



"The new layout is great and the main walkway provides customers to come routinely throughout the day, so there's no lull periods."

Sarah Taylor, Regional Sales Manager, Scheurich



The Objective

To reinforce the Scheurich brand in the gardening industry, build new contacts, create opportunities and learn about market trends.

Focus and Challenges

Scheurich is a German ceramics company that produces and manufactures in the picturesque region of Bavaria, Germany. They pride themselves on using the highest quality criteria from high-quality, natural and long-lasting materials, combining the finest ethically sourced clay with sustainable and renewable energy in every pot they produce.

Scheurich have been attending Glee since 1992, always wowing its visitors with over 100 new products each year. They are keen to keep up with the ever-changing

trends in the house-plant industry and have adapted their product offering to suit customer needs.

The Glee Solution

Scheurich have been a consistent exhibitor at Glee for 28 years now. Meeting customers face-to-face and being able to showcase their product portfolio physically rather than virtually makes all the difference for them.

The environment and atmosphere at Glee is perfect for Scheurich.

There isn't a sales-driven pressure which creates a relaxed ambience for Scheurich to interact with visitors and introduce new products to them.

Results and Benefits



Opportunity to meet customers face-to-face and make new contacts



Greater insight into changing house plant trends



Gained valuable feedback on changes in customer demand



Opportunity to showcase new product portfolio