



*At the sixth edition of **Myplant & Garden International Green Expo** the special event **II Verde BIO** dedicated to exhibitors caring to sustainability.*

*Milan, February 2020* - After the first edition in 2019, the appointment at **Myplant & Garden 2020** with Verde BIO will be repeated. A mapping of the exhibiting companies that wish to highlight their commitment to sustainability.

Myplant & Garden, the most important international green expo dedicated to horticulture, landscape and garden, particularly sensitive to sustainability issues, offers its exhibitors who propose ecological products or have an environmentally friendly production chain, the possibility to enhance and communicate their commitment.

The initiative, completely free of charge, includes a map in the *Visitor's Guide*, targeted communication and special signs at the stand.

This year the exhibitors who have joined the Verde BIO have doubled compared to last year, allowing to widen the attention on very interesting realities. This figure demonstrates how the sector is investing in this direction, aware that sustainability, in addition to being a duty for companies, is now also an important and more and more increasing economic and commercial leverage.

In this event where nature is the protagonist in all its wonderful beauty, respect for the environment is promoted, which is manifested concretely starting from the alliance between producers and consumers.

II Verde BIO initiative is created in collaboration with Change up!, a company committed to the promotion and communication of sustainability.

### **The green map**

Many companies in the sector are investing in research and more sustainable production to limit the damage caused by human activities on nature. The map offers an ideal green thread, to follow a fair route in the sign of the green.

The offer of manufacturers of products for **caring plants and soil** including fertilizers, nutrients and biostimulants, all strictly organic: **Hydrogeo** with a line of products of vegetable origin such as extracts of nettle, garlic, horsetail; **AGM** with organic and organomineral fertilizers for organic farming; the *Agreennovative* line by **Palumbo Trading** consisting of microorganism-based fertilizers with the function of invigorating for biological agriculture; **Agrochimica** with different substrate lines, fertilizer of vegetable origin, peat, potting soil; **Al.Fe.** with a bio natural defense line for plants, fertilizers, biostallatic but also soy oil, propolis, nettle extract, kaolin, biotannin, horsetail extract. **Bio AL.T** with fertilizers allowed in organic farming with zero residuality; the **CIFO Natural Barrier line**



based on 100% natural products; the biological control products offered by **Comagricola Green Europe** are dedicated to the turf: certified fertilizers and soil improvers; **Fibra di Legno** offers instead of peat *Fibrilla*, a vegetable conditioner derived from wood; **Floenter** with organic soil; **Geogreen** with a wide range of products ranging from organic fertilizer to liquid nourishment specific for different types of plants and vegetables. **ICL Italia** with *Bioten*® a biological fungicide for the prevention of diseases affecting turf; **Ital-Agro** fertilizers, plant protection products and biocides for vegetable gardens and gardens; **Italpollina's** organic line for the nutrition and care of lawns, vegetables and fruit plants; the *Novaterra* by **Mirafior** line which includes a substrate for sowing and transplanting based on peat; The products of the *Il mio orto bio*® line by **Newpharm Home & Garden**: natural invigorating agents against parasites, as well as a 100% natural and biodegradable pencil. This company has also launched a tree adoption campaign to support local community farmers; **Tempoverde** with the biological fungicide line, the biological insecticide line and the soil activator line; biodegradable products for plant protection and biodegradable jute, coconut and sisal mulching felt produced by **Tutor International**; the *Bio Love* line by **Ueber** which includes non-habitants and repellents and the *Presto Bio* line of pheromones and antagonistic insects; organic fertilizers and soil improvers, biostimulants, rooting and resistance inducers, soil for turf, nursery, horticulture and fruit growing, and the universal vegan bio fertilizer of **Universal Manure Company**; the organic fertilizers of **Varese Gardening**.

At the beginning of gardening there are **seeds**: **Blumen Group** proposes 24 varieties of organic and certified vegetable seeds, in addition to glass sprouts and a bio line for the care and nutrition of plants; organic seeds (**Fito**) also for **Hortus Sementi** and **SSD Dom Dotto** seeds for vegetables, herbs, legumes.

From seed to **plants** with the production of **Pironi Floriculture**: organic vegetable and flower plants certified Bioagricert and Vivaifiori that guarantee compliance with environmental, work, safety and traceability standards. **Li.Pa. Piantine** offers a wide range of organic vegetable, aromatic, edible flowers, flowering plants, grown in an integrated pest control method. The **Lorenzetto** vivarium has a selection of aromatic plants (in compostable pot, certified GMO-free, free of chemical residues) and Mediterranean plants (palms, daisies, citrus fruits, oleanders, olive trees, succulents, flowering plants). **Caporalplant** uses insects useful for pest control on flowering and green ornamental plants.

Moreover **pots and vases** made in various styles with ecological materials or recycled and recyclable plastic. The ones of **Antico Mestiere** are made in 100% recyclable plastic, fiberglass and clay fiber. The **Arca** company offers a series of 100% recycled and recyclable plastic containers as well as having converted packaging with regenerated cellulose and promoting training projects on sustainability issues. **Erba's Green pop** line is made with at least 95% recycled plastic from urban recycling in the EU countries. The **Nicoli** vases are recyclable without heavy metals, always in recycled plastic while the *Gea* by **Nuova Pasquini Bini** biodegradable line is in biocomposite compounds from renewable sources. With the project *Re-use Re-love* **Plastecnic** is committing itself to using 42% recycled plastic by 2021 to reach 80% in the next 10 years by choosing only EuCertPlast certified suppliers. In the catalog the *E-Terrae* vases in recycled plastic from industrial waste and 100% recyclable. Finally **Telcom** with recycled polypropylene pots.

Among the companies participating in Verde BIO also **System Turf** with lite soil geotextiles for irrigation savings. These are active water repellents to best calibrate irrigation, it also offers draining screeds in natural materials and bio-stimulants based on herbal extracts. **Bio Soil Expert**, on the



other hand, is a biotechnology company applied to naturalistic engineering, erosion control, biological remediation of soils and waters that also has experience in urban green and vertical green. **Cave Natale** produces sands, gravels and mixtures for the sports sector and gardening in the Ticino Valley Regional Park by implementing an environmental recovery program for the reuse of water and using non-polluting raw materials, such as certified organic green compost. For the cleaning of synthetic turf mats **Chimiver Panseri** offers *Clean Garden*, a biodegradable detergent with natural ingredients, such as surfactants derived from sugar.

At the end among the stands you will also find the colors of the **Filolab / Innbamboo** scarves made of bamboo fiber, a plant with a low environmental impact and dyed with natural colors. The *GSR + Electric* professional lawnmowers of the **Gianni Ferrari** company, electric with lithium ion battery, do not use polluting fuels. **Verdemax** offers FSC® certified articles: pylons, tools, seedbeds and biodegradable jars. Finally, the **Orto mio** company has undertaken for 2020 to convert part of the plastic packaging with recycled R-PET and 100% recyclable.

#### **Myplant & Garden – International Green Expo**

Fiera Milano – Rho Pero | 26-28 febbraio 2020 | time: 20-21.02: 9-18 / 22.02: 9-17 | annually | b2b visitors:| organization of the event: VG Crea, Milano, Tel. (+39) 02.6889080, [info@myplantgarden.com](mailto:info@myplantgarden.com) | [www.myplantgarden.com](http://www.myplantgarden.com)

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