PRESS RELEASE

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**New in the Soendgen Keramik mini range:**

**“Livorno” in a trendy mosaic look**

Small, but attractive – a statement which is very true for the new mini cylinder “Livorno”. The design of the new cachepot in miniature form, with a diameter of 8 cm, makes it a must have. The surface has modern tile motifs to match the latest trends in interiors. Following the contemporary style, which can also be seen on tiles in particular, *mosaics* are in once again!

Soendgen Keramik responds to this trend with “Livorno”, which is available in mosaic green, mosaic blue-gray and mosaic amber. Linear mini green plants such as succulents are a reflection of modern trends.

**Successful at the PoS: the art of the mosaic is in putting things together!**

When placed on the counter in the mini display to entice customers, the combination of the three “Livorno” designs is a sure way to boost sales. The small mosaic minis are the ideal item for an impulse purchase. Creating a composition of attractive cachepots in the high-quality permanent display also constitutes the art of selling. This way, the miniatures can be showcased to their fullest with matching plants and also with other Soendgen Keramik vessels. This applies whether with other versions of the mini range or the appealing new motif print pots on the “Ornament” or “Home Sweet Home” theme.

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Characters (incl. spaces): 1,328

If you have any questions, please

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**About Soendgen Keramik**

For more than 125 years, Soendgen Keramik GmbH has been synonymous with high quality ceramic vessels “made in Germany”. The company offers a wide range of perfectly formed products in over 50 designs, 60 colors and 50 sizes that are manufactured in line with the latest trends. The long-established German company was founded by Johann Peter Söndgen in Wachtberg-Adendorf in 1893 and is now represented in over 70 countries throughout the world. Whether indoors or out, the company offers the perfect ceramic vessel for every taste and requirement to show off your plants at their very best.