

GREEN, GREAT, GORGEOUS!

28 – 31 JANUARY



The world's
leading trade fair
for horticulture



EVERYTHING YOU NEED
FOR YOUR GARDEN MARKET



NEW:

NOW IN HALL 7

IPM Discovery Center:
The experiential POS world
with speakers' corner



WWW.IPM-ESSEN.DE

MESSE
ESSEN

FROM PLANNING TO POS PRESENTATION

- ◆ **GREEN**, diverse product range with new plant varieties from all over the world
- ◆ **GREAT** expertise and comprehensive consulting for planning a garden centre
- ◆ **GORGEOUS** ideas for product presentations in shops



WELL-ADVISED, PERFECTLY THOUGHT-OUT

in halls 3 and 4

- ◆ Shop design and interior equipment
- ◆ Irrigation and drainage systems
- ◆ Heating systems and cooling
- ◆ Greenhouse construction
- ◆ Earths, peats and substrates, plant protection

ORDER DIRECTLY

- ◆ Bedding and balcony plants, flowering pot plants (halls 1, 2, 5, 6, Galeria)
- ◆ Mediterranean plants (halls 5, 6, 7, 8)
- ◆ Nursery plants, perennials (halls 5, 6, 7, 8)
- ◆ Florist's requisites, flower tubs, garden decorations and much more (hall 5)

SALES-BOOSTING POS CONCEPTS

in the Green City/hall 1A

Innovative marketing concepts and new ideas: BLOOM's and Haymarket's g&v CreativCenter present the latest trends in a near-real store context



The IPM Discovery Center in hall 7

- ◆ New ideas for successfully marketing your green products
- ◆ Learn about your customers' purchasing behaviour
- ◆ Practical advice for boosting sales
- ◆ Guided tour and keynote speeches in the speakers' corner