



Press release

Boskoop, 7 January 2025

Nominations for Show Your Colours Award IPM 2025 announced

Ten plants have been nominated for the Show Your Colours Award IPM 2025. All exhibitors of IPM with woody plants and perennials could submit plants or plant concepts for this award. Ten plants/plant concepts were eventually nominated from the entries. The Show Your Colours Award will be presented on Thursday 30 January 2025 at 15:00 in the BIZZ Holland stand, hall 8, stand number 8A30-4.

The Show Your Colours Award IPM was introduced to encourage trade fair participants to put their products with a plus in the spotlight. With added value in the form of a label, beautiful pot, clever concept or simply by telling a bit more about the plant, a plant can generate extra attention.

Nominations Show Your Colours Award IPM 2025

From the entries, in alphabetical order, the following ten plants/plant concepts have been nominated for the Show Your Colours Award IPM 2025:

- Dino Snack - Mediflora Lehrhuber GmbH
- Fragaria x ananassa Duch Queeny - ABZ Seeds
- Helleborus 'Winter Sparkle® White' - Colour your Season
- Hydrangea arborescens 'BAIful' EUPBRAf - FlowerWOW® - First Editions® (Bailey Nurseries International)
- Hydrangea paniculata 'Groundbreaker® Blush' - Diderk Heinje Pflanzenhandelsgesellschaft mbH & Co. KG
- Hydrangea serrata 'Magic Pillow' - Plant Select
- Nordic Garden Beauties® - Gebr Seuren Kwekerijen B.V.
- Rhododendron Hybrid 'Maximus' en Rhododendron Hybrid 'Hercules' - Leybaert bv
- Rosa Hybrid Sweet Home Roses® - Roses Forever ApS
- Sarcococca hookeriana 'Winter Gem'® - Kwekerij Roos

Judging

The nominated plants will be presented in the Show Your Colours presentation in Hall 8 during the exhibition days. On Tuesday 28, Wednesday 29 and Thursday morning 30 January, all visitors will be able to vote for their favorite plant using tokens. On Thursday afternoon, the plants and their stories will be judged by an expert jury. The jury's verdict, together with the visitors' votes, will ultimately produce a winner. The results will be announced at 15:00 at the BIZZ Holland stand, Hall 8.

The Show Your Colours Award IPM 2025 is organised by IPM Essen in cooperation with BIZZ Holland.

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Note to editors (not for publication):

For more information or questions, please contact Sandra van Tol, press spokesperson for BIZZ Holland info@proba.info or phone +31(0)6 1507 3328.

Descriptions of the nominations are attached. Pictures can be downloaded [via this link](#).