

PRESS RELEASE



Spring Fair: GROEN-Direkt starts season with positive feeling

Hazerswoude/Boskoop, February 2014 – GROEN-Direkt start the fairs season 2014 with a positive feeling. The complete supply of garden plants could be admired at the international garden plants fair that was held on 4 and 5 February. The novelties, the concepts, 175 nurseries at the Product Promotion Plaza, and well over 5,000 samples at the layers fair made for a very comprehensive and varied range. The high numbers of visitors from countries like The Netherlands, Belgium, Germany, Great Britain, Italy, France, and Denmark, are good reason for GROEN-Direkt to call this a very promising start.

No. 1 international garden plants fair

GROEN-Direkt operates from a unique formula. With the combination of sample fairs and webshop, the organisation 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.



Trend: bespoke ordering

The Spring Fair highlighted the theme and sales concepts with which GROEN-Direkt responds to the market demand of bespoke ordering. This purchase option offers buyers the chance to reduce their risk because they can order exactly the numbers they need. One of the things GROEN-Direkt does to optimise its concepts, is extending the offer in 2014. For instance with the vegetables concept that was presented at the Spring Fair.



Comprehensive supply

Together with the Autumn Fair, the Spring Fair is the largest GROEN-Direkt sample fair. This year the supply was even greater because more nurseries opted for the fair as an excellent forum for selling their products. They can do that just the way they like: through the layers fair, concepts or the Product Promotion Plaza, where the nursery can promote its own products. In addition, GROEN-Direkt can handle the logistics and paperwork for them. The large numbers of novelties on display also ensured that the Spring Fair presented an up-to-date and complete offer of garden plants.

