

Tips and best case examples



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Christmas design at the POS

by spoga+gafa
in cooperation with
Oliver Mathys



LIVING

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OUTDOOR ADVENTURE

CREATION & CARE

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Christmas exhibition in the garden centre: High-turnover attraction or just a pastime?

Christmas time is the perfect opportunity for many garden centres to transform their **sales areas into dream-like experiential worlds**. Creative exhibitions are designed with great effort that not only inspire, but which also create a special atmosphere and boost the turnover. But do the efforts really pay off? Which opportunities and risks does the Christmas design at the POS bring with it?

On the following pages, you will learn how to make optimal use of the benefits, avoid possible stumbling blocks and put successful planning into practice. Because as with every project the difference between success and failure often lies in well-thought out preparation and planning.



The significance of Christmas time for the retail trade

Christmas time is of immense importance for the retail trade and it is the phase of the year with **the highest turnover in many countries** - a time when the consumers are increasingly looking for products that make their home more comfortable, cosier and more festive. Particularly **garden centres profit from this**, regardless of the current crises and challenges.

The season often stretches from October through to the Christmas period. Consumers, who dedicate their time in the warm months to gardening, can now be addressed by this theme world. Whereby it is important to promote the existing core competences for nature (living green) and the related experience.

Turnover expectations

The Christmas exhibition in a garden centre can make a **significant contribution to the turnover** of the company. Here the exact amount depends strongly on different factors like the size of the garden centre, the geographic location, the line-up and the attractiveness of the exhibition.

Whilst quiet months like January and February traditionally only account for 10-15% of a year's turnover, this share can **increase up to 20-30% over the Christmas period**. The majority of this turnover is made with Christmas decorations, plants, Christmas trees and gift items.

In some garden centres, the Christmas exhibition accounts for up to 70% of the winter's turnover.

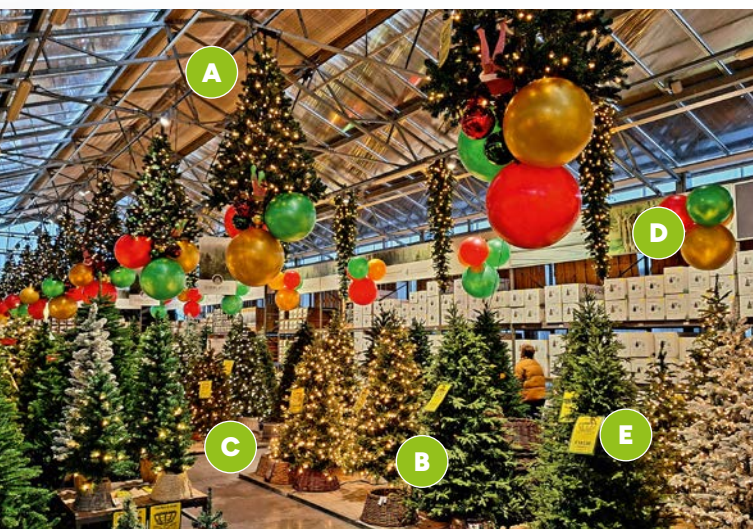
Exhibitions that extend the duration of the stay of the customers and create additional buying incentives using integrated cafe or restaurant concepts are particularly successful. Due to the longer sojourn sufficient parking spaces should be provided for the customers.

Main sales focuses of a Christmas exhibition

Christmas tree sales

Selling Christmas trees is a key turnover driver for garden centres during Christmas. Both **real and artificial trees play an important role** here, because both alternatives address different customer needs and preferences. For real trees the quality and transparency of the origin of the plants is decisive, because many customers place great value on sustainability and regional production. Artificial trees on the other hand convince with their durability and low maintenance, which turns them into an attractive alternative.

A well-structured presentation nicely arranged according to types and sizes is essential here to enable the customers a simple orientation and a pleasant buying experience.

