

PRESS RELEASE

## **EFSA presenting Trend Zone at spoga+gafa 2017**

**Cologne, August 2017** - EFSA, the European Floral and Lifestyle Product Suppliers Association will present a unique trend showcase at the upcoming trade show spoga+gafa from September 3 - 5 in Cologne.

For a number of years EFSA has been creating spectacular retail showcases at the spoga+gafa that have become visitor magnets. This year EFSA will present a novelty: The EFSA Trend Zone.

Designed and built by EFSA Member De Haan Group in cooperation with EFSA's creative partner DEDICATED PEOPLE, the showcase presents the official EFSA Trends Spring / Summer 2018. Visitors can experience the style, atmosphere, colours and materials in four different Trend Houses themed *Persian Palace*, *California Cool*, *Garden Glory* and *Hudson Heaven*. The realistic complete settings will give a practical inspiration to retailers and consumers who want to work with trends.

A Trend House comes as a standard version that is adaptable and can be 'personalized' matching a certain atmosphere or trend theme. "Through different colouring, roofs, walls, floors and products, each Trend House can have a unique look. A retailer can create his own 'trend zones' on the shop floor in a highly efficient way to address different customer groups," says Ulrike Ziegler, spokes person of EFSA.

The EFSA Trend Magazine will be available at the Trend Zone in which the four themes are presented as part of a 44-page lifestyle magazine, combining atmospheric images, colour references, product suggestions and other relevant information.

A group of thirteen EFSA Members will exhibit in one area in Hall 10.1 surrounding the EFSA Trend Zone: Baltus, Briers Ltd, Capi Europe, De Haan Group, Dijk Natural Collections, Edelman, Esschert Design, Lechuza, NDT, Pokon Naturado, Techmar, Ter Steege, Van der Leeden Mandwerk.

The area is made visible by EFSA branding and a distinct carpet surrounding the space. At the integrated EFSA lounges A45 and B30, guests are welcome to rest and enjoy a refreshing drink and bite.

### *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.

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