



Essen, January 27, 2025

IPM ESSEN from January 28 to 31, 2025:

IPM Discovery Center debuts in Hall 5

Experience sustainability in green retail!

Once again, Messe Essen will become the international meeting point for the horticultural industry when IPM ESSEN opens its doors for the 41st time from January 28 to 31, 2025. A special highlight awaits the green retail sector in the center of the fully booked exhibition grounds: the IPM Discovery Center. This special area for creative POS concepts will be located in a new space this year: Hall 5 will transform into an inspiring trend hall. The European Floral Suppliers Association (EFSA) will also be represented there. Garden center operators can discover numerous new marketing ideas and receive concrete recommendations for their businesses. The area is designed by creative director Romeo Sommers, with high-quality stand construction provided by the de Haan Group.

At the IPM Discovery Center, sustainability takes center stage as a key factor in purchasing decisions. The 400-square-meter exhibition space demonstrates how DIY stores, garden centers, and various other retailers can present and sell plants in a modern and environmentally friendly way. One of the main themes is biophilic design – a concept that integrates natural elements such as live greenery, daylight, and organic materials into sales spaces. This not only enhances the shopping experience but also promotes the sale of sustainable products.

Another focus is experience-driven retail. Visitors can discover how storytelling, interactive presentations, and multi-sensory elements can create an emotional connection between customers and brands. The emphasis is not only on what customers experience but also on how this experience gains significance in their daily lives.

The trade audience will gain inspiring perspectives on how sustainability and experience can be successfully combined in modern green retail. With innovative and forward-thinking ideas, this special area demonstrates how companies can respond to the growing demand for environmentally conscious and customer-oriented shopping experiences.



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INFORMATION



The IPM Discovery Center invites visitors to explore the retail world of tomorrow, either independently or on a guided tour with Romeo Sommers. Tours, each lasting about 30 minutes, start daily at 10:00 a.m. and 2:00 p.m.

Premiere: EFSA partners with the Discovery Center at IPM ESSEN

For the first time, the Discovery Center and EFSA are working closely together. In Hall 5, an EFSA Lounge will be created with the same look and feel as the IPM Discovery Center. All EFSA exhibitors – including NDT, Ter Stege, Fleur Ami, Capi, Woodlodge, Esschert, and Baltus – will also showcase their products in the Discovery Center. Offerings include indoor and outdoor plant pots made from various materials, decorative items, and flower bulbs. Additionally, the following companies and brands will present new products in the IPM Discovery Center: Air so Pure with air-purifying plants, Kahler with innovative store concepts, Hackboe and Seed2Soil with horticultural technology, and Haymarket Media with a magazine.

Glass Podcast Studio

The official IPM ESSEN podcast, “From the Greenhouse”, will return for the second time as part of the IPM Discovery Center, featuring a glass recording studio – a greenhouse provided by ACD. Industry personalities will be present to discuss current topics. Visitors are invited to stop by, grab a pair of headphones, and listen to the live conversations. A new episode is released on the last Friday of each month on all major podcast platforms.