



PRESS RELEASE

Boskoop, 9 January 2024

Nominations for Show Your Colours Award IPM 2024 announced

Eleven plants have been nominated for the Show Your Colours Award IPM 2024. All of the exhibitors at IPM Essen with woody plants and perennials were able to submit plants or plant concepts for this award. Ultimately, 11 of the plants/plant concepts entered were nominated. The Show Your Colours Award IPM 2024 will be presented at 3.00 pm on Thursday 25 January in the BIZZ Holland stand, hall 8, stand number 8A31.

The Show Your Colours Award IPM was introduced to encourage participants in the trade fair to put their products with added value under the spotlight. The nominated plants distinguish themselves from other products in terms of (leaf) colour, shape, name, the fruit they bear, tolerance to drought and heat, and sustainability.

Nominations for Show Your Colours Award IPM 2024

- Loropetalum chinense 'Pearl' BLACK PEARL- Kwekerij Roos
- Haworthia and Gasteria Mix - LiveTrends Design Group Europe ApS
- Leucothoe 'Rant01' (FIRESTAR) - Joh. Stolwijk & Söhne
- Hydrangea macrophylla 'Bailmacseven' EUPBRAFF - Bailey Nurseries International
- Camellia 1001 Summer Nights® Jasmine - Diderk Heinje Pflanzenhandelsgesellschaft mbH & Co. KG
- Botanical name: Helleborus x Ericsmithii - Cultivar name: ViV® Olivia - Microflor
- Ilex Verticillata Jingle Bells® - De Jong Plant b.v.
- Cherry Tomato Brown - Solanum Lycopersicum - Vreugdenhil Young Plants
- Le Profumatissime della Riviera dei Fiori® - NIRP International S.A.
- Discover nature's elegance with Garden Beauties® - Gebr. Seuren Kwekerijen B.V.
- Garden rose, Rosa Hybrid Plant'n'Relax - Roses Forever ApS

Judging

The plants nominated will be presented in the BIZZ Holland stand, hall 8, stand number 8A31. On Tuesday 23, Wednesday 24 and Thursday morning 25 January, all visitors will be able to vote for their favourite plant using coins. On Thursday afternoon, the plants and their stories will be judged by a professional jury. The verdict of the jury together with the visitors' votes will ultimately produce a winner.

The Show Your Colours Award IPM 2024 is a collaboration between trade fair organisation IPM and BIZZ Holland

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Note for editors (not for publication):

The press is cordially invited to attend the award presentation.

For further information or questions, please contact Proba, press spokesperson for BIZZ Holland, via info@proba.info