



Florists Supply Ltd.

The Source

May 2008 Edition

HOPE IS BLOOMING Fundraiser

To celebrate International Women's Week this year, Florists Supply Edmonton, was honored to present the "Hope is Blooming" fundraiser that was held from March 2-8, 2008. The premise of the fundraiser was for flower shops to sell daisy bundles to customers, with the proceeds going to the Ted & Lois Hole Healing Garden.

Hope is Blooming raised funds for one of the most exciting healthcare projects to take place in Alberta - the Lois Hole Hospital for Women, a new, state-of-the-art dedicated Women's Hospital now under construction on the Royal Alexandra Hospital campus in Edmonton.

When it opens in 2009, the Lois Hole Hospital for Women will bring a renewed emphasis, energy and focus on women's health excellence for northern Alberta and a referral area that stretches across three western provinces, the Northern Territories, reaching to the very shores of our arctic seas. In total, the catchment area for this new hospital represents one-third of Canada's total landmass!

Thank you to all of our customers for your participation! Your efforts allowed us to raise a total of **\$5,574** in support of the Ted & Lois Hole Healing Garden.

For more information on participating florists, visit our Website at: www.floristssupply.com or visit www.loisholehospital.com.

Watch for details on how to participate in Hope Is Blooming 2009!



Ailien Holdis and Dale Shear from the Lois Hole Hospital for Women with Edmonton branch Manager, Colleen Hemmingway.



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www.floristssupply.com

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- latest news & events
- current catalogues, flyers & specials
- design gallery & design recipes
- join our e-newsletter mailing list



Parallel Lines

By: Laurie Nesbitt, President

China's Low Cost Production Being Threatened

For years, we in North America have perceived that goods from China can be made inexpensively. China has had a competitive edge in the world over other countries, due to low cost production including wages. Recently, China's production costs have been increasing for a variety of reasons.

Due to labour shortages, wages have been climbing. From 2004 to 2007 wages in flower factories have increased 100%. Recent wage increases include 15% on average minimum wage rates in 2007 and 21% thus far in 2008 according to a Citigroup study (and supported by government announcements).

Plastics used by a flower factory have increased 100% in cost from 2004 to 2007. Other raw materials, such as polyester, wire and cotton have increased 30% to 40% from 2004 to 2007.

Another problem is the appreciation of China's Yuan currency to the US dollar. Factories have typically been paid in US dollars. The US dollar is worth 8-10% less to the Chinese than it was worth a year ago.

What does this mean for our industry?

Factory quotes, once good for a period of months, now rarely can be counted on past 30 days without changing. Factory prices are going up – recent re-orders I have made are up on average 20-30%. The re-orders were for products that had just arrived in December 2007.

Factories are asking for larger minimums in order to start production of an item – in permanent botanicals especially, we have seen minimums double. Importers will have to be prepared to carry a larger inventory of certain items, possibly reducing the range of items they can carry. The larger minimums will also put a lot of pressure on smaller importers to continue to direct import on their own and to continue to stay in business.

For importers that book only from samples at Gift Shows, expect lower fulfillment rates on your orders. It will be harder for the importer to meet the minimums on every item due to the minimums being increased. They also may be faced with significant price increases from the time between obtaining the sample and original price quote and the time they place the order with the factory. This will also lead to more cancellations, since the selling price was set at the time of gathering customer orders, they will not want to fulfill the orders at an unprofitable margin.

Other countries may emerge as low cost producers. Vietnam, for example, is growing as a producer in zinc planters and ceramics.

Higher costs from China are not the only reason product costs are going up. Ocean freight companies are facing \$110 oil prices per barrel. They have typically dealt with capped fuel surcharges, but some are entertaining floating fuel surcharges that could add another 19% to ocean freight costs.

Again, for our industry, higher ocean freight costs mean higher prices, especially on bulky items. For a 24" Wreath, roughly 20% of its cost is ocean freight versus 3.3% for a tiny 2" corsage pin.

At Florists Supply, we have always inventoried our import items, meaning we take the inventory risk and purchase our items ahead of the selling season. We know before the season we have met the minimums on the items we have ordered and the items will be delivered. If we are marketing an item in a catalogue or flyer, we will have that item unless, of course, we have sold out due to the item being extremely popular, or the rare occasion that the supplier could not produce the item on time or it arrived in an unacceptable quality.

