



PRESS RELEASE

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GrootGroenPlus 2013 goes back to green

The theme for GrootGroenPlus 2013-2015 is Green Unlimited. 'Unlimited' does not only apply to numbers or possibilities, but also to ways of selling it. One of this year's focal points will be the return to green for and by garden centres. In tough economic times with a lot of competition when it comes to dead materials, it becomes important for garden centres to distinguish themselves with their real speciality: the plant. Through different lectures, inspections, and focus on green products, the trade fair hopes to inspire garden centres to find new ways to allow the green product to regain its prominent position in garden centres, besides the great accessories for home and garden. A special programme will also be created for, for example gardeners, landscapers, and other specialists in public green, and there will be a lot of room for discovery.

The nursery stock trade fair GrootGroenPlus takes place 2 – 4 October, Molenstraat 155 in Zundert (NL).

Networking event with inspirational speakers

One of the highlights of GrootGroenPlus 2013 will be the networking event. During that event, Mark Demesmaeker will be one of the keynote speakers. Demesmaeker is a member of the European Parliament. Demesmaeker is not only known because of his political career, but also because of the show 'Tuindromen met Mark', in which he offers garden lovers practical garden tips and creates inspiring documentaries.

Impulse for novelties

This year, the KVBC will once again inspect all novelties. However, this year is not just about novelties, but also about the important work of this organisation. In order to improve the inspections, the KVBC has developed a new score sheet. This sheet will be introduced for the first time at GrootGroenPlus 2013. This year will be the first time that the new medals will be used, which show why and when a prize was won. Besides that, we will also look back at novelties that made it in the past year, and we will use those novelties to show which characteristics a novelty needs to become (economically) successful. Also a great plant collection will be shown.

Varied offer

Even though the expectation was that some records regarding registrations would be broken this year, no one expected the frenzy we experienced in the past few months. All available spots will probably be filled in by 1 July. The current registrations offer a sneak preview of a very diverse group of participants: approximately 25% of the participants are international, for example from Germany, Belgium, Poland, Italy, United Kingdom, or France. Approximately 25% is supplier or specialised in technique. 75% of the participants focus on green, both public green and the visually attractive product. A complete assortment will be shown. Not every plant might be presented in its right season, but that goes to show that even 'just' green can offer unlimited options.

Inspiration & Innovation Square

Visitors can also start to experience some anticipatory pleasure. They can opt for free pre-registration via www.grootgroenplus.nl and look forward to the trade fair, where there will be a lot to see, learn, and hear. For example at the impressive Inspiration & Innovation square, which also is the starting point of the fair and leads visitors from the Green City square via three routes past all participants. More information about the participants and the total offer can be found in the digital catalogue, which can be viewed on the website.

For international visitors of the trade fair, information is available in English, German, and French, for example with the novelties, in the press room, during the transfer of knowledge and green presentations, and of course through the participants themselves.

Note to the editor

For more information, the logo or a picture, please contact All-Round Communications, contact person Frank van Suchtelen, via 0172-236 252, 06 54 77 0612 or fvsuchtelen@all-round.nl.