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GROUP

# Plant displays for public buildings and retail space





*"After having so many issues with vandalism, making sure we developed these planters so that they could be moved in and out of the shops each night, without compromising on the overall look, was very important. I am very pleased that we were able to achieve this thanks to Benholm taking the time to go through every design element with me until we were happy. I've had a catch up with both stores who are thrilled with the ease of the new planters. It will definitely be the design we use for any future store openings!"*

**Fiona - Visual Merchandiser (ROX – Diamond & Thrills)**



Plants are not only visually attractive, they also create a welcoming atmosphere that entices visitors and improves the overall customer experience.

# THE ITALIAN CENTRE

**CRUZ**  
Hair & Beauty Salon

EMPORIO ARMANI  
**LF** LUIZ FREI  
WILLIAM CHAMBERS  
REPLAY

**16+**  
BIG IDEAS

Sunglaseboutique

TONY MACARONI  
PIAZZA ITALIA  
KATIE'S BAR

**LF**  
LUIZ FREI

No loading  
at any time





Research shows that when we shop in retail areas with 'trees' versus a 'no-tree' environment we visit more frequently, stay longer, rate the quality of the products 30% higher and are willing to pay about 12% more for goods.



Artificial trees



Large atrium trees



Hanging baskets for shops

<http://www.benholm.com/plant-displays/image-gallery>



Bespoke showroom planting

Customers spend more in attractive environments



Car showroom planting



Showroom entrance planting



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# The benefits of plants

Research proves that the presence of living plants increases wellbeing and promotes a better customer experience. They also enhance positive thinking which means customers are more likely to spend longer in your premises. This is not just psychological; plants absorb toxins and release oxygen to provide better air quality, creating a healthier environment for your customers.

## Results from research proved that:

- plants are visually attractive and entice visitors to come in
- plants help acoustics in large open spaces
- plants soften up and add greenery to bare architecture
- specialist atrium planting and large-scale trees create welcoming spaces



***Biophilic Design (noun)***: derived from the word Biophilia which literally means a love of life. It stems from the Greek words for Life (Bios) and Love (Philia). It has become an important buzzword for blending the principles of Biophilia with Architectural Best Practice

*"Bringing the outside, inside."*

<http://www.benholm.com/plant-displays-blog/why-bother-about-biophilic-design>



The clean, pure, sustainable, peat-free planting system for maximum environmental excellence

Supporting accreditation schemes such as ISO 14001 and BREEAM





**Versprung durch Technik**  
Innovation Forward thinking Progress



## Planting for special events

Stunning plant displays can be hired in for special events. Installed just prior to your event and collected quickly afterwards these displays can help make your event even more memorable.

### **Planting supplied for 2014 Commonwealth Games**

Based on the planting styles used at the London Olympics we were asked for a large number of displays to enhance the Commonwealth Games Athletes Village including barrier planters to create a neat hedging effect, large feature trees, internal marquee decoration as well as a selection of branded planters for each competition venue. 227 planters were hired for one month.



# The benefits to you

Plants can have a significant impact on customer and visitor reactions. Plants are also a highly-effective enhancement for your environment and can have a number of benefits, such as;

## Visual effect

- Make a great first impression on visitors
- Creates aesthetically attractive areas for customers
- Adds life to public areas
- Helps to improve customer experience

## Health and wellbeing

- Healthy customers stay longer
- Avoid health claim risks
- Wellbeing initiatives are important for retention of customers
- Helps to create a great retail culture

## Environmental

- Enviroculture is peat-free and soil-free
- Plants help organisations be seen to be green
- BREEAM rating and other environmental considerations
- We offer sustainable container options





## Why use Nordik Moss?

- Highly Versatile
- Virtually Maintenance Free
- Significant Acoustic Properties

*Nordik Moss*  
BY BENHOLM

# Why choose Benholm Group?

With many years' experience, Benholm maximises the benefits of planting in your environment.

From concept to installation and ongoing maintenance, we enhance your workplace with minimal disruption to you.

Our highly trained, uniformed maintenance technicians call at optimum intervals to maintain your plant displays and keep them in peak condition. Any ailing or overgrown plants are replaced free of charge.

Our team is on hand to advise and provide you with attractive proposals that suit your premises both visually and financially.

Our customers use our services each year because they know their plants will be maintained to a very high standard without any effort, hassle or distraction.

<http://www.benholm.com/plant-displays/about-us/>

*"I would like to thank you in assisting us to realise our vision for upgrading the Square. Your attention to detail regarding the procurement management, in terms of cost and time, was an important part of producing this successful outcome and your approach to ongoing site maintenance is a credit to your professional approach."*

**Peter Kernaghan (Merchant City Properties, Glasgow)**





- Rental, purchase and maintenance options
- Extensive range of plants, containers and planting styles
- Dedicated design team to help you create the right effect for your premises

Call us today on 08000 724 723 to arrange a free site visit





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