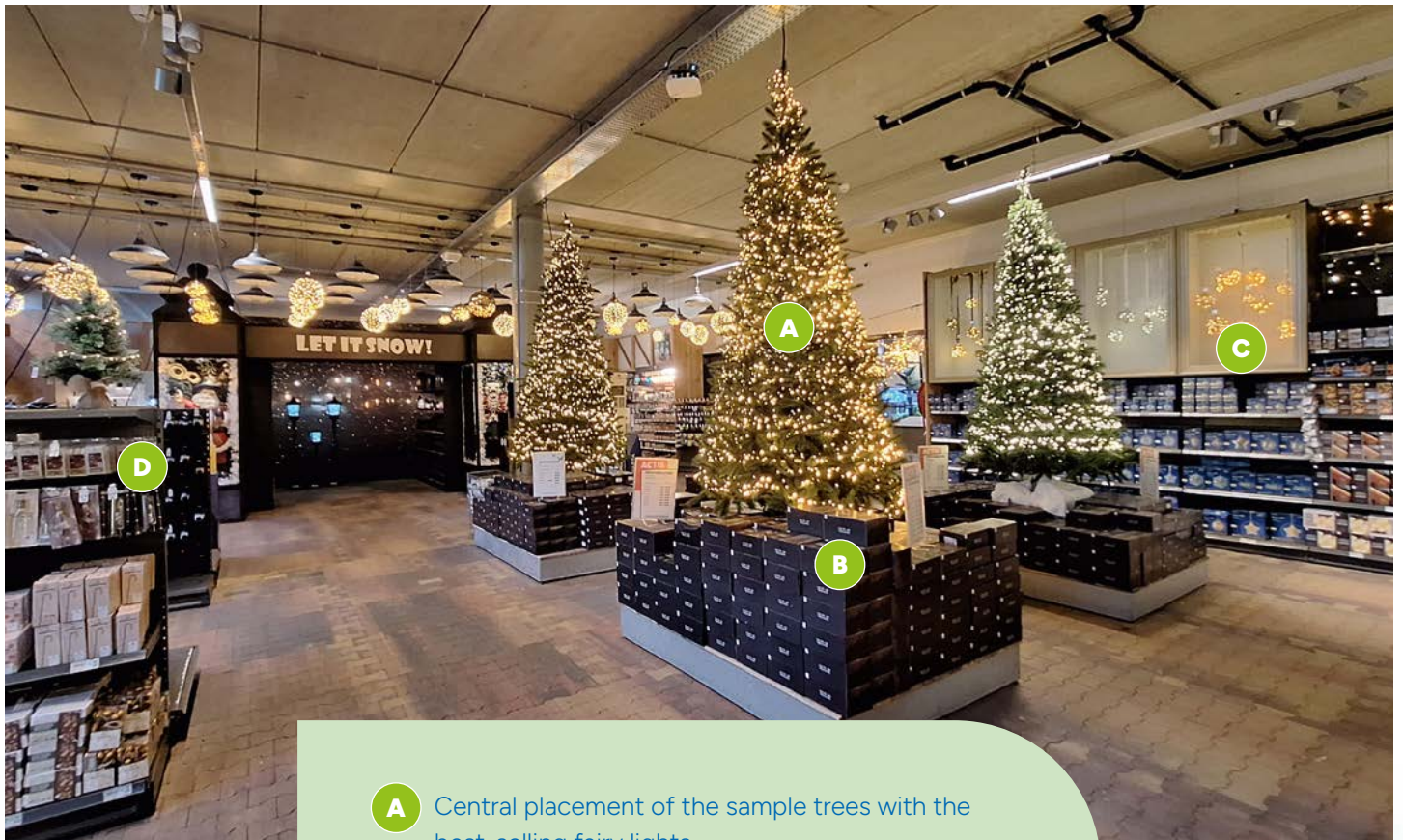


- A** Pile the decorations up high to convey abundance and make sure the products stand out at a distance already.
- B** **Well-planned placement of the different types and sizes.**
- C** **Implementation of all** of the fairy lights in the collection.
- D** Store the products directly behind in high-bay warehouses and label them clearly to ensure a simple orientation.
- E** Display clear, well-legible labelling with details on the material, sizes, prices and storage place.

Lighting

Lighting is a **growing turnover driver during Christmas**, especially due to the variety of fairy lights. A **clearly arranged and strategic presentation**, familiar from

large markets, ensures a better orientation and increases the sales.



- A** Central placement of the sample trees with the best-selling fairy lights.
- B** Present the main turnover drivers of these in large volumes including clear labelling on electric consumption and technical details.
- C** Additionally offer special, lower turnover fairy lights in the shelves, divided up into indoor and outdoor lighting.
- D** Use the front bays for „nice-to-have“ niche products that promise a high margin.

Design and Content

Decoration items

Decoration items like **baubles**, **Christmas wreaths**, **Advent wreaths** and **figures** contribute highly to the turnover. A **thematic or colour-coordinated segregation** ensures a coherent presentation, whilst a clear presenta-

tion facilitates the orientation in the case of large volumes. **High-priced niche products** can be specifically accentuated using more elaborate decoration to increase their attractiveness.

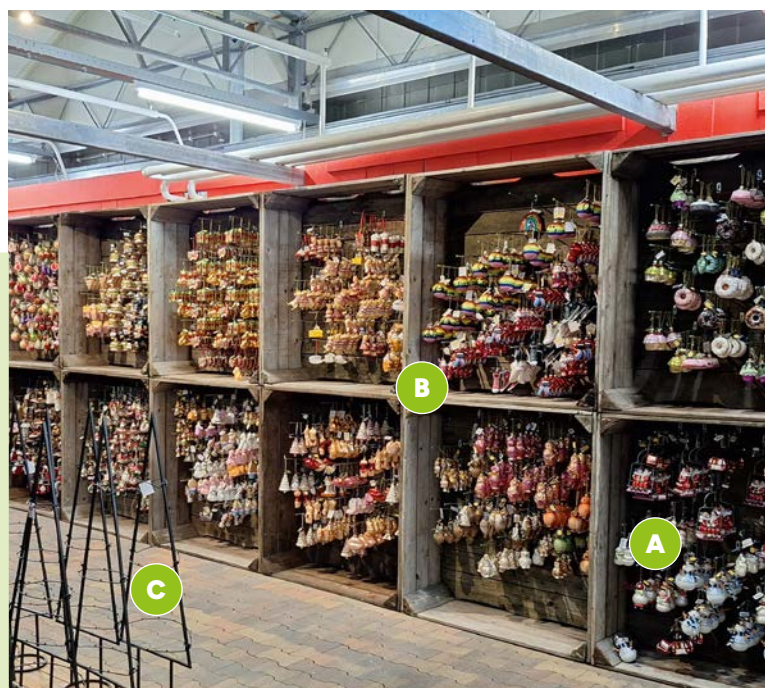


Baubles for outdoor decoration as a price offer:

Clearly divided up into colours and good exploitation of the height of the greenhouse.