In terms of pricing, upon reviewing our Fall and Holiday 2008 lineup, our prices are comparable to past years for similar items. There are two factors. The first being we are taking a lower markup on our regular everyday prices, so there is not an initial sticker shock, and lowering or reducing discounts for pre-booking and for ordering at Gift Shows. The second factor countering the rising product costs is the Canadian dollar staying strong relative to the US dollar.

Our Territory Sale Representatives will be pre-booking fall and holiday shortly after Mother's Day through to the end of June, so you can be the judge on the pricing. Pre-booking will ensure you get the products you need to maintain and grow your fall and holiday sales.

Ruth A'Bear-Neault Retirement

Celebrating 32 Years of Service!



October 1978



September 2007

On June 4, 1976, Ruth A'Bear-Neault joined Florists Supply Winnipeg as the company Office Clerk, first in Accounts Payables then in Accounts Receivable. She then took a position as Secretary for former company President & Dutch Consulate representative, Ben Van Ruiten. These positions turned into a 32 year career where, she has made a rapport and life long friends with our staff and customers.

As of May 30, 2008, Ruth will retire from her position as receptionist / A/R Clerk.

Everyone at Florists Supply would like to wish Ruth a happy and healthy retirement and thank her for her many years of service, dedication and hard work! Her cheery persona and caring nature will be missed by all.

To celebrate and acknowledge her retirement, Florists Supply will be hosting a Reception in our Winnipeg location May 28th at 2:00 pm. We invite all friends and customers to join us in wishing Ruth farewell after an outstanding career. A presentation will be made and cake will be served.

Getting to Know Us

WINNIPEG - Supply Dept

Jennifer Nagy

Customer Service Representative

Jennifer has worked in the Supply Department as a Customer Service Representative since January 2008.

Prior to joining the Florists Supply team, Jennifer worked at Lakewood Florist & Gifts for 5 years, and managed the business for 2 years as well.

Jennifer lives with 3 roommates: her boyfriend, her good friend and her dog "Dinga."

In her spare time, Jennifer enjoys going out to see local bands perform. She also enjoys skateboarding and gardening as her hobbies.

SASKATOON - Cut Flowers

Ron Miller

Customer Service Representative

Ron joined Florists Supply in May 2006, as a CSR in our Cut Flower Department.

Ron grew up in Gravelbourg, SK where most of his time was spent assisting with the Family Greenhouse business.

He plays a major part in the receiving of our fresh products, which he feels has always helped him with his role. Ron enjoys working in Customer Service, getting to know his customer base and assisting them in any way possible.

Ron graduated from the U of S with a degree in Public Admin. In his spare time, he enjoys reading, working with animals & spending time on the computer where he gains his knowledge of trivia!

EDMONTON - Supply Dept

Joan Bianic

Customer Service Representative

Joan handles the Northern Alberta Accounts as a Customer Service Representative in the Edmonton Supply Department. She is always laughing and joking with her customers and the staff.

Joan has been married to Ed for 25 years, and they have two lovely daughters, and one glorious granddaughter.

Joan enjoys spending time with her family, the outdoors especially gardening and sports. Many of her holidays are spent in her backyard.

She has a great love of music which brought about her and Ed enjoying the company of Alice Cooper as a dinner guest in their home in 1988.

VANCOUVER - Cut Flowers

Lea Nicole Logan

Customer Service Representative

Lea has worked in the Cut Flower Department as a Customer Service Representative since September 2007.

She graduated high school in Arizona in 2002, and left with aspirations towards Culinary Arts, and Interior Design.

Lea jointly owned J.P. Painting and Decorating from 2003- 2007 and since then, her eyes have been opened to the floral industry.

In her spare time Lea enjoys camping, watching the fireworks in the summer and spending time with her family and friends.

Lea also has a passion for cooking and finds herself happiest being outdoors with nature.

Introduction to Trends 2008

By: Derrick Hollar, AIFD, CAFA

Trends: The general direction in which something tends to move.

Current Style: In vogue is the latest trend in fashion.

