

Press Release
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The garden is the new living room

There is a clear trend towards furnishing and decorating outdoor spaces and gardens. In summer the garden and patio are increasingly taking over the role of the living room. Garden furniture, outdoor lighting and food preparation possibilities are all now part of Elmia Garden.

One of the exhibitors is Landmann, which most recently exhibited at Elmia Garden in 2006. It is back this year exhibiting its new grill series for 2018. The company has noticed that interest in grills is clearly increasing, with gas grills responsible for the biggest gain. One of the big advantages of a gas grill is that it is quick to start, so it functions well for everyday use.

“There’s a big difference compared with the 1980s when people were grilling hot dogs and T-bone steaks. Today people are grilling more often and like to prepare whole meals outdoors,” says Tobias Carlsson, Product Manager at Landmann.

Lighting frames a garden

Outdoor lighting is becoming more and more important in modern outdoor spaces. It is now a self-evident part of Elmia Garden, where the LightsOn company, for example, is presenting its new lighting series.

“Without outdoor lighting your garden becomes a black wall when you look outside in the winter,” says Christian Tidell, CEO of LightsOn. “Previously, people would put up a single really strong lamp to light up the garden. Today they are instead creating small pictures and framing various objects. Outdoor lighting extends the living room and creates space out in the garden.”

This year Elmia Garden has more foreign exhibitors than before. Many of them have never attended the fair until now.

“Garden furniture, outdoor lighting and grills make the fair interesting to more visitor groups, such as property owners and housing cooperatives who buy such equipment for their gardens,” Kristin Koefoed of Elmia Garden explains. “Today customers expect to find everything for the garden in garden shops or chains. This in turn makes the industry demand a more complete trade fair.”

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