

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 five EFSA Members will exhibit together in one area in Hall 8 surrounding the EFSA Pavilion, a dedicated area where visitors can experience the latest 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 are each about 12-15 sqm and will give a practical, target group-oriented inspiration to retailers and consumers.

An EFSA Trend folder will be available at the EFSA Pavilion in which the four themes are presented by means of key visuals and relevant text and colour information.

The whole area is made visible by 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 concept of the Tendence including the new fair date, a 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, Esschert Design, NDT, Ter Steege and Van der Leeden Mandwerk.

### ***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](mailto:info@efsa.com)