A trend in fashion indicates the acceptance of a new design usually related to clothing, but also relates to home décor or floral design.

Rarely new, most often trends tend to be the re-introduction of something from the past. As they say, "there is nothing new under the sun."

A trend occurs when a new design is accepted and sells in sufficient quantities in some test markets and creates a demand for consumers across a broader market.

It is not only true of clothing, but in many fields including paint, stationary, car colors, floor coverings and other home interior products. Floral trends usually begin in Europe and then gain acceptance in Great Britain, North America and the rest of the world.

In the home décor business, we find that people get tired of the same colour and want something new. That is primarily why we have colour trends that change from year to year. Colour trends do have an effect on floral design and everything we see for sale.

There are several organizations that specialize in making colour trend predictions. One such group is the Pantone Colour Institute. These colours will be reflected in all sorts of products, including everything from textiles, home furnishings to floral products.

The trends for 2008-2009 were unveiled at the AIFD's (American Institute of Floral Design) "The Edge of Paradise" Symposium in Palm Desert in the summer of 2007. At that time, with the input from leading floral stylists

and floral product designers, they arrived at the 2008 floral forecast.

California has always been a trendsetter and with over 300 cut flower growers, they are constantly producing new flower varieties and colours, to keep up-to-date on floral trends.

Floral trends are closely connected to our lifestyle, clueing us in to culture, music, fashion and home décor. The American Floral Trends forecast, details these influences and defines the top five trends in flowers, colour & moods that dominate today's marketplace.

The top five trends are:

Habitat

A concern for the earth, its flora and fauna reflects "habitat" and its related lifestyle. Gentler, yellowed greens dominate this style, with touches of blue that yield a calm and natural feeling.

Birds are a key element and are vehicles for whimsy included in this palette. "Habitat" provides a serene environment that communicates ones ecological values, respecting the delicate balance between the earth and its people.

Nocturn

Nocturn exudes luxury and opulence with a darker edge. Lustrous hues of grayed purples, plums and roses combine in overflowing arrangements that bring together deeply coloured flowers with powerful silhouettes. Burnished gold punctuates this look. The palette fits well in a modern update of baroque style. "Nocturn" expresses elegance and luxury with abandon.

Whisper

A tranquil, calming aura floats through "Whisper", with neutral, hushed tones of creams, grays and blues. Stronger earth tones such as brown and charcoal, provide a

base and hint of dusty coral, while shimmering copper, adds punch. Texture is crucial and clutter is banished. Flowers are stylized, not arranged; floated in vessels, placed monobotanically or formed into orbs, for example. This style tends to be modern but not sterile.

Nomad

The bright colours of tribal handicrafts from around the world populate this trend. From golden oranges and saturated blues, to deep fuchsias and brown tinged reds, they give the feeling of stepping into a faraway bazaar. Handicraft is evident throughout. In floral arrangements, this is also reflected in designs that appear intricately woven.

Chinoiserie

(*shen-wah'-zeh-ree*)

A French term describing European interpretations of Chinese style from the 17th and 18th centuries and reflecting Westerners' fascination with the country. This trend features a mid-tone colour, encompassing dominant pink-toned reds, as well as lighter purples and greens as compliments. Expressive, singular blooms are standouts and are arranged with an Asian sensibility, a respect for line over mass. Patterns are stylized and precise.

As we become familiar with these trends, let us use them as a guide. Like a good surfer, learn when to get on the wave and when to go off. Remain flexible, be true to your taste and talents and always seek to attain excellence.

To view a copy of The American Floral Trends Forecast 2008-2009 visit our website under: "**Design**" "**Designer Commentary**".



Annual Garage Sale June 23 - 27, 2008

Find great deals on some of your favorite Florists Supply products
Preview these items on our Website starting June 16th

Visit Us at www.floristssupply.com for Details

Fresh Focus - Farm Certifications

By: John Forsyth, Vice President of Cut Flowers Operations

Social and Environmental awareness is affecting the decision making of consumers and businesses in Canada. Flowers have been subject to various media reports that have portrayed them in negative ways. This is due to the poor social and environmental habits of a small minority of farms. By focusing on the extreme examples the entire industry is viewed as environmentally and socially without conscience.

