



Essen, December 21, 2017

Creative Stimulus Provider for the Future:

## IPM ESSEN Supplies Floral Inspirations and Fresh Ideas for Florists

### Live Shows and POS Presentations Supply Tips and Trends

IPM ESSEN is justifiably regarded as the leading ideas exchange for florists and the floral retail trade anywhere in the world: When the international green sector congregates at Messe Essen once again from January 23 to 26, 2018, there will be genuine fireworks of ideas with promising futures. At the premier global fair for horticulture, the who's who in the floristry sector will exchange opinions about new marketing techniques, winning over target groups as well as point of sale concepts. International floral designers will bring tomorrow's trends on to the stage in live shows. At IPM ESSEN, around 1,600 exhibitors from nearly 50 countries will show their innovations in the Plants, Technology, Floristry and Garden Features areas.

IPM ESSEN will offer a comprehensive range for florists at the heart of the fair site, in the entire Hall 6 to Hall 8: Around 200 exhibitors will present cachepots, ceramics, wickerwork, candles and decoration articles for appealing floristry. Furthermore, it will be possible to find sales promotion products such as congratulation and condolence cards here. It will also be worth visiting Halls 1 and 2 which will focus on plants. Not only green and flowering house plants but also cut flowers in all the possible colours and shapes will be represented here. Moreover, countless new products will be introduced in the Innovation Showcase of the Central Horticultural Association in Hall 1A.

As an inspiring start to a successful business year, the Trade Association of German Florists - Federal Association (FDF) will once again present innovative flower designs, seasonal decorations and new floristry ideas in the FDF World in the Green City in Hall 1A. Attention will centre on strong-selling concepts and floral collections for the modern specialised flower trade. In its presentations, FDF will exhibit a spectrum from high-value show floristry to displays close to practical needs for the strong-selling marketing of cut flowers and plants in the floristic retail trade. Trade visitors will be invited to a lively exchange of opinions with national and international colleagues.



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## **FDF Trend Hotspot 2018: Lifestyle and Trends with Flowers**

The flower as a trend product and a must-have for the modern consumer - this will be the message in the FDF Trend Hotspot. For 2018, the Holland Flower Office has recognised three great trend movements in society. "Romance 3.0", "Re-Assemble" and "Punk Rebooted" will be the subjects on which zeitgeist flower design will present itself. The FDF Creative Team has transferred these currents into floral motifs and will introduce the results for the first time in the FDF World. In colours, shapes, patterns and atmospheres, the flowery trend designs will follow the moodboards which will reflect the zeitgeist of the consumer trends in 2018 and their attitudes to life. Exhibited with a selected appropriate interior, this will lead to emotional displays in which the new flower designs will present themselves as distinctive trend objects - comprehensible, stylish and decorative.

## **"Floralism": An Inspiration Area for Flower Enthusiasts and the Millennials**

This new exhibition concept which FDF and Florismart, the online flower marketplace, will present this year will concentrate on new flowery ideas and inspirations for the strong-selling display of floral items. Here, attention will focus not only on new blossom designs from the "Cool Flowers for Cool People!" series and a floristry workshop with live demonstrations but also on the modern procurement and logistics of successful flower marketing. In the new "Floralism" inspiration area, Florismart will introduce the convenient shopping portal for the sector. Moreover, it will be shown how the generation of the millennials can be made enthusiastic about flowery products and reached with floral marketing. The inspiration area will thus follow up on the "Flower Lab" which was already impressive with its innovative concept at last year's IPM ESSEN.

## **"House Plants of the Month 2018" in the FDF World**

In the private environment or in the professional life - Plants improve the mood and are proven to exert positive effects on the health of people. For FDF, reason enough to give space to the "House Plant of the Month 2018" campaign in the FDF World and, together with the Holland Flower Office, to exhibit the twelve different house plants of the month for the trade public. The display will give stimuli for the presentation of house plants at the point of sale und will promote the awareness and implementation of the campaign in the specialised flower trade.