Different theme baubles that are sold in small volumes. Particular attention is paid here to the bright lighting.

- A** Thematic presentation in boxes can accentuate products effectively, especially if these already convince on their own.
- B** Old wooden boxes as a design element create a natural atmosphere.
- C** Wide routes with a clear focus on the supplementary line-up specifically guide the attention of the customers to the products.





- A** Artificial holly and berry branches are divided up or sorted neatly into separate boxes according to size and type.
- B** Several examples of decorations explain the use – a peaceful back wall provides the necessary contrast.
- C** Wooden pallet walls and wooden frames support the design and generate a connection to nature.

Design and Content

Gifts

The gift section **should be prominently placed** in the garden centre **from October to December** and should span a large area to cover different living sections and consumer wishes. **Main themes** like **cooking, baking, barbecuing, wellness and food** offer manifold options.

It is important to also offer **accessories like wrapping paper, ribbons and cards** to complete the selection. Emotional buying decisions turn the quality, workmanship and origin of the products into decisive factors that also justify higher prices.



Emotional buying decisions enable products to be offered at a price that can be **two to three times higher** than that of a discounter without this reducing the customers' willingness to buy.

A **reduced and coherent selection** of wrapping paper, colour-coordinated and of high quality production **achieves a better effect**. Sustainability is an important aspect that customers are increasingly paying attention to. Accessories like ribbons, scissors and adhesive tape should be presented in the direct vicinity.

In comparison the choice of wrapping paper and ribbons is assorted here.



Design and Content

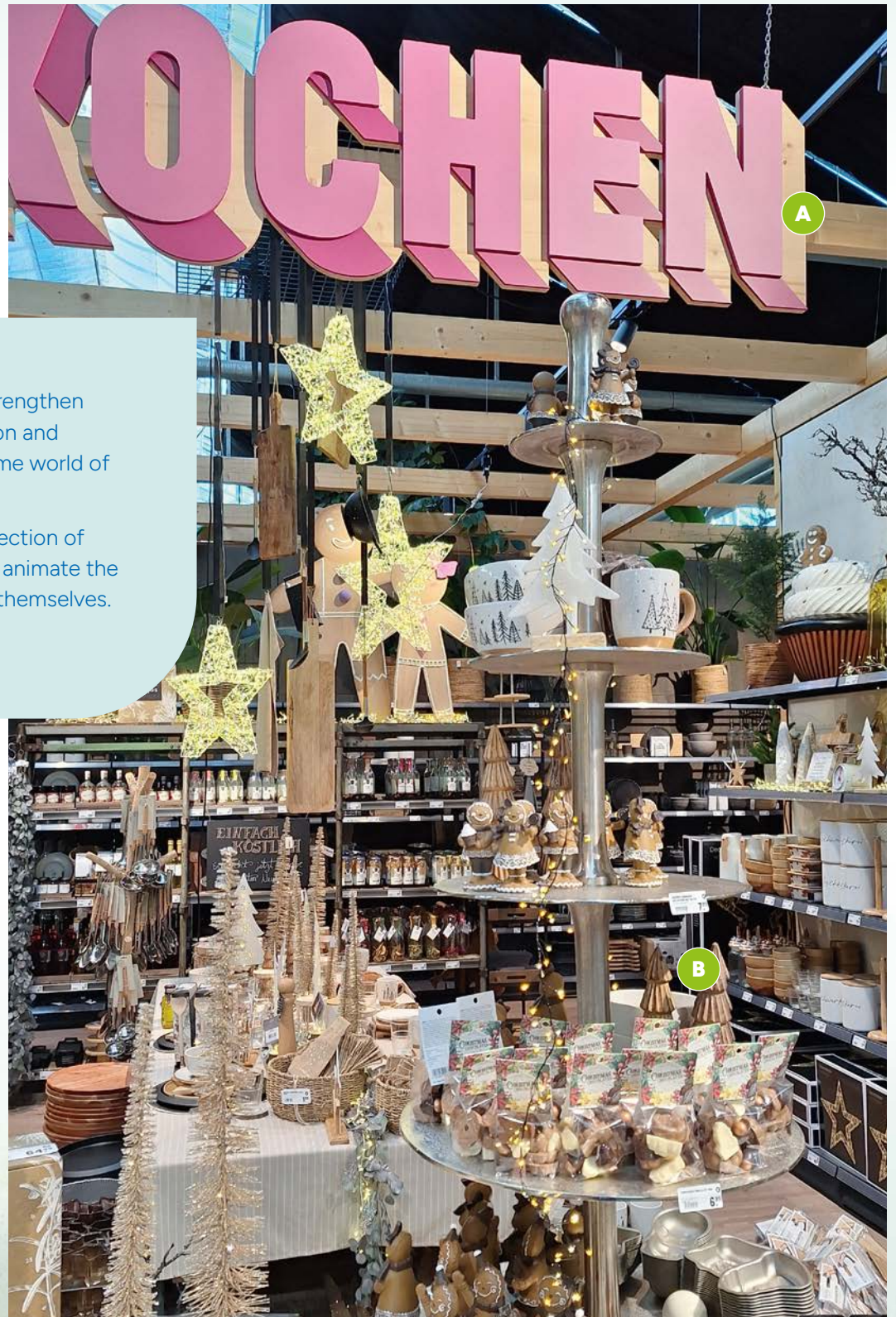
The bar presents the theme cooking and baking in a simple, but effective way.

