

PRESS INFORMATION



GROEN-Direkt introduces new buying options at Autumn Fair

More than 20 theme and sales concepts added



Hazerswoude/Boskoop, July 2013 – With the introduction of the theme and sales concepts at the Autumn Fair, GROEN-Direkt is extending its buying options. Apart from the current, familiar batches presented at the sample fairs and in the webshop, as from late August buyers can also make a choice from well over 20 familiar and new concepts exhibited by the nurseries. In addition to these concepts, 5,000 sample batches of garden plants are presented at the Autumn Fair. Another 150 nurseries with their own offer can be found at the Product Promotion Plaza and the Christmas trees presale starts. The Autumn Fair will be held on 21, 22 and 23 August at Noorwegenlaan 37 at

- Date : Wednesday 21, Thursday 22, and Friday 23 August
- Time : 7:30 – 17:00 hours | Friday until 14:00 hours
- Address : ITC site, Noorwegenlaan 37, 2391 PW Hazerswoude./Boskoop, the Netherlands

GROEN-Direkt extends its service with well over 20 theme and sales concepts. The concepts are presented by nurseries of which each and everyone specialises in a specific product group. Roses, fruit, conifers, aquatic plants, perennials, shrubs, climbers, hydrangeas, herbs, grasses, hedging plants and ground cover plants. The client can place customised orders for small quantities with these nurseries throughout the year and receives reliable quality as well as concept appearance. The concept deliveries are combined with the orders from the sample fair. That increases both transport efficiency and buying convenience. As from late August, accessories such as banners, cardholders, information posters, presentation racks and presentation tables are also available direct through GROEN-Direkt. These are geared for the concepts and have a matching appearance, making the concepts recognisable and tempting to buy. The theme concepts create recognisability with their specific appearance of the offer such as ground cover plants, conifers or roses. The number of concepts will be extended in the course of time.

The Autumn Fair is the traditional start of the Christmas trees presale. The available range of Christmas trees is displayed with an extensive sample presentation on 1,000 m². This year the Christmas tree supply has increased enormously and GROEN-Direkt can show an even larger sample presentation.

Unique ordering application

For advantage of this system is that the order status is always up-to-date and there is no risk that at the end of the visit products appear to be sold out. It is the first tool in its kind and so far it is not in use anywhere in the world in the garden industry.



GROEN-Direkt operates from a unique formula. With the combination of sample fairs and webshop, GROEN-Direkt offers a highly diverse and broad range of garden plants throughout the year at a one-stop shop. The buyer can feel, smell and see the plants at one of the fairs or opt for the convenience of buying from the webshop. In both cases it means a choice from a very broad range, delivered at your doorstep with 1 order, 1 delivery and 1 invoice. And that really is a first in Europe!



You can find more information at www.groen-direkt.nl or contact Sytse Berends, Blunt Communicatieadvies, phone: 0031 621 887 655, email info@blunt.nl. That is also the place where you can request high-resolution images or interviews.