



Essen, January 22, 2024

Concepts and retail trends at the world's leading trade fair for horticulture:

## IPM Discovery Center energizes the business

Creative Director Romeo Sommers invites visitors on trend tours

As an international meeting place for the green sector, IPM ESSEN 2024 will show its trade visitors which trends and products will be particularly strong sellers. An important component of this is the Discovery Centre in Hall 1 A. Here, green stylist Romeo Sommers will present POS concepts and retail innovations in a showroom and communication area atmosphere. The renowned garden center supplier de Haan Group will create the perfect setting for this. This year, the focus is on "Natural Grow". 18 exhibitors will provide inspiration on how companies can benefit from this trend in a very concrete way. Sommers will also be inviting visitors on trend tours through this unique creative exhibition area.

"Natural Grow" combines all facets of the megatopic of sustainability - from natural growth and responsible production to the integration of organically produced plants into the world of work and private spaces. More and more business customers and end consumers are consciously paying attention to these criteria when making their purchasing decisions. At the IPM Discovery Center, trade visitors can find out how they too can benefit from this trend. Romeo Sommers has designed idea-promoting sales presentations that provide inspiration on how customers want to be inspired tomorrow. "A green environment not only exudes sustainability but creates a pleasant ambiance that attracts both customers and employees," says the expert.

## Air-purifying plants and sustainable flower packaging

The IPM Discovery Center will showcase this concept with 18 exhibitors. Decowrap, for example, will be presenting sustainable packaging for flowers that not only looks elegant, but also reduces the ecological footprint. The air-purifying plants from Air so pure ensure a better climate in the office and at home. The Pots Company provides the matching planters made from recycled materials. Which sales tables or shopfitting systems go well with such products can be seen with solutions from Kahler. The garden care app gardify, which shows exactly when a plant needs which care steps, offers tangible added value for customers. In addition to these companies, Griebing Keramik, Deutsche Cuxin Marketing GmbH, Plantipp, The Urban Jungle Project, Edding, Plantics, Hackboe, Seed to Soil, Rijnbeek, Capi Europe, Trilux and Wonderwall are also taking part in the IPM Discovery Center. In addition, the glass recording studio for the new



MESSE ESSEN GmbH  
Messeplatz 1  
45131 Essen | Germany  
Presse-Kontakt | Press Contact  
Luise Halfmann  
Fon + 49.(0)201. 72 44-898  
luise.halfmann@messe-essen.de  
Presse-Fotoservice |  
Press Photo Service  
Ayben Dürümoglu  
Fon + 49.(0)201. 72 44-780  
ayben.dueruemoglu@messe-essen.de  
www.messe-essen.de  
www.ipm-essen.de  
Veröffentlichung kostenfrei –  
Beleg erbeten  
Publication free of charge –  
Copy requested

# INFORMATION



IPM podcast "From the Greenhouse" can be found in the IPM Discovery Center: a greenhouse from ACD.

## **Register online for trend tours**

On all days of the trade fair, trade visitors will have the opportunity to take a trend tour and gain exclusive insights into the products and concepts behind the IPM Discovery Center. Romeo Sommers will guide visitors through this very special impulse area at 10 am and 2.30 pm. Registration is possible online at [www.ipm-essen.de](http://www.ipm-essen.de).

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