



# BENOIT

Pelleriaux

• Benoit Pelleriaux, chairman of the European Interior Landscaping Organisation (EILO)

Benoit, who was born in 1961, followed a classical humanities programme followed by higher education in Architecture and Garden and Landscape Architecture. After ten years as the sales director and project manager at a landscape contractor's, he started his own company in 1996. At the time, Any Green focused on the hiring out and sale of plants (or 'green') to the business-to-business sector. Now the company employs 17 people and is primarily active in Belgium. Any Green, whose cheerful slogan reads 'Green Happiness', has won awards that get prestigious green professionals' mouths watering, including the Gold and Grand Awards in the US (Associated Landscape Contractors of America) in 1998/1999/2007; two EILO Gold Awards in 2014 and the Gold Award of the International Design Contest of I-Plants Magazine (US) in 2015.

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***Benoit: 'My objective for EILO.'***

Benoit: 'I would like to expand our EILO story and involve more European countries and colleagues who are active in interior plantscaping (as organisations or as individual members). Companies that work solely in interior plantscaping are scarce and that is why it is even more vital to cooperate.' The elaboration of a more informative EILO website is also high on

his 'to do' list. What functions and activities does he envisage for the website? Benoit: 'It is important that we collect the most interesting plant articles that have appeared, such as stories about innovative projects carried out by members. The website can also stimulate interaction between suppliers and interior plantscapers. Another significant function of the website is to provide information about interesting plants, plant events and trade fairs in Europe.'

And then there are other aspects that deserve attention, including encouraging participation in the biennial awards (including new categories) and seminars, as well as the annual excursion. And a website can, of course, be a platform for increasing awareness of new trends in our business... the circular economy; the share economy; cradle to cradle; the new way of working (NWOW), internet marketing, and so on.'

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***These days, everything is 'just a click away', but nothing is better than real personal contact. Let's meet @EILO!***

Benoit likes to use the slogan: 'Clients do not come first. Employees come first! If you take care of your employees, they will take care of your clients.'