

# New look for the Flanders boots at the 41st edition of IPM in Essen (January 28 – 31, 2025)

## 16 January 2025

In January 2025, the heart of the international horticultural industry will beat in Essen, Germany. The Flemish producers will not miss this important industry event: 32 companies will be presenting themselves at the joint boots organized by Flanders' Agricultural Marketing Board (VLAM) from January 28 to 31, 2025.

## Three Joint Boots

Since the start of the International Plant Fair in 1983, Flemish horticultural businesses have used this major event in Essen to showcase classics, specialties, and innovations. At the 2025 IPM edition, the VLAM joint boots will once again be spread across three halls:

- Hall 2 - Boots B 25, D 26 & D 30  
Featuring: CS-plant, Dataflor, Decock Plants, De Croock, De Vos-Hertschap, John De Wilde, Denis-Plants, Deroose Plants, FlorAmor - Hortinno, Helleborus, Herplant, Joluplant, Leybaert, Labeau, Boomkwekerij Peers, Plant Select, Rudy Raes Bloemzaden.
- Hall 6 - Boots C 26 & D 26  
Featuring: Jules Block, Geert Bogaert, Calle-Plant, Goossens Raf, Heyeveld, Laurica-plants, Rimbaut Peter boomkwekerij, Vandamme Sierplanten, Van Poecke & zn, Patrick Vos Boomkwekerij.
- Hall 8 – Boots C 42 & D 26  
Featuring: ADM Greentraders, Neyt-Van Sante, Sylva, Van Hulle B&C.

## New Stand Design

The new exhibition concept of Flanders at IPM can be summarized as higher, lighter, and more yellow, paired with playful material choices.

- Taller: With a height of about five meters, the stand ensures greater visibility at the fair.
- More yellow: The heart of Belgian horticulture beats in Flanders, whose flag features a black lion emblem on a yellow background. The lion's head, along with numerous yellow accents, can be found in the new exhibition concept.

The new design creates a clearly recognizable framework with an independent exhibition area that still allows exhibitors to highlight individual elements, such as company logos, product displays, etc.

The stacked, colourful cubes featuring eye-catching images of plants, trees, and shrubs have become a signature of the VLAM joint booths at IPM. Bright, diverse, and flexible, these designs reflect the nature of the Flemish exhibitors themselves. The prominent slogan “WE GROW YOUR WAY” speaks for itself.



The VLAM joint stands remain characterized by a vibrant corporate design.

Picture: ©VLAM

## Flemish innovations at the IPM 2025:

**Deroose Plants is presenting five new varieties:**

### Agave 'Peace Revolution'

- Unique succulent
- White stripe in the middle of the leaf
- Slog growth
- Used for 9 – 12 cm pot sized
- A new strongly variegated Agave with stable colouration



### Alocasia 'Serendipity Pink Variegata'

- Nice variegated Alocasia
- Plants have nice pink variegata on the leaves and pink stems
- Strong plant
- Large model, used for potsize 15-19 cm
- Stable production in vitro



### **Guzmania 'Chouette'**

- New patented Bromelia variety
- Unique, double coloured (white-red) flower, nice contrast in colouration
- Very long shelf life
- Grow in 9-cm pot
- A new bicoloured variety of Guzmania



### **Nepenthes 'Midnight'**

- New patented Nepenthes variety
- First commercial Nepenthes in years with very big and dark pitchers
- Huge dark maroon pitchers
- Easy to grow for potsize 12-14cm hanging
- Strong and hard leaves



**Tillandsia 'Mizuki'**

- New patented Bromelia variety
- Nice branched, red flower
- Leaves are coloured grey-green
- Grow in potsize 9-12 cm
- A newTillandsia variety which is distinguished by a new different flower colour



**Hall 2 – Booth B25.8**

**[www.derooseplants.com](http://www.derooseplants.com)**

## Leybaert presents two new varieties:

### PWR plant Maximus:

- Large, sturdy red flowers that bloom abundantly from early April.
- Robust growth with strong roots and powerful genes, ensuring resilience in various climates.
- Thrives in acidic, well-draining soil (pH 4.5-6), suitable for both ground and container planting.
- Displays exceptional foliage resilience, maintaining attractiveness in cold and warm weather.
- Offers a prolonged flowering period of 4 to 5 weeks, enhancing garden appeal.



### PWR plant Hercules:

- Enchanting lilac blooms that peak as from late April/early May for up to 5 weeks.
- Features glossy, leather-like leaves that remain attractive throughout the season.
- Strong genetic makeup supports vigorous growth and natural resistance to pests and diseases.
- Adaptable to diverse environmental conditions, including dry spells and frost.
- Attracts beneficial insects like bees, contributing to garden biodiversity.



**Hall 2 - Booth B25.6**

[www.leybaert.be](http://www.leybaert.be)

## Rudy Raes shows new *Primula acaulis* 'Flamenco Mix':

### *Primula acaulis* 'Flamenco Mix'

- Unique fringed flowers
- Available as a Mix of 6 colours with an edge
- Flowering time is January-February
- Very high quality, long shelf life
- Good vigour, ideal for large pot production



Hall 2 – Booth B25.5

<https://www.raes.be/en>

## About Flemish Horticulture

### Small Area – Big Impact

Flanders' agricultural area covers 619,806 hectares, with 5,800 hectares primarily managed by family-owned horticultural businesses. The majority of production takes place in open fields, while the under-glass area covers 500 hectares. The average size of a horticultural business is 7.72 hectares.

These horticultural businesses achieve an annual turnover of 580 million euros, with 36% from flowers and ornamental plants and 64% from the nursery industry. Flemish horticulture is traditionally export-oriented: 91% of the output is sold within the EU, with 9% directed to third-country markets, half of which is destined for the UK. Belgian specialties such as azaleas, begonias, and roses are highly popular outside the EU.

### Responsible Gardening

Innovation and sustainable entrepreneurship are key values for Flemish horticultural players. With the support of scientific research, new, more resilient plant varieties are being developed to cope better with climate change. By using alternative substrate mixtures, dependence on traditional, resource-intensive materials is significantly reduced. Precision farming techniques optimize water, nutrient, and plant protection use. Integrated pest management (IPM) is preferred over chemical applications, contributing to a better ecological balance.

### FlandersPlants.com

The IPM appearance of Flanders is also showcased on the website [www.flandersplants.com](http://www.flandersplants.com). Visitors can explore the profiles of Flemish exhibitors prior to the start of the fair. The site also contains various resources about Belgian horticulture, such as supplier directories, product information, and company presentations.