- A** Visual reinforcement of the theme by own-made over-dimensional gingerbread figures.
- B** Figures in the upper section of the shelves generate a spacial depth of the POS Island that visually attracts the customers. Once the scene has been set, it is almost irresistible to reach for the products.
- C** Decorations overhead, like plants, strengthen the connection to the garden centre. A few targetedly placed luminous stars strengthen the emotionality to Christmas.
- D** Well-organised scented candles and spices are found in the shelves.
- E** The route is open, wide and thus invites the customers to enter.



- A** High-quality care products in selected coherent colour and fragrance themes.
- B** Presentation of the gift alternatives in different price classes.
- C** A conservatively decorated Christmas tree serves as the background so that the products stand out. The charmingly placed bath brush conjures up a smile on the faces of the customers.
- D** The shelf in the background is stylishly integrated into the theme and ornated with decorative elements made from artificial plants right up to the full height.





A Titles in 3D print strengthen the visual impression and emphasise the theme world of the presentation.

B Étagères with a selection of different gift items animate the customers to help themselves.

Plants

Plants remain to be a **key element of the garden centre offer**, also during the Christmas period. Competence in the core section is underlined by the presentation of poinsettias, amaryllis, orchids and further blossoming room plants in **bright colours** such as red, Bordeaux and winter white.

In the **outdoor section** Christmas roses (helleborus) are becoming increasingly popular, thanks to their **diversity and wide spectrum of colours**. Workshops and ready planted pots for the balcony, terrace and entry area are additionally ideal means of providing the customers with further inspiration.



Shopping experience and inspiration

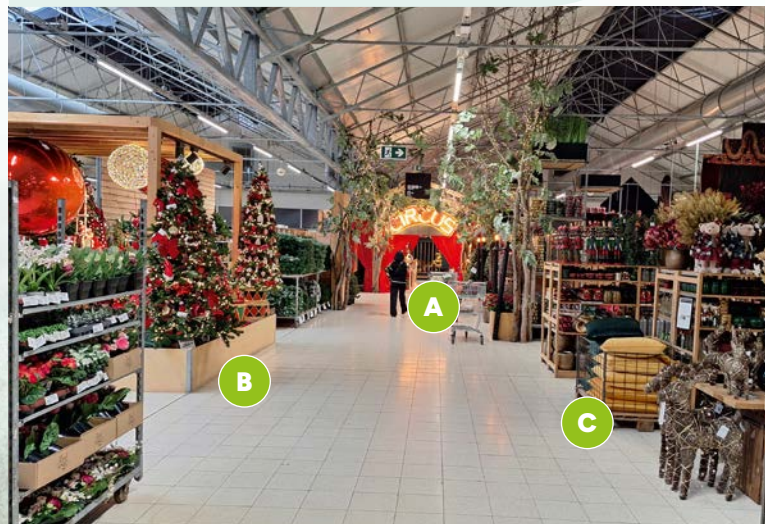
More and more customers are looking for a **special buying experience** that goes beyond the pure offer of products. Garden centres can arouse emotions with **atmospheric decorations and creative presentations** and thus influence the shopping experience and buying decision.

The presented products should be ready at hand to facilitate the purchase. Pure decorations do indeed create an attractive atmosphere, but is often not efficient from a cost/usage point of view



- A** Decorated tree
- B** Individual products to buy separately per type
- C** Simple material selection via pallets and wooden frames
- D** Large figures reinforce the theme
- E** Smaller figures as a give-away and children's items for at home
- F** A clear volume and colour design in the background has an eye-catching effect and specifically attracts the customers into the sales room.

