

## A new look for LECHUZA Brand new trade show stand at spoga+gafa 2018

LECHUZA dazzles with new brilliance. Those who mostly associate the premium brand for planters and accessories with stylish, naturalistic green colours are in for a surprise. This year, the Brandstätter Group brand is consciously moving away from its earlier concept and branching out into unusually bright and modern colours.

In line with the new concept, the brand's trade show stand at this year's spoga+gafa will also be designed in a strikingly different way. Trade visitors can look forward to a palette dominated by black with red and white. The various facets of LECHUZA are presented in a surprising, individual way in themed niches. From the current 'metallic look' trend to the CANTO Stone indoor and outdoor planters with the natural stone look; from various new product innovations in the YULA and CLASSICO collections to the world of the ORCHIDEA collection; from the Green Jungle experience area to individual RAL colour paint finishes. There also are consultation zones with LECHUZA furniture for conversations with our experts and advisors.

The Glossy collection will be the product highlight, with its high-shine varnish finishes in white, scarlet red, charcoal and pink. This is LECHUZA exploring new paths and presenting its own innovations in topic-specific niches in a super-modern way. A suitable décor will inspire trade show visitors and create a brand statement to wow the crowds at the show. LECHUZA is also introducing some new faces. Matthias Hemme with his extensive industry experience will be taking over as new head of the Business Unit from August 2018.



## LECHUZA was awarded the title "Superbrand Germany"

The premium brand LECHUZA was awarded the annual title of one of the best and strongest brands in Germany by the organisation Superbrands International for the second time round. The prominent jury of 23 chose the TOP 100 German brands from a pool of 1.250 nominees with a view to brand dominance, customer loyalty, goodwill as well as longevity and all-over brand acceptance. The title "Superbrand Germany 2018/2019" once again reconfirms the position and positive perception of LECHUZA, the expert for high quality and functional planters with irrigation system.



## Enjoying plants – carefree & unstressful

The innovative LECHUZA planters come complete with a practical irrigation system that takes away the need for daily watering - allowing you to focus on the more enjoyable things in life. The planters boast the perfect combination of functionality and modern design, in line with the latest home interior trends. LECHUZA is also creating new momentum with its modern appearance. It's not just the trade show stand that will be getting a full makeover. All the company's B2B and B2C advertising materials will also be getting a new, modern look and feel. With its new concept focusing on shine, boldness, lightness and timesaving, LECHUZA is consciously emphasising new aspects in an otherwise very green industry.

