



More than 10.000 people attended OFA's 2000 Short Course in Columbus, Ohio.

"An innovative solution to the problem of shipping plants and flowers for e-commerce companies". This plastic packaging is from A-Roo Company.

Press Room Archive

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Even though Spring 2000 will not go down in the record books as being the best year ever for most American flower, pot plant and bedding plant producers, this year's Ohio Florists' Association (OFA) Short Course will go in the record books, with booming attendance.

More than 10.000, primarily from the United States and Canada, attended the five-day event. Growers, most who had just come off a good year, were jamming into equipment and machinery stands such as Blackmore, Bouldin & Lawson, Flier USA, Nexus (Visser in the United States) and Rapid Planter, among others. Plant and flower displays become more like leading European shows every year with companies like Ball Seed Company, Fisher, Goldsmith, Novartis and PanAmerican Seed showcasing plants in innovative, attention-grabbing ways. In total, 495 companies participated in the event as exhibitors.

OFA has entered into agreements with Messe Essen in Germany and the RAI in the Netherlands to create international pavilions at future shows. This year, 14 German companies participated in the Short Course through Centrale Marketing-Gesellschaft der deutschen Agrarwirtschaft (CMA), many of them with stands in a special "German" alley at the show.

Show Manager Wendy McAtee sees the show taking on even more of an international focus in the future, serving as the launching ground for international companies to reach the American market. Dates for the OFA Short Course next year are 14 to 18 July, 2001. For information, Fax: (1) 614 487 1216 or visit www.ofa.org. -Debbie Hamrick



Top left, Novartis Seeds displayed this clever cardboard shipping pallet for displaying bedding plants at retail. This disposable merchandiser was filled with Novartis' Sky viola series and comes with a full complement of point-of-purchase materials like flat and pack tags, posters and garden center display cards. See the penguins on the top? The marketing slogan they are promoting is "A Winter Survivor" for their viola series.

Top right, at last, **an innovative solution to the problem of shipping plants and flowers for e-commerce companies.** This plastic packaging is from A-Roo Company, Fax: (1) 440 238 2212 or visit www.a-roo.com or send e-mail to packaging@a-roo.com.

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