



Florists Supply Ltd.

The Source

September 2011 Edition

Fall & Holiday Design Show



Join us for our Fall & Holiday Design Show in one of our four locations this fall.

The show will be divided into three parts:

FRESH Fall Design

FRESH ideas for fall with permanent & FRESH flowers.

Profitable Holiday RECIPES

Prepare your staff for incoming holiday orders with prepared recipes in a range of profitable price points.

UNIQUE Holiday Events

Show stopping party designs with WOW factor!

Winnipeg, MB - September 18

J M. H. Schwanke, AAF, AIFD, CFD, PFCI
The Flower Expert and Host of JTV on www.uBloom.com

Derrick Hollar, AIFD, CAFA, CFD
Florists Supply, Winnipeg, MB

Saskatoon, SK - September 18

Frank J. Feysa, AIFD
Garden Gate Florist, Aurora, OH

Edmonton, AB - September 25

Loann Burke, AIFD, PFCI
Dayton, OH

Misha White
Divine Creations, Calgary, AB

Vancouver, BC - September 25

Frank J. Feysa, AIFD
Garden Gate Florist, Aurora, OH

Show Times:

9:30 a.m. - 2:30 p.m.

Doors Open at 8:30 for Pre-Show Shopping

Grand Prize Draw

\$500 Gift Card for The Bay

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Parallel Lines

Laurie Nesbitt, CA
President

Beloved Timmie's & Mother's Day

I am a "large coffee with 1 milk" guy, 6 or 7 days a week with Tim Horton's. I'm sure many of you reading this frequent a Tim Horton's on a regular basis, and our industry in general leaves a lot of dollars in Timmie's coffers. I know some of our staff enjoy Tim Horton's and we have used Tim Horton Gift Cards for staff appreciation.

Besides being a regular customer at Tim Horton's, I have always marvelled at their tremendous marketing that has created a brand that plays on national pride, hard working, and community minded. They have created some fiercely loyal followers. Their marketing has focused on their own image and products, and has never targeted their competitors.

As a regular customer and fan of their marketing strategies, I was so disappointed to see their in-house promotion of their Tim's Gift Cards leading up to Mother's Day. The slogan was "**Surprise Mom with Something Other Than Flowers**". I was so disappointed I sent the following email to TDL Group (head corporation for Tim Horton's) Customer Service on their website:

"I stopped in today at Tim's as I do 7 days a week to pick up a coffee and was very disappointed to see an In-store marketing message suggesting to customers to give their mothers "Something other than Flowers" with a tulip bloom falling to the ground. It always upsets me when a retailer (especially a Canadian icon like Tim Horton's) has to revert to positioning their product choices over "flowers". Why would your marketing department single out flowers when chocolates, jewellery, clothing, gift certificates, on and on, are other gift ideas for mothers? Are

you concerned flowers threaten your very existence?

Canada has over 5,000 very hard working independent florists with staff and a few hundred more floral wholesalers. A lot of your brand messages (Canadian, hard working, independent) epitomize our industry. I know a lot of our 100 plus staff enjoy your products. I don't think I see any florists attacking your product offerings to help them promote the sale of flowers vs. Tim Horton's gift cards. To this point I have always respected the marketing approach by Tim's as they have focused on their product offerings and brand and have never targeted other market and competitor choices. I would like you to consider the immediate removal of the in-store ad and consider the bigger picture in future marketing campaigns. I am writing today as President of Florists Supply and a former President and Board Member of Flowers Canada.

If the ad continues to run, it will affect my personal decision but also our business decisions to involve Tim Horton's at our Company events and in our Employee Appreciation gift giving. I will also be sure to share my story with the 2500 florists we sell to in northern Ontario and western Canada through my column in our Newsletter The Source, write an editorial in Canadian Florist Magazine, and let Flowers Canada know of my distaste for your ad. Tim's, you have always made me proud to be a customer and a Canadian in the past. Don't let me down now.

