



## PRESS RELEASE

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### Show Your Colours Award IPM 2023

**The Show Your Colours Award will be presented for the sixth time during the International Pflanzenmesse (IPM) 2023 in Essen (Germany). All IPM exhibitors with woody plants and perennials can submit plants or plant concepts for this award. The Show Your Colours Award IPM 2023 is organised by Messe Essen, in cooperation with BIZZ-Holland.**

Show Your Colours 2023 is all about the added value of the plant, which is expressed in the story behind it, in other words storytelling. Both plants and plant concepts can be submitted.

#### Products with something extra

A sole plant on the shelves sometimes does not suffice to tempt a consumer to buy. A garden plant can be very pretty by itself, but that is not always the case. With added value in the shape of a label, nice pot, well-thought-out concept, or simply by providing more information about the plant, a plant can generate additional attention. These days, companies make good use of this by giving their plant this 'something extra'. In order to motivate participants at the trade fair to put their products with something extra in the spotlight, the Show Your Colours Award IPM was introduced.

#### Participation

Participation in the Show Your Colours Award is free of charge. All exhibitors of IPM Essen with woody plants and perennials are requested to enter their plant and/or concept via the [digital registration form](#). Registration closes on 15 December 2022. The professional jury will nominate 10 plants from all those submitted.

#### Judging

The nominated plants, one specimen per entry, will be exhibited in Hall 8 during the trade fair. The public will have the opportunity to vote for their favourite plant. On Thursday afternoon 26 January 2023, the entries will be judged by the professional jury. Following this, the result will be announced in the BIZZ Holland stand, Hall 8, stand number A40 at 3.00 pm.

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Note for editors (not for publication):

For further information or questions, please contact, press spokesperson for BIZZ-Holland, via [info@proba.info](mailto:info@proba.info) or telephone +31(0)172 235400