

THREE YEARS FROM NOW?

International trends are rarely overnight sensations on U.S. soil. That said, here are a few new ideas from Europe that may one day end up in your retail space.

By Dave Edenfield, The Visions Group

WEBINAR, YOU SAY?

Want to hear and see more from Dave's time at IPM Essen 2012? No problem. Visit www.LGRmag.com and search the word "webinar."

Earlier this year — January 24-27 to be exact — I had the pleasure of taking on the role of trend spotter at IPM Essen 2012 in Germany.

Having the opportunity to attend a show of this magnitude, which houses more than 1,500 exhibitors and covers nearly 26 acres of space, I'm able to draw more than a few comparisons between the European market and the rest of the world.

Just on the surface, noteworthy elements from this year's event include a strong push to the younger consumer, "decorating up," and plant-free POP.

European trends usually take two to three years to make their way to the United States. What follows are some of my observations from the show. Will any of these trends and concepts appear in your retail space someday? I guess we'll have to wait and see.

Dave Edenfield is a partner of The Visions Group LLC, a solutions group providing marketing, management and production assistance to the green industry. He can be reached at dave@visionsgroupllc.com.

CONVENIENCE



Addressing the needs of young, busy consumers, ready-to-use and grab'n'go product lines were abundant at the show. Individually wrapped tulips (top left) have proven themselves as excellent stocking stuffers. Other notes of interest: four-packs of leafy lettuce, dinnertime herbs and color-coordinated bulbs take the guesswork out of shopping.



Considered decorators rather than gardeners, young Europeans seek bright colors as an easy way to brighten up their homes. However, we're seeing colors toned down a bit in brightness and shine. Containers in lime green and lavender (far left) are extremely popular — these two colors continue to outsell all other colors combined.

COLOR



SIGNAGE



QR codes (top left) have become somewhat of a rarity on signage and labels in Europe. However, POP in the shape of large glossy banners do an excellent job showcasing a product's usefulness (left and center) or repositioning an old-fashioned plant (right).



Many times, brand-forward European signage lacks green goods, yet, they do an excellent job illustrating the positive effects plants can have on our overall well-being with bold words, beautiful imagery and bright colors.



While plant stock is still primarily grown in the normal black plastic container, plants are changed out and into decorative plastic containers (below) when reaching retail in order to encourage sales. Also, like the United States, product is sold off racks during the busy season and bright, oversized tags (above) give shoppers more of an incentive to pick up the plant.


