



WELCOME TO FLOURISH!

Reception Flowers
Bouquets for your Staff & Clients
Plants for the Office and your Home

By

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FLOWERS BY FLOURISH LTD

Flowers By Flourish Ltd, established in 2007 is a customer focused flower delivery business which specialises in supplying beautiful fresh flowers throughout central London and the rest of the UK.

Flourish aim to offer an easy and rewarding shopping experience for our customers. Based in London, we provide fresh flowers for offices and restaurants as well as send beautiful and elegant bouquets across the country. We deliver our vases on a weekly basis on a day to suit you. Weddings and events keep our team busy creating magnificent arrangements. People always enjoy the flowers we deliver whether they are simple, classic designs or more extravagant, corporate and elaborate arrangements.

Whether you are looking to brighten up a reception desk, send flowers to someone special or decorate a magnificent event, Flowers By Flourish can cater for your every requirement.

Experienced in providing flowers to some of the country's most prestigious firms and high profile individuals, James Hunt, the firm's Founder and Managing Director, has recognised that clients look for excellent fresh flower arrangements, great value and superb quality of service.

In terms of our nationwide flower delivery department, we design and make up all our bouquets at our studios in Kennington. We then deliver them on the same day to those clients who are based in central London. For those who live further afield we deliver our bouquets on a next day basis nationwide, using our courier service Royal Mail for tracked deliveries.

We are committed to dealing in only the very best quality flowers, which we regularly source direct from Holland from a large, family run business. This means we are able to guarantee both beautiful arrangements and superior freshness.

Flourish provide bright seasonal floral gifts to say thank you, get well soon, and to welcome a new baby girl or a new baby boy. We supply our popular bouquets for many occasions including for a birthday, an engagement, an anniversary or for sending your condolences with a beautiful sympathy bouquet. We like to send vibrant flowers for our get well soon or congratulations bouquets. Finally our romantic or I'm sorry / apology arrangements always send the right message to the recipient. If customers are not sure of what they would like to send for a specific arrangement, our customer service team are able to guide you through the order process and our talented team of florists will do the rest.



RECEPTION FLOWER COSTINGS GUIDE

Our talented team of florists supply offices across the whole of central London. Our vases are priced competitively for each reception area within a range from £30.00 per vase up to £100.00 per vase excluding VAT. We also offer a larger structured arrangement price range from £100.00 up to £200.00 per installation. For our event work we can supply magnificent displays up to £1,000.00 in value for the largest ones.

With that in mind, we feel it is important for you to choose your own price points based on our recommendations and your budget for your reception.

Our pricing brackets are highlighted below.

RECEPTION VASES

PETITE	POPULAR	PLENTIFUL	PRODIGIOUS
£30.00 - £45.00	£50.00 - £75.00	£80.00 - £100.00	£100.00 - £200.00

RECENT DISPLAYS



£75.00 All Round Vase



£75.00 All Round Contemporary



£50.00 Summer Delphiniums



£45.00 Contemporary



£50.00 Traditional



£50.00 Hydrangea & Gladioli



£50.00 Red Lilies & Gladioli



£50.00 Sunflowers & Green Gladioli



£40.00 Garden Traditional Mix



£50.00 Autumnal Grasses



£40.00 Summer Garden

It is also important for our customers to decide on which style they would like for their reception area.

We are able to offer 3 design styles to choose from:

CONTEMPORARY OFFICE
(More structured)

TRADITIONAL OFFICE
(More flowing)

TROPICAL OFFICE
(Bright tropical flowers)

We can tailor make the designs to suit each environment and will always try and buy the best value flowers within each season for our customers. We aim to make sure that our flower arrangements are always as full as they can be for each design with a strong emphasis on value for money for our customers.

So we can help you choose one style or a mixture of styles to keep it interesting for your reception areas. We feel that it is best for clients to choose a combination of all three styles as that helps with your weekly variations so you get to see our extensive range of designs. Our displays are well received in each office environment we deliver to from modern offices to the more traditional customers.



TANKS & GOLDFISH BOWLS - For coffee table arrangements & high receptions.

POCKET - £15.00 - £50.00



£50.00 Goldfish Bowls

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Our tank vases below, range between £30 - £50.00. There are many ways of displaying table vases. These give a good idea of the value you would expect to receive however.



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STYLISH ORCHID ARRANGEMENTS - For coffee table arrangements & high receptions.



