



Essen, 10 June 2022

Program highlight for the green trade:

POS trends in the Discovery Center at the IPM Summer Edition

Themed tours, digital showroom and Speakers' Corner

The IPM Discovery Center is one of the highlights of the IPM Summer Edition. In Hall 7, creative director Romeo Sommers will present new trends for garden centers and the green trade under the headline "Renaissance 2.0". Integrated into harmonious POS concepts, 25 exhibitors will present their products and services. Several times a day, the trade public will have the opportunity to learn more about new marketing strategies in guided trend tours. All product presentations can also be experienced in a digital showroom. In the adjoining Speakers' Corner, experts will provide information on current industry topics.

"Renaissance 2.0 means that we are looking at the future with different eyes. We have to reinvent how we want to live, work and consume. The future of our industry will depend on our ability to adapt to new trends, circular thinking and sustainable living. The IPM Discovery Center shows in a practical way how the green trade can successfully meet the current challenges", explains Romeo Sommers, Green Stylist and Creative Director of the IPM Discovery Center.

Various trend presentations provide inspiration and serve as a template for implementation in the shop. The "Back to Nature" trend brings nature into the city. Concrete and steel give way to greenery. Insect hotels and bird houses, home-grown vegetables and herb gardens take their place next to rustic flower arrangements picked directly from the garden or later reused as dried bouquets. Natural materials, zero waste and warm earth tones reflect the closeness to nature.

"Transition Nature", on the other hand, picks up on the change in our working world. The home office has become the new reality due to the pandemic. The home office is to become an oasis of well-being. Indoor plants with unusual leaf structures in combination with bright, timeless colors bring harmony; gold and marble elements exude a touch of luxury.



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"Happy Nature" is an expression of pure joie de vivre, without disregarding the idea of sustainability. Colorful, strong, contrasting colors in pots and plants meet upcycled garden accessories made from PET bottles in DIY style. Diversity, creativity and mindfulness are the motto.

Several daily trend tours and digital showroom

Romeo Sommers will explain more about trends, colors, materials and plants to trade visitors on Monday at 10 a.m., 2 p.m. and 5 p.m. and on Tuesday at 10 a.m., 1 p.m. and 3 p.m. in guided trend tours. They last about half an hour and start directly in the IPM Discovery Center in Hall 7. The showroom on the IPM Summer Edition website guides visitors digitally through the IPM Discovery Center. Information on the staged products as well as contacts to exhibitors can be viewed directly via touchpoints.

Experts in exchange: Speakers' Corner

Moderated by industry consultant Frank Teuber, the Speakers' Corner in the IPM Discovery Center offers four interesting rounds of talks. "The customer is looking for orientation, too!": Sarah von Fintel, Key Account Manager GLOBALG.A.P., Maik Mandemaker, Area Manager Germany & Scandinavia Stichting MPS Group, and Marcus Suchant, owner grün. konzepte. strategien. entwicklung., will discuss current market and social developments and adaptation strategies from a consultant's perspective (Monday, 2.30 p.m.).

Trend messages will be the topic of the talk "Customers are interested in zeitgeist topics on sustainability, materials, surfaces, colors, shapes!" with green stylist Romeo Sommers, owner of byRomeo, Klaus Wagener, managing partner of BLOOM's, and Jennifer Hagelschur, owner of Florale Manufaktur (Tuesday, 10.30 a.m.).

Jürgen Mertz, President of the German Horticultural Association (Zentralverband Gartenbau), Marcus Suchant, owner of grün. konzepte. strategien. entwicklung., and Sven Hoping, Global Sales Manager Pöppelmann, will provide information under the heading "The customer pays what he wants!" about prerequisites and assistance for the implementation of higher prices and how brand and product concepts can be used for this purpose (Tuesday, 11.30 a.m.).

INFORMATION



"The customer is where he finds inspiration!" is the title of the lecture by Antonia Cox, Managing Director of POTTBURRI, Friederike Füller, Managing Director of Prachtstern, and Jennifer Hagelschur, Owner of Florale Manufaktur. The experts will focus on social media and influencer marketing with a presentation of successful strategies and a critical examination of online channels (Tuesday, 1.00 p.m.).

Further information and digital showroom at: www.ipm-summeredition.de