

Myplant & Garden presents garden center trends

Nowadays the modern garden center needs to tell stories and display new products by using innovative ideas for visual merchandising. The store is more and more a place to experience emotions, as well as do shopping.

video

<https://www.youtube.com/watch?v=GJeicBzGT40>

In this way the garden center has the opportunity of involving the consumer through a path in which he can fulfil his expectations and desires, by letting the new trends and innovations talk to him.

The new edition of the Garden Center New Trend event has its fil rouge in the “Small Concept, Smart Business” notion. It is an innovative project that offers new formats, products and exhibiting ideas that lead the customer in his choice, by making the experience of shopping something exciting.

There will be six areas – the typical areas that one finds in a garden center – that will be revisited in a more modern and functional way.

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