

FDF-INFORMATION



FDF-World, Foto: IPM ESSEN



IPM ESSEN 2025: A creative, enthusiastic industry presents its skills, passion, new ideas and competence in Hall 5

For the first time, the German Florists' Association is presenting itself with the FDF World at the IPM ESSEN at a new location in Hall 5. In the brightly lit exhibition hall, trade visitors can expect a diverse inspiration area on all floral topics. The pulsating heart is the well-known FDF-revolving stage with top-class national and international floral-design stage shows.

In addition to a top-class program with well-known national and international stars of the floristry scene, the FDF and its partners are presenting exclusive premieres on the show stage. They make visiting IPM ESSEN 2025 even more informative, exciting and inspiring for the industry.

FLOOS is back! International floral designers show their craft

The Spanish online platform FLOOS has been delighting trade visitors for many years. Now the international FLOOS ambassadors have once again confirmed their attendance at IPM ESSEN 2025. On Tuesday, January 28, 2025 at 4 p.m., the first day of the trade fair, they will exclusively present their floral recipes for success under the title "the crafter's secret". The head of this concept is the charismatic frontman Carles J. Fontanillas from Barcelona/Spain. Together with top designers such as the Spaniard Álex Segura, Johann Obendrauf from Austria and other master florists from the FLOOS family, he will present masterful floral inspirations on the show stage in the FDF World.

FLOOS Designer on FDF-Show-stage:

Carles J. Fontanillas und Álex Segura aus Spanien, Max Hurtaud aus Frankreich/Belgien, Johann Obendrauf aus Österreich, Nicu Bocancea aus Rumänien und Britta Ohlrogge aus Deutschland.

Floral-Highlights on the FDF-stage

SPRING-FEVER : Germanys best florists at FDF-World

For the first time since their success at the German Floristry Championship/DMF in August 2024 in Berlin, Germany's best florists will be on stage together. Germany's master florist Josef Dirr from Baden-Württemberg, second place Lena Hartmann from Schleswig-Holstein and Jennifer Mühlbauer from Saxony will present practical floral ideas for the upcoming spring season in three large show formats. SPRING-FEVER is the title of the inspiring stage shows that present a variety of new floral design ideas for the high-turnover spring in flower shops. "Don't miss this chance to experience the young elite of our industry live, let yourself be enchanted by their



Fachverband Deutscher Floristen
im FloristPark International
Theodor-Otte-Straße 17 A
45897 Gelsenkirchen | Germany
Presse-Kontakt | Press Contact
Nicola Fink
Fon+ 49.(0)209. 958 77 - 72
nicola.fink@fdf.de
www.fdf.de

floral ideas and be inspired by the positive momentum of these shows!", FDF President Klaus Götz announces the DMF shows. "Together with our partner - Stefan Buhk Blumen-Großhandel from Hamburg - we are giving these young talents a platform! Fleurop, as our co-organizer of the German Floristry Championship/DMF in August 2024 in Berlin, is supporting the events!"

Wedding Special - Love is in the air

2025 will be the wedding year and the season has already begun. A variety of floral wedding arrangements will be presented at the FDF at IPM ESSEN 2025 by wedding expert Victoria Salomon from Halle an der Saale, Germany's master florist 2022 and participant in the World Cup of Floral Art 2025 in the Netherlands Christopher Ernst from Kindelbrück, and the floristry influencer Patricia Jung from Oftersheim in Baden-Württemberg. The young entrepreneur runs the flower shop Blume Exclusiv and regularly inspires her followers with her floral creations. The designer trio is a fantastic line-up for the wedding special "Love is in the air", which the German Florists' Association and the Dutch flower wholesaler Van der Plas are jointly organizing. Trade visitors can expect not only inspiring pieces and new ideas from the broad spectrum of wedding floristry, but also many insights into the business of a young generation of florists. Their representatives practice their profession with great creativity and passion and have a professional presence on social networks. Flowers and plants are provided in fantastic quality and a wide variety by the online provider Van der Plas. To accompany the stage show, Van der Plas is also presenting its new wedding magazine with many floral creations for the upcoming wedding season.

