



*News Release*

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Contact: Amy Orange, 888-289-3372

## **Recent Survey Finds Retail Florists Value Long-Term Relationships with Wholesalers**

### ***Relationships Result in Reliability, High Quality, and Value***

**ANNAPOLIS, MD**, October 8, 2008– When it comes to reliability and added value, retail florists know where to turn: their local wholesaler. It stands to reason. For decades, wholesale florists have provided superior supplies, service, and expert knowledge to retail florists. Their customers keep coming back because of the reliability, quality, and convenience that wholesalers provide and the feeling that their wholesaler knows them and knows what they want.

“We’ve been in business for 32 years. We’ve been doing business with our wholesaler since day one. We keep coming back to our wholesaler due to the consistency in their products, prices and services. Their products are of high quality, and they have good prices,” said Italo Paris, co-owner of Ital Florist located in Toronto, Ontario. “This is what I expect from a supplier, and our wholesale florist delivers.”

Findings from a recent nationwide study agreed. In a survey of 358 retail florists conducted by the Wholesale Florist & Florist Supplier Association (WF&FSA), retail florists ranked wholesale florists as the best source of high quality cut flowers, as the most reliable supplier, and as the best value for their money. More than 90% of those surveyed praised wholesale florists for their courteous and professional salespeople and the long-term relationships that have emerged between retailers and wholesalers as a result.

Retail florists welcome the benefits of a long-term relationship with their wholesaler. Wholesale florists provide their customers with knowledgeable, consistent sales staff. Four out of five wholesale florists have salespeople who have been with the company for more than five years. Retailers value the individualized attention, expert knowledge and efficiency that this provides: wholesalers know their retail customers’ favorite products, supply a wide-ranging inventory, are able to find specialty items with relative ease, and don’t waste their customers’ time.

“We always have the same salesperson who knows what we like and makes us especially aware of when those supplies are available. Our wholesaler has quality products and a large inventory,” said Susan Bone, owner of Ladybug’s Flowers & Gifts in Augusta, Georgia. “They are a dependable source for wedding flowers, and they work well with us on special projects. We sometimes do out-on-a-limb, out-of-the box projects, and our



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wholesaler is with us all the way in finding supplies for our special projects.”

When asked to rank the performance of suppliers as part of the WF&FSA survey, retail florists graded wholesale florists as above average in reliability, responsiveness, convenience, quality and expert knowledge. These rankings held across all regions and regardless of the size of the retail florist. When asked to score suppliers on a scale of 1-to-7, with 7 indicating “very satisfied,” 70% of retail florists rated wholesalers with a 6 or 7. No other supplier could match the reliability, responsiveness, or expert knowledge that wholesale florists routinely offer their customers.

Len Collins of Georgia State Floral Distributors located in Augusta, Georgia, summed up the wholesalers’ point-of-view: “We know that our business is strong when our customers’ business is strong, so we make sure we know our customers and can meet their needs efficiently and effectively.”

WF&FSA is a dynamic business organization dedicated to providing members with the information, services and support they need to remain competitive in today’s constantly changing market. The Association offers a wide variety of programs and activities to support its mission of enhancing networking and business opportunities for all floral wholesale distributors and suppliers.

**WHOLESALEERS. Because it takes more than flowers to grow your business.®**

### **WF&FSA**

147 Old Solomons Island Rd., Suite 302

Annapolis, MD 21401

Phone: 888-289-3372, Fax: 410-573-5001

e-mail: [jwanko@wffsa.org](mailto:jwanko@wffsa.org)

[www.wffsa.org](http://www.wffsa.org)

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