

fdf-Information

Datum: 9. Juni 2022

Kontakt:

Fachverband Deutscher Floristen e.V.

Nicola Fink

Theodor-Otte-Straße 17 A

45897 Gelsenkirchen

fon +49(0) 209 – 9 58 77 - 0

fax +49(0) 209 – 9 58 77 - 70

mail: Nicola.Fink@fdf.de

www.fdf.de



fdf Inspiration Area at IPM Summer Edition 2022

Florals, trends & floral highlights in the "fdf-World kompakt"

The FDF will be presenting itself at IPM Summer Edition 2022 in Hall 8 on a spacious inspiration area. The focus will be on the current floricultural trends for 2022, including mood boards with information on colors, textures and materials and harmoniously staged floral worlds. Impulses and ideas for the floral multi-talent chrysanthemum will be shown in the form of an annual calendar with "the work of the month". Exhibitors with floral needs are invited to present their latest products in a florally staged gallery. New inspirations and innovative design ideas for the hydrangea as an attractive product with a wide variety in the floricultural trade round off the multifaceted trend program. This campaign is part of the new cooperation between the FDF and the group www.hydrangeaworld.com, which bundles all activities and inspirations around the hydrangea.

In the "fdf-World kompakt", visitors can get an overview of current topics in the sector. The multitude of product ideas and floral inspirations provide valuable suggestions and practical presentations for the point of sale. FDF Creative Director Manfred Hoffmann and floral designer Oliver Ferchland have developed the floral concept for this "fdf-World kompakt", incorporating current zeitgeist trends in fashion and interiors into their collections of floral top sellers.

Floristry workshops in the action area will bring the event to life and provide a link to practice. Master florist and FDF speaker Stefan Prinz from Mönchengladbach and Roland Ferdinand, Junior Floristry State Champion 2020 in North Rhine-Westphalia, will act in the live workshops. The young florist works in the FDF member company Blumen Adolphs in Hillesheim. In the Junior Cup 2020 at the State Horticultural Show in Kamp-Lintfort, he prevailed against 12 participants.

As experienced contacts for the industry, the representatives of the Federal Association and the FDF Regional Association of North Rhine-Westphalia will also be available to visitors together at the IPM Summer Edition in the FDF area. They will provide information about the important industry topics in floriculture and present the current FDF training program. It includes many new offers – online and in person – on important business management topics. The FDF Master Florist School will also be presenting its teaching program in the "fdf-World kompakt".

PRESSE-INFORMATION

Datum: 9. Juni 2022

Fachverband Deutscher Floristen e.V.

fax +49(0) 209 – 9 58 77 - 70

mail: Nicola.Fink@fdf.de

www.fdf.de



The FDF Lounge invites visitors to interact and exchange professional information about the floricultural sector. At the same time, the FDF uses the IPM Summer Edition as a network to exchange information on the industry situation in its committees and to enter into discussions with partners and members of the association.

The floral highlight of the summer will take place in Berlin in August 2022. At the IPM Summer Edition, the Association of German Florists invites you to the German Florists' Championship/DMF 2022. It will take place on 20 August in the well-known Berlin summer club "Haubentaucher" on Revaler Straße. Germany's top florists are already preparing for the national competition and are looking forward to the floral performance comparison, which Fachverband Deutscher Floristen e.V./FDF and Fleurop AG are jointly organizing.

With the "Pflück Dein Glück" ("Pick your luck") campaign for young florists, the industry is making a strong case for the next generation. The campaign program includes promotion and advertising materials, communication about the profession of florist in the media and social networks as well as information material for florists and for campaigns at training fairs and career guidance fairs. This initiative is also presented at the FDF. The website www.pflueck-dein-glueck.de summarizes all important information about the training profession of florist. A profile presents the characteristics of the profession. The necessary prerequisites, such as creativity, manual skills and commercial aptitude, are described and the course and duration of the training are clearly presented. The so-called apprenticeship finder lists florists throughout Germany who offer apprenticeships or internships. With this full service, the website www.pflueck-dein-glueck.de recommends itself to young people as a valuable guide for and through vocational training.

Advantages for FDF members

Partner of the Fachverband Deutscher Floristen e.V. in the "FDF-World kompakt"

Insurance agency opens up savings perspectives

For more than 20 years, the FDF has been working together with the insurance broker Philipp Franke from Cologne. He has made it his business to provide FDF members with individual, high-performance and cost-effective products. Many

PRESSE-INFORMATION

Datum: 9. Juni 2022

Fachverband Deutscher Floristen e.V.

fax +49(0) 209 – 9 58 77 - 70

mail: Nicola.Fink@fdf.de

www.fdf.de



fdf members have benefited from this service for years. Especially in view of the current price increases, the topic of "saving on insurance premiums" is more topical than ever. The basis of every consultation is a detailed examination of the existing insurance contracts. The existing business and private insurance policies are thoroughly analyzed for underinsurance or overinsurance. As a result, savings of up to 40% of the total insurance premium can be achieved! In this way, several hundred euros a year can be saved quickly and the current price increases can be compensated for, at least selectively.

As a partner of the fdf, Philipp Franke will be presenting himself in the "fdf-World kompakt" at the IPM Summer-Edition in Hall 8. This is the ideal opportunity for consultation and comparison of one's own business insurance with cheaper alternatives for members of the Fachverband Deutscher Floristen.

Lighting experts P.O.S. set the scene for floral products

The lighting experts P.O.S. from Frankenberg have been active in the field of room lighting for trade and industry for many years. The company has been working with the Fachverband Deutscher Floristen (Association of German Florists) for a long time and offers its members exquisite full service in terms of offers and advice on the sales-promoting illumination of their business premises. P.O.S. has developed its own product lines and has made a name for itself in the industry, particularly in the illumination of floral displays and floral products. Through innovative further development, the company keeps pace with the growing demands of sales promotion on the one hand, and with the increasingly important aspects of energy saving on the other! In the "fdf-World Kompakt" at the IPM Summer Edition, the lighting experts from P.O.S. will be happy to answer members' questions and provide information on the subject of lighting.

Fachverband Deutscher Floristen e.V./fdf Strong partner for a creative sector

The Fachverband Deutscher Floristen (fdf) is the employers' association and the professional representation of German florists. Since 1904, the fdf has accompanied flower shop owners on their successful way. The focus is, among other things, on qualified training and further education for florists. The presentation of the range of floristic services and the promotion of floristic culture in public are further focal points. In addition, there is individual advice for members on professional, tax, insurance and legal issues. Together with partners, the fdf develops sales-promoting marketing concepts and floral product lines for the specialized trade. These design inspirations and new designs are presented to the trade at international trade fairs such as IPM ESSEN. The Fachverband Deutscher Floristen e.V./Bundesverband is based in Gelsenkirchen. With its 11 regional associations, the professional organization looks after around 4,000 members nationwide. The fdf on the internet: www.fdf.de