In the European floral industry the awareness of the social and environmental impact of trade has been long a part of the culture. Because of this, several certifications were created for the floral industry to set standards for environmental and social behavior. The certifications allow consumers and members of the industry to purchase flowers that are produced in methods that agree with their own social and environmental desires.

This is a well developed system in Europe but it is only in the past few years that it has become more visible in Canada. For Canadian florists it is reassuring that the majority of import farms we work with also export to Europe so they have the certifications in order to work in that market.

We have compiled a brief description of the various certifications that farms we work with from South America have. They all share a common theme of socially responsible behavior and environmental awareness. This includes what chemicals may be used and the amounts that can be used, child labor and worker rights. The certifications generally focus on developing countries as some of the social and environmental concerns do not exist with producers in developed countries. This is why it would be impossible to only sell flowers that were all "fair trade" for example, as Fair Trade is not a program that makes sense for a Canadian farm.

Some farms have all of these and some have none. The majority have at least one of the certifications. As with any set of objectives there is controversy about the various certifications. One label or standard would simplify the process and reduce the costs for the entire chain. By reducing the number of labels it would allow more farms to participate as some of them who meet or exceed all the requirements do not get certified due to costs and trying to choose the right label.

FLP = Flower Label Program



A joint initiative of human rights organizations, trade unions, flower producers and flower retailers the Flower Label Program implements social and environmental standards in flower production. FLP-certified farms have to fulfill the following criteria:

· Living Wages · Freedom of Association · Non-Discrimination · A Ban on Child Labor and Forced Labor · Health Care · A Ban on Toxic Pesticides · Responsible Handling of Natural Resources.
This is a European program and it is not active in North America.

Max Havelaar / FLO/ Fairtrade



These are all forms of Fair Trade labels. Max Havelaar is a widely recognized European fair trade label. In North America the Fair Trade label is more widely recognized particularly in the coffee industry.

They are all social and environmental labels that certify a producer in the following areas:

Creating opportunities for economically disadvantaged producers · Transparency and Accountability · Capacity Building · Payment of a Fair Price · Gender Equality · Safe Working Conditions · Environmental Protection.

In the floral industry a premium would be paid on a stem of roses of a few cents. All of this premium would go into an account managed by the workers for projects to benefit the local community. Examples would be schools, computer labs, dental clinics, low interest loans. These are made available to the community and not just the workers at the farm.

This label is just establishing itself in the floral industry and there are very few options available at the moment; hopefully supply will increase in time.

MPS / Fair Flower Fair Plants



A Dutch based organization with a wide range of certifications for the floral industry. The consumer logo used to show certification is "Fair Flower Fair Plants;" a new initiative to stimulate the production and sales of flowers and plants cultivated in a sustainable manner. Sustainably cultivated flowers and plants are grown in a way that respects people and the environment. This is mainly a European program and has a very low profile in North America.

BASC



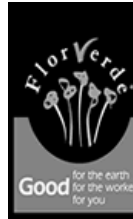
This is an anti smuggling initiative to certify farms take precautions against smuggling. It is a very effective and comprehensive program. By removing the possibility of smuggling from the floral chain, farms are improving the social atmosphere of the community by removing the side effects of illegal activities.

Veriflora



This is a standard that has more visibility in North America. It focuses on Quality, the Environment and People. Compared to Fair trade it has more focus on product quality. Fair Trade has a stronger focus on the social side of the business transaction. Both are similar on the environment. Veriflora is an attempt to create a North American label that will be promoted and recognized by the industry and the public.

Florverde



A certification to ensure all flowers grown and harvested in Colombia meet specific social and environmental standards. Florverde is probably the most adopted South American label and is widely supported in the Colombian industry. It has independent verification and uses a benchmarking system. This allows growers to work up to different levels in the program rather than try to meet extremely high standards when they begin the program.

Eurogap

The GLOBALGAP standard is primarily designed to reassure consumers about how food is produced on the farm by minimizing detrimental environmental impacts of farming operations, reducing the use of chemical inputs and ensuring a responsible approach to worker health and safety as well as animal welfare. This is a European certification and is not known in North America.

