

PRESS RELEASE

EFSA presents exclusive Trend Showcase at Tendence 2017

Frankfurt, June 2017 - EFSA, the European Floral and Lifestyle Product Suppliers Association will present a unique trend showcase at the upcoming trade show Tendence from June 24 - 27 in Frankfurt.

For the first time a group of EFSA Members will exhibit together in one area in Hall 8 surrounding the 'EFSA Pavilion', a dedicated area where visitors can experience the upcoming EFSA Trends on a 250 sqm space.

Designed and built by EFSA Member De Haan Group in cooperation with EFSA's creative partner DEDICATED PEOPLE, the showcase will give a preview of the official EFSA Trends Spring / Summer 2018. Visitors can experience the style, atmosphere, colours and materials in 4 different Trend Houses. The realistic complete settings will give a practical, target group-oriented inspiration to retailers and consumers.

An EFSA Trend publication accompanying the showcase will be available at the EFSA Pavilion. The four themes are presented as a preview by means of key visuals, descriptions and colour information.

The Pavilion is made visible through EFSA branding and a distinct carpet surrounding the space. At the integrated EFSA Lounge visitors are welcome to rest and enjoy a refreshing drink.

"The new date of the Tendence, it's focus on international high-volume buyers and the integration of outdoor products makes a participation for EFSA members attractive again", says Ulrike Ziegler, Spokes person of EFSA. "We are looking forward to offer visitors a first and exclusive preview on our upcoming trends". Participating members the EFSA area are Capi Europe, Edelman, Esschert Design, NDT, Ter Steege and Van der Leeden Mandwerk.

NOTE

The trend publication distributed at the Tendence will only be available as a print version and exclusively provided to the audience at the Tendence. The complete Trend Magazine containing in-depth details about each trend including extended photography, product suggestions and pantone specifications will be published in August 2017. Then, also the digital version can be ordered through the EFSA website and key visuals will be available to the press in high resolution.

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:

Please contact Ulrike Ziegler, Spokes Person / Manager of EFSA

Ulrike Ziegler

EFSA Management

P.O. Box 63052

1005 LB Amsterdam

The Netherlands

Tel.: +31 (0)6 123 752 70

E-mail: info@efsa.com