PRESS RELEASE

Grafschaft-Gelsdorf I 24/01/2020

Page 1 of 3

**New impetus for vessels with natural surfaces**

**Soendgen Keramik is reinforcing the natural trend at the IPM 2020 with its latest additions to “Dayton”, “Bettona” and “Portland”**

“Brown is the new black”, forecast trend experts. Soendgen has embraced the trend in time for the trade fairs in 2020, and has enriched the successful **“Portland”** series with new colors. As well as the previous birch-like tone, cachepots and floor vases now also come in a cozy dark brown color. One thing however remains unchanged: the fascinating natural relief structure in a tree bark look. The cachepots are available in six sizes, from 13 cm up to an imposing 36 cm in diameter. The floor vases are available in a height of 50 cm and diameter of 22 cm.

There is also a new addition to the **“Bettona”** series. The mini Jardiniere is especially popular, as well as the harmonious round cachepots. A good enough reason to bring out a new model with a diameter of 28 cm. This provides space for arrangements of two orchids or two green plants, for example succulents. Like with the smaller models, the new larger

Jardiniere is also available in the trendy "concrete look” and optionally also in light gray or dark gray cement.

Slate, concrete and tree bark. Developing natural-looking ceramic surfaces has long been a priority at Soendgen, and the new products on show at the IPM 2020 are the best examples of this. However, existing series will also be given a new impetus.

One example is **“Dayton”**, with its authentic, raw slate look. The cachepots, which up until now have been in an elegant slate black, are now also available in a brighter slate gray, with diameters from 12 to 26 cm. Orchid vases in both color nuances with a height of 15 cm are also available as an addition to the successful series. The interplay of the graceful-looking orchid and the charismatic stone look creates an impressively attractive plant decoration.

Grafschaft-Gelsdorf I 24/01/2020

Page 2 of 3

**An uplifting plant experience: trendy pot stands as accessories**

Even when placed on the floor, the attractive natural-looking relief structures of the Soendgen cachepots act as an eye-catcher. Though the new pot stands make them even more visible! The accessory has an elegant and versatile anthracite color, and is available **in sizes 23 x 36 and 26 x 41 cm. For smaller vessels, it works as a decorative item in sizes 17 x 14 and 19 x 15 cm. For all models,** a secure stand and a successful presentation are guaranteed.

Characters (incl. spaces): 2.424

**About Soendgen Keramik**

Grafschaft-Gelsdorf I 24/01/2020

Page 3 of 3

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.

If you have any questions, please

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