Pure Perfection Passion - International floral design Show

In the mid-1990s, visionary plant breeders had a clear idea of the future. They joined forces and grounded Decorum plants & flowers. The Decorum brand unites producers who grow flowers and plants of the highest quality. From the use of natural energy to the most advanced cultivation techniques, Decorum growers are continuously committed to making the world a better place. With a view to the innovative power and quality of the products, it is no wonder that Decorum works with well-known floral designers and artists around the world. The Decorum Ambassadors present high-profile exhibitions, teach as teachers and speakers, take part in competitions or perform on international show stages. On the FDF show stage at a new location in Hall 5, trade visitors can this time look forward to the reigning European floristry champion, Hanneke Frankema from the Netherlands, Tom de Houwer from Belgium, Krisztian Kövér from Hungary and Iza Tkaczyk from Poland. All four see themselves as ambassadors for the Decorum brand. The World Cup of Floral Design in August 2025 will also be a topic at these events, as Decorum is one of the main sponsors of the World Cup in The Hague. Corina van Holst from the Dutch nursery Montana Lisianthus will host the top international events Pure Perfection Passion on the FDF show stage.

Win-Win: FDF and exhibitors with floral needs together in Trend Hall 5

Another special feature at IPM ESSEN 2025: the association is presenting itself in the FDF World in close proximity to the exhibitors with floral needs. This makes the presentations even more intensive, more practical and more comprehensible. And both sides benefit from the proximity and compact presentation of floral content. The dense practical and inspirational program of the association and its partners in the FDF World in conjunction with the ranges, new products and cutting-edge offers of the exhibitors with floral needs makes Trend Hall 5 the place to be for all floristry fans right at the start of the year.

Showrooms and Inspirations at FDF in the FDF-World

Plantion & FDF - Purchasing is where the profit lies

This motto is lived at the Bloemenveiling Plantion in Ede. The heart of the auction are the three auction clocks, in front of which flowers, houseplants and garden plants are auctioned from 6 a.m. onwards. An extensive and high-quality range of products is available on every auction day. An advantage for florists: Plantion also allows auction units in small sizes, so that specialist flower shops with their daily needs are in the right place here. Of course, the topic of "sustainability" is also very important at Plantion. All products traded through Plantion are grown in an environmentally friendly way. Sustainability labels or seals of approval are displayed on the auction clocks and make it easier to select these products. In addition to direct purchases at the clock, online remote purchases or clock pre-sales are also possible at Plantion. On the evening before each auction, part of the auction clock offer is already offered online at fixed prices. Clock pre-sales thus offer the advantage of first choice at calculable prices.

"ONE WORLD - ONE LOVE" at Smithers-Oasis

Since the 1950s, Smithers-Oasis has been supplying the industry with fresh and dry floral foams and products for floral design. Since then, the products have become indispensable aids worldwide. The product range is continuously being expanded and the range is being supplemented with the current topic of sustainability. At the beginning of the year, a world first will be added, which Smithers-Oasis will be presenting exclusively in the FDF World. At the same time, the market leader will be showing the product series specifically designed for sustainability in a showroom and in workshops under the theme "ONE WORLD - ONE LOVE". These include a variety of foam products, flower preservatives, home-compostable flower arrangement aids made from renewable natural coconut fibers and the multi-colored Aqua Color Spray series!

Thursd. - Sustainability.Flower Power.Emotions

The floristry industry is diverse, varied and varied! Where do the flowers and plants that we sell in stores come from? Who are the people who work in this fantastic industry? The online platform Thursd. introduces personalities from the industry and lets us take a look behind the scenes at where our flowers are produced, who imports them and what sales arguments florists have for their customers, even when questions are difficult. Thursd. is recommended at the FDF as a floral meetup spot where flower and plant enthusiasts, international designers, producers and retailers meet to combine the best of this creative industry and inspire people in the long term.

Sustainability is a top topic at the FDF

Sustainability in floristry is on everyone's lips. The German Florists' Association has asked its partner companies in the FDF World to make this topic the main theme of their presentations in the association's exhibition area in Hall 5. All partners have promised to communicate their commitment to this forward-looking area of floristry.

