



## PUT YOUR NEW PRODUCT IN THE SPOTLIGHT!

**PLANTARIUM|GROEN-Direkt** kick-starts your new product!

Grab your chance and put your beautiful new product in the spotlight! Visitors, press, buyers; everyone is looking for news. As a trade fair, we give innovations a prominent place at the fair. You will be amazed by the power of a Green Retail Award; as a winner, but also as a participant! There are various participation options.

The Visitors' Favourite and the Wall of Fame will be located right at the entrance, and the Novelties and Market Innovations will be on a dedicated plaza. In addition, we pay a lot of attention to new products in the pre-publicity, newsletters and socials and your product can be easily found afterwards via Google. Use this to your advantage. Give your innovation or award winner all the attention it deserves.



### Best Novelty

You can enter new plant varieties for the Green Retail Award for Best Novelty. The KVBC judges the plants. Judging takes place both in June and August.



### Best Market Innovation

You can submit new products such as product presentations and sales concepts for the Green Retail Award for Best Market Innovation. This judging will take place in August, by a top international retail jury.



### Visitor's favourite

Finally, products that are relatively new, but immediately available in sufficient numbers for the trade, submit them for the election of Visitors' Favourite. At the fairs in February and in August, PLANTARIUM|GROEN-Direkt visitors will cast their votes for their favourite.

### WALL OF FAME: FEATURED FOR FREE

We are building a Wall of Fame at the Autumn edition of PLANTARIUM|GROEN-Direkt. Have you recently won an award with your product? No matter where? Then you can show off your product here. For free. We like to put prize winners in the spotlight. We offer visitors a nice overview of innovations in the sector. All you have to do is register your product in advance by e-mail and deliver a nice plant before the first day of the fair.

### THE RIGHT INVESTMENT

The fair organisers charge a contribution towards presentation, organisation and PR costs for each entry for the three Awards. For Exhibitors, this is lower than for non-exhibitors. This investment is completely disproportionate to the return on participation, with the attention and prominence on the show floor. Seize this opportunity!

### SIGN UP

Convinced? Want to enter your new product or concept for the Green Retail Awards for Best Novelty, Best Market Innovation or Visitor Favourite? You can do so via the website: [plantariumgroendirekt.nl](http://plantariumgroendirekt.nl). Would you like to have your award-winning product on the Wall of Fame? Or do you still have a question? Then send a message to [info@plantariumgroendirekt.nl](mailto:info@plantariumgroendirekt.nl).

## “Always looking for new products”

Michael Perry, Mr. Plantgeek, Greenfluencer

“Every fair I scour for dozens of new products. They are often hidden among the stands. Since I have an eye for them, I usually find them. But I really advise exhibitors to present their beautiful, new products with more pride. Put them prominently at the front of the stand so that everyone sees them. Or even better: enter them in the Awards! Don't be modest, but show what great things you have to offer!”

## “Traditionally the fair for the introduction of new varieties”

Helma van der Louw, Chairman KVBC

For decades, Plantarium has been the nursery trade fair where growers introduce their new products and where dozens of novelties are judged by us every year.

Also in the new format of PLANTARIUM|GROEN-Direkt, we jointly organise the novelty judging, where the election of Best Novelty is a highlight. In addition to the Autumn edition, we have now also jointly introduced a new judging event in June.



## “The whole chain benefits”

Esther Wientjens, Valkplant, winner Best Novelty 2023

Diervilla x splendens Kodiak® Mixx won a gold medal from the KVBC and was voted Best Novelty. We have received requests from growers who also want to grow the product and growers are getting additional requests from traders and garden centres. It is a Proven Winners variety, so the brand and our company also benefit from the success. We have received a lot of publicity, so demand is growing throughout the chain.

## “Quite a nice prize for your first breeding product”

Luc Block, Winner Visitors' favourite February 2023



## “Great opportunity to grow in the Scandinavian market”

Johanna Nordenskiöld, Jury member and Category Manager Garden Plants at Plantasjen

For this year's Best Market Innovation, I am looking out for novelties with a strong concept, which stand for values that are important to our customers. Values that inspire gardening and are sustainable. For me, as responsible for Plantagen's outdoor plant range, I love to encourage proud initiatives from growers. We are the market leader in Scandinavia when it comes to plants. Novelties in our range have a great chance to grow in the Nordic market. This year we are introducing the winner of the Best Market Innovation 2023 in our shops, the moss concept. I look forward to having a winner this year that will be in our assortment in 2025.

## “The only fair where novelties can be bought straight away”

Hans Cok, GROEN-Direkt Boskoop

Besides PLANTARIUM|GROEN-Direkt with its stands and the Green Retail Awards, we have the GREEN-Direkt layer fair. This is where garden centres and trading companies from all over Europe buy their plants. Many of the products submitted for the Green Retail Awards are already on sale directly at our sample fair. And we see this reflected in the sales results. These plants sell significantly better than comparable lots at our fair. So you not only have exposure for your new plants, but also immediate sales results!

## “It's good for sales as well as brand awareness”

Timo Runge, Hinrichs Pflanzen, winner Visitors' favourite Autumn 2023

I did think Hydrangea paniculata 'Living Little Rosy'® would go far. But I didn't think the variety would be so successful. So we were all the happier that Little Rosy won. The number of requests for the variety has already increased. Unfortunately, our stock sold out quite quickly. But new production is already in the starting blocks, so we will be able to offer good quantities again from the summer. It is certainly good to get into the media with such a win and make the Hinrichs Pflanzen name better known.