Identification of the products is a challenge as flowers cannot be physically labeled. Grower bunches can be sleeved or boxes can be marked but for the ultimate consumer it is impossible to truly know if the flowers they are purchasing are certified. Even for the florist or our staff, the labeling is very inconsistent. Some farms mark the box, some the sleeve, some have multiple certifications but only mark one on the box. Some farms use clear sleeves with no marking yet they have all the certifications. With the inconsistent labeling it makes it impossible for Florists Supply to specifically sell only flowers from a requested certification or to assure you that every flower we sell or fill your order with will be from a certified farm. Our goal is to work with a certified farm whenever possible. Some farms without certifications exceed the standards that certified farms follow and we feel confident working with them. We have personally visited the South American farms we import from and have assessed their operations and know the people behind the operations.

The goal of this article is to make you aware of steps being taken by the floral industry to produce in a socially and environmentally responsible manner. We want you to understand that the industry has made great progress in this area and you should feel comfortable with the products you are purchasing. Florists Supply supports these initiatives and looks forward to continued progress in this area.

Florists Supply's Weddings For Profit Event

Florists Supply has had an exciting start to the year. We've hosted a Wedding Design Show in Nanaimo in February, and four Design Shows this March & April in Winnipeg, MB, Saskatoon, SK, Burnaby, BC, and Edmonton, AB. The shows were themed Weddings For Profit and had a strong educational component that discussed all the steps of selling weddings: Pre-consultation & Promotion of your retail shop, Wedding Consultation tips, and Bouquet Styles & Price Planning. Plus, the afternoon was filled with the latest design trends and tips for weddings this season. These shows proved to be educational and motivational.

The tip that stood out was how to up-sell small "add on's" to achieve an impactful look. The designers showed how to add simple small vases and cubes filled with accent flowers around the bottom of tall centerpieces to draw the eye down to the table. These groupings of mono-botanical arrangements create strong profitable vignettes that can be constructed with ease. Florists Supply would like to thank our featured designers for providing an inspirational day of education and design:

Ardith Beveridge, AAF, AIFD, PFCI, CAFA & Derrick Hollar, AIFD, CAFA.



Derrick Hollar, AIFD, CAFA at the Winnipeg Florists Supply Weddings For Profit Spring Show.

Upcoming Hands-On Seminars

Advanced Wedding Hands-On Seminar Winnipeg

Tuesday, May 13, 2008
Designer: Derrick Hollar, AIFD, CAFA

Basic Sympathy Hands-On Seminar Winnipeg

Wednesday, May 14, 2008
Designer: Derrick Hollar, AIFD, CAFA

Greens & Hi-Style Design with Everyday Flowers Calgary

Monday, May 26, 2008
Designer: Derrick Hollar, AIFD, CAFA

Merchandising & Marketing Seminar Winnipeg

Tuesday, June 10, 2008
Commentator: Kevin Toney
Designer: Derrick Hollar, AIFD, CAFA

Visit Us Online For Details - www.floristssupply.com

Calgary and Kelowna Design Shows

Calgary

Sunday, May 25, 2008
Designer: Derrick Hollar, AIFD, CAFA

Kelowna

Sunday, June 1, 2008
Designer: Derrick Hollar, AIFD, CAFA

Visit Us At The Upcoming



August 17 - 21, 2008
Agricom, Hall B, Booth 2127

Bright and Green in Winnipeg

By: John Forsyth, Vice President of Cut Flowers Operations



In February of 2008 Florists Supply completed a major lighting replacement project in our Winnipeg warehouse. Virtually every fixture in our building has been replaced with new energy efficient lighting. The new lighting is 30% more efficient than our previous lighting and at the same time we have been able to raise light levels by up to 1000% in some areas.

Lighting has been repositioned to better reflect the current layout of our warehouse and we were able to remove some rows of lighting entirely, reducing our consumption even further. The benefits don't stop there as the new bulbs have a 2000 to 4000 hour longer service life than the older generation lighting.

The bulbs were replaced with "daylight" bulbs which give the truest color spectrum in artificial lighting. Daylight bulbs will allow our staff and customers to see a truer representation of the colors while inside our warehouse.

