

No. 19/ 2100/ pre/ Cologne, August 2011

spoga+gafa 2011, 4th to 6th September

"Green Shopping": trade concepts for the POS on the boulevard of ideas

Professional marketing trends for the trade

Attractive and practically-orientated concepts for the Point-of-Sale are the focal point under the motto "Green Shopping" on the "boulevard of ideas" at this year's spoga+gafa (4th to 6th September in Cologne). Current marketing trends will be presented in five presentation areas along the trade fair boulevard and at an additional point on the Piazza. "We have taken the positive response to the boulevard of ideas from last year and continued with our fine tuning on the concept", explains Metin Ergül, Vice-President House, Garden & Leisure at Koelnmesse GmbH. "In an interactive approach representatives of different trade forms will receive professional ideas and inspiration, which they can use in their own stores for approaching customers."

How can young target groups and first-time furnishers be won over for the garden theme? How can you inspire customers with a small outdoor space to purchase certain products? These are just two questions to which answers will be provided at the boulevard of ideas this year. The trend towards self-service and 24-shopping will also be covered. Useful ideas and inspiration on how the trade can benefit from the specific use of vending machines will be provided by a special presentation area on the boulevard. Innovative product presentations with conveyor belts or however the use of high-tech, for example multi-touch tables, are further trends which can revive the POS and are being presented at spoga+gafa. Also on the agenda will be ideas for "experience shopping": here visitors will be able to discover how to arouse their customer's desire to purchase using all their senses.

Further information available at www.spoga+gafa.com



spoga+gafa Cologne
The garden trade fair

Cologne 2011
September 4 to 6

www.spogagafa.com

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