

**Distribution**

**9** Facts instead of fake news: the new "Statistics Home Improvement Retail Europe"

**Digitalisation**

**10** Stroitelny Dvor's price optimisation services across online and brick-and-mortar channels

**12** The Coop Bau + Hobby stores are part of the Swiss group's cross-channel offensive

**14** Brico-direct.tn: Majimpex' e-commerce business in Tunisia

**16** Lowe's is working on the product search on the sales floor based on augmented-reality

**17** Hamberger Flooring is linking interaction and online information at the POS

**18** FN Neuhofer Holz, a centuries-old manufacturer, is investing in Industry 4.0 technologies

**Edra/Ghin/Fediyma**

**20** More than 1 000 participants – a huge and high calibre audience at the 5th Global DIY Summit in Berlin

**Smart home and garden**

**28** Market research company Context takes a close look at the international smart home market

**30** Are hobby gardeners really interested in apps? The point of view of Hozelock

**31** With the involvement in e-commerce, Chamberlain is also supporting homecenters

**32** Osram Smart+ offers a wide assortment of networkable lamps and luminaires

**34** The French supplier BeeWi focusses on Bluetooth for its smart home solutions

**36** Koelnmesse/spoga+gafa

**37** Products

**Events**

**39** In brief

**40** Koelnmesse aims to turn the visit to spoga+gafa into an experience

**42** The Taiwan Hardware Show is expanding after the industry achieved record exports

**43** The threat from the Internet was one of the themes of the National Hardware Show

**Garden**

**44** In brief

**45** Primera's new printer solves a problem faced by many plant producers and traders

**Other categories**

**3** Comment

**6** In brief

**46** Products

**51** Publishing information

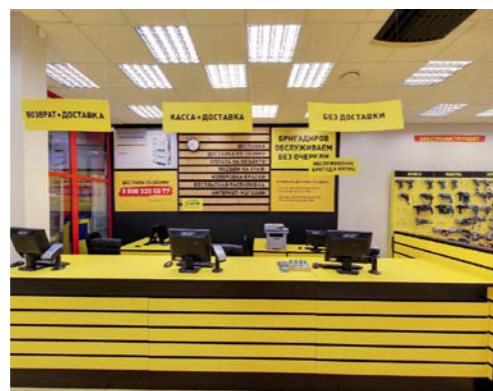
**51** Looking back/Looking ahead/ Looking around



**10-19**

**Digitalisation**

Digitisation has been indispensable to the DIY and garden industry for a long time. Reports from trade and industry



**10**

**Stroitelny Dvor**

The Russian builders' merchant and DIY retailer selects price optimisation and analytic services across online and brick-and-mortar channels



**18**

**FN Neuhofer Holz**

It's all about digitalisation at FN Neuhofer Holz. The centuries-old company is investing heavily in 'Industry 4.0' technologies of the future



**20**

**5th Global DIY Summit**

More than 1 000 participants – the most ever – listened to critical, admonitory, but in particular, optimistic and inspiring presentations



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