FDF-Network und Talente-Plattform #floralproject 3.0

Unconventional and refreshing: What happens when talented national champions of floristry and ambitious newcomers to the industry meet? Creative energies are released, horizons open up and new paths in floristry are opened up. This is the theme, goal and focus of the open FDF network #floralproject 3.0. Since 2018, participants in the German Florists' Championship and talented young florists who are nominated for participation from FDF regional associations have been invited to participate. The open network is an asset for creative minds and imaginative natures under the umbrella of the German Florists' Association e.V. Federal Association. At IPM ESSEN, the group will find a platform in the FDF World where they can appear together, get floral inspiration and contact each other. The ambassadors of the project will also provide insights into floral design during the newly designed "Training Day" and guide the students in workshops to get a taste of the profession.

The following flower enthusiasts are presenting this time their creativity at IPM ESSEN: Annalena Mundorff (Landesmeisterin Hessen-Thüringen, Blumenhaus Sand; Wiesbaden), Jessicka Keller (Landesmeisterin Niedersachsen; Blumen Fühner, Emsbüren), Tino Hoogterp (Landesmeister Bayern; Blumenhaus am Hofgarten; Düsseldorf), Lorena Menk (Teilnehmerin Landesmeisterschaft NRW; Blumen Mathia-Menk, Lichtenau-Atteln) Maximilian Martin ("Medallion for Excellence" bei 44. WorldSkills 2017 in Abu Dhabi; Blumen Martin, Achstetten) Anian Friedrich (Vize-Europameister der Jungfloristen (Eurofleurs 2023; Blumen Müssig, Murnau), Diana Tröger (Landesmeisterin Sachsen-Anhalt, Rosenrot/Floratrans; Halle) und Lydia Senf (Teilnehmer Landesmeisterschaft Sachsen; Blumen Senf, Oschatz).

LOOKBOOK justchrys 2025 presents wedding designs

At the same time as IPM ESSEN 2025, the German Florists' Association is releasing its new Trend LOOKBOOK 2025. The focus is once again on the floral multi-talent chrysanthemum. With the multifaceted and versatile flower, which is one of the best-selling cut flowers in Germany, ten exclusive wedding designs in four different trend atmospheres have been created. The new collection is being presented to the professional world for the first time in the FDF World. Each one interprets emotional aspects in different colors and designs for the most beautiful day of your life. To accompany the gallery of works in the FDF World, FDF and www.justchrys.com are offering their new Wedding Magazine. In it, all designs are presented with background information on the current floristry trends and the chrysanthemum varieties.

FDF-Floral-Trends 2025

The year 2025 is a year of bold color choices and style combinations. We are experiencing strong colors as well as pastel color worlds. Natural designs and retro stagings are also important lifestyle aspects that will accompany us through 2025. One of the main and focus colors in 2025 is "Sky Blue"! This striking light blue brings the color of a natural summer sky to every trend motif and is an important attribute in the living environments of 2025. Warm amber-inspired colors such as "Mocha Mousse", the Pantone color of the year 2025, are also important components of the current FDF trend collection. FDF creative director Manfred Hoffmann and floral designer Oliver Ferchland developed them for the German Florists' Association. In the FDF World, the current floristry trends are brought to life on an inspiration area in three-dimensional representation with everyday trend attributes. The lifestyle experts Hoffmann and Ferchland have identified these attractive trend themes, which can be easily interpreted and implemented in specialist shops, for the year 2025: coral coast, amar amor, exotic embrace & soft sense.

Porta Nova - XXL-heart of roses is Eyecatcher and Selfie-Spot

Porta Nova is the largest breeder of Naomi roses in the world. It is therefore fitting that the expansive production company is once again presenting an oversized XXL rose heart as an eye-catcher in the FDF World at IPM 2025. The rose sculptures are popular selfie spots and popular photo motifs at the FDF. At IPM 2025, the rose breeder is also presenting the sustainably produced new Red Naomi Futura. These exclusive new Red Naomi roses, called Futura, are produced with an ultra-low carbon footprint of just 56 grams of CO₂ per stem and have only been available on the market for a few weeks.

