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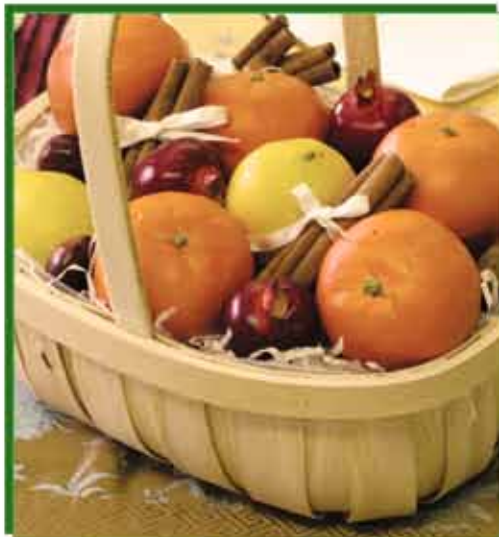


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Dear BFA member

As Sarah is having to take time out to be with her Mum and family just now I find myself at the helm for the next two issues of the magazine – I hope it's plain sailing!

There are lots of great articles in this Christmas issue and I hope by reading through it helps to get you mentally prepared for the festive season – always such a lovely time with gorgeous rich colours to work with – and the fragrance of Christmas foliage permeating through the workroom! Take every advantage of the useful tips and techniques which are in this issue and we have a fabulous `Step-by-Step` Christmas arrangement by our very own Neil Whittaker who is showing how working with wool and felt within the design can bring a completely different slant on things.

There are also articles by two of our members showing how Christmas in our shops can differ in the north and the south of the country.

For all of you budding competitors – take a look at the dates and venues for the `RHS Chelsea Florist of the Year` heats and the World Skills competition which takes place in November.

I am sure – as before – the competitions will be really well supported and I want to take this opportunity to wish you all Good Luck for whichever one you enter!

Of course the BFA's main event – Fleurex - will be the place to be! The fantastic Gala Dinner and Industry Awards evening is a must! Plenty of competitions, workshops and demonstrations to inspire us all and of course lots of trade stands to visit too – all organized by YOUR BFA with YOU in mind!

Do come along and show your support and simply enjoy the weekend!

One thing I would also like to say is that we want to hear from you – whether you have some useful tips, sharing different skills or whether it be selling or designing or even some funny experiences in the workroom – I am sure it will make good reading – and give your shop a mention in the magazine too!

I hope to see you at Fleurex – and all that is left for me to say is I wish you all a Very Happy, Healthy and Prosperous Christmas and New Year!

Muir Simpson



From the Chairman...

It has been a very busy summer for the events team, directors Tracy Tomlinson, Dennis van Wonderen, Sarah Cunningham and Muriel Simpson, together with Events Co-ordinator Zoe Podmore who brought together a team of volunteers. The Chelsea Flower Show competitions gave florists the opportunity to show off their skills to the general public which gained lots of publicity. Congratulations to the winners, but I hope everyone who entered enjoyed and learnt from the experience. For the first time we held a 'hands on' workshop for visitors to the Hampton Court Flower Show. Thanks to sponsorship from Oasis and the RHS, this was a great success and allowed the public to relate to the skills of floristry. I extend my thanks to all of the volunteers who made this possible.

Once again the RHS Tatton Show was a great success for the BFA. Helping to promote professional florists to the general public, there were demonstrations and the opportunity to sample various aspects of the floristry industry, with 'hands on' experience thanks to the sponsorship of Country Baskets. The team then moved on to Flowers@Oxford which saw some amazing flower displays that took your breath away. The BFA stand was present, again promoting the industry and explaining how the association works for you! We also promoted the new Professional Florists Manual which proved very popular. The manual is due for publication in time for Fleurex and you can pre-order now by visiting

the BFA website. The BFA lose no opportunity in letting the general public know about all the benefits of purchasing flowers and gifts from their local BFA florist. However, we can only continue to do this work if we have members backing the industry so I would ask everyone reading this letter to please encourage your fellow florist, supplier or any students you know, to become a BFA member. Together we can be a formidable force in promoting the industry to the public and have a trade body to be proud of.

I hope you have all had a busy wedding season which now seems to get later and later each year. As we move into the autumn, with some

marvellous colours to work with, let us continue to demonstrate the skills of floristry with some stunning window displays. If you are a Florist Business member, please ensure you display your 2014 BFA decal in your window so that the public will know they are using a professional florist abiding by the BFA Code of Conduct.

This will be my last letter before Christmas, so I wish you all a busy trading period and an enjoyable Christmas time with family and friends.

Kind regards

Brian Wills-Pope



BFA FLORIST | FOR TODAY'S PROFESSIONAL FLORIST | ISSUE 11

Front cover | arranger **David Ragg** | photographer **Julian Winslow**



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CHRISTMAS 2014

It's all about Christmas!