## **Live Shows Ensure Blossom Magic and Inspiration**

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In the FDF World, there will be first-class creative fireworks from the best-known greats in the floristry world: Alex Choi from Korea, the reigning World Champion of Florists, and Stein Are Hansen from Norway, the World Champion of Florists in 2010, will appear together in a high-ranking floristry show for the first time. During this stage show of superlatives, top-class European floristry will encounter leading Asian floral design. The Floral Fundamentals Family Show will introduce a new generation of florists who present their floral works in the social media with great passion. With their flowery displays, these young designers reach followers and enthusiastic fans everywhere in the world. On the FDF show stage, they will present how they use flowers and plants as a medium for successful self-representation and put the focus on modern online communication. With their "Grand Opening", Belgian and international flower artists will enchant the visitors and, at IPM ESSEN 2018, will give an initial foretaste of the world-famous "Fleuramour" floristry festival in Belgium. Young novice florists will rock the stage during the Flower Battle which will give its premiere on the IPM stage in Essen: Within minutes, they will create flowery arrangements off the cuff.

### **Meeting Point: FDF Shop and Members Advice Booth**

The FDF Members Advice booth is an established port of call for florists in the FDF World at IPM ESSEN. On the Members Advice booth, the representatives from FDF's state associations will present the broad spectrum of services rendered by the FDF community.

### **Creative Academy: FDF School for Master Florists in Gelsenkirchen**

The School for Master Florists in Gelsenkirchen which is under the management of the master instructor Ursula Wegener is one of the most renowned ongoing education institutions in this sector. The FDF School for Master Florists will introduce itself at IPM ESSEN 2018 with flowery workpieces representing its style. The School Director Ursula Wegener will be in situ as a contact.

### **"BLOOM's WORLD - Nature and Handicraft" Supplies New Sales Concepts**

Under the motto of "BLOOM's WORLD - Nature and Handicraft", florists will find no end of inspirations for close-to-practice and easy-to-implement displays for their points of sale in this special show in Hall 1A. This will focus on creative



floristry ideas and thematically atmospheric ranges of products available for everything to do with the megatrend of the harmonious connection of nature and handicraft. In the Floristry Workshop, the visitors will be invited to become active themselves and to participate in the workshops taking place several times every day. "Theme Houses" will reflect the popular colour trends: Things will get Scandinavian and cosy with "Hygge", "Indigo" will connect the Mediterranean with fascinating worlds of plants and flowers and "Sunset Boulevard" will show how the poinsettia became a star - over ten different stories about all aspects of floral indoor and outdoor life will pass on flowery lifestyle for modern living and working worlds.

## **g&v Creative Centre: Visual Storytelling for Floral Products**

Stories awaken emotions. Stories move people. And stories offer space for modern product worlds. The g&v Creative Centre in the Green City in Hall 1A will prove that, time and time again, a compelling story can be found in floral products, too. At IPM ESSEN 2018, successful recipes for how the stage can be set for strong stories in sales will be presented here. Florists will learn how they can attract more attention with colour, trendy materials and shapes in order to reach the customer emotionally. In this respect, the motto will always be: "Be Creative with Flowers and Plants!" Therefore, blossoming business ideas to take away will be at the heart of the Creative Centre which will once again prepare the trade visitors for the coming season with floral inspirations. The ideas for modern sales stories will be portrayed in the shop window designing and on displays. These will relate to floral marketing concepts for garden plants, cut flowers and the presentation of flowering classics. The range of subjects will extend from "Urban Gardening" via "Dream Wedding" right up to modern living worlds. In this respect, attention will focus on the story in question for the blossoming concept in order to upgrade a product for the customers. Because, with new stories about flowers and plants, the g&v Creative Centre 2018 will once again arouse the desire for the floral beauties which the specialised green trade can offer in a perfect way at the point of sale. The floristic management will be the responsibility of the well-known florist Ulla Rankers-Langels who, with her team, has been implementing the floral ideas in the Creative Centre for many years.

## **IPM Fair Cup: Cool Flowers for Cool People!**

Millennials are discovering the worlds of flowers and plants for themselves. In the social media, the young urban protagonists are showing their public new flowery

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trends, innovative flower displays and a lot of stories also relating to all aspects of house plants. Therefore, effective displays for this target group are to be presented in the IPM Fair Cup 2018 with the subject of "Cool Flowers for Cool People!". The workpieces which implement the subject best of all with free designing will be honoured in the "Bouquet", "Decorative Pot Plant" and "Tub Planting" categories. No matter whether gardeners or florists - the participants in the competition will be given the chance to present themselves, their abilities and their workpieces in Hall 1A at IPM ESSEN. Particularly for the up-and-coming generation, it will be worthwhile to enter the competition. Because the jury will also distinguish the best trainees in every category. Moreover, the multiple starter with the best points score in the combined competition will receive the coveted IPM Fair Cup.

Further information about everything to do with the visit to the fair and tickets at:

[www.ipm-essen.de](http://www.ipm-essen.de)