

Premier Products Showcase

Under the Big Top!



Premier Products Showcase Companies

When buying from these companies, please tell them you saw their products in SAF's Premier Products Showcase.

Accent Décor

accentdecor.com
custserv@accentdecor.com
800-385-5114

Order: Direct and via Wholesalers

- Chic Collection
- Oscar Bowl
- Tegan Collection
- Optic Stand
- Sassi Votive

Art Roses

artroses.ec
gcomercial@artroses.ec
(593) 2 236 5284

Order: Direct and via Wholesalers

- Quicksand
- Explorer

Berwick Offray LLC, Lion Ribbon, LLC

berwickoffraywholesale.com and
lionribbon.com
custserv@lionribbon.com
800-327-9425

Order: Direct and via Wholesalers

- Sunbrella Ribbon
- Garden Collection
- Spirit Collection

BloomNet

bloomnet.net
sales@bloomnet.net
800-256-6663

Order: Direct

- Hanging Pipe Planters - 11104
- Rustic Red Ribbed Pot Cover - 11141
- Rustic Red Lantern - 65045
- Urban Pot Cover with Rope Rim Metal - 64925
- Wooden Boxes - 18251

Chrysal Americas

chrysalusa.com
info@chrysalusa.com
800-295-4725

Order: Direct and via Wholesalers

- Chrysal Leafshine
- Mini Arrive Alive by Chrysal

DESIGN MASTER® color tool, inc.

dmcolor.com
info@dmcolor.com
800-525-2644

Order: via Wholesalers

- übermatte(TM)
- snoBLAST

epicFlowers.com

epicflowers.com
epic@epicflowers.com
888-498-5361

Order: Direct

- Website Development
- Website Marketing

Equiflor Corporation - Rio Roses

rioroses.com
yspeziani@equiflor.com
305-594-4445

- Corazon Roses & Rio Roses Retail Marketing Kit
- Rio Ranunculus

FloraCraft

floracraft.com
postmaster@floracraft.com
800-253-0409

Order: Direct

- Gold and Silver "Wedding" Fabric Rolls
- Organza
- Floral Necessities® Ultimate Containers

Floral Tune Ups

floraltuneups.com
sales@floraltuneups.com
843-744-3003

Order: Direct

- Floral Tune Ups

FloralStrategies

floralstrategies.com
contact@floralstrategies.com
800-983-6184

Order: Direct

- New On-Site Trainer Sam Bowles, AIFSE
- TOTALtraining: Complete Sales Support
- Training 201

FloristWare

floristware.com
mark@floristware.com
888-531-3012

Order: Direct

- FloristWare

FlowerBox

flowerbox.com
travis@flowerbox.com
866-396-1185

Order: Direct

- Grab & Go Vase
- 8" FlowerBox Vase
- 4" FlowerBox Cube

FTD

FTDi.com
marketplacesales@ftdi.com
800-767-4000

Order: Direct

- The FTD® Superior Sights™ Luxury Bouquet (Hour Glass Vase - LX151)
- The FTD® Beyond Brilliant™ Luxury Bouquet (Swirl Vase - LX158)
- The FTD® California Chic™ Bouquet for Kathy Ireland Home (K02)
- The FTD® Garden Collection by Better Homes and Gardens® (4-colored lanterns)

OnlineFlowerSearch.com LLC

onlineflowersearch.com
info@onlineflowersearch.com
404-320-1619, ext. 122

Order: Direct

- OnlineFlowerSearch

Quick Décor

quickdecor.com
help@quickdecor.com
800-928-6175

Order: Direct

- Eastland Cylinder Set
- Votive Candles & Votive Holder Combination Sets

Royal Flowers

royalflowersecuador.com
info@royalflowersecuador.com
305-477-4483

- Lemonade
- Stardust
- High & Happy
- Coco Hypericum

SAF

safnow.org
memberinfo@safnow.org
800-336-4743

Order: Direct

- New Marketing Materials
- FCA US LLC (formerly Chrysler Group LLC) Vehicle Discount