First name: Laurie
Last name: Nesbitt
Email address:
lnesbitt@floristssupply.com

Daytime Telephone #: (204) 631-1200 ext.

Store Location:
Date of Visit: 29 Apr 2011
Time of Visit: 7:30AM
This is Related to: Other
Company: Florists Supply Ltd.

To their credit Tim's called me back on May 2. Sajid Butt, Brand Manager for Tim's Card, called and explained their position and approach to advertising. He mentioned this was the first complaint he had received about the ad and made no apologies for trying to promote his Tim's Card as a Mother's Day purchase over flowers as flowers were the #1 gift for Mother's Day. I thanked him for the call, mentioned that I was not satisfied, and I said he had to do what he felt he had to do in his position.

It seems Mr. Butt had a change of heart and called me later on to say that they had made a revision to their advertising on May 5 and he wanted to share it with me. He did not mention that he had received more complaints, including a complaint from Tony Graaf, General Manager, at Signature Floral Supply in Vancouver. Tony had asked his customers to reach out to Mr. Butt and send an email regarding their disapproval of the ad contents; good on Tony and any florists that sent their own email.

Continued on Page 3

Parallel Lines

Beloved Timmie's & Mother's Day Continued from page 2

The electronic ad board revisions removed the falling flower petals and the wording was changed to "Surprise Mom with Something more than flowers". Mr. Butt felt this said not only give Mom flowers but give them a Tim's card too. Not sure if I 100% agree but it was definitely an improvement over "Surprise Mom with Something other than Flowers" and I appreciated his follow up. Of course a visual that included flowers was present in a franchise that has 3,000 restaurants in Canada, that can't be all bad, can it?

The printed materials for the original ad wording unfortunately remained in the store I visit on my way to work. In fact it was still there on May 27 the last time I made a mental note of looking for it.

A few important lessons from this exercise:

- Don't slam your competition or competing products in your marketing, we get very agitated when its flowers being denounced, let's all stay above that tactic.

- Collectively we (the flower industry) have a voice and can be noticed. Let's not be an easy target.
- Follow up customer complaints promptly and if you can't go all the way to meet the customer's remedy, at least the follow up gains you a measure of respect.

Was I completely satisfied by Tim's response? No.
Have I returned in full force to Tim's? No.

I have broken down for my morning coffee but have diminished my family and lunch visits and have no interest in buying Tim's Cards as business appreciation gifts. Somehow the coffee and my love for Timmie's is just a little colder than before.

Customer Service Survey

The Results Are In

Thank you to all our customers who participated in our Customer Service Survey this year! We were so pleased with the number of customers who completed the online survey. We hope the online version was quick and easy for you to fill out and we appreciate you supporting our effort to "Reduce Our Carbon Footprint".

Our response rate was 23.54% this year up by approximately 2% in past years when the surveys were mailed. We also were able to have instantaneous tabulated results as the responses came back.

In Cut Flowers our Overall Company scored 47.79 points out of a possible 54 points for a score of 88.50% in Customer Service. In Supplies our Overall Company scored 38.27 points out of a possible 44 points for a score of 86.97% in Customer Service.

We tabulate the results for the Overall Company, by location, by department and by representatives. We have established Customer Service Excellence benchmarks that our departments and representatives strive to achieve and we recognize those that do meet and exceed the benchmarks.

In the General area 53% of the respondents were active on Facebook which helped confirm our decision to establish our Florists Supply Facebook Page.

Although individual responses are confidential, management does review all tabulated data, feedback and comments to address requests and specific needs where possible. We also share the positive feedback and notes of gratitude with our Customer Service Representatives to acknowledge their extra efforts!

At Florists Supply we pride ourselves in our
customer service,
the quality of our product line and
our competitive prices
SATISFACTION GUARANTEED!

Your input helps us strive to
provide the best service in the industry.