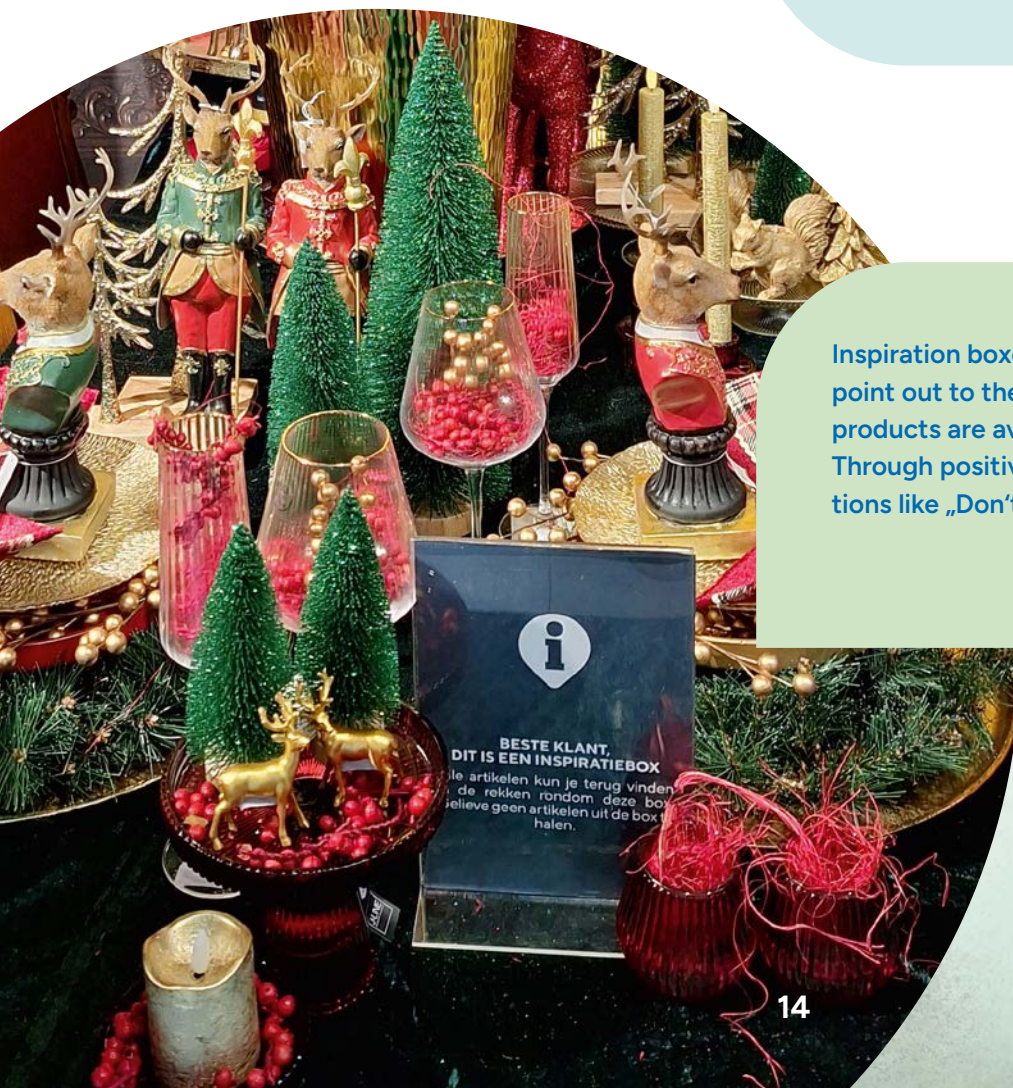
- A** Clear accumulation points in the visual axis and direction of flow of the customers attract these into the rear sales section in a targeted manner.
- B** To prevent the guests from passing through quickly, offers.
- C** Different inspiration islands should be placed in the front bays to encourage the guests to take their time discovering the offers.