£120.00 – 4 Plants



£40.00 – Double Stem Orchid



Peachy Pinks £40.00



Pink Double Stem £40.00



LIKES & DISLIKES

Customer service is very important to the success of our business. At the beginning of each contract we like to establish what flowers our customers enjoy receiving and which ones they don't.

For example we often get asked not to provide Oriental Lilies due to the smell being overpowering for some receptionists. In these cases we supply Asiatic lilies which don't have a scent and receptionists seem to be able to cope with these flowers even if they have allergies or hay fever in the summer. Some people don't like carnations others don't like certain colours. So if we can agree a recipe and some guidelines before we start, we feel that would be helpful.

DELIVERY

We supply many of our 24 hour receptions during the weekend. We are flexible due to our driver's commitments but we mostly deliver during the day on a Sunday. We have a team of 6 drivers who alternate depending on availability. We also operate a Monday morning delivery round which starts at 5am at our warehouses in Kennington. Depending on new contracts and buying new vehicles for example, we would anticipate to supply you on a Monday morning to begin with. This may change to a weekend if you have 24 hour security however. We would inform you in good time if there were to be any changes in our schedule.

REFRESHMENT SERVICE

We currently do not operate a specific refreshment service for our vases as we feel our flowers last through the week and do not need to be refreshed. We also feel that the refreshment service does not give our customers the best value for money. Flowers are bred to last through the period of time required for them to be displayed in a normal office environment. However, we are happy to provide this service if required. We do ask our customers to call us if there is a problem with the flowers. We would then come to change anything that needed changing. Flowers are a natural product and sometimes, no matter how fresh they are, we do have to go and replace the odd stem. Thankfully this only occurs approximately once every 900 vases produced.

SUPPLY CHAIN

Flowers by Flourish import the majority of our flowers direct from the Dutch Auctions using an excellent supplier called CJ Vianen. This is a family run flower exporter. www.cjvianen.com

We also use various suppliers at New Covent Garden Market including Porters Foliage for our tropical deliveries www.foliageshop.com and C Best for our glassware. www.cbest.co.uk



FLOWERS TYPES

When selecting the weekly flower combinations, we have to think of several factors before we decide what to supply our customers for their arrangements.

- 1 Season
- 2 Colour scheme
- 3 Height
- 4 Longevity
- 5 Value for money
- 6 Flower shape.

Throughout the year we keep a list of flowers we have delivered each week. We always try to mix the colours and styles of the arrangements using a combination of main feature flowers and secondary filler flowers with a thought towards the size of the display.

It is important to understand how the perfect arrangement should be in proportion with the size of the vase that it has been displayed in by giving the design the right height by using taller flowers or foliage.

In order to offer the best value for money for customers, we design the majority of our vases as Front Facing so that the value can be seen throughout the front of our vases.

We always try to make sure that there is colour throughout the week. It is important as when flowers take time to open during the week, there needs to be some interest on a Monday morning.

We have many years of experience in choosing flowers which last the week. A selection of the feature flowers we use can be seen below:

Aconitum, Agapanthus, Alstroemeria, Amaryllis, Amaranthus, Anthurium, Antirrhinum, Chrysanthemum, Cymbidium, Delphinium, Eryngium, Gerbera, Ginger Lilies, Gladioli, Heliconia, Hyacinth, Hydrangea, Lilies, Lisianthus, Roses, Strelitzia, Sunflowers, Tulips.

We also use many filler flowers and foliage which complement the main flowers of the arrangement. Typically we like to use 3-5 varieties of flower each week. Sometimes we supply single variety flower arrangements and foliage. These always look really striking.



OUR PHOTO GALLERY

Please visit our website to browse our portfolio. Here are some examples of different styles of vases at the same offices. <https://www.flowersbyflourish.com/corporate-vases/>



Pair of £75.00 Vases

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£100.00 Combination of Vases



RESTAURANTS & PUBS

We also supply Vases to Restaurants & Pubs all over central London.



£50 Autumnal Pub Vase



£50 Tropical Restaurant Vase



NATIONWIDE BOUQUET DELIVERY

As well as corporate vases, Flowers by Flourish send bouquets across the country for all manner of occasions.

We operate a same day service for central London deliveries and a next day service for flowers further afield. We use a courier service for our larger bouquets which is a tracked service. For our smaller bouquets we use Royal Mail.

Our Bouquets are reasonable priced from £20.00 - £100.00 (Exc VAT). We recommend that our corporate customers spend upwards of £30.00 per bouquet.

