

Presse Information

Pflanzen Breuer opens up redesigned Experience Garden Center

Schwitzke has accompanied the holistic repositioning from assortment to gastro concept

St. Augustin / Düsseldorf, 6 March 2018 – New garden center experience: Last weekend the company Pflanzen Breuer opened its rebuilt garden center in St. Augustin, which was remodeled based on the overall design concept of grün erleben group. On 8,000 sqm, visitors can now expect a green Experience Location with an open, modern design as well as an inviting café area. The repositioning and modification were accompanied by the Düsseldorf based design office Schwitzke, which has also developed the basic brand and store concept for grün erleben.

By rebuilding their garden center, the owner family Breuer reacts to a changing and demanding market: Due to the emerging garden trend, diverse target groups with high expectations are evolving. City dwellers try to escape the everyday city by practicing Urban Gardening, young families refocus on their green own home and men become barbecue experts on balconies or terraces. Furthermore, it was valid to position the company as strong and future-oriented aside from competitors. As an already embodied connection, the combination of Garden and Experience was to be sharpened and strengthened, the external appearance of the garden center was to be optimized and opened. The goal: more naturalness, more openness, more zeitgeist as well as a better quality of stay so visitors want to stay longer.

Following the principle “empowering strengths”, Schwitzke & Partner initially focused on an analysis of the location’s assortment in corporation with the family Breuer. Therefore, divisions, presentations of goods and walking routes could be optimized and highlights and focus topics could be located. After this, the architects paid attention to the external appearance of the garden center, the owner family as well as the umbrella brand in order to set the right messages for the future. “The markets belonging to grün erleben are consistently owner-managed and are built on the personality, the know-how and the regionality of the owners”, says Markus Schwitzke, managing director of Schwitzke Graphics and responsible for brand concept and store branding. The fundamental design was transferred to the location and the entire signage, from wayfinding system up to assortment boards, was renewed. The entrance was changed from two compact zones into one spacious entrance area, so garden lovers now experience a warm welcome. To underline the natural context of the garden center, Schwitzke chose puristic wooden slates as special features for the entrance and parts of the façade.

A real experience location also needs an appropriate gastronomy – and therewith an additional incentive to attract visitors and regional day trippers. To place this culinary statement, Schwitzke transformed the Café Bistro GARTEN KÜCHE into an independent gusto area. Enlarged to double of its previous size, the gastronomy now invites customers to enjoy delicious treats all the day, from breakfast to warm and cold snacks up to sweet coffee klatsch. An own logo as well as newly designed menu cards and boards strengthen the gastronomic presentation and affiliation to the brand. Cozy, modern furnishings with light brown wood and warm contrasts turn the café into a

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quality location that provides even more room for events like flower arrangements, barbecue classes or Ladies' Nights.

The final result is a place that allows both the owner family as well as future visitors to identify with and that "sets a high benchmark for competitors", says Klaus Schwitzke, managing director of Schwitzke Group. "With the new garden center, the family Breuer presents itself as a garden and plant expert, but also as an inviting host, who provides real additional value for his customers. These are the requirements to future retail concepts."

About Schwitzke Group:

For almost 30 years, the Düsseldorf-based group of companies has stood for successful brand and retail concepts and is among the biggest offices of its kind in Europe. For its clients from the sectors of Fashion and Lifestyle, Beauty and Luxury, Consumer Electronics, Financial Services, as well as Garden and Shopping Centers, Schwitzke offers a service portfolio ranging from strategic brand management and brand communication via design development to professional construction and interior finishing works for comprehensive store concepts. The retail experts, with their total of roughly 200 employees, have offices in Düsseldorf, Berlin, Dubai, Krakow and Paris.

Press contact:

Schwitzke Graphics

Lara Czerwonka

Tel.: 0211 542217-525

lara.czerwonka@schwitzke.com

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