Fresh Focus

John Forsyth
Vice President Cut Flower Operations

Rose Pro – The Care & Handling Miracle

This year many of our florists slowly began to experience the amazing performance of a preservative called Rose Pro by Chrysal. At first, it was a couple of florists, then it began to snowball and now there are a wide range of florists who have tried it and are seeing positive results. For those of you who have not tried it, Rose Pro is a preservative formulated for flowers that need extra sugar and extra help to ensure they have enough water and energy to look their best. The flower that really stands out as benefitting from Rose Pro is the Hydrangea. When tested vs. plain water, or water with regular floral preservative Hydrangeas lasted two to three times longer when placed in a properly mixed solution of Rose Pro. Consistently the results have been amazing with Hydrangeas. Other flowers that benefit are Roses, Peonies and Asters especially tight Solidago.

Rose pro works by having a higher sugar concentration than other preservatives as well as a biocide and a fungicide. Most preservatives do not contain a fungicide but in a high sugar solution you need extra protection to avoid stem clogging bacteria from forming. The end result is that Rose Pro delivers better hydration and more energy to the bloom. Knowing how it works you can use it on almost any flower unless you do not want the flower to open as quickly. In that case you can use the Rose Pro hydration solution. This product hydrates but has less sugar to prevent the flower from opening.

One often overlooked preservative is bulb flower food. Bulb flower food has been around for a while but I am surprised by how few florists take advantage of the benefits it provides. It is a simple food pretty much like a normal flower food with one important additive. It contains a hormone that prevents the flower from losing its chlorophyll. When this occurs the leaves turn yellow but when using bulb flower food the leaves of lilies, glads and other bulb flowers stay green as long as the blooms look healthy. The flower does not last much longer but it appears to last a lot longer as the entire stem remains healthy in the vase. Bulb food is best used by the final consumer as that is where it will prove its benefits. This is a great product to use as your consumer pack as it is safe for all flowers.



As with all preservatives it is critical to mix the solution exactly according to the manufacturers directions. Adding too much will waste your money and using too little will harm your flowers by allowing bacteria to build up in the vase water. Most florists are very diligent in this area and it is when the flowers are sent to the consumer that problems occur. Consumers are not educated properly on the best way to use floral preservative and they are not given consumer packs that are large enough for the size of vase they will use. They should have enough food for the initial vase and one re-cut of the stems and fresh water. This means two to four packages. Taking this extra little step and using the right food is a great way to build repeat business as your flowers will last longer than they ever did before.



Rose Pro is a product we have featured on our facebook page and asked you for your success stories using it.

Giving Back to Our Communities

Donation Day October 17, 2011

Florists Supply Ltd. will be holding its 12th Annual Donation Day

We will donate 5% of all sales from all four of our locations.

A local charity has been selected by each branch:



Winnipeg, MB
Women Build Habitat
for Humanity

Help
ex-

Saskatoon, SK
The Leslie & Irene Dubé
Centre for Mental
Health Services

Edmonton, AB
Edmonton Humane
Society

us

Vancouver, BC
Rape Relief &
Women's Shelter

ceed last year's donation of over \$5700.00.

Happy Holidays!

Although it seems early to be thinking of holiday greetings this is the time of year we place our order for customer holiday cards. Generally, we order our Christmas cards from companies whose proceeds support a non-profit organization such as Children's Wish Foundation. This year, Florists Supply has decided in an effort to be "green" and in the spirit of giving, we want to give back to our community by donating the full amount of what we spend on holiday cards directly to The Children's Wish Foundation instead of sending out Holiday cards.

*We still want to take this opportunity to
Wish You All the Best for the
Holidays and in the New Year!*

*Thank You to all our Customers & Friends,
Sincerely,
Staff & Management of Florists Supply*



October is Breast Cancer Awareness Month

As communities come together to raise awareness of Breast Cancer this October it is important to be prepared with suitable products and arrangements for fundraising efforts. The "Hope" mugs are pink coffee mugs with the "Pink Ribbon" logo, "Live, Laugh, Love" slogan, and "Mother, Daughter, Sister, Friend" slogan and are perfect containers to use for your fundraising this fall.

donated 10% of sales from the Hope mugs to the Canadian Cancer Society.

