PRESSEINFORMATION

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**A new product reminiscent of good old days:**

**“Vintage Garden” and “Vintage Animals”**

**Soendgen Keramik interprets the trend for nostalgia with contemporary motif prints**

For many people, a high-quality home is a priority at the moment – somewhere to withdraw to and make cozy and attractive. Safety, security and returning to the basics are becoming increasingly important. Digital progress yes, but not always and not everywhere. This is reflected in the desire for a consciously quiet and cozy living environment, designed with lovingly selected accessories. In keeping with this trend, Soendgen Keramik is introducing two new products in a vintage style, which gives attractive items from a bygone era a whole new lease of life in a used look with a modern interpretation.

A classic design with a nostalgic flair – how the “Vintage Garden” and “Vintage Animals” cachepot series guarantee peaceful moments. Plants such as succulents, bromeliads and calanchoes, campanula, peperomia and also ferns showcase the new cylindrical vessels in a particularly atmospheric way. The “Vintage Garden” series impresses with its floral pattern “Love Flowers”, as well as the “Belle Jardiniere” and “Botanical Garden” designs with their interesting topography, which appear especially valuable and authentic-looking thanks to their certificate stamp. All models are available in diameters of 8, 10 and 13 cm.

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As its name suggests, “Vintage Animals” bears attractive and nostalgic animal motifs, which emphasize antique-looking features against a natural-looking background. The decorative and fashionable motif pots “Colibri”, “Papillon” “Libellule” and “Mesange” are available in diameters of 8 and 13 cm.

**Vintage look at the PoS**

Typical of the vintage style, the products are like little treasures unearthed in the attic or at the flea market. This gives attractive ideas for sales-boosting placements on themed tables at the PoS or antique-looking tables and surfaces. Accessories such as matching motif napkins or candlesticks complete the vintage look. “Vintage Garden” and “Vintage Animals” are kept in the permanent display to entice customers to make a purchase, and also in the mini counter display to encourage impulse buying.

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**Über Soendgen Keramik**

Die Soendgen Keramik GmbH steht seit über 125 Jahren für qualitativ hochwertige Keramikgefäße „Made in Germany“. Mit über 50 Formen, 60 Farben und 50 Größen bietet das Unternehmen eine große Produktpalette an, die nach neuesten Trends und mit perfekten Passformen hergestellt wird. Das deutsche Traditionsunternehmen wurde 1893 von Johann Peter Söndgen in Wachtberg-Adendorf gegründet und ist mittlerweile in über 70 Ländern der Welt vertreten. Ob im Innen- oder Außenbereich: Das Unternehmen bietet heute für jeden Geschmack und Anspruch das passende Keramikgefäß und präsentiert damit Pflanzen in ihrer schönsten Form.

Bei Rückfragen wenden

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