

# PLANTORAMA – ELECTRONIC SHELF LABELS

## PLANTORAMA: NEW CONCEPT FOCUSES ON SUSTAINABILITY

*Plantorama, Denmark's largest garden and animal center chain, has opened two new sustainable centers under a modern concept, which in addition to everything for gardens, housing and animals, also offers electronic price tags as well as a restaurant and play area.*

The Danish family business, Plantorama, is growing, most recently with the opening of two new centers in Hørsholm and in Tilst near Aarhus, so Plantorama today has 13 centers spread across Jutland, Zealand, and Funen.

The new modern garden centers have been built with special focus on the environment, where, among other things, solar cells have been installed on the roof, which covers 50-60% of the electricity consumption. In addition, rainwater is also collected for watering the plants.

### **ELECTRONIC PRICE TAGS SAVE PAPER, TIME AND MONEY**

At the same time, and similar to the rest of the chain's centers, electronic price tags have been installed throughout the store, saving huge amounts of paper on daily basis.

- The electronic price tags are an initiative that helps us implement our sustainable agenda, says Torben Castenskiold, CFO at Plantorama, and continues:

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*After implementing electronic price tags in all our centers, we have saved significant amounts of paper, time, and money. At the same time, it is an advantage for both our staff members and customers.*

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– Torben Castenskiold,  
CFO at Plantorama





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### **WILL CREATE GOOD EXPERIENCES**

In 1987, the first Plantorama garden center opened in Egå near Aarhus, and later both an animal and housing department was added.

The business concept has been expanded along the way, and today the chain has great success with the production and sale of plants. Plantorama's centers are characterized by the fact that the range is wide and offers experiences for the whole family.

- It must be a fascinating experience to visit one of our centers. That is why we have deliberately made some choices that will help to create good experiences, says Torben Castenskiöld.

### **ABOUT PLANTORAMA**

Plantorama is Denmark's largest garden and animal center chain with everything for the garden, housing, and animals. Plantorama is a Danish family business with garden centers throughout the country. The first garden center was founded back in 1987 in Egå near Aarhus with a range of houseplants. Today, the Plantorama range ranges widely; garden plants and house plants, soil and fertilizer, garden pots and hides, utility and home furnishings, as well as animal accessories and live animals.