without a complicated range of plants: the (*semi*) shade plants that have been used are not all natives but are all readily available'.

West considers a quiet place in the garden to be important. 'I have never designed a Japanese garden but this is probably as close to a Japanese garden as I can get. 'Will you continue to follow this direction?' In this case I had a free hand in what I wanted to do. In real life, you have to consider the house that is involved, the surrounding environment and the customer's tastes. Creating a garden like this will not always be possible but this is something I will be striving towards.'

### The M&G Garden

Designer: Cleve West

Award: Gold

Category: Show Garden

## LG Smart Garden

The LG Smart Garden was designed by Hay Jung Hwang, as her first Chelsea-garden entry, and constructed by Randle Siddeley. This relaxing space to be soaked up or for quiet enjoyment is designed as a 'smart home' for a hypothetical young working couple and shows how technology can support and improve connection with the natural environment. There is functional space for privacy and for work, for getting together with friends and for relaxation. Convenience in the form of an integrated water supply system is indispensable in this context. Straight lines and light natural colours of the walls, terraces, paths and pergolas provide a framework for the lush cottage garden plantings in pink, lilac, white, and blue.

'The lifestyle that mostly occurs indoors is what I want to take outside by challenging people to really embrace the outdoors', designer Hay Jung Hwang says. 'For this to happen, I felt it important to have a planted section at the edge of the living space area. The interchange between the hard structures and 'loveliness' of plants joins them together and symbolises our lives when it is in balance. We all need balance. People living in London all lead busy lives. Technology provides convenience: people can see, care for and water their plants via their smartphone, even when they are away on holidays. The water ornament also provides relaxing images and sounds. The wood that has been used is 'acetylated wood'; treated for outdoor use and making it last for 25 years.

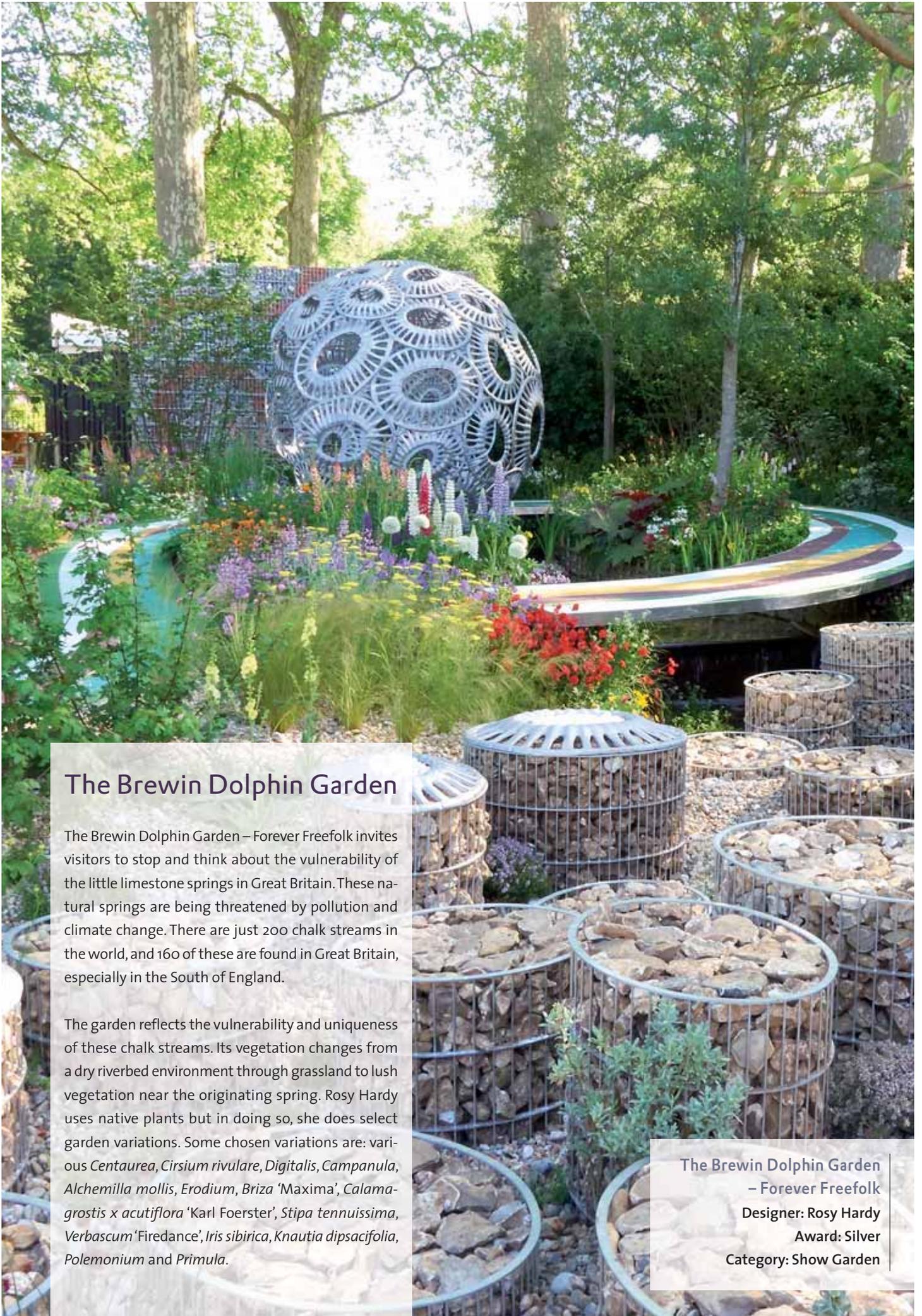
### LG Smart Garden

Designer: Hay Jung Hwang

Award: Silver-Gilt

Category: Show Garden





## The Brewin Dolphin Garden

The Brewin Dolphin Garden – Forever Freefolk invites visitors to stop and think about the vulnerability of the little limestone springs in Great Britain. These natural springs are being threatened by pollution and climate change. There are just 200 chalk streams in the world, and 160 of these are found in Great Britain, especially in the South of England.

The garden reflects the vulnerability and uniqueness of these chalk streams. Its vegetation changes from a dry riverbed environment through grassland to lush vegetation near the originating spring. Rosy Hardy uses native plants but in doing so, she does select garden variations. Some chosen variations are: various *Centaurea*, *Cirsium rivulare*, *Digitalis*, *Campanula*, *Alchemilla mollis*, *Erodium*, *Briza* 'Maxima', *Calamagrostis x acutiflora* 'Karl Foerster', *Stipa tenuissima*, *Verbascum* 'Firedance', *Iris sibirica*, *Knautia dipsacifolia*, *Polemonium* and *Primula*.

The Brewin Dolphin Garden  
– Forever Freefolk  
Designer: Rosy Hardy  
Award: Silver  
Category: Show Garden



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