

Catherine Amsterdam, media expert and her peer writers and journalists will lead a panel discussion at the Salon du Végétal, Angers: "How to feed the news with green topics... around plants?"



©Salon du Végétal 2025 - Panel discussion

Amsterdam Communication is a **press relations agency** specializing in the world of **home and garden**, created in 2008 at La Flèche (Sarthe) by **Catherine Amsterdam**.

For nearly 20 years, the agency has supported brands in the sector in their **media visibility** and has built up a **detailed knowledge** of their markets, their news and the media that make them known.

Nortene, Terreaux de France, Sentri Tech, Trigano Jardin, Cerland and **Mosquito Magnet** have notably trusted it, alongside ETI such as the **Coulidoor** group, franchise networks such as **Daniel Moquet** and brands like **GrandBains**, from the Martin Belaysoud group.

French companies as well as subsidiaries of international groups, with the same common thread: **long-term industry expertise** and **in-depth knowledge of home and garden media**.

This expertise naturally leads major professional garden events to approach the agency. For the past five years, Amsterdam Communication has been supporting **JdC Garden Trends** in Marseille. **GreenItaly** in Parma in 2025... And this year the **Salon du Végétal** of Angers also calls on the agency, notably for a **roundtable discussion** with the media: "How to feed the media with green subjects... around plants?"

>Meeting point Parc expo Angers - Grand Palais Hall on Wednesday, September 16, 3:15 PM<

Media relations are evolving, and so are we

The press release is no longer the only way to create an editorial meeting between a company and a media outlet.



«Our job is **no longer just to push a brand's news to the media**. It also consists of **listening to what journalists are looking for** and identifying, among our clients, the data, expertise, testimony or innovation **likely to respond to their subject**. We want to bring them the right information, at the right time, with an absolute requirement of **reliability**.»

Catherine Amsterdam, founder and CEO of Amsterdam Communication

How can a company be of interest to the media when it has no news or current events to announce?

By also talking about what it knows, what it observes, and what it does. Their **professions** and **recruitment needs**. Its **know-how**. The changes it sees in their clients. Their innovations. For example: through an **interview**, it can **express its position** on the impact of oil prices on the price of its plastic packaging. Or bring your expertise on the soil with or without peat... So many topics that can provide **useful material** for journalists and contribute at the same time to the **company's visibility**.

This is the principle behind **What News** – Sources of editorial inspiration Home & Garden, the **new complementary service** developed by **Amsterdam Communication**. In response to the great content generators by AI, we are developing our **own answers tool based on our editorial content**, whose source we know, to support journalists in their home and garden stories.

An evolution born of the demands of editorial teams

This new service is an **extension of several years of work with journalists**, whose demands increasingly exceed the sole topicality of brands.

Find a number. Understand a market. Identify a trend. Look for a company capable of illustrating a phenomenon. Quickly find an expert or a testimonial: these requests are now part of the agency's daily routine, for programs such as "Grand Reportage", "Innovations" in TF1 news, "Capital" or "66 minutes" on M6 on Sundays, daily news on France TV at Télématin or 45-minute surveys on France 5... And on the networks, 20 minutes, Futura or Ouest-France.fr...

With **What News**, Amsterdam Communication expands its historical press relations business. The ambition remains the same: to create a **meeting** between **what the media are looking for** and **what companies can legitimately bring** to their subjects.

With three requirements: **relevance, reliability and trust**.

In this ecosystem, being identified as a **credible source** becomes an issue of visibility and reputation for companies. The role of the press attaché evolves with them: beyond brand news, they contributes to making the company a reliable source, identifiable and mobilizable by the media.



For more information: www.amsterdamcommunication.fr/whatnews

Key numbers :

- › Creation in 2007 Independent agency
- › MB growth + 10% for the past 10 years (export 15%)
- › Staff: 2 permanent
- › National and European scope
- › French and international clientele
- › Fields of activity: garden, home, craft, landscape

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Download the press release on the press room: www.amsterdamcommunication.fr/presse/accueil.html