Smithers-Oasis

oasisfloralproducts.com
800-321-8286

Order: via Wholesalers

- OASIS™ Colour Regen
- OASIS® Floral Foam Tiles
- Floralife Leafshine
- Floralife Blend Center

Strider Search Marketing

striderseo.com
hello@florist20.com
800-314-8895

Order: Direct

- Customized E-commerce Websites for Florists

TeamFloral LLC

teamfloral.com
vonda@teamfloral.com
918-574-6297

- Web Acceleration Program
- Marketing Program

Teleflora

myteleflora.com
marketingresource@teleflora.com
800-333-0205

Order: Direct

- New Everyday Containers
- Thanksgiving Collection
- PEANUTS® Christmas Collection

*Need a
Speaker?*

Contact a PFCI speaker to
lead your event. Search by
name, state and expertise at
safnow.org/pfci.



PFCI

PROFESSIONAL
FLORAL
COMMUNICATORS
INTERNATIONAL

Ringleaders



D Damon Samuel, AAF, AIFD, PFCI, NAFD, NMF
 Bill Doran Company
 Omaha, Nebraska

Lisa Weddel, AAF, AIFD, PFCI
 L. Weddel Design
 Highlands Ranch, Colorado



Clowns



Jenny Behlings, AAF, AIFD, PFCI, SDCF
 Jenny's Floral
 Custer, South Dakota

Marlin Hargrove, AAF, AIFD, PFCI
 Pete Garcia Company
 Atlanta, Georgia



Clowns



Julie Poeltler, AIFD, CAFA, PFCI
 Fountain of Flowers & Gifts
 Lone Tree, Iowa

J. Robbin Yelverton, AAF, AIFD, PFCI
 Blumz by...JRDesigns
 Metro Detroit, Michigan



FloralStrategies



New On-Site Trainer: Sam C Bowles AIFSE

- Educates shops on how to sell and serve better; takes calls and waits on customers so staff can see and hear his process
- Owners report staff love his approach and quickly begin to produce amazing sales figures
- Since 1997, the FloralStrategies team has visited over 5,000 shops worldwide



SAF SUPPLIER



FTD



FTD® Superior Sights™ Luxury Bouquet (Hour Glass Vase - LX151)

- A new, revitalized line of beautiful arrangements
- The collection features containers, like this one, which are beautifully sculpted and easier to deliver compared to the previous line
- Higher order values equal increased profitability



SAF SUPPLIER



Chrysal Americas



Mini Arrive Alive by Chrysal

- Packed 250 Mini's with 250 bags and 500 rubber bands
- Perfect for small bunches of flowers that need constant hydration
- Patented horticultural foam holds water for days
- Application is easy, dry and mess free



SAF SUPPLIER



Royal Flowers



Lemonade

- Unique ruffled petals
- Remarkable lime green rose compliments many other flowers
- Very voluminous and substantial rose
- Slow opening = long vase life



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Premier Products Showcase

FloralStrategies



TOTALtraining: Complete Sales Support

- Monthly coaching for owners and staff, secret shopper calls and reports, sales tips, customized webinars, independent business advice and an annual full-day visit from a FloralStrategies trainer
- Peer support; webinar meetings are recorded and posted online for members
- Dedicated webinar on any topic they want, a Train-the-Trainer program, tools for getting new hires up to speed and access to the FloralStrategies team for help with design, finances, websites and more



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Premier Products Showcase

FTD



FTD® Beyond Brilliant™ Luxury Bouquet (Swirl Vase – LX158)

- Stylish 8-inch tall aqua swirled vase perfect to showcase high-design for events and corporate accounts
- Five new container styles are part of the collection; choose which containers to offer; each comes in four or six packs
- Each container has two design styles



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Premier Products Showcase

Chrysal Americas



Chrysal Leafshine

- New look, same spray-on shine; no wiping necessary
- Reduces evaporation, keeping plants fresh and healthy
- Anti-static action repels dust and keeps plants/foilage looking fresher, longer
- Does not contain oils which clog leaf pores
- No CFC's, environmentally-friendly



