

Essen, September 28, 2023

Premiere in anniversary year:

IPM ESSEN and FDF announce "Best Practice Award" for the first time

New award for practice-oriented products for the floricultural retail

IPM ESSEN is innovative and the starting point for new things in the green industry. The world's leading trade fair for horticulture will prove this for the 40th time from January 23 to 26, 2024. Messe Essen and the German Federal Association of Florists (Fachverband deutscher Floristen e. V. - Bundesverband - FDF) are taking the anniversary year as an opportunity to announce the "Best Practice Award" for the first time. A jury of experts will evaluate products for the floricultural trade in eight categories. The winners will be selected on the basis of their high practical relevance and sales potential. The awards ceremony will take place on the first day of the trade show.

"Together with our long-standing partner, the FDF, we have the goal of strengthening the exhibition area floristry at IPM ESSEN. With the new 'Best Practice Award', we put the focus on sales-boosting and practice-oriented products. The retail industry will thus receive valuable orientation and the participating companies will be more visible," explains Andrea Hölker, Project Manager of IPM ESSEN.

The "Best Practice Award" is a non-material marketing prize and is awarded in the following eight categories: Design & Trend; Price-Performance; Technology & Tools in Florist Practice; Accessories & Gifts; Deco Indoor; Deco Outdoor; Sustainability; and "The Floral Container." During the trade fair, all participating products will be presented in one area in Hall 5. The official honouring of the award-winning companies will take place in Hall 5 on the presentation area at 5 pm on the first day of the fair.

Submissions open immediately

The prerequisite for applying for the "Best Practice Award" is participation at IPM ESSEN as an exhibitor with floral requirements. A maximum of two products can be submitted to the FDF. The application must contain at least three product



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INFORMATION



photos, a short description and a reason why the company recommends its product for the "Best Practice Award". Deadline is November 30, 2023 by email to: info@fdf.de.

Further information at www.ipm-essen.de