

PRESS RELEASE

gardiente launches a certificate for retailers and an industry award for exhibitors

Frankfurt, 11. April 2017. From 9 – 11 July, gardiente is coming up with some interesting changes. Innovative concepts, a high-quality product portfolio and attractive networking formats strengthen the trade fair's position as an important platform for dialogue between industry and commerce.

For the first time ever, retailers have the chance to become a “Beacon” and trailblazer for the outdoor living sector through innovative approaches. Be it digital innovations, creative customer loyalty schemes or unique POS concepts – gardiente is searching for retailers whose innovative ideas have contributed to securing the future of our high-street stores. The retail certificate winners are chosen by a jury of experts composed of company representatives, the specialist press, an association and the chamber of trade and commerce. “Beacons” that have been selected by the expert jury will receive an attractive presentation opportunity at gardiente which is designed to encourage visitors to be inspired and implement similar business ideas. **Interested retailers can apply to become a “Beacon” until 28 April 2017.**

Also new this year: Exhibitors at this year's gardiente can enter their innovations from the fields of garden furniture, sun shades, BBQs and accessories for the first-ever “gardiente Outdoor Living Award”. The idea behind this new “Industry Award” is to highlight outstanding ideas and trends for the coming season. The criteria for judging the product entries include aesthetics, design, innovation, functionality and sustainability. A jury of experts from the fields of science, journalism and design will make a preliminary selection from all the entries, which will be displayed in a prominent location in the TrendArea at gardiente. The final selection will be made on 9 July 2017 and will culminate in the Awards Ceremony held at “gardiente night”. **The closing date for applications is 28 April 2017.**

The unique character of this event is shaped not only by its intimate atmosphere but also its high-end product portfolio, which makes the fair more trade-specific. Renowned names such as Alexander Rose, Glatz, Hartman, Kettler, Jati & Kebon, Schaffner, Stern and Zebra have registered to take part in the show again this year. Newcomers to the fair include, among others, Jan Kurtz and Napoleon. Exposed to a broader spectrum of products from the BBQ segment, trade visitors to gardiente 2017 shall receive a comprehensive overview of the ranges available in the outdoor living sector.

Visitors to gardiente can look forward to attractive networking formats and a succinct supporting programme. In his presentation entitled “Keep away from e-commerce? Curse or blessing for the garden industry?” Pierre Haarfeld, Partner of eTribes Connect GmbH, gives a detailed insight into the status quo in the field of garden ecommerce. He is also a source of ideas and inspiration for all attendees (Sunday, 9 July 2017 | 5pm – 5:45 pm). After a successful launch last year, “Editorial whisperings – an editor-in-chief in the spotlight” with Helmut Merkel, Editor-in-Chief of the German furniture trade magazine MÖBELMARKT, will be staged again in 2017 (Monday, 10 July 2017, in the afternoon).

The “gardiente night” on 9 July 2017 attracts the “Who's who” of the outdoor living sector and is a perfect opportunity for all participants to engage with each other and share their ideas. Directly after hours, retailers, exhibitors, industry service providers and journalists come together to bring an eventful day at the fair to a successful close and to network and chat over a delicious meal and good music. A big BBQ buffet served with cold beer, Rheingau wine and tasty cocktails create an inspiring atmosphere that reflects that “Summer Feeling”.

The gardiente event logo can be found in the download section under:

<http://gardientewp.muveo.de/press/downloads/?lang=en>

Impressions of past exhibitions:

<https://www.flickr.com/photos/gardiente/albums>

For more information on the "Beacons" and the expert jury:

<http://gardientewp.muveo.de/programme/gardiente-beacon/?lang=en>

Information about the "gardiente Outdoor Living Award" and the expert jury:

<http://gardientewp.muveo.de/programme/gardiente-award/?lang=en>

Any questions concerning the award and the application process should be sent to Verena Westphal (project manager gardiente): westphal@muveo.de.

gardiente – Trade Fair for Garden Living

Gardiente is an industry-focused trade fair for suppliers of garden furniture, sunshades and stands, BBQs, textiles and premium accessories that evidence a retail product portfolio orientation. Its central location close to Frankfurt/Main, its timing in July, and its selected exhibitor environment make gardiente an attractive platform for the retail trade. Its focus lies on orders, dialogue and networking.
www.gardiente.de

MUVEO GmbH

A 100% subsidiary of the Wirtschaftsverband für Handelsvermittlung und Vertrieb Hessen, Thüringen und Rheinland-Pfalz e. V. (CDH-Mitte) which has been successfully organising trade fairs and conventions for over 50 years. Nine, primarily seasonal trade fairs have established themselves within their respective business segments, attracting more than 10,000 trade professionals. Since 1997, when INNATEX, Europe's leading trade fair for sustainable textiles, was established, MUVEO GmbH has been committed to sustainability in event organisation.

www.muveo.de

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