

PRESS RELEASE

EFSA Concept Store at spoga+gafa: From product to people

Cologne, September 2016 - EFSA, the European Floral and Lifestyle Product Suppliers Association will once again present a forward-looking Concept Store from September 4-6 at the spoga+gafa in Cologne.

This year's EFSA Concept Store will be all about Relevancy. The key idea revolves around the question how garden centers can assert a leading position in the future. Garden centers and other providers of floral and lifestyle products don't serve any basic needs; their products are 'luxury goods' which people can live without. Consumers need to be inspired with solutions for the 'problems' they have. Businesses become relevant if they solve their customers' problems.

Many garden centers have a history of production; everything revolves around 'products', and how to sell them as much as possible. In times of Internet products are always available, so availability is not an issue anymore. It is about how and why the product might improve the life of the customer.

"Customers are changing their behavior in various markets; for example grocery shopping turns into meal services" says Kees de Haan, EFSA Member and creator of the Concept Store. "New companies like HelloFresh sell meals instead of ingredients, with a clear manual and indication of the time spent. Also subscription services like Bloomon take away the hassle and make the customer's life easy. Initiatives like these make a pre-selection that fits the customers' need and limit the stress of choice".

For garden centres a new mix of these services and better in-store consultancy is crucial. Providing the right solution is more important than the cheap solution. The EFSA Concept Store is picking up on these trend shifts showcasing store solutions based on the customer's natural habitat. The Concept Store is divided into 3 zones: Home, Terrace & Garden. In these areas visitors will learn ways to create packages, subscription services and innovative product presentations that lead to improved turnover.

A total of 14 EFSA members have worked together on the realisation of this 'Garden Centre of the future' laid out on a 700 m² surface: Beeztees, Baltus, Briers Ltd, Bolsius, Capi Europe, De Haan Group, Dijk Natural Collections, Edelman, Esschert Design, NDT, Ter Steege, Techmar, Van der Leeden Mandwerk, and Verhagen Group.

The EFSA Concept Store is located within the EFSA area, Hall 10.1 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 more than 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:

Please contact Ulrike Ziegler, Spokes Person / Manager of EFSA, or Laurens Doesborgh for more information. Photo material is available on request.

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