

PRESS RELEASE

EFSA presents *Green Happiness Festival* at spoga+gafa 2018

Amsterdam / Cologne, September 2018 - EFSA, the European Floral and Lifestyle Product Suppliers Association will present a unique trend showcase at the upcoming trade show spoga+gafa from September 2-4 in Cologne. Also this year EFSA looks forward to welcome visitors at the spectacular retail showcase *Green Happiness Festival* in Hall 10.1.

Under the influence of the Internet and the transparency it creates, products become more and more a commodity. Pricing remains the most significant factor for the consumer. Retailers and manufacturers have to distinguish themselves by providing added value and experience. The Festival Store offers a solution for this and demonstrates how retailers and suppliers can jointly serve the consumer.

“The idea around the *Green Happiness Festival* emerged from a high demand for experience-oriented activities in the store”, says EFSA’s spokes person Ulrike Ziegler. “With the Festival concept EFSA wants to give entrepreneurs a ‘template’ for making the shift to dynamic elements on the shop floor. The *Green Happiness Festival* is a pop-up event that creates motion, attention, atmosphere and sales”.

Member De Haan Group and TPK Media & Events have jointly developed and realised the festival concept. A greenhouse construction is built in the centre of the EFSA area to emphasise the connection between store and festival. The lively combination of food, trade and entertainment shows Garden Centre owners how an own event can trigger more traffic.

Kees de Haan: “We think it is an interesting concept and therefore we invest in the execution. We are curious if the idea catches on and then we want to consider the option to carry on and spread out the festival idea into the market. What we showcase at the spoga+gafa can be implemented in a regular Garden Centre”.

A group of 14 EFSA Members will exhibit in the EFSAS area in Hall 10.1 surrounding the *Green Happiness Festival*: Baltus, Capi Europe, De Haan Group, Dijk Natural Collections, Edelman, Esschert Design, Eurosand, fleur ami, Lechuza, NDT International, Pokon Naturado, Thermoflor, Ter Steege and Van der Leeden Mandwerk. Member Velda will exhibit in the Festival Store.

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 France, UK, Germany and the Netherlands.

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