Plantorama posts record results on the back of its new experience concept

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Experience centres with a play land and pets for children and cafés and garden items for adults have proven to be a good recipe for success at Denmark’s largest chain of garden and pet stores. With revenue of almost DKK 463 million and a profit before tax of just over DKK 31 million in 2019, Plantorama is posting the company’s most impressive [financial results](https://www.dropbox.com/s/moe2btwmbji47t0/Plantorama%20Holding%20-%20%C3%85rsrapport%202019.pdf?dl=0) to date. At all the stores, both revenue and profit are up on the previous year.

“We have always focused on creating good experiences for our customers, but in recent years we have strengthened our focus on the experience side even further and invested in creating an experience concept as such, which has been warmly embraced by customers. It is reflected in our bottom line, but we are also hearing directly from customers that they give themselves plenty of time when visiting our centres because it is such a good experience,” says Peter Vang Christensen, CEO of Plantorama.

He explains that the company is continuing to develop its experience concept, and that over the next few years all the centres will be renovated to include a coffee bar and play land.

**Business expansion**

Plantorama currently has 11 centres in different parts of Denmark, and in the coming years, another two will be added to the list, one in Tilst near Aarhus and one in Hørsholm, north of Copenhagen. In addition, a new head office is on the drawing board to be sited near the Plantorama store in Egå in northern Aarhus.

“We’ve been working for a long time to open a Plantorama in Hørsholm so we can target customers along the east coast of northern Zealand, and we also expect to see strong development in East Jutland in the coming years, where we’re opening our biggest garden centre in Tilst with a café, play land and, for the first time, a restaurant,” says Peter Vang Christensen.

Plantorama in Hørsholm will cover approx. 8,600 square metres, while customers in Tilst will have 11,800 square metres to explore.

 **Dare to take the chance**

For many companies, business slowed down when COVID-19 hit Denmark. Plantorama, on the other hand, decided to make the most of the situation, and to meet the needs of garden owners, the company accelerated the launch of its [*Klik & Få leveret*](https://www.plantorama.dk/klik%20og%20hent) (Click for home delivery) service, where customers all over the country can have their orders delivered to the door.

“When something seems like a good idea, we’re not afraid to try out new concepts, and we always aim to meet the needs of our customers. At the start of the corona pandemic, we saw a huge increase in the demand for home deliveries of plants and other garden supplies. We responded quickly to this, and the initiative has paid off well,” says Peter Vang Christensen.