PRESS INFORMATION

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**Naturally terracotta: new decorative pots for the Soendgen Keramik open-air collection**

**From Spoga+Gafa 2015 to the POS, – SK brings ideas to the high sales outdoor sector**

Customers love living outdoors – the outdoor sector remains a lucrative market. Due to the sustained demand for natural, authentic materials, terracotta is once again in fashion in this area and popular with customers. This is the reason why Soendgen Keramik is generating new ideas specifically in this area for the 2016 season. And also because terracotta is good for plants. Original terracotta breathes and is porous; the fired clay stores water and releases it slowly – for fine, healthy growth. Customers also appreciate its UV resistance, as the product does not lose its colour even in intense sunshine.

**Appropriately matched: the "Veneto" pot and plate create a beautiful overall effect**

The SK pot "Veneto" is available in four new variants – all paired with matching plates to make a practical set. The 20, 30 and 40 cm diameter pots are available in sand grey and now in wiped terracotta, with 23 and 28 cm diameter plates, respectively. Customers can now be certain that they have the right size plate for their pot.

The beautiful shape of the pot makes it ideal for different flower and plant arrangements – on balconies and patios or as a table decoration.

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**Appealing gift ideas encourage customers to buy**

"Veneto" doesn't just make gardens and balconies more attractive – the high-quality ceramic pot made in Germany also makes an ideal gift. Decorated with a charming flower and plant arrangement, it brings added pleasure on occasions such as birthdays or barbecues. An inspiration that can also catch the eye at the point of sale, such as on a summer-themed table with flower and plant arrangements in SK "Veneto" pots in different sizes and color. Inspiring customers to imitate and give as gifts!

Effective sales promotion is also a Soendgen theme at Spoga+Gafa 2015 in Cologne. Current concepts and ideas for POS marketing are presented as well as the many other new products. Hall 10.1 | Stand D20/E21.

Characters (incl. spaces) 2,088

For questions, please

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**About Soendgen**

For decades, Soendgen Keramik GmbH has stood for high-quality ceramic vessels "Made in Germany". With over 50 shapes, 40 color and 50 sizes, the company offers a wide range of products manufactured according to the latest trends and with perfect form. The German family business was founded in 1893 by Johann Peter Söndgen in Wachtberg-Adendorf and is now represented in over 70 countries around the world. Whether indoors or outdoors: Today, the traditional company offers the right ceramic vessels for all tastes and demands, presenting plants in their most beautiful form.