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World Clock

- 15:07 Amsterdam
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Quote of the Week

*"It is in the shelter of each other that the people live."*

Irish proverb.



Latest News : [Hoogendoorn establishes new division to support customized greenhouse](#)

## Bøg Madsen launches a new sales concept

**FUNEN, Denmark, September 7, 2009:** At a time where consumption patterns are changing and business closures are commonplace, Bøg Madsen, a leading plant exporting company with its headquarters in Funen, Denmark, is swimming against the current, with innovative and future-oriented initiatives.

Bøg Madsen a/s is one of the largest plant exporting companies in the industry and has recently introduced a completely new, shop-ready, consumer-oriented sales concept, branded as House of Flora®. Brede Bjerke, commercial manager of the company, says, "Our recent house fair in connection with Odense Flower Festival and the professional plant fair "Handelspladsen" were much appreciated by our customers and extensive feedback has convinced us that our innovative and end-user oriented approach to the market hits the nail on the head."

Bjerke continues, "The idea behind the concept is ready-made plant solutions for modern consumers who are interested in their homes and surroundings. Our target group belongs to the working part of the population who has limited time available to search the market for seasonal plants and trendy accessories. We have considered this need in our House of Flora concept that includes instructions about the plants, soil types and containers used as well as recipes for styling the solutions. This way, there is still room for creative, personal staging of solutions which in the end means added value for the consumer."

Despite the record high growth in discount store sales levels – one of the consequences of the financial crisis – the House of Flora brand is found at the exclusive end of the scale.

"With House of Flora we do not want to differentiate ourselves on the price since many consumers still demand quality and good design and sometimes like to indulge in luxury because the new kitchen, for example, has been put on standby", says Brede Bjerke.

Establishing the foundation of the actual brand took some time. "House of Flora is the result of the entire strategic process which Bøg Madsen has gone through for the last three years with our current managing director, Hans Schultz at the helm. Our basic values have been defined and thoroughly integrated among our employees in order to prepare them for turning the brand strategy into practice. Bøg Madsen builds upon respect for the plant and its personality, quality and good design - a positive signal for the industry which in the end will help build credibility among consumers", Brede Bjerke concludes.



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