Design and Content

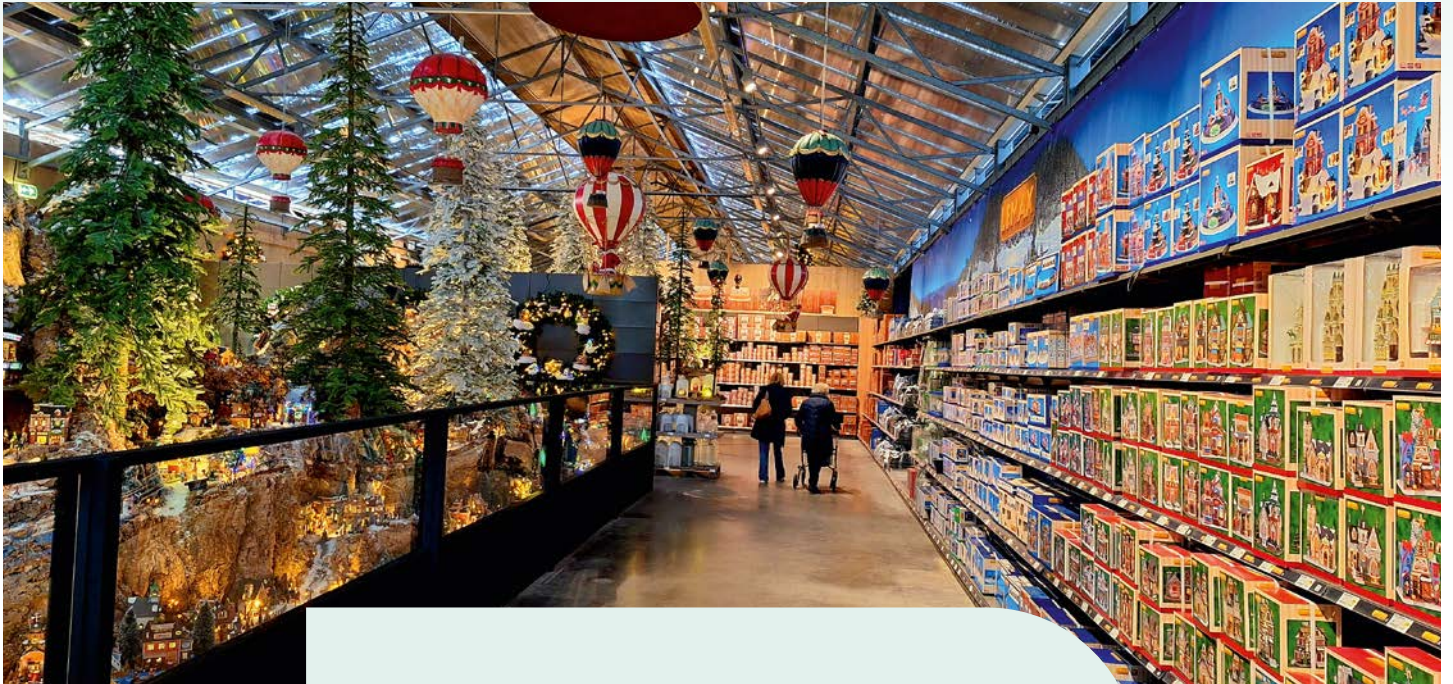


- A** Podium island measuring 4 x 4 m create a clear structure on the sales area and enables the presentation of different colour themes. The shelves around the islands offer the appropriate products directly within reach.
- B** Lavishly decorated Christmas trees create a perfect illusion for the customers of how the tree could look in their homes. An additional full-service with delivery and assembly in a desired colour theme rounds the offer off and addresses different budgets.
- C** A wooden border to protect the presentation surface from getting damaged. At the same time, the barrier signals that it is an inspirational island and that one can't take anything from it.



Inspiration boxes are clearly labelled as such to point out to the customers that the presented products are available on the surrounding shelves. Through positive communication strict prohibitions like „Don't touch“ are avoided.

Design and Content



Christmas villages or worlds create an immersive atmosphere that impresses and inspires the customers. A clear cordoning off separates decorative section from sales areas, whilst a wide route ensures that onlookers don't hinder the sales flow.

Implementation on a small area
1 m in depth 3 m in width

- A** A wooden border prevents a direct placement on the ground because this could reduce the perceived value of the goods.
- B** Sales goods in the gift segment
- C** Inspirational implementation of the theme

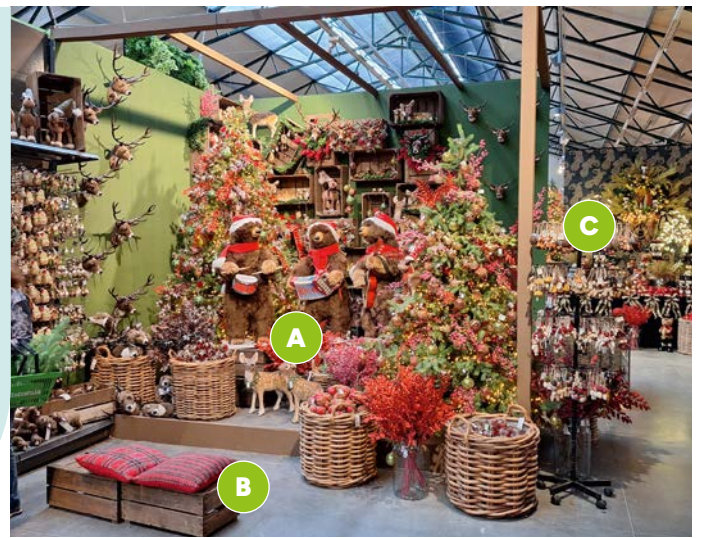


Interactive elements

Interactive elements like **DIY workshops, advent celebrations or children's workshops** enrich Christmas exhibitions and promote customer loyalty. They create experiences (i.e. children's workshop, crafting campaign, advent celebrations) that animate the **customers to stay longer**.

Furthermore, mobile Christmas figures are a source of entertainment, particularly for younger visitors and they increase the sojourn on the sales area.

- A** Bärencombo plays appropriate Christmassy sing-along music.
- B** Seats create a place to stay, among others designed for children. During that time the adults use the opportunity to browse for products on the nearby shelves.
- C** Appropriate children's items are of course integrated.



Don't forget your selfie point!

- A** The focus lies on the main character branded with a logo
- B** Seating option for the photos
- C** Decorated tree as inspiration
- D** A thematically designed door as a visual background generates a surprise effect for the following theme world.
- E** Products on the decorated fir tree should be placed within direct reach.

Customer orientation and branding

Customer loyalty and customer acquisition

Christmas exhibitions offer considerable **added value in terms of customer loyalty and customer acquisition**. Special events like light evenings, ladies nights or thematic workshops **create unique experiences** that strengthen

the bond to the clientele. A clear definition of the target groups and a well-thought out strategy paper are essential to successfully implement these events in a targeted way.

