

spring



FOR DECOR & HOME

5th CONTRACT-ORIENTED TRADE FAIR FOR DECORATIONS, GLASSWARE, HOME AND KITCHEN ACCESSORIES AND GIFTWARE

FINAL
REPORT

P V A
EXPO PRAGUE

www.fordecor.cz

18–20 January 2018

5th Contract-oriented Trade Fair for decorations and gifts with spring themes FOR HOME DECOR & took place at the Exhibition Grounds in Letňany in January. Due to the primary focus on the spring theme this is the only specialized event its kind in the Czech Republic but also overlap for central Europe

The exhibition hall lit up with bright spring colors, decorations and many professionally arranged exposures. The high level of exhibition stands and the whole fair has confirmed the importance of organizing this trade fair and its uniqueness. Holding FOR DECOR & HOME twice a year, with spring and autumn theme, significantly expanded business for exhibitors. The exhibitors have been given the opportunity for a second time to conclude contracts for the spring season with the themes of Easter, Valentine or IWD. In the offer, however, traditional decorations, gardening, home and kitchen accessories, original gift items, as well as the actual Christmas offer of 2018 have traditionally been favored. The welcome enrichment of the trade fair has become a prestigious accompanying program in the spirit of spring floristics. The FOR DECOR & HOME fair was successful from the perspective of both exhibitors and visitors and fulfilled its contracting goal.



STATISTICS

Number of exhibitors: **65**
Net exhibition area (m²): **2115**
Gross exhibition area (m²): **4200**
Number of visitors: **5860**

OFFICIAL CARS:





WE INVITE YOU

FOR DECOR & HOME – SPRING 2019

Deadline: January 17 - 19, 2019

Exhibitors, experts and traders can again look forward to more of the professional events with a primary focus on spring assortment and contracts in the next 2019

January deadline, despite its organizational demands proved to be the only option to advance contracts for the spring not to overlap with many traditional events abroad. Exhibitors can plan their presentation of news in a continuous relation autumn - spring. Frequent contact with traders certainly contribute to deepening cooperation. At the Czech fair, the decor and gifts sector is building an increasingly stronger position, within the housing sector and the increasing interest in FOR DECOR & HOME is evidence of the necessity to present a decorative and gift assortment to a high professional level



SPRING AND AUTUMN TRADE FAIR

Contracting Trade Fair FOR HOME DECOR & will continue to be held twice a year. The autumn version of the event at the beginning of September remains a crucial part with a primary focus on concluding Christmas deals. Another version is the spring theme fair that falls on the January deadline. Both fairs are characterized mainly by a contracting focus, a nomenclature, expert attendance and a professional trading platform. It is also possible to expect novelties and trends, which are regularly and very much present from the world stage by the most prominent florists and other specialists. Also, the expanding presence of foreign firms contribute to the visibility of the fair and desirable extension of the offer

presenting the exhibitors..

At the DECOR & HOME Fair with the spring theme, very prominent exhibitors from the field of decorations and gifts were presented. The exhibition area has traditionally belonged to manufacturers, wholesalers and exclusive importers. Several important Czech companies took part premierely, including family manufactures or craftsmen with a completely original article. Participation of foreign companies from Belarus, Poland, Slovakia and Ukraine are testifying to the search for new markets within Central Europe. The cross section offered was varied, ranging from stylish decorations to modern kitchen accessories to interesting gift items. Easter themes and garden decorations prevailed. Most companies have introduced their new collection. In a major competitive environment, there were also luxury stands and arrangements that attracted new businessmen. The biggest professional expositions were prized by BKS DECOR - DECORIUM and the famous Slovak company SIMONS TRADE. Among the most sought-after Czech manufacturers, he re-ranked PARAMIT. The presence of manufacturers has significantly strengthened renowned companies ANDĚL PRĚROV and KOZÁK SVITAVY. Let us name even the most important wholesalers on the Czech market, which with their famous names confirms the excellent reputation of the events: AUTRONIC, DAKLS, EDWILAN, FLEUR IMITÉE, IN-SPIRACE, WHOLE IMPORT, PEHA GIFTS, SIGIFUN, VELKOOBCHOD HARASIM and others. NEW GARDEN introduced brand new products - they were luxurious American candles. On the other hand, the family company KERAMIKA ANDREAS offered a new collection of charming Czech ceramics. FLOWER ISLAND, a Polish company, has expanded its range of florist products and important foreign manufacturers BEROSSI and PROSPERPLAST have offered an assortment for home and garden of plastic materials. The FOR DECOR & HOME Spring Fair has consolidated its position on the market thanks to its high-quality representation from exhibitors, their representative expositions and the business spirit they brought to the exhibition area.





accompanying program.

EXHIBITION AND WORKSHOPS

CREATIVE SPRING OR JOY OF CREATING

organizer: RADKA KŘIVÁNKOVÁ

A sought-after expert on luxury gift wrapping Radka Křivánková demonstrated her creative activity in the form of an exhibition connected with workshops. Her exposition literally blossomed with pastel colors and spring floral decorations. Under the name of CREATIVE SPAR, there was a charming surprise to decorate the interior with flowers and decorations made from handmade paper. Radka Křivánková not only perfectly decorated her entire exhibition, but also all those interested in her workshops learned how to make decorations and paper flowers. Her creative demonstrations again met with great interest of visitors and became an appealing diversification of the trade fair. The pearl of the exhibition became a paper flower dress in beautiful pastel colors, which confirmed that fashion can also mean decoration.





FlorisTika

EXHIBITION: FLORISTICS, DESIGN AND INTERIOR | ORGANIZER: FLORISTIC JOURNAL PROFI PRESS

Floristics, design and interior - the perfect combination of these three words were presented by representatives of FLORISTIKA magazine at their exhibition. The artistic concept of floral decorations set in an impressive interior arrangement has created a very pleasant experience. The stand became an original inspiration, he introduced spring trends and for the lovers of arranging art has prepared a flourish show in the performance of a significant florist Pavlína Švecová. Fabulous atmosphere on this the exposition was full of the events and interest of the visitors who appreciated the interconnection of art, flourishing demonstrations, and talk about creation. Last but not least, there was also an attractive offer of several professional titles by Profi Press.





FLORISTIC SHOW

ORGANIZER:

PAVLÍNA ŠVECOVÁ FLORISTIC JOURNAL

Floristka Pavlína Švecová presented to the general public her floristic art on the theme of SPRING. The visitors could enjoy the beautiful and colorful exhibition of FLORISTIKA magazine and learn how to create fresh spring compositions of flowers, ornamental grass and natural decorative elements. Talking about spring, about flowers, about creativity and above all illustrative examples of arranging floral decorations, it was the inspiring atmosphere of many florist shows by Pavlína Švecová under FLORISTIKA magazine.

MEDIÁLNÍ PARTNER

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FOR DECOR & HOME – SPRING 2018

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