



YEAR OF THE *basil*



2022
is the...



YEAR OF THE *poppy*



Fleuroselect - Year of the Basil & Poppy
Materials available from: www.fleuroselect.com/home-garden-association/2022-year-of-the/



Introduction

2022 is the “Year of the Poppy” and the “Year of the Basil”, the European “Plant of the Year” marketing campaign from the Fleuroselect Home Garden Association, designed to boost seed and plant sale volume to end consumers.

Via the website you can access images and logos created in six key languages: English, German, Dutch, French, Italian and Spanish. We can also provide you with versions in other languages if required.

Increase your seed and plant sales by making the “Plant of the Year” campaign part of your 2022 marketing plans!

For full campaign details see: www.fleuroselect.com/home-garden-association/2022-year-of-the/ or contact us at: info@fleuroselect.com

Point of sale commercial materials can be ordered via our campaign partner Floramedia: juriaan.rolink@floramedia.com



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year of the



basil



Logo

Available in different languages



German



French



English



Italian



Spanish



Dutch

Available images

Inspirational photography



year of the

Poppy



Logo

Available in different languages



German



French



English



Italian



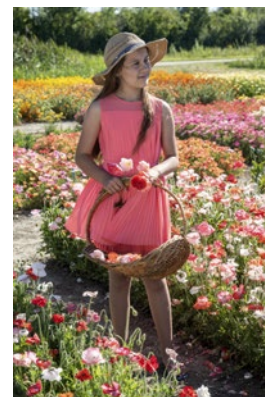
Spanish



Dutch

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