



Garden Center New Trend

SMALL CONCEPT, SMART BUSINESS

2018 EDITION



The Situation

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 where to experience emotions, as well as do shopping.

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.



The Aims

INCREASE THE REVENUES

➤ **Explore new opportunities**
Structure and assortment

➤ **Increase purchase frequency**
Communication, events

➤ **Increase the offer**
Assortment

➤ **Increase product appeal**
Exhibition, presentation,
complementary, setup



The Method

WORKING ON SETUP AND AMBIANCE

Various innovations for various lifestyles and identities



Create expectation for a NEW TREND, some kind of "MUST-HAVE" of the season





The Assortment

Innovate assortments in order
to reach a higher number of
customers

PERSONIFY THE PRODUCT

The Idea

Create installments that sell identity
and that make the customer closer
to the product

PERSONIFY THE GARDEN



Sectors of interest



#fromplanttoplant
GREENHOUSE

#inbloom&scented
FLOWERS &
ESSENCES

#doitwithyourhands
GARDEN CARE

1 IDEA
5 AREAS
1 BAR



#drinkgreen
BAR

#digtoforget
GARDENING

#homegreenhome
HOME & GARDEN



The Area

The project is multifaceted, as it shows what a garden center must do in order to maintain its identity without wasting any of its resources.

In an area of approx. 420 sqm new formats, products and exhibiting ideas will be presented, so that they will work as an incentive to the customer.



Participation

The event, for the participating companies, will be a great moment of promotion of their products thanks to the possibility of contextualizing the products in a recreation of a garden in an innovative way, and thanks to the strong communication strategies that will support the event. There will be companies among the most prominent in the industry. Participation is limited.

> THE COMPANIES WILL BE OFFERED:

- The possibility of exhibiting their products in the dedicated areas
- Visibility on catalogue/flyers and on any leaflet distributed to visitors with company information
- Visibility on all communication channels with company information



Previous editions



Watch the video of
the 2017 edition

[Click here](#)



Project curated by

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