To be observed:

- ! **Analysis fellow competitors:**
Check which offers already exist.
- ! **Define target group:**
Lay down which clients are to be approached specifically (i.e. families with children, double earners, etc.)
- ! **Select themes and products:**
Determine appropriate themes and related products that are a good fit to the company and promote turnover.
- ! **Budget planning:**
Take the factor „person“ into account – clarify whether costs are allocated to departments or the marketing budget.
- ! **Responsibilities:**
Determine the employees responsible for organising the events.
- ! **Measurable goals:**
Define clear goals to assess and adapt future events.

The events are above suitable for the further distribution of a **customer card**.
Plan corresponding offers regarding the participation.

Customers & brand

Brand reinforcement

An attractively designed Christmas department can **not only increase the turnover, but also strengthen the brand image**. Garden centres that offer a special shopping experience, are perceived to be versatile and customer-oriented. This can lead to a higher customer loyalty and a positive image long-term. Themes like regionality and sustainability should be communicated clearly.

Furthermore, the **Christmas exhibition should run through the company like a common thread**.

This means the visitors are also informed about further line-ups during the year – and take advantage of this even if they are not regular customers.



The distribution of the artificial trees ...

... serves as decoration and underlines the size and variety of the garden centre. Strategically placed (i.e. cafe), they contribute towards the overall perception of the room.

Outdoor living section ...

... with braziers and similar elements create a lively atmosphere and enhance the BBQ section perfectly.



Customers & brand



The furniture and lifestyle department ...

... should be harmoniously integrated into the Christmas presentation to underline the overall impression. Whereby it is important to create a coherent transition that conveys a feeling of well-being among the customers.

Christmas also offers animal lovers ...

... a multitude of attractive products: From a calendar for the animal lover, through to Christmas treats and the toy for our four-legged friends.



A simple theme poster in the background also has a strong impact ...

... – accompanied by a quiet and manageable range design in matching colours.

Inspiration for the POS at spoga+gafa

At spoga+gafa 2025 different winter POS design elements were on display that are ideal for the Christmas season. They demonstrated how creative sales areas can be combined with coherent theme worlds.

This is precisely the strength of spoga+gafa: **Theory becomes tangible here!** Inspiration meets **concrete examples of implementation** for the point of sale.

Scandinavian winter terrace

Frosty shades and natural materials create a cosy atmosphere on the terrace. Furniture in wood and rattan look, terracotta decorations, textiles made of felt and wool as well as accessories in white and blue-grey convey Scandinavian tranquility. Evergreen plants and elaborate details like heated cushions, blankets or fireplaces create a snugly atmosphere.

Tip: Combine furniture, textiles, crockery and plants to make an atmospheric theme world like a winter-themed table setting for instance.



The 4 seasons at the POS

With a fixed basic layout and alternating contents even the smallest surfaces can be implemented effectively all-year round. Depending on the season, tailored ranges, coherent decoration and clear themes set targeted buying impulses.

Tip: Ideal for entrance or check-out zones: By selectively changing products and deco elements a standard area is transformed into a diversified seasonal zone that has a high impact on the customers.

Optimisation and follow-up

Employee training

Employee training is decisive to accompany an **attractive sales result**. Important here:

! Further training sales team:

The further training of the sales team on products and customer service is ideally offered in a season that is not too gardening intense. Creative ideas such as nursery salesmen dressed as Santa or selling chestnuts, strengthens the customer bond and team feeling.

! Sensitization:

Training in seasonal sales techniques, particularly in the section of additional sales, offers a possibility to improve the selling abilities of the employees.

! Personal contact:

A personal consultation strengthens the customer bond, creates trust and promotes a positive relationship between the clientele and the employees.

Sales analysis:

Compare figures and evaluate goal attainment

Customer feedback:

Carry out surveys and evaluations

Internal feedback:

Critical analysis and exchange within the team

Future planning:

Use the results as the basis for planning the next season

Evaluation and follow-up

A thorough evaluation and follow-up of the Christmas exhibition is decisive to measure success and identify potential improvements for the next season. Sales and customer feedback as well as internal analyses form the basis for the future planning.

Last, but not least ...

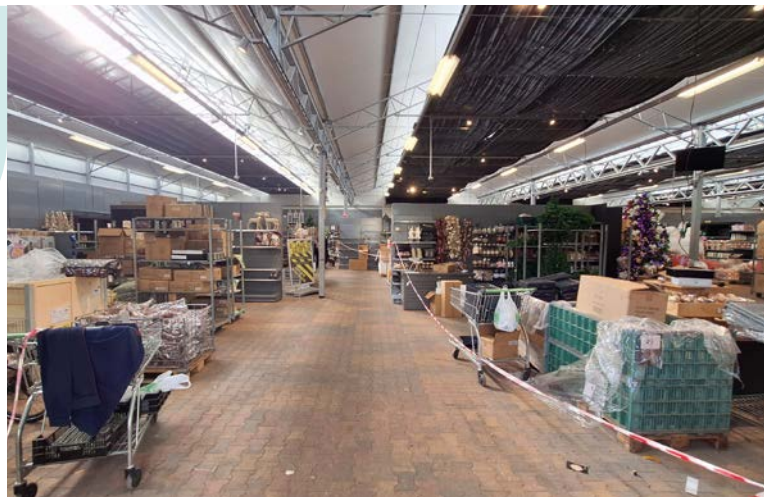
A well-thought out planning of the construction phase is decisive to retain the well-being ambiance in the garden centre all year round. Chaotic construction work or premature change of seasons could disturb the buying experience and irritate the clientele. Choose exhibition surfaces and assembly times carefully and block off construction surfaces in a targeted manner to avoid chaos. Avoid the following stumbling blocks in the construction phase.

