

Congress attendance up 22%

Landscape Ontario's Congress, Canada's largest international horticultural, lawn and garden trade show and conference, ran from January 12-14 at the Toronto Congress Centre. It was a success, with attendance increasing from the previous year by 22%.

"We are extremely pleased with the successes we experienced at Congress this year," said Paul Day, Congress show manager. "Congress provides industry members with the opportunity to learn about both new and green products and allows them to participate in symposiums, conferences and forums that focus on emerging industry trends. The landscaping industry plays a significant role in Canada, making the tools and information landscaping professionals acquire at Congress indispensable to the growth and success of our industry," he continued.

The success of Congress is also in part due to Landscape Ontario's partnerships with other organizations such as the Canadian Fence Industry Association, Communities in Bloom and the Ontario Parks Association. "The Ontario Parks Association is pleased to report that the 2010 edition of its Explorations trade show and Educational Forum was a great success," said Paul Ronan, executive director, Ontario Parks Association. "The decision to join together with Landscape Ontario and combine the two trade shows and educational components has proven to be a hit with our delegates. We listened carefully to our vendors and delegates over the past few years and provided them with "A one venue for all" experience which allows for a much more wholesome educational experience. Based on this year's results, OPA will be enhancing our educational and trade show components for next year," continued Ronan.

"I received lots of positive responses from all of my Fencecraft exhibitors who thought Congress was a great show," said Evie Isenberg, trade show manager, Canadian Fence Industry Association. "The Canadian Fence Industry Association was happy to be a part of Congress once again and we look forward to partnering with Landscape Ontario in 2011," she continued.

Many exhibitors also benefited from showcasing their products and services at Congress. "Muck Truck received a lot of positive interest with promising leads," said Penny Ormerod, Domax Construction Equipment. "We are eager to fulfill all orders from the show and we're busier than anticipated. Thank you Landscape Ontario!" she continued.

Landscape Ontario, Canadian Fence Industry Association and the Ontario Parks Association also announced the winners of the Best Booth and Best Promotion Awards from Congress. The best booth awards were designed to acknowledge creative booth design and trade show marketing excellence. The awards are presented in six categories: Best of Show, heavy and small equipment; and

100 sq. ft., between 100 – 400 sq. ft. and over 400 sq. ft. excluding heavy equipment.

Top honours go to Stone-Link Corp. from Woodbridge, ON (booth 608) for the best of show booth. Stone-Link Corp is a leader in sustainable landscape solutions and offers an exclusive range of unique, distinctive and original manufactured stone profiles and textures that match natural stone.

"Stone-Link Corp.'s booth was unmatched from top to bottom", said John Neofotistos, Judge, Landscape Ontario Congress. "They utilized every ounce of space and incorporated multi-leveled areas causing all the elements to flow together," he continued.

In the heavy equipment category, the winner is Kubota Canada Ltd. (booth 686) from Markham, ON. Kubota Canada is the leading distributor of compact diesel tractors and construction equipment.

The winner of the small equipment category is Echo Power Equipment (Canada) (booth 718) from London, ON. Echo Power Equipment specializes in portable power equipment such as chain saws, hedge clippers, hand tools and trimmers.

In the categories excluding heavy equipment the winners are:

Xero Flor Canada (booth GF 13) from Mississauga, ON for the 100 sq. ft. booth: Xero Flor Canada specializes in Green Roof Systems. The demand to provide reinforced turf for embankments and slopes led to the development of reinforced vegetation systems for greening roofs.

Santerra Stonecraft (booth 1312) from Windsor, ON for the booth between 100 sq. ft and 400 sq. ft.; operating since 1945, Santerra Stonecraft provides an array of landscaping products as well as residential and ICI masonry products.

Permacon Corporation (booth 1532) from Milton, ON for over 400 sq. ft., booth; with over 55 years experience in landscaping and masonry products, Permacon provides pavers, walls, slabs, curbs, steps, stones and bricks to complement any project.

Landscape Ontario also announced Turf Revolution as the winner of the Best Promotion Award. The award is presented to the exhibitor who best develops strategic and measurable marketing campaigns to promote their participation in advance of Congress 2010.

Turf Revolution, Ayr, ON (booth 618 and GF1) distinguished itself this year by sponsoring the Green for Life Awards program. This was one of the most ambitious and innovative promotional concepts designed to raise awareness about environmental stewardship and recognize companies that demonstrate environmental leadership. Turf Revolution is a recognized industry leader in supplying residential, commercial and municipal customers with innovative products that help them to reduce their dependence on pesticides thereby creating a healthier environment.

Cont'd on page 8

People's Choice Award for the Best New-Green Product at Congress 2010.

Landscape Ontario also announced the winner of the People's Choice Award for the best new/green product. The winner of the 2010 People's Choice Award is the Xero Flor Canada's XF 301® green roof system, that consists of a pre-cultivated moss-sedum vegetation blanket, a retention fleece, a drainage layer and a root barrier that are simply and easily rolled onto the rooftop. The XF 301® flowers in the summer, goes dormant in the winter and requires no permanent irrigation system. The benefits are many, including reducing storm water pollution, decreasing a building's energy use, cleaning the air and beautifying the urban landscape – from the rooftops. Specially designed Xero Flor® green roofs will be found on the Vancouver 2010 athletic village rooftops.

“We are very honoured to win the People's Choice Award. While we may be considered a new product in Canada, our patented technology was developed nearly 40 years ago and has been slowly greening rooftops worldwide. We are thrilled that Canadian people are now looking at the urgent environmental problems we face and how our lightweight system can be a part of the solution here at home.” said Joy Schmidt, president, Xero Flor® Canada.

A Canadian owned company, Xero Flor® Canada based in Mississauga, ON, manufactures, grows, designs and installs patented green roof systems. The team of professionals offers a variety of green roof services from coast to coast across Canada. They are recognized worldwide as the pioneer in green roof technology.

The People's Choice Award is designed to engage and get market feedback from industry professionals who actually purchase and use the products. New Product Showcase visitors were invited to review all the new and green products on display. They then cast their vote indicating their favourite new and/or product for the 2010 spring buying season.

“It is always exciting to see what new-green products will impress industry professionals. They are the decision-makers who recommend and install the product, ultimately determining its commercial success,” said Michael LaPorte, with Clearveiw Nursery Ltd. and representative of the Congress New Product Showcase Committee. “The choice of Xero Flor's green roof system reflects the increased demand by industry professionals for products that respect environmental issues.”