We have two sizes of box for nationwide delivery. The prices for the flowers we send in smaller box range from £20.00 - £30.00 (Exc VAT). For the larger box the prices range from £35.00 up to £100.00 (Exc VAT plus delivery)

DELIVERY

Royal Mail – Next Day	£4.95
Tracked - Same Day / Next Day	£10.20

NO COLLECTIONS ON SATURDAYS OR SUNDAYS. ORDER BEFORE 5PM MONDAY - FRIDAY

ORDERING YOUR BOUQUET

To order your bouquet, you can either send an email directly to james.hunt@flowerbyflourish.com or visit our website and order directly once we have set up your account www.flowersbyflourish.com

You can view our range of bouquets via the following link: <https://www.flowersbyflourish.com/product-category/all-bouquets/?showall>

When deciding what flowers you would like to send, we have 4 main styles.

Elegant White bouquets
Baby girl bouquets – Pinks & Creams
Baby boy bouquets – Blues, Creams & Yellows
Bright Bouquets – Oranges, Lime Greens & Yellows

Most people order these colour combinations as they cover almost all occasions required.

Please order your flowers with as much notice as possible.

BOUQUET GALLERY

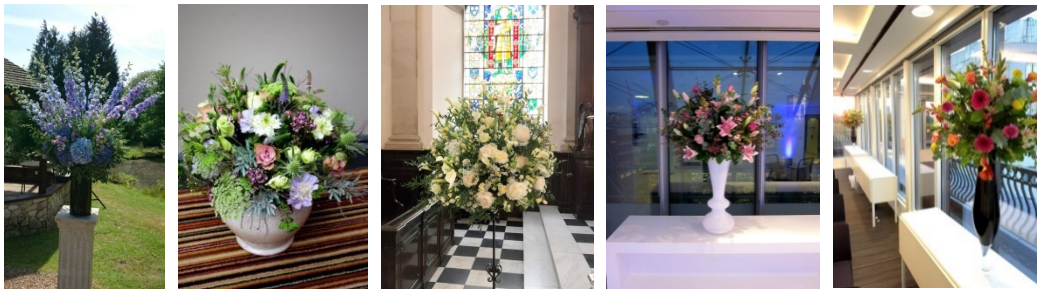




EVENTS

We also provide our clients with flowers for events throughout the year. Our corporate customers normally order table arrangements and vases up to £100.00 in value but we can also supply much larger arrangements for parties and wedding for example.

Below are some examples. When ordering flowers for events we feel it is important to discuss the requirement in depth so that our customers are able to decide on exactly what they would like to order.



GLASSWARE

Regarding glassware, we prefer to use coloured glass for our contracts for two reasons. Firstly, you don't see the water go cloudy, which it does during a week. Secondly, instead of using leaves to hide the stems in the vase, we prefer to use the lower value which you would have spent on the leaves within the actual arrangement. If you have any preferences we can buy specifically for you. Here are some examples of our range of vases.





PLANTS FOR THE OFFICE

Flourish also provide offices across Central London with weekly or fortnightly Plant Maintenance.

Our team will visit your offices regularly to water and clean your office plants.

We are able to source your plants and containers from Dutch growers and we have an excellent UK supplier of pots and planters.

Maintenance can be agreed as an hourly rate per visit (From £30.00 per hour). We are happy to organise rental & maintenance agreements over a two – five year term and we also sell the planters and plants to customers and then maintain them for you too.

Below are some examples of plants in offices which we supply.



£240 Floor standing Strelitzia



£210 Floor standing Epipremnum

Our larger planters are produced to order by a company here in the UK. Made from GRP, they are lightweight and durable. They come in a huge variety of shapes, sizes, colours, and finishes. They can even replicate natural materials such as stone, concrete, terracotta, and metals.

The floor standing examples here are using a Cylik planter in gloss white. These are from the basic range and are 72cm tall with a 38.5cm diameter. This planter cost here is £160, and includes a false base, planting materials (compost, top dressing etc.), delivery (on bulk orders), and the installation of the plants selected to go in them.



£220 Kentia Palm



£260 Philodendron 'Imperial Red'



£220 Sansevieria



£220 Kentia Palm



£20 Ficus Benjamina



£20 Yucca plant



£20 Chlorophytum (Spider Plant)



£20 Sansevieria



From £7.50 Various small plants



£45 Trio (Sansevieria, Crassula, Aloe)



Guzmania Display - £50.00

I hope you have enjoyed looking through the images in our Brochure. Please do get in touch for a quote!

Yours sincerely

JAMES HUNT
MANAGING DIRECTOR