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Premier Products Showcase

Royal Flowers



Stardust

- This solid cosmic yellow rose is one of 11 yellow varieties at Royal Flowers
- Blooms into a dazzling star shape
- High petal count



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Premier Products Showcase

FloralStrategies



Training 201

- This workshop, taught in your store, covers corsage sales, outgoing orders, handling angry customers, generating corporate business and more
- Introduces your team to the "SellBySize" approach and tackles everyday sticky situations from demanding customers to finicky recipients
- Helps the owner/manager increase store traffic, focus on customer retention, and increase profitability by streamlining some basic shop functions



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Premier Products Showcase

FTD



FTD® California Chic™ Bouquet for Kathy Ireland Home (K02)

- Lifestyle and fashion icon Kathy Ireland is FTD's newest license partner
- A modern ceramic white vase with a hand-sculpted flower embellishment
- Fill with coral roses, lavender stock, magenta mini carnations, and pink Oriental lilies; alternate recipe features mixed tulips



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Premier Products Showcase

Berwick Offray LLC



Sunbrella® Ribbon

- Durable Fabric
- Fade Resistant
- Mildew Resistant
- Soft to the Touch
- Ideal for:
 - Wreaths
 - Mailbox swags
 - Outdoor living spaces
 - Tablescapes



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Premier Products Showcase

Royal Flowers



High & Happy

- Exhibits a joyful play of oranges and yellows
- It's lightest in the center and becomes darkest at the outer petals
- Its large bloom and brilliant orange color are sure to leave you in the best of moods



SAF AMELIA ISLAND 2015

Premier Products Showcase

DESIGN MASTER® color tool, inc.



übermatte™

- Quick covering spray delivers matte color in a smooth finish
- Adds color to previously hard-to-color surfaces: glass, acrylic, metal, recycled plastic, melamine and more
- Dries fast; strong adhesion and hardwearing; finish is cooler-safe
- 12 hues that complement color trend forecasted palettes



SAF AMELIA ISLAND 2015

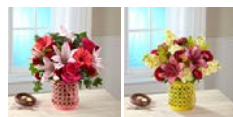
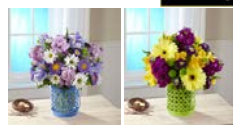
Premier Products Showcase

FTD



FTD® Garden Collection by Better Homes and Gardens® (4-colored lanterns)

- Developed by Better Homes and Gardens
- Available Spring 2016
- Collection of mixed flower bouquets in color-coordinated lantern style vases inspired by exotic, Moroccan screens
- Colors include periwinkle, coral, lime green and yellow



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Premier Products Showcase

Lion Ribbon Company, LLC



Garden Collection

- Use the remembrance/encouragement pieces in gardens or indoors
- Includes birdhouses, sun catchers, stepping stones, plaques and figurines
- Top: Porcelain decorative markers for gardens or planters
- Bottom: A glass bird bath with collapsible stand



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Premier Products Showcase

Royal Flowers



Coco Hypericum

- Available in seven colors: Coco Bamboo, Coco Casino, Coco Grand, Coco Rio, Coco Yoko, Coco Avanti and Coco Diablo
- Available in 50 cm to 70 cm
- Keep hypericum in a cool, dark location and they can last up to two weeks



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Premier Products Showcase

DESIGN MASTER® color tool, inc.



snoBLAST™

- Decorating snow spray
- Easy to apply – easy to clean up; for temporary décor or let dry for semi-permanent results
- Snow frost or stencil glass windows, mirrors and vases; decorate display windows; download free clip art, like holiday icons or daisy shapes, then blow up for desired size; initial or monogram mirrors for wedding décor and “Frozen” inspired events



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Premier Products Showcase

Art Roses



Quicksand

- Premium sandy cream rose
- Vase life about 14 days
- Fully-petaled head from 5 cm to 5.8 cm, which means big blooms with up to 100% opening
- Stems from 50 cm to 70 cm



