

Natexpo 2017: an exclusive showcase for services and equipment for organic retailers

For the first time, NATEXPO is shining a spotlight on all the latest developments relating to new services and equipment dedicated to specialist organic retailers. These stores are literally booming in France: in 2016 alone, the sales of organic food rose by 23.7% to reach turnover of 2.5 billion euros. At the trade fair NATEXPO, to be held from **22 to 24 October** at **Paris-Nord Villepinte** exhibition centre, a brand new sector comprising more than fifteen exhibitors will offer visitors a chance to discover the latest trends in the fields of **store fittings, packaging** or **technology** developed to improve the customer experience. From mist diffusers for use on fruit and vegetable stands to the development of mobile checkout systems to improve customer flows or the layout of additional areas for snacking, reading, to obtain customer loyalty or develop loose goods: all the innovations of today and tomorrow will be represented at the show!



French and international retail professionals will thus have the opportunity to find all the newest solutions to help them stand out from the competition, in particular by placing emphasis on **conviviality, proximity, loose goods, environmental awareness**, etc.

Benoit Soury, the Managing Director of *La Vie Claire*, expresses his approval of this new sector: “I think that it is an excellent idea to offer people the chance to discover or develop their knowledge of material or IT solutions connected to our profession. This can only enhance the show’s offering and make it more productive. *La Vie Claire* will thus have a dual objective at Natexpo: on the one hand, to meet its existing or future franchise partners, and on the other, to monitor changes in our retailing environment in terms of both products and equipment. For us, Natexpo is the venue for the cross-fertilisation of our ranges and methods”.



New convivial areas in organic stores

Today, the layout and organisation of organic shops must take several factors into account: smooth customer journeys, appealing product presentation and the introduction of new related activities. This is a new philosophy which the experts from firms such as **Azélan**, **Mobilwood** or **Les Artisans du Bois** will present to visitors at NATEXPO.

Conviviality is one aspect that can be developed to achieve customer loyalty and increase turnover. New spaces could be introduced to create reading corners, workshop activities for children, snack bars or hold tasting sessions in the presence of producers, etc.

“Made on the premises”: key to proximity

An increasing number of organic stores are starting to make goods “on the premises” and are buying cooking equipment, slicing and cutting accessories for the food section, etc. Companies specialising in “back store services” are thus experiencing growing success. This is the case in particular with **Ecoburo S3E** whose presence at the show will enable organic retailers to discover tools dedicated to delicatessen and the food section as well as a full range of shop cleaning and hygiene products.

Proximity plays a role in the development of organic stores which are often located in city centres. A great many of them are developing new services such as home delivery or ‘click and collect’ to cater to the expectations of often elderly or family customers.

Loose goods: a sustainable trend in organic retail

Loose goods are a distinguishing feature for organic stores, and selling merchandise packaging-free has spread to all product categories: cosmetics, toiletries, cleaning, drinks, etc., also generating new needs among shop owners. In its new “services and equipment” sector, Natexpo will offer visitors the chance to discover new solutions, with suppliers of checkout equipment and cash till software such as **AEM Softs** and **Avery Berkel**, labelling specialists such as **CDA** and **Quicklabel Systems** and solutions for unpackaged liquid with **3J Développement** and **JDC SA**.



Developing the environmental aspect at every level

Organic shops stand out from the competition in particular by highlighting their respect for nature, both in terms of the quality of products sold and in their packaging and the purchasing environment. At the show, retailers will be able to choose from a wide range of solutions to underline this marked difference in relation to traditional retail. **3P France** will present its range of eco-friendly paper and insulated bags which are fully recyclable, while **Plastimark** will display its trolleys, baskets and pallets made from fully recycled materials. **Novobox**, **Daily Pack** and **Studium** will offer an update on the latest trends in packaging and POS accessories, and **Les Mouettes Vertes** will be showing a collection of work clothes made from natural and eco-friendly fibres.



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Organisé par



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SPAS ORGANISATION is the largest French organiser of trade shows and consumer events dedicated to organic products, wellness, art de vivre and sustainable development. SPAS Organisation organises 20 events, dedicated to organic products, exhibitions in wellness and art de vivre, the Zen & Bio exhibition network in large French cities and in Belgium, and the digital marketplace sevellia.com specialising in online retail of organic and natural products.

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