This has been a great project for the environment as we have been able to cut consumption and increase the life span of the bulbs reducing our consumption of new bulbs. Our initial motivation for this project was to reduce consumption but once the project began we could see how dramatic a difference it has made on the physical environment within our warehouse. The increased light levels have made it easier for our staff to perform their roles but more importantly it has made our building a brighter and happier place to work. Some of us even look better under the new light. ☺

If you are in our Winnipeg location don't forget to look up and check out the new lighting.

Did you know that Florists Supply recycles all of our cardboard in all of our locations? This accounts for more than 50% of our waste and we either reuse or recycle it all.

Steps To Success - Marketing Your Business with Direct2florist.com

By: Nadine Martyniuk, Marketing Manager

In our ongoing efforts to promote the floral industry we keep our eyes and ears open for opportunities that will benefit our customers.

Recently, the Wholesale Florist & Florist Supply Association (WF&FSA) sent a press release in their newsletter introducing **Direct2florist.com**. They are supporting this new initiative because the profitability of traditional retail florists has been decimated by an overabundance of discounted orders and an increasing number of consumers going to the Internet to purchase flowers.

Wholesalers, with the support of WF&FSA are taking action and investing in Direct2florist.com to help traditional retail florists receive orders that are not discounted in order to make them competitive on the Internet. These florists remain the key customer base for wholesale florists.

What is Direct2florist.com?

Internet Order Generator

Consumers worldwide can place orders directly with traditional local florists.

It provides instant E-Commerce

Florists can be up and running in minutes.

Florists get 100% Value on Every Order

Orders are not discounted. No relay fees.

Florists have 100% Control

Each florist uploads their own products, sets their own prices and selects their own

delivery area.

Only Florists Can Take Orders

Direct2florist.com can not take an order from a consumer. Only traditional retail florists can take an order.

It provides Improved Cash Flow

Payment is received when flowers are delivered.

Most of all, it's easy.

Florists have a FREE, easy to use control panel to manage site. Assistance is readily available.

There is Consumer Funded Promotion

Consumers are charged a nominal transaction fee. Transaction fees will be used to promote the Direct2florist.com brand. Promotion is industry directed.

It has Low Cost & Little Risk

With an upfront payment of only \$200 per year, the cost per month is less than \$17. The 12 month clock starts running when the florist gets their first order.

Direct2florist.com promotes individual florists.

When a consumer searches by a city or zip code, the florists serving that delivery area are displayed starting with the florist closest to the delivery area.

These are just a few points about Direct2florist.com. They have a comprehensive website with demo's and easy to understand step-by-step instructions on how to participate. Plus, they have a list of **Frequently Asked Questions** you are likely asking right now. For example, I already have a website. Why would I need Direct2florist.com?

I invite you to visit the website to learn more about Direct2florist.com. Visit at: **www.Direct2florist.com** (consumer site) or **www.d2fsignup.com** (for retail florists).

We want to hear from you. Let us know your opinion of the program. Would you consider using this online ordering service for your business? Do you think Florists Supply as your floral wholesaler should support this initiative in Canada?

Contact Nadine by:

Email - enquiries@floristssupply.com

Phone Toll Free - 1-800-665-7378 Ext. 205

Phone Local - 1-204-632-1210 Ext. 205

UPCOMING EVENTS

MAY 2008

May 11 - Mother's Day

May 13 - Advanced Wedding Hands-On Seminar - Winnipeg
with Derrick Hollar, AIFD, CAFA

May 14 - Basic Sympathy Hands-On Seminar - Winnipeg
with Derrick Hollar, AIFD, CAFA

May 19 - Victoria Day

May 25 - Calgary Design Show with Derrick Hollar, AIFD, CAFA

May 26 - Greens & Hi-Style Design with Everyday Flowers - Calgary
with Derrick Hollar, AIFD, CAFA

JUNE 2008

June 1 - Kelowna Design Show with Derrick Hollar, AIFD, CAFA

June 10 - Merchandising & Marketing Seminar - Winnipeg
with Kevin Toney and Derrick Hollar, AIFD, CAFA

June 23-27 - Garage Sale Week

JULY 2008

July 1 - Canada Day

AUGUST 2008

August 4 - Civic Holiday

August 17- 21 - Alberta Gift Show



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