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Premier Products Showcase

Berwick Offray LLC



Spirit Ribbon

- Perfect for supporting your team
- Available in top high school and college colors
- Also great for homecoming mums and general décor
- Three wire-edge satin styles – Dots, Stars and Stripes
- Narrow #5 print in satin acetate



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Premier Products Showcase

Smithers-Oasis



OASIS™ Colour Regen

- Water-based spray colour with virtually no odor
- Opaque: 28 highly saturated colours provide a satin finish to hardgoods, surfaces and fresh flowers
- Translucent: 13 sheer tones to tint permanent or fresh flowers and plants
- Metallic: Nine luminous shades



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Premier Products Showcase

BloomNet



Rustic Red Ribbed Pot Cover - 11141

- Sized to hold a 6.5" plastic grower pot or can be used for both drop-in 6.5" plants and flower arrangements
- Packed with a form-fitting hard plastic liner



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Premier Products Showcase

Art Roses



Explorer

- Considered a modern garden rose for its beautiful opening
- Its dark red and velvety appearance makes it a must for Valentine's Day
- Vase life about 14 days
- Head size at least 6.5 cm
- Stems from 50 cm to 100 cm



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Premier Products Showcase

FloristWare



FloristWare

- Independent POS system
- First company to introduce the no contract, no commitment, no upfront fee model
- It has been helping florists save time and money, and increase sales and profits for 10 years
- Watch the demo of a brand new version at the Supplier Expo



SAF AMELIA ISLAND 2015

Premier Products Showcase

Smithers-Oasis



OASIS® Floral Foam Tiles

- 18" x 24" x 1 1/2" OASIS® Floral Foam Maxlife Deluxe tile adhered to a plastic backing
- Segmented tile prevents excessive drainage
- Living walls, tablescapes and more



SAF AMELIA ISLAND 2015

Premier Products Showcase

BloomNet



Urban Pot Cover with Rope Rim Metal – 64925

- Gray washed distressed planter holds a 6.5" plastic grower pot or drop-in plants and flower arrangements
- Neutral color makes it a great complement to plants, flowers and round items
- Packed with a form-fitting hard plastic liner



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Premier Products Showcase

Accent Décor



Chic Collection

- Unique in form, the Chic Collection offers a modern, playful edge to any design
- Collection now comes in round, square, and rectangle, each comprised of six or seven miniature vases contained by a sleek ceramic plate
- A great gift with just a few stems or line them up to create an event



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Premier Products Showcase

Floral Tune Ups

Floral Tune Ups

- Exclusive, patented MP3 Card Stick that plays any song the sender would like to include in their flowers or plants
- Song can be replayed by the recipient; battery can be recharged from a computer with a micro USB cable (Not included)
- Enhances floral arrangements with a heartfelt message
- Adds value and revenue



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Premier Products Showcase

Smithers-Oasis



Floralife Leafshine

- Suitable for most foliage except those with fragile or hairy leaves, succulents, and ferns; avoid spraying flower blooms and buds
- Scent-free formula
- No oily residues that attract dust
- Removes and keeps water spots and calcium deposits away; reduces water evaporation of leaves
- 25% free bonus-size cans



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Premier Products Showcase

BloomNet



Rustic Red Lantern – 65045

- The glass insert creates a variety of merchandising possibilities: fill with flowers or candles, and hang or place on tabletops



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Accent Décor



Oscar Bowl

- Raw cast aluminum bowls with a rich gold finish
- Available in two sizes, perfect for inspiring centerpieces



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Premier Products Showcase

OnlineFlowerSearch.com LLC

OnlineFlowerSearch.com

- Flower database and gallery on your own website for floral designers and wholesale florists
- You and your customers stay on your website
- Increase your web traffic
- Make albums of flowers and share with customers on social media or email
- Sell more events, therefore increase your profitability



SAF AMELIA ISLAND 2015

Premier Products Showcase

Smithers-Oasis



Floralife Blend Center

- Three models available
- Solution is added in proportion to water flow for accurate mixing
- Adjustable injection rate
- Easy twist lock parts, no tools required
- Resists corrosion
- 12-month warranty
- No wasted water, no electricity, no moving parts, for low maintenance



