

SMITHERS-OASIS BENELUX CUP 2025

The role of a florist in creating funeral arrangements is extremely important. Funeral flowers are a symbolic way to say goodbye and to express love and respect for a beloved deceased person. Over the years, Smithers-Oasis has specialized in bases for funeral arrangements. The latest trend focuses on sustainable bases, making eco-friendly floral work possible in harmony with nature.

We warmly invite you to create a **urn decoration** using a sustainable base from OASIS®. You may choose to work with BIO floral foam, OASIS® TERRABRICK® Floral Media, or the newest **OASIS® RENEWAL™ Floral Foam**, a product proudly certified with the impressive 4-star **OK biobased** label by TÜV Austria and offering a 56% lower CO₂ footprint compared to petroleum-based OASIS® Floral Foams.

This competition is open to professional florists. If you work as a freelance florist or are employed in a flower shop, this competition is for you.

Theme

Flowers should never be missing from a farewell ceremony. Create a **urn decoration** using a sustainable Smithers-Oasis base. Be inspired by the color palette of the **Agora trend theme “Subtle Luxe” (EMC Trend Report)**

This palette features natural tones, from light nudes to warm browns. Various blue-grey-greens and ochre tones provide a fresh contrast. Accents such as deep brown, burgundy, light and deep orange bring a surprising tone. Yellow and green add diversity to the color scheme. By combining these shades with warm brown and yellow-orange tones, an intriguing contrast is created.

Description

We are expecting a special urn decoration for a beloved deceased.

- Use **OASIS® BIO Floral Foam**, **OASIS® TerraBrick® Floral Media**, or **OASIS® RENEWAL™ Floral Foam** as your base. These products will be provided free of charge by Smithers-Oasis and delivered to your home.
 - Take inspiration from the **Subtle Luxe** color palette.
 - Use **at least two design techniques** (binding, connecting, gluing, folding, stacking, knotting, braiding, weaving, etc.).
 - Bring your **own urn** and provide your **own presentation pedestal**.
 - All casket and urn decorations will be beautifully displayed during the **Open House Day at Agora Kontich on September 8, 2025**.
 - You may include a **mood board of your inspiration/symbolism**.
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Judging Criteria

The jury will evaluate based on:

- **Technique**
 - **Form and color**
 - **Originality**
 - **Finish**
 - **Use of sustainable OASIS® foam**
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Practical Information

1. When?

- Your finished urn decoration must be delivered **no later than Monday, September 8**, between 7 AM and 8 AM (early delivery is also possible on **Friday, September 5 until 8 PM, Saturday, September 6 from 7 AM to 10 AM**, and **Sunday, September 7 from 8 AM to 9 AM**). Please check in at the front desk.
- The festive **award ceremony** will take place on **September 8 from 6 PM to 7 PM** at **Agora Kontich**.
Chris Martens, Managing Director of Smithers-Oasis Benelux, will personally hand over the **first prize**.

2. Materials

- All participants will receive a package of **OASIS® products**, delivered to their home **at least two weeks before the competition**.
- The piece must be created **at home**.
- Clearly **label your creation with your name**, but ensure that the name can be removed for judging. Also, **bring a photo or mood board** of your inspiration.

Creations may be taken back by participants starting from **September 8 at 8 PM**.

3. Preparation of the Piece

- The urn decoration must be fully finished and delivered to **Agora Kontich by 8 AM on September 8**.
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Organization and Jury

- You may contact the organizers in advance with any questions regarding materials.
- The jury will consist of professional florists.
- The organization cannot be held responsible for **theft, vandalism, fire, or damage** to the arrangements or participant materials.

- Any insurance for **damage or personal coverage** is the responsibility of the participant.
 - **No discussions** can take place before, during, or after the judging with the organizers or jury regarding scores or the judging process.
 - **Any contact** between participants and jury members before or during the evaluation is prohibited.
 - Judging will take place **on-site** based on: technique – form and color – originality – finish – use of Oasis® – theme. The jury is not obliged to justify or communicate scores to the participants.
 - **Any irregularity** or violation of the rules may lead to disqualification.
 - The organization reserves the right to make **changes** to the rules and competition.
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Prizes

First Prize:

An exclusive **visit to the Smithers-Oasis production unit in Grünstadt, Germany**, including **hotel accommodation and dinner for two**.

We already wish you lots of inspiration!

For more information, please contact:

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