

PRESS RELEASE

## **EFSA presenting Concept Store 3.0 at spoga+gafa in Cologne**

**Cologne, August / September 2014** - EFSA, the European Floral and Lifestyle Product Suppliers Association will once again present a spectacular Concept Store at the coming spoga+gafa in Cologne from August 31 to September 2.

The Concept Store - version 3.0 - embodies 'the garden centre of the future' on a 600m<sup>2</sup> surface. What strikes immediately, is that everything in the store is 'free flow'. Customers can easily navigate their way through the open retail space without walls. This transparency provides a sense of freedom, an enjoyable customer experience.

The central theme of the Concept Store 3.0 is 'Changing the City'. The city has thousands of balconies, courtyards, façades and communal or private gardens. Urban gardening and farming are on the rise. These are a big business opportunity, an area with enormous unused potential for suppliers and retail. In this context, several subthemes were developed for the Concept Store:

<b>Tribal</b>	An avant-garde theme with atmospheric, ethnic decorations and rich materials.
<b>Nautic</b>	All about water features in the garden and on the balcony.
<b>Level</b>	Smart solutions for an optimal outdoor experience on the balcony.
<b>Tom Boy</b>	Playful solutions with an emphasis on socialising.
<b>Secret</b>	Endless possibilities of a 'secret' inside garden.

Together with TPK Media Partners, Vinnce Ponet of Viretail is responsible for the concept development and creative execution. "We wanted to create a clear wow-effect to ensure that people remember the Concept Store", says Ponet. "With the changing role of garden centres - consumers increasingly expect entertainment on the shop floor - so various attractions have been included".

Important about the new concept is that the retailer is still in control. Innovative applications and a tempting combination of product ranges, scent, light and signage allow him to respond to the subconscious of consumers and lure them to a specific part of the shop. "We focus primarily on real applicability to the contemporary shop floor. This means that retailers can easily implement everything they see in Cologne in their own garden centres the very next day," concludes Ponet.

Within Concept Store 3.0, a number of EFSA members are increasingly working together in the development of retail concepts and retail presentations. With sophisticated selections and combinations from the EFSA members' range of products, they demonstrate in the Concept Store which atmosphere, presentation and communication can be used to generate an optimal sales effect. This cooperation between the suppliers is both unique and progressive.

With twelve participating member from the Netherlands, Belgium and Great Britain, the Concept Store promises to be another impressive experience. Participants are Esschert Design, Hakbijl Glass, Capi Europe, Dijk Natural Collections, Edelman, Ter Steege, NDT, Van der Leeden Mandwerk, Heembloemex, Velda, Briers Ltd and Alldeco.

EFSA Concept Store 3.0 is located within the EFSA area, Hall 10.1, stand A040-C041, surrounded by EFSA member stands. Visitors can enter the store along the main path.

#### *About EFSA*

EFSA, the European floral and lifestyle suppliers association, provides a forum and voice to advance the global competitiveness of the floral, gardening and lifestyle industry. EFSA's mission is to *share future trends* and be a source of inspiration for the members, the retail and the consumers.

Through joint initiatives and a network of engaged CEO's, senior executives and working committees, EFSA helps to shape market trends and share knowledge among key players within the industry.

Founded in 1995, EFSA unites members from various European countries including Belgium, France, UK, Germany and the Netherlands.

#### **Press information:**

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