SAF AMELIA ISLAND 2015

Premier Products Showcase

BloomNet



Hanging Pipe Planters - 11104

- Inspired by the popularity of vertical gardening, this item is great for plants and succulent garden arrangements
- Comes with hard plastic tray liners in all 3 planters
- This item was a top performing new introduction at the summer trade shows



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Premier Products Showcase

Accent Décor



Tegan Collection

- The Tegan Collection has smooth texture, an organic handmade shape and comes in white or rich gold, and five shapes and sizes
- The ceramic pots are perfect for drop-in plants, and vases for arrangements



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Premier Products Showcase

Society of American Florists



FCA US LLC (formerly Chrysler Group LLC) Vehicle Discount

- SAF members, their employees and family get \$500 cash allowance on many vehicles
- Members and employees also get On The Job program benefits; choose from: Up to \$1,000 commercial upfit or equipment allowance, or up to \$1,000 graphic allowance, or 2-years no-extra-charge oil, lube, filter (eight changes), or Bosch® toolkit



SAF AMELIA ISLAND 2015

Premier Products Showcase

Teleflora



New Everyday Containers

- The Angel of Grace Keepsake Figurine
- Cheers To You Mug includes "Happy Birthday!" and "Celebrate!" picks



SAF AMELIA ISLAND 2015

Premier Products Showcase

BloomNet



Wooden Boxes - 18251

- Set of 3 distressed wooden planters with black metal "garden" accents
- Comes with a form-fitting hard plastic liner making it great item for flower arrangements, plants, packing and gift baskets



SAF AMELIA ISLAND 2015

Premier Products Showcase

Accent Décor



Optic Stand

- The unique structure is a playful home accent and provides the opportunity to create an inspiring gift or a romantic wedding table
- Available in three sizes, each suspends three, four or five test tubes



SAF AMELIA ISLAND 2015

Premier Products Showcase

Society of American Florists



New Marketing Materials

- Promote everyday and celebration flowers with a comprehensive campaign
- Download matching items free from safnow.org/kits: customizable print ads and fliers, web ads and Facebook graphics, and how-to advice and promotional ideas
- Order matching postcards, statement stuffers and posters



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Premier Products Showcase

Teleflora 



Thanksgiving Collection

- **Maple Leaf Cube:** Features a golden metallic leaf wrapped over a brown glass cube
- **Bounty of Beauty Centerpiece Bowl:** Hand-glazed stoneware serving bowl; microwave, oven, and dishwasher safe
- **Country Artisan Container:** Hand-glazed stoneware; use as a kitchen utensil holder



 Premier Products Showcase

FloraCraft 

Gold and Silver "Wedding" Fabric Rolls

- Adds a touch of elegance to wedding décor and special events
- Sized for chair back bows, table runners, and other creative touches
- Finished edges
- 12 inches wide by 10 feet




 Premier Products Showcase

Accent Décor 

Sassi Votive

- The Sassi Votive is stylish, youthful and energetic
- The smoky marbled glaze casts a romantic glow with tealights
- The matte glaze finish on the exterior makes it water safe and gives the opportunity to add a touch of florals
- These unique votives come in two sizes and four colors



 Premier Products Showcase

FlowerBox 

Grab & Go Vase

- Colors: Sage, White, Black, Cream and Red
- Features a silk carry handle and matching gift card
- Waterproof
- Perfect for cash & carry flowers; no scrubbing buckets — customers take the buckets with them
- Perfect for bridal bouquet delivery



 Premier Products Showcase

Teleflora 

PEANUTS® Christmas Collection

- Partnership with the 50th anniversary of "A Charlie Brown Christmas®"
- Includes the PEANUTS® Christmas Mug and Snoopy's Cookie Jar
- Products will be featured in a national campaign
- FDA-approved to serve and store food




 Premier Products Showcase

FloraCraft 

Organza

- Fantastic color pallet adds color, sparkle and pizzazz to wedding décor and special events
- Uses include chair back bows, bouquet or floral arrangement enhancements, streamers and more
- 6 inches wide by 10 yards