Verdissimo - stabilized flowers of the highest quality

Since its founding in Paris in 1988, the Verdissimo brand has stood for outstanding stabilized flowers and foliage and their unique, sustainable use in interior design and decoration. Over the years, Verdissimo has continuously developed its know-how and technology. Today, the Queens Rose in particular stands for an exclusive, high-quality product, but the range of products and the assortment of stabilized flowers has continuously expanded. The Spanish-based company is presenting this program at the FDF. Verdissimo's stabilized flowers impress with their great color brilliance and can be used very well decoratively and attract attention in the event sector.

We love Green

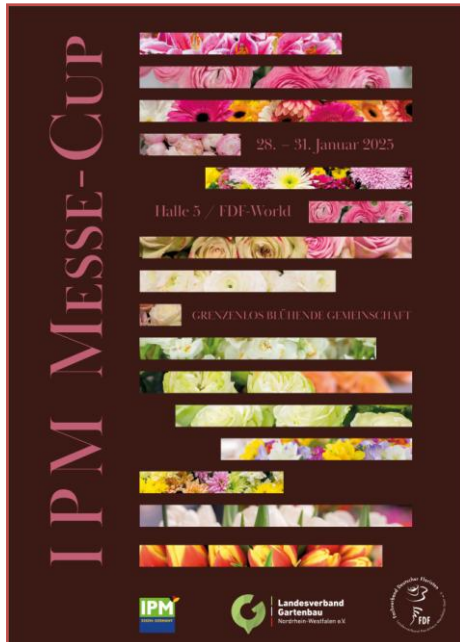
What used to be the training day at IPM ESSEN is now the inspiring two-day information event "We love Green - Day of Green Professions". The information event is aimed at students who have expressed an interest in training in a profession in the green sector. These potential career starters are to be given compact insights and the aim is to inspire them for the long term for the diverse career fields in horticulture and floristry. The organizers want to achieve this with special tours through various practical stations and an active quiz on the topic of "Training in Green Professions". At the German Florists' Association, students can experience the profession of florist in a very practical way at the stand of the talent network "#floralproject 3.0". Here, young ambassadors from the industry are available to answer all questions about the training and the students can gain their first own experience in dealing with flowers. Practical workshops are offered in which the young people can create small floral creations under supervision. For many of them, this certainly means a completely new experience, which in the best case scenario can be career-deciding.

Advantages for members of the German Florists' Association

FDF members benefit from a comprehensive service package for florists. The portfolio includes general services at the information and communication level as well as industry and interest representation. In addition, there are consultations, various services and advantages through framework agreements from which the members of the German Florists' Association benefit. At the International Plant Fair IPM ESSEN 2025, trade visitors can obtain comprehensive information from the association's representatives. FDF members also benefit from platforms, contacts and networking with like-minded people and players in the green industry. This opens up a view beyond one's own horizons and opens up new perspectives. Gute Resonanz : Seit einigen Jahren bietet das Kreativ-Team des FDF regelmäßig Führungen für Mitglieder des Verbands und Auszubildende durch die FDF-World an. Diesmal erstmals an neuem Standort in der FDF_World in der Trendhalle 5. Those interested can register through their regional associations. Tours start daily at 12:00 noon at the FDF membership office.



IPM Messe-Cup 2025: Gardeners and florists unite in a flourishing community



A celebration of creativity, craftsmanship and lots of design joy awaits visitors and participants at the International Plant Fair (IPM) 2025 in Essen.

As a major industry competition, the IPM Trade Fair Cup promises exciting floristic and horticultural creations. Under the motto "Boundlessly blooming community", the competition participants will once again present their skills and their work in the categories "Bouquet", "Green Hero in a Pot" and "Container Planting" to an interested specialist audience - for the first time in 2025 in exhibition hall 5. Here, florists and gardeners from all over the world share their enthusiasm for flowers and plants.