For more information on Provincial and community fundraising programs visit The Canadian Cancer Society's website at www.cancer.ca. Look for one of many ways you can be involved.



Last October Florists Supply

"Hope" Mug - Page 64 of our Spring & Everyday Catalogue

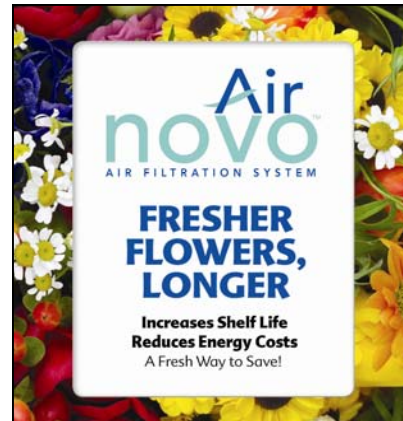
New Products

Air Novo Air Filtration System

Florists Supply is excited to offer a new filtration option for your floral cooler. The Air Novo air filtration system increases shelf life and reduces energy usage by removing ethylene gas and inhibiting the growth of bacteria and mold colonies in your cooler.

The Air Novo System is a disposable filter that contains Novilite. Novilite is a natural mineral combination that acts as a magnet for gasses. One Air Novo filter will protect up to a 500 cubic foot cooler. To get the best results from Air Novo we suggest you exceed the recommended number of filters if it is between sizes. If your cooler is up to 500 cubic feet use one filter, up to 1000 cubic feet use two filters, up to 1500 cubic feet use three filters. Note this is for CUBIC feet and not square feet. Length times width times height will calculate the cubic size of your cooler.

Filters are \$19.99 each. For less than the price of a bunch of roses you can protect your flowers from ethylene exposure, mold and bacteria damage and reduce the energy usage of your cooler.



Potted Plants now offered in Winnipeg



This summer we began offering potted plants in our Winnipeg location. We now carry flowering, tropical and orchid plants each week. Our offering changes weekly as we look for the best value available along with unusual or interesting varieties. In addition to the potted plants we also offer dish gardens in ceramic and wicker as well as cactus / succulent gardens.

All our offerings are available to be pre-booked and any items not booked are available for sale upon arrival. Orchid plants along with other flowering plants have been the favourites so far. Your Cut Flower CSR is your source for all information on our plant and dish garden offerings.

Aspid Cordyline Ribbon, Sunny Bicolour Raphia & Pink Mossy Oak Buck Knives

With the popularity of Nature's Aspidistra ribbon in the 4" width, we are pleased to add a second Nature's ribbon, the Aspid Cordyline Ribbon, in a 3/4" width x 108 yards. Choose from two shades of green, **71-0341053** Eliator and **71-0341054** Gold Feather. Inspired by Nature, the ribbons are waterproof, stain and mildew resistant, and have a Natural Feel.

We are pleased to introduce Sunny Bicolour Raphia in three color combinations perfect for the Fall Season. Choose from **71-RAS52** Cacao/Citrus, **71RAS54** Orange/Peach and **71RAS56** Orange/Citrus to accent your designs and gift baskets. The product is synthetic allowing it to get wet and maintain its form and color.

To our tool line we have added a Pink Mossy Oak folding knife from the famous Buck Knives, founded in 1902. The folding knife has a 3" blade and a comfortable handle for daily use. Every Buck Knife comes with the 4-Ever Warranty.

View these and other New Products on www.floristssupply.com or ask your customer service representative.



Getting to Know Us

**WINNIPEG
Office**
Mallory Roovers
Accounts Payable

Mallory joined our Accounts Payable Department in the Winnipeg branch in January 2011 in our Accounts Payable department.

She comes to us with a Diploma in Business/Accounting from Robertson College. Shortly after graduating she joined on with Florists Supply and has been enjoying working with everyone ever since.