 Premier Products Showcase

epicFlowers.com

Website Development

- Beautiful and easy to use mobile-friendly websites
- Its abandon cart technology alone pays for shop's monthly payments
- Rewards, reviews and reminder services raise your customer lifetime value



SAF AMELIA ISLAND 2015

Premier Products Showcase

FlowerBox

8" FlowerBox Vase

- Designed for everyday flowers and bridal bouquet delivery
- Waterproof
- Can sit in water, and performs perfectly in coolers
- Reusable, and customizable with FlowerBox waterproof sticky ribbons



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Premier Products Showcase

Equiflor Corporation - Rio Roses

Corazon Roses & Rio Roses Retail Marketing Kit

- Rich red, large blooms last at least eight days; stems have few thorns; promote to consumers with the Rio Roses Marketing Kit
- Kit contains a variety guide, care and handling card, button, hat, cooler stickers with color meanings, car magnet, pens, measuring tape and mini promotional flyer; rioroses.com/the_hive/savvy_retailers_club



SAF AMELIA ISLAND 2015

Premier Products Showcase

FloraCraft

Floral Necessities® Ultimate Containers

- Versatile plastic containers for all-around floral designing
- Attractive textured finish
- Available in green and white, five popular sizes from 5.5" to 9"
- Beautiful design proportions



SAF AMELIA ISLAND 2015

Premier Products Showcase

epicFlowers.com

Website Marketing

- Top Placement Ads: Targeted product listings across Google & Bing to increase visibility and sales
- Top Rated E-commerce: Protect your brand and solidify your online reputation
- Re-targeting Ads: Keep your brand in front of shoppers – remind them to buy from you



SAF AMELIA ISLAND 2015

Premier Products Showcase

FlowerBox

4" FlowerBox Cube

- Designed for 4" plants and flowers
- Waterproof
- Can sit in water, and performs perfectly in coolers
- Reusable, and customizable with FlowerBox waterproof sticky ribbons



SAF AMELIA ISLAND 2015

Premier Products Showcase

Equiflor Corporation - Rio Roses



Rio Ranunculus

- Vibrant Colors: Hot Pink, Light Pink, Peach, Purple, Red, White, Orange and Yellow
- Grade Selection: 35 cm, 40 cm, 45 cm and 50 cm
- Vase life eight to 10 days
- Great for weddings, proms, recitals and special events



SAF AMELIA ISLAND 2015

Premier Products Showcase

Strider Search Marketing



Customized E-commerce Websites for Florists

- Custom design and branding
- Responsive Design to fit all devices large and small
- The Florist 2.0 platform connects to popular wire service and independent Point of Sale systems
- Strider has been building and marketing websites since 1994, and is a Google Partner Agency



SAF AMELIA ISLAND 2015

Premier Products Showcase

Quick Décor



Eastland Cylinder Set

- Trio of graduated vases
- Available in sets of 3 or sets of 36, which provide 12 of each vase size
- Also available: floating candles in 15 colors, pillar candles in 13 colors, and 3 shapes of mirrors



SAF AMELIA ISLAND 2015

Premier Products Showcase

TeamFloral LLC

MORE THAN JUST A PRETTY FACE.

Web Acceleration Program

- A TeamFloral technician logs into your web site monthly to add, subtract and arrange products
- Access to custom images from everyday to sympathy
- Wedding gallery link so brides can fill out the consultation form
- Twice weekly Facebook Wall posts
- Monthly meetings with a web coach



SAF AMELIA ISLAND 2015

Premier Products Showcase

Quick Décor



Votive Candles & Votive Holder Combination Sets

- Over 50 styles of votive holders, 15 unscented votive candle colors, and 13 scented votive candle colors
- Offered in sets of 12, 72, 144, or 288



SAF AMELIA ISLAND 2015

Premier Products Showcase

TeamFloral LLC

MARKETING TOOLS

Marketing Program

- Direct Mail Marketing
- Online Wedding Gallery – allows you to customize with your images and customer testimonials
- Personalize Sympathy Book



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