

PRESS RELEASE

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Flowered by Brandhome - FLORALIËN Ghent Brandhome gives *la grande dame* FLORALIËN Ghent a new momentum.

FLORALIËN Ghent want to be the interactive experience of the "green dream" for a wide audience. Through noteworthy events, the general public is able to discover new trends and creative ideas. FLORALIËN aim to introduce more 'green' elements into the city, into the streets and into people's homes.

Michel Vermaerke, President of the Board of FLORALIËN: "Brandhome assessed our brand identity based on our new mission. They developed a modern, surprising logo and a contemporary house-style with respect for our tradition. It really matches our ambitions to develop FLORALIËN Ghent even further creating more interaction with our partners. We want to make a substantial and innovative contribution to the importance of 'going green' in today's society.

Nicoline Spruijt of Brandhome: "Working with FLORALIËN is a fantastic experience. FLORALIËN Ghent boasts a 200 year-old tradition. The old logo was very much a visual representation of this tradition. On the new landing page, the new look and its vibrant dynamics are revealed to the general public. The new logo radiates the ambitions of FLORALIËN while remaining respectful of its heritage. The "grande dame" has been given a new momentum ... "

Find out on <http://www.floralien.be>

Brandhome is a communication agency that works according to a unique and effective brand-building methodology, the Brandhome method®. The agency's key goals include constantly increasing brand knowledge.

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Note for editors, not for publication:

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