



LORENZ VON EHREN

DIE BAUMSCHULE. SEIT 1865

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Press release

Website relaunch of www.lve.de

The Lorenz von Ehren nursery is launching a brand new website

At the IPM trade fair in Essen on 24–27 January 2017, the company will press the big red button and the new website at www.lve.de will go live.

The company's internet presence has not only been revised with brand new content, but also been technically reworked in full. This includes both the newly created content management system and state-of-the-art features and plug-ins.

“It was crucial to design the site in a way that appeals to people's emotions without neglecting its informativeness,” says Bernhard von Ehren, managing partner of the Lorenz von Ehren nursery.

But clarity and user-friendliness were also important aspects of the website design; the plant search (nursery catalogue) area now comes with useful shop features to save time while searching and browsing.

Image source: Lorenz von Ehren (LvE) nursery

Lorenz von Ehren nursery at IPM:

Hall 10/11 Stand 11E18

Messe Essen, 24–27. January 2017

About Lorenz von Ehren nursery

The Lorenz von Ehren nursery was found in Hamburg in 1865, and has been continuously run as a family business ever since. With Bernhard von Ehren as its managing partner, the company has now been family-run for five generations. Von Ehren is supported by Konrad Parloh, who helps manage the affairs of the company as a second managing director.

The nursery is one of the leading nurseries in Europe and is a major player in the green industry both nationally and internationally. Its main export countries include Scandinavia, Great Britain, France, the Alpine countries, Russia and other Eastern European countries.

At its three site in Hamburg (headquarters), Bad Zwischenahn and Rellingen, the company employs around 160 employees and manages approx. 550 hectares of land.

Its product range contains more than 500,000 plants. As a full-range provider, the nursery offers more than 2,000 species, types and varieties.

This includes avenue trees with trunk circumferences of 14–16 cm and solitary trees with trunk circumference of around 140 cm (weighing approx. ten tonnes), conifers, rhododendrons, evergreens, characterful fruit trees, topiaries, and solitary and multi-stemmed shrubs. www.lve.de ;

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