



# GROWING EMOTION

## 'Emotional thinking creates loyalty beyond reason'

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 TuinZaken Garden Retail Experience (TREx) will be **Growing Emotion**. How can you sell green and garden products 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.

### Entrance

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

Sign up: go to [WWW.TR-EX.EU](http://WWW.TR-EX.EU)

### Hotel stays

There are various hotels in the vicinity. There is a special arrangement available at Hotel Van der Valk Nieuwekerk a/d IJssel, starting at € 95 a night, including breakfast. Check for options and bookings [www.tr-ex.eu](http://www.tr-ex.eu).

### Programme TREx 9-10 February 2017

- 09.30 Welcome
- 10.00 Start programme
- 18.00 Conclusion (10 februari 17.00)

See [WWW.TR-EX.EU](http://WWW.TR-EX.EU) for the programme's substantive content.

### Eventlocation

Plantarium building, Italiëlaan 4, 2391 PT Hazerswoude-dorp

### Combine your visit with Spring Fair

The Groen-Direkt Spring Fair is the launch of the new trading season for garden plants. The exhibition consists of a living catalog of 5,000 sample batches, from hundreds of growers. Besides the sample exhibition, more than 150 garden plants suppliers present themselves at the fair.

The Groen-Direkt Spring Fair will take place on 7 and 8 February and is open from 7:30 to 16:00. Parking is free, catering is available. Access exclusively for trade visitors. More information: [www.groen-direkt.nl](http://www.groen-direkt.nl)

### Organisation

Garden Retail Experience is organized by TPK Media & Events, publisher of the leading trade magazines TuinZaken, Garden Retailer and florist magazine De Pook.



## TPK Media & Events

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# GARDEN RETAILEXPERIENCE 9-10 FEB 2017



- THE GARDEN CENTRE-EVENT
- KICK-OFF GARDENING SEASON 2017
- TUINZAKEN RETAIL GALA & AWARDS
- INFORMATION & INSPIRATION
- IDEAL STORE ENVIRONMENT
- HOSPITALITY
- NETWORKING
- FASHION & LIFESTYLE
- THE NEW CONSUMER
- XMAS EXPERIENCE
- POP-UP SHOP
- GARDEN RETAILER 3.0
- EXPERT TOURS
- CROSS-INDUSTRY INNOVATION
- OMNICHANNEL RETAIL



free access  
and catering for  
retailers

The Garden Retail Experience (TREx) is a unique yearly inspiration event aimed at the (inter)national 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.

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

Europe's nr 1  
inspiration event  
for garden retail

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.

### Founding partners

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

TUINZAKEN

TUINBRANCHE  
NEDERLAND

Instore Retail  
Solutions Displays  
De Haan Group

new: xmas  
experience

### 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 flower 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)