

## Bosch and Becks at Chelsea Flower Show

The RHS Chelsea Flower Show took place between the 25<sup>th</sup> and 29<sup>th</sup> May this year. Bosch was an important part of this impressive event showcasing its Atco and the Bosch Lawn and Garden range.

To celebrate the world cup, Bosch enlisted remarkable look a likes of David Beckham and Cristiano Ronaldo to attend the event; they wowed the media and crowds with their golden ball tricks! Cristiano Ronaldo presented the special floral tribute to the Jules Rimet Trophy commissioned by the Lawn and Garden marketing team.

The Royal family visited this prestigious event, along with other celebrity attendees including, Rob Brydon, Rowan Atkinson, George Lamb, Linda Barker and Dame Helen Mirren. The Duke of Edinburgh showed a particular interest in Bosch's stand and Gary King, UK Marketing Manager, was on hand to take the Duke through the new and innovative products Bosch has this year.

Bosch was highly honoured and proud to be awarded, a Certificate of Commendation for its stand, with the judges praising the overall layout, product information, flowers and scheme. The stand was judged by a panel of Gardening experts and senior members of the Royal Horticultural Society.

Naomi Collett, UK Product Manager, who co-ordinated Bosch's stand says, "Chelsea Flower Show is a real privilege to attend and exhibit at. The team worked so hard and we were thrilled to be awarded a Certificate of Commendation for our efforts. Attending Chelsea Flower Show gives us the opportunity to communicate to the general public, the trade, media, celebrities and even the Royal Family!"



Bosch's stand awarded a certificate of commendation



Beckham and Ronaldo look a likes