

PRESS RELEASE

## **EFSA Concept Store at spoga+gafa showcases future trends for the retail**

**Cologne, August / September 2015** - 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 30 to September 1, showcasing upcoming trends for the retail.

For the first time the Concept Store is exclusively developed by EFSA members. Shop specialist De Haan Group who collaborated with EFSA at the spoga+gafa in the past has joined as a member in January 2015 and in their new role took the lead in the project.

The central components of the Concept Store will be 'Sustainability', 'Transparency' and 'Hospitality'. "Customers go to a store not just to compare products or hunt for the cheapest price. That's better done online", says CEO Kees de Haan. "They come for the physical experience. They want to see the products, feel them, hold them and they expect help from employees. And even more important: Today's consumer expects a clear perspective about the retailer's intentions and actions in a sustainable world."

The Concept Store demonstrates how a retailer can communicate 'Sustainability' to his customers. "Think about local production, cradle2cradle, unsprayed products, renewable energy, water management, working conditions etc. Doing good for people and planet - this feeling should go to the floor," concludes De Haan.

The Concept Store will be a mirror for the retailer on what elements in his shop should look like and how he can start on this tomorrow. The 'Integrated Presentation' concept includes a Garden area and a House area, with different settings such as office, bathroom, balcony, community garden etc. Realistic complete settings, each 1-2 sqm will showcase loose products comparable to the fashion sector, providing practical, year-round inspiration. There will be modular furniture applicable to the various settings.

"The Concept Store is an important platform for showcasing future ideas and we are excited about the engagement of our member De Haan Group", says Ronald van Veen, Chairman of EFSA. "Kees is a visionary, embracing EFSA's role as partner in a fast changing retail field, adding expertise, creativity and enthusiasm to the EFSA member network and to the retail".

A total of 16 EFSA members have worked together on the realisation of this 'Garden Centre of the future' laid out on a 600m<sup>2</sup> surface: Beeztees, Briers Ltd, Bolsius, Capi Europe, De Haan Group, Dijk Natural Collections, Dutch Decor, Emerald Eternal Green, Edelman, Esschert Design, NDT, Ter Steege, Techmar, Van der Leeden Mandwerk, Velda and Verhagen Group.

The EFSA Concept Store is located within the EFSA area, Hall 10.1, stand A40 - C41, 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

*About De Haan Group*

Haan Group is an interior construction company with 25 years of experience in shop fitting and is a specialist in garden centers. Besides the (re) implementation of shopfitting materials and developing projects for the Dutch retail business, we have also implemented projects in various European countries and beyond. De Haan Group originates from De Haan Retail Support and De Haan Instore Supplies. **De Haan Retail Support** provides advice, support and assistance to retail organizations and independent retailers for their shop fitting. **De Haan Instore Supplies** takes care of the supply of racks, product presentations and other interior objects. In addition, **Instore Supplies Displays** exists since April 2012. Years of experience of employees ensure the right solution for each presentation. From shop-in-shop to shelf furnishing.

**Press information:**

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