

TREND BOOST

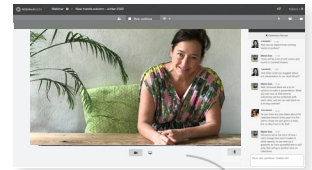
Which direction are the trends headed?
Which trends complement your
business and brand? Stay connected with
all the signals and movements in
the **floral industry**.
Our **independent view** on the trends
will inspire you and your team.



TREND MAGAZINE + WEBINAR 2x per year

This inspirational online magazine is your trend guide and will give you 'hands-on' ideas for your company. Global trends will be translated into industry related trends. Areas we will cover are indoor & outdoor trends, plant trends, shape, material and design, (gift) packaging and 'do it yourself' concepts. In addition I will organize a live connection with renowned trend watcher Marie-Gon, to unveil the background of the trends. Let's connect and share thoughts from all over the world!

TREND MAGAZINE



WEBINAR



DISCOVER THE TREND E-MAIL 12x per year

Once a month you will receive a digital letter with detailed insights on a new trend that is developing globally or within the industry. We will zoom in- and out- on that specific trend, giving you hands-on direction and tips on how you can implement this trend in your business.

DISCOVER THE TREND E-MAIL

WHATSUP IN EUROPE 5x per year

Inspirational photos of plants, hardgoods and flower & plant (gift) concepts displayed at European wholesalers and retailers. Of course I will cover all seasons and special celebrations!



WHATSUP IN EUROPE

BONUS IDEAS Random

Once I understand what your interests are or which topic you'd like more information on, I will surprise you with photos of products or concepts, or offer you ideas and solutions that I come across while travelling.

PRICE TAG TREND BOOST SUBSCRIPTION

€ 2.400,- annually (full subscription) or € 1.800,- annually (without inspirational photos of 'Whatsup in Europe'). Subscription runs January through December. Of course you can join at any moment in the year!

EXCLUSIVE TREND REPORT

We can make an exclusive trend forecast report tailored to your needs. We will discuss with you what you would like us to zoom in on. This can be a certain trend, or theme, or holiday, etc. with your plants on center stage! Please connect with me for more details.

SUPPORTING YOUR FLORAL BUSINESS