

PRESS RELEASE

EFSA presents trend showcase Spring / Summer 2019 at Tendence

Frankfurt, June / July 2018 - EFSA, the European Floral and Lifestyle Product Suppliers Association, will present a new unique trend showcase at the upcoming Tendence from June 30 - July 03 in Frankfurt.

Under the mission "Sharing Future Trends" EFSA is publishing a seasonal trend magazine with a forecast on the colour and style trends of the coming year. The publication is a popular source of inspiration for retail partners in the 'green and lifestyle' sector. The idea behind the Tendence showcase is to literally 'Bring the EFSA Trend Magazine to Life'.

Designed and built by EFSA's creative partner DEDICATED PEOPLE who is also the maker of the trend magazine, the showcase gives a preview of the official EFSA Trends Spring / Summer 2019. Over-dimensional walls in the four corners of the 420 sqm EFSA Pavilion will display pages of the upcoming trend magazine featuring the products of the new EFSA member collections. Visitors will not only be able to see the trends but 'touch' them and experience style, atmosphere, colours and materials in real-life.

For the second time a group of six EFSA Members are exhibiting together in one area in Hall 8, surrounding the EFSA Pavilion. "At last years' Tendence, Messe Frankfurt had introduced a new concept and EFSA members were ready to participate and be among the 'first movers'. Thanks to a collaborative partnership and the pioneering spirit on both sides, the engagement turned out to be a success", says Ulrike Ziegler, Manager of EFSA.

Participating members in the EFSA area are Capi Europe (K50), Edelman (L70), Esschert Design (K54), NDT International (L64), Ter Steege (K64) and Van der Leeden Mandwerk (K42). The whole areal is made visible by EFSA branding and a distinct carpet surrounding the space. At the integrated EFSA bar and lounge, visitors are welcome to have a refreshing drink and enjoy the trend scenery.

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 their retail partners in the 'green sector'. Through joint initiatives and a network of engaged CEO's, senior executives and working committees, EFSA helps to explore and shape market trends and share knowledge among key players within the industry. Founded in 1995, EFSA unites members from various European countries including France, UK, Germany and the Netherlands

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