

**BENETTI’S VERTICAL GARDENS**

**IN THE PLANET ORGANIC STORES LONDON**

**PLANET ORGANIC** is a renowned retail chain specializing in natural food and 100% organic products for health, diet and personal care. Founded in 2005, it’s the **largest organic retailer in the United Kingdom.**

Nowadays, in 6 stores on a total of 17 open in **London**, you can find amazing and original installations of **Java Vertical Gardens** from **Benetti Home**, a consolidated and dynamic Italian company, specialized in moss wall and green vertical garden for interior design. Each design product realized has unique technical and aesthetic features, capable to solve the critical issues that may arise from the use of **indoor ‘green’.**

The architect **Steve Moore** from **Décorlia,** started in 2013 a collaboration with Benetti on the Planet Organic project, in the West Est of London. In the first place, Steve was attracted by Benetti’s innovative product, Green Wall, which has high quality compared to other products on the market at that time.

Moreover, the **Vertical Garden 100% is natural zero-maintenance properties**, a very important topic in retail and food settings, where a strict hygienic standard is required. The product is also natural preserved, easy to be installed and highly **recyclable**. Since that first installation, there were five others in PLANET ORGANIC stores, with a very successful outcomes both for the store and customers.

In a near future, Steve Moore speaks of promising **prospects of growth** for the **PLANET ORGANIC** retail chain, to further strengthen the ongoing collaboration.

The **scenographic presence of ‘green’** in interiors is not only motivated by an aesthetic factor related to design trends, but also by the positive effects of relax and **well-being** arising from the sight and contact with the 'green' element.

Steve’s idea was to have a green wall in the store, not the ‘traditional’, which was not the solution in the retail context, therefore when he got in contact with BENETTI’s agent in the UK, he found in its product the perfect solution for his objectives.

BENETTI’s zero-maintenance vertical garden for interiors is made with a **100% natural and preserved lichen**, easy to manage, starting from installation, which is very simple and can be foreseen during the project or even later in already furnished environments. This product offers advantages from the point of view of cleaning, thanks to the absence of electrostatic charge that does not attract dust, ensuring stability and durability over time, as well as being unwelcome to insects.

In line with the **sustainable approach** of **PLANET ORGANIC stores -** avoiding using plastic in their packaging and in any retail equipment - the Java vertical gardens are perfectly in line with its values and philosophy. Green wall is suitable in such a plastic free context, it is naturally preserved, and the vegetation can be regenerated or fully recycled. Since the idea was born about 15 years ago, BENETTI makes use of *cladonia stellaris*, a moss collected in the woods of Northern Europe and now widely used in the interior design.

According to Steve’s choice in this project, **panels are of different size**, ranging from the largest one of 22-25 sqm to the smallest one of about 4-5 sqm to fit with the presence of a large structural beam.

**VERTICAL GARDEN AND THE POSITIVE IMPACT ON RETAIL**

Architect Steve Moore is the perfect testimonial, customers love the beauty of these vertical gardens. Moreover, the green walls not only reduce stress, increase concentration and it is good for your well-being, but it is also a perfect design product to decorate your shop, giving customers a sense of comfort and increased curiosity about the products on display.

Steve Moore receives a lot of emails and telephone calls from customers asking for information and where they could get the beautiful green panels seen at the PLANET ORGANIC stores. BENETTI’s Java vertical gardens also appeared on Instagram, following the opening of new stores, generating a true viral effect!

Actually, there are plans to open **50 PLANET ORGANIC stores over the next 10 years**. A very ambitious strategy of growth.

“*For sure* – Steve Moore says - *when there are new openings of PLANET ORGANIC stores there will be BENETTI’s vertical gardens on site*”.

The overall very positive reaction of clients is a significant sign of appreciation for the magic that comes from this **'Italian design emotion'** and a quite effective marketing tool as well.

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