**Record results from Plantorama: “We’ve been a source of inspiration during the crisis”**

25 March 2021: Press release

Despite the COVID-19 lockdowns, Plantorama’s CEO Peter Vang Christensen is presenting the company’s best financial results to date. Plantorama has been very successful at combining pet and garden supplies with a café and play area in their experience centres, and during the COVID-19 pandemic even managed to raise the level of job satisfaction among its employees. The positive mood has rubbed off on the key figures to such an extent that the company is now presenting its best financial results to date with revenue of DKK 537 million and a profit before tax of just over DKK 56 million. And in fact, all the Plantorama stores boosted both their sales and their bottom line.

“Over the years, we’ve evolved from being a plant centre to being an experience centre, where the whole family can spend the day. And even though the COVID-19 restrictions have held us back over the past year, there’s no doubt that we will continue to explore the avenue of creating experiences for our visitors, which is what has enabled us to inspire customers during the crisis,” says Peter Vang Christensen, CEO of Plantorama.

While the past year has changed everything for the experience industry, Plantorama has further developed its concepts during the lockdowns, without wavering from its course. In 2020, the company invested DKK 250 million in two new centres, as well as in improvements to its existing stores.

**Loyal online customers**

Before anyone had even heard of COVID-19, the ‘*[Klik & Få leveret](https://www.plantorama.dk/klik%20og%20hent)*’ (Click for home delivery) service was conceived, the plan being to launch it in all Plantorama centres in spring 2021. However, due to the COVID-19 pandemic, it was implemented a year earlier, and the measure has proved to be a great success. To ensure the development of the company and its new concepts, Plantorama has taken on several new employees, who will be working with sustainability and digitalisation, among other things.

“We launched ‘Klik & Få leveret’ in record time, and as part of a new omnichannel strategy, we’ve undergone a digital transformation that has been very well received. We have very many loyal online customers, which has meant that sales have not suffered, and all our approx. 650 employees have been able to hold onto their jobs throughout the crisis,” says Peter Vang Christensen, adding:

“We’re extremely proud to end 2020 with such an outstanding result, but having said that, we have of course benefited from the fact that many of our customers have had more time to attend to their gardens during the COVID-19 lockdowns.”

**Two new experience centres in the pipeline**

On 25 and 26 March, Plantorama will open its doors to two brand new centres in Hørsholm on Zealand and in Tilst near Aarhus. As part of the experience concept, the new Restorama restaurant concept will also be launched in both centres as soon as the corona restrictions permit. The overarching idea is that visitors must come away with a positive and memorable experience.

“Everything we do must ensure that visiting our centres is a good all-round experience, and we’re very excited at the prospect of Restorama becoming part of the Plantorama concept. The positive experience also includes knowing that we are as climate-friendly as possible. We have continuously invested in building sustainably, and at both new centres, for example, solar panels will cover 50-60% of the power consumption,” says Peter Vang Christensen.