Trivial but often forgotten:

Note down the current experiences so that you can recall them easily in the next season.

This is not a warehouse ...

... but indeed the route during the construction measures.



That can be designed better ...

... building fences with the appropriate poster design are an effective possibility of bordering off construction areas and nevertheless remaining informative and attractive. A reference to the opening date of the Christmas exhibition rounds off the information.

Your checklist for the planning of the Christmas exhibition in the garden centre

Preparation

- ☐ Set goals
- ☐ Define sales targets
- ☐ Forecast attendance figures
- ☐ Compile a budget
- ☐ Costs for decoration, advertising, events, staff
- ☐ Determine the starting and finishing date of the exhibition
- ☐ Take weekends and bank holidays into account

Theme selection and concept

- ☐ Choose theme (traditional, modern, Scandinavian) of the exhibition
- ☐ Gather ideas for decoration (digital files with ideas of colleagues, suppliers, trade fairs)
- ☐ Christmas tree designs: Planning, product range, distribution, space requirement
- ☐ Plan light installations to create atmosphere
- ☐ Define thematic sections (i.e. Christmas market, winter landscape)

Logistics

- ☐ Locations and room planning
- ☐ Lay down the areas for the exhibition
- ☐ Plan the visitor flow in the garden centre
- ☐ Equipment and materials (not just sales goods)
- ☐ Order and production of decoration materials
- ☐ Organisation of sales tables and presentation areas
- ☐ Selection of an exact date

Product selection

- ☐ Lay down product range
- ☐ Christmas trees, wreaths, lights, gifts decoration distribution acc. to purchasing budget
- ☐ Seasonal plants and materials (poss. moodboard)
- ☐ Trade fair visits and procurement planning

Your checklist for the planning of the Christmas exhibition in the garden centre

Marketing and advertising

- ☐ Draw up marketing plan
- ☐ Advertising
(Flyers, social media, local newspapers)
- ☐ Promotion events
(i.e. workshops, children's programmes)
- ☐ Update website and social media
- ☐ Share information about the exhibition

Event planning

- ☐ Organise events
- ☐ Workshops (i.e. making wreaths, crafting ornaments for the tree)
- ☐ Visit from Santa or other characters
- ☐ Plan entertainment
- ☐ Music, live performances, children's campaigns

Staff planning

- ☐ Employee rota
- ☐ Planning working hours
- ☐ Possibly external staff members for events
- ☐ Offer training
- ☐ Information about products and sales strategies

Execution of the exhibition

- ☐ Assembly of the exhibition
- ☐ Finish decoration in time
before the opening date
- ☐ Allocation of the products to their places of sale
- ☐ Opening
- ☐ Invitations for the opening ceremony
- ☐ Planning of discounts or offers

Follow-up

- ☐ Get feedback
- ☐ Visitor survey
(i.e. through 2-3 external people on the car park)
- ☐ Team meeting for evaluation
- ☐ Evaluation of the sales figures
- ☐ Record the successes and possibilities for improvement
- ☐ Dismantling of the exhibition
- ☐ Dismantle and store the decoration
- ☐ Check the inventory and reorder if necessary

About the author

The long-standing cooperation between Oliver Mathys and spoga+gafa shows how innovative solutions for the garden trade can arise through strong cooperations. Don't just discover the latest trends and themes in our Whitepaper, but also live at spoga+gafa (22.–24.06.2026).

Further international examples of best practice, inspiring trend themes and forward-looking concepts that enrich your point of sale await you on the POS Green Solution Islands.

More about the author and further information can be found here and at www.spogagafa.com



Oliver Mathys

As an **experienced market expert for the international garden industry and a passionate plant lover**, he puts the current trends and zeitgeist of the consumers into practice across all sales channels in a targeted way. He connects providers, producers and sales areas all over Europe together to develop tailor-made concepts for plants and flowers. Born in Nuremberg his grandmother's gingerbread is what led to his love for Christmas. That is why Christmas, the 5th season, is also a matter close to his heart.

spoga+gafa

spoga+gafa is the leading global trade fair for garden lifestyle and BBQ. As an international trade fair at the location in Cologne, it sets impulses for the entire garden world. The garden, BBQ and outdoor industry discusses the line-ups and trends for the coming season and presents solutions for current and future challenges here. The focus of spoga+gafa lies on the trends and innovations in the BBQ, Creation&Care, Living and Outdoor Adventure sections. As such, both the POS and the (pre-)Christmas time are absolute focal and trend themes, which the trade fair offers its expertise and ranges for.



