

## **PRESS RELEASE**

### **gardiente 2021 – trade fair for garden living – delighted with higher visitor numbers and trade quality**

***Frankfurt am Main, August 2021: More than 60 exhibitors presented their latest designs at the seventh gardiente fair in the Messecenter Rhein-Main from 5 to 7 September 2021, providing the specialist retail trade with an ideal opportunity at the end of the season to learn about new product introductions in the coming year.***

Verena Westphal, Project Manager for gardiente, was delighted with the success of the fair: “Given that gardiente could not happen last year because of the pandemic, it's just great that the industry has embraced the fair so well after the long gap. We also noticed how pleased both the visitors and the exhibitors were to be seeing one another again and experiencing the new products in real life, here on site.”

Not only long-established exhibitors but also newcomers such as Blomus, Eva Solo, Joouls, Tierra Outdoor, Vermobil and W.Schillig found that gardiente provided them with an exciting platform. Alongside the opportunity to hold good discussions with existing customers and to pick up new customers, exhibitors repeatedly praised the numbers and quality of trade visitors: “We love being here because at the fair we meet up with the specialist retail trade, which as premium producers we really need, and because we have the time to build our contacts,” says Solpuri’s Hans-Joachim Hansen.

Thomas Werner, Divisional Manager at Blomus, found that the fair exceeded his own expectations as a new exhibitor: “We have the right audience on site here and the response is terrific – significantly better than we'd expected. We'd been hoping that we'd meet the right decision-makers and would be able to convince existing customers about our new products. That all went brilliantly.”

Two new themed areas for this year provided visitors with additional support, with products and services that complement retailers’ standard ranges. Thus, the Concept Area for innovative partners from the corresponding outdoor-living sectors, outdoor kitchens and service providers offered exciting ideas for creating even more targeted ranges. Visitors could find out what the trade would absolutely need to have in the coming season at the new “Must Haves” Area featuring selected exhibits.

Aside from all this, trade visitors were able to experience barbecuing in all its variety at the expanded “BBQ Outdoor World”, with brands such as Barbecook, Campingaz, Everdure by heston blumenthal, Monolith, Napoleon, Remundi and Weber. Complementary services such as free entry to the fair and high-quality catering were the icing on the cake, ensuring an enjoyable visit to the trade fair. “It’s fun being here,” was how Andrea Stammberger, Head of Product Management at W.Schillig, summed up her impressions. “The fair is highly personal, nice and relaxed – just as it should be for the outdoor sector.

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**Selective preview of trends for the 2022 season:**

- Things are getting even more homely: suites of sofas and armchairs in place of garden chairs are bringing the living room into the great outdoors. The fabrics have an even nicer feel and similarly bear a close resemblance to indoor fabrics. Voluminous cushions and little side-tables complete the range.
- The appeal of the lounges is their modular structure, allowing customers to mix and match according to their own requirements.
- Sustainability continues to be a key issue, exemplified in the use of recycled teak and in table coverings made from plastics recovered from the oceans.
- Outdoor kitchens are on the rise.

**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 have a retail-centric product portfolio. Its central location close to Frankfurt/Main and its select exhibitor environment make gardiente an attractive platform for the retail trade. Its focus lies on orders, information and networking.

[www.gardiente.de](http://www.gardiente.de)

**MUVEO GmbH**

MUVEO GmbH, the wholly owned subsidiary of CDH Mitte (Wirtschaftsverband für Handelsvermittlung u. Vertrieb Hessen, Thüringen und Rheinland-Pfalz e. V.) has been a successful player in the trade fair business for more than 50 years. The exhibition formats – which carefully target specific areas of industry – are designed to meet the bespoke needs of each sector. The company's success is built on close and collaborative cooperation with all stakeholders. Since the establishment in 1997 of INNATEX, Europe's leading trade fair for sustainable textiles, MUVEO GmbH has been committed to sustainability in event organisation.

[www.muveo.de](http://www.muveo.de)

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