She grew up in small town Morris, Manitoba before adventuring off on a volunteer work exchange to The Netherlands for 1 year where she met her future husband Sebastiaan.

They now live in Winnipeg and together enjoy traveling, movies, and weekends with wonderful friends and family.

**SASKATOON
Office**
Kathrine Gaudet
Administrative Assistant

Kathrine is originally from the small hamlet of St. Isidore of Bellevue, south of Prince Albert. She moved to Saskatoon to pursue a post-secondary education at the Saskatoon Business College in the Executive Administrative Assistant diploma program. Upon completion she joined Florists Supply in July, 2010 as our Administrative Assistant. Kathrine wears many hats and is happy to help in the cut flower and supply departments as needed.

Kathrine has two avid passions: Dancing and sewing. She takes multiple dance classes in different styles and always has at least three sewing projects on the go at a time. Her current project is a quilt for her sister's wedding next year. Shh, it's a surprise!

Kathrine's co-workers refer to her as: Kid, Sweet Pea, Buttercup, and occasionally, Muscles.

**EDMONTON
Supply Department**
Lindsay Murland
Customer Service Representative

Lindsay joined Florists Supply as a Customer Service Representative in the Supply Department in January 2010.

Lindsay has been married to Stu for 5 years. They have two dogs: Buddha and Phoenix (their fur babies) and enjoy camping for their love of the great outdoors, the arts, and spending time on the west coast in the summer months.

Lindsay has been an artist for almost her whole life starting with drawing and moving on to oil paintings. She has participated in the art walk down in Old Strathcona (Whyte Ave) in Edmonton, as well as some art shows with friends and solo projects.

Lindsay loves Yoga, "Keepin' It Real", fruits, veggies, tea and lemon water.

**VANCOUVER
Design Department**
Barry Nicol
Design Consultant

Born & raised in Killarney, MB Barry started in the floral industry working for Community Florists. Barry moved to Winnipeg to work with Cecil Foster of Foster's Floral Designs who apprenticed him as well as for Ormiston's Floral. During this time he was on the committees for the Pope's and the Queen's visit. Then, Barry spent time working in flower shops in Calgary, until returning home to work for his brother who purchased Community Florist. Two years later he joined David L Jones in Winnipeg presenting at design shows before relocating to Vancouver. He spent time working for Action Wholesale, Buftons Anne Muirhead Floral, Thomas Hobbs Floral, Cambie Flowers, Mandeville Garden Center, Bayshore Floral & Gift Gallery until he joined Mayhew's six years ago as a Design Consultant.

He has been involved with Flowers Canada, the North West Florist Association and C.P.F.D.

Barry and Lyle, his partner of 22 years, live in the Marpole area of Vancouver.

Upcoming Hands On Seminars

Edmonton

Outside the Box Holiday Design Hands On Seminar

Monday, September 26

Instructor:
Loann Burke, AIFD, PFCI

Winnipeg

Winter Weddings Hands On Seminar

Monday, September 19

Instructor:
J M. H. Schwanke, AAF, AIFD, CFD, PFCI

UPCOMING EVENTS

SEPTEMBER

- September 18** Fall Design Show - Winnipeg & Saskatoon
- September 19** Winter Weddings Hands On Seminar - Winnipeg
- September 25** Fall Design Show - Edmonton & Vancouver
- September 26** Outside the Box Holiday Design Hands on Seminar - Edmonton

October

- October 9** Edmonton Location Closed for Thanksgiving
- October 10** Thanksgiving Day - Winnipeg, Saskatoon, & Vancouver Locations Closed
Edmonton Location: Open from 10:00 am to 1:00 pm
- October 16** National Boss's Day
- October 17** Donation Day
- October 31** Halloween

November

- November 11** Remembrance Day - All Locations Closed

December

- December 25** Christmas Day
- December 26** Boxing Day
- December 31** New Year's Eve



Florists Supply Ltd.

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