Here at the BFA we thought we would take the opportunity to see how the Christmas trading pattern varies throughout the country by letting two of our members from different ends of the country give us an insight into how their shops manage the Christmas period. Jo Hornsby, co owner of Daisy Chain Floral Designers in Shepperton (South) and Ros Harrison of Dodds Designer Florist in the Lake District (North).



Ros Harrison, Dodds Designer Florist

Christmas season for Dodds Designer Florist, Ulverston begins with Dickensian Festival, the last full weekend in November. The town is filled with several thousand visitors as we have a street market, entertainers, and an old time music hall. The town is away with beautiful period costumes as all the shop keepers and locals join in the festival with a real Dickensian flavour. We even have Queen Victoria arrive in a horse drawn carriage and Bill Sykes sneaking around the back streets with his dog Bullseye!

So because of the festival, Christmas needs to be prepared for from early November, we order in some wreaths, and from mid to late November we start creating door wreaths and decorating our contract hotels. We also offer a bespoke tree decorating service, that both individual and corporate customers call on us for. Many people collect Christmas decorations year after year, so we always make sure we have the latest in vogue items for a range of budgets. We also offer a gift wrapping service, usually taken up by young men who want to impress a special lady!

Early November, Mum starts our seasonal window dressing, with 5 windows to dress we have to start early. Always the talk of the town, I would always encourage Florists to take the time to create fabulous windows, these sell your products even when your shop is closed. Even just one, interesting, design can create so many comments, well worth the effort and always gives us so much extra publicity.

The whole of December is usually busy for us, with many people sending flowers to friends and relatives in the area. Of all the peaks, Christmas is the one we love the most, as it's spread throughout the month, not just a weekend like Mother's Day, or a day with Valentines. Christmas week itself is late nights and early mornings for my fabulous staff. Always going above and beyond the call of duty for me, often we are known to be working through the night.

Hand ties are most definitely our best seller and we make up 100's through the week, great to have them pre-made and in water ready to go.

We always order in plenty of plants for mid December, which we gift wrap or put in seasonal containers, making up planted designs and big displays in the shop.

Last year we ordered in a Dutch trolley full of Phalanopsis orchid plants, they created a fabulous display in our shop window mid December. This tempted customers into a simple product to make up as a gift, easy to display in the shop and great to deliver. So many recipients came back and ordered them for their friends as they were so thrilled with them.

I source all my flowers and sundries by early November. I have different members of staff responsible for ordering different items, one keeps on top of floral foam and frames, one cards and stationery, one ribbon and gift wrapping, etc then I check through it all before they order for me. I find this spreads the load but also gives everyone the opportunity to choose items they would like to use in designs and they enjoy making the trip to our local sundry suppliers for seasonal treats!

Flower ordering is left to myself, always a big gamble on what to buy, usually I find my Dad has added to my order, just to make sure I don't run out!!!

Our shop has always been a family affair, and everyone is pulled in to help over the peak periods. So added



to my 8 staff, comes Mum, Dad, Husband Auntie and kids as well as 7 or 8 extra drivers. Deliveries, are always in need of co-ordinating and I have one member of staff that does just that. Creating delivery sheets for areas, keeping a note of timed deliveries and delivery confirmations.

There is plenty that can be prepared in advance, we always make sure baskets/dishes are prepared and foliage in. Cards are written and with the volume of orders, we make day sheets for areas to keep everything organised.

This year we are looking forward to our first Christmas in our new showroom, We have moved to Hillfoot Garden Centre, Ulverston so combined all our business under one roof. This is great for us, especially for Christmas, as we use a lot of fresh Christmas tree foliage in our displays, so it's now right on our doorstep! Looking forward to continued success in a new emporium of festive delights!

Jo Hornsby, Daisy Chain Floral Designers

Well I am afraid it is that time again where we have to start thinking about the C word - Christmas! Now this may put dread into a lot of people but it sends shivers of excitement through me as it is my favourite time of year! It is the biggest excuse to deck the halls with loads of bling, glitter and sparkle!.. oh and flowers! Every year I think I go home from my shop covered in more glitter than the last, it's in my hair on my clothes... just about everywhere!



I'm Jo Hornsby, co owner of Daisy Chain florist in Shepperton in Surrey. I've been a florist for 23 years now and in business with my Mum for nearly 21 of those years, and yes you read this correctly I LOVE Christmas even though my children are now well and truly grown up and think I am really childish I don't care, I love it now as much as I did when they were little!

Christmas in the shop is just the best time for me, from smells of freshly broken cinnamon sticks to dried oranges and yummy smelly candles. Ok I know we have to suffer those really sore 'holly hands' and black fingers from the blue pine but who cares - Christmas is such a lovely time of the year.

Now I know, as much as anyone, that we have huge competition at Christmas from the supermarkets, but nobody is better prepared than us florists and I would challenge anyone who thinks differently. This is the time when we can sparkle! Literally! We can use our individuality to create some of the most beautiful and inspiring gifts for our customers and help to make their homes as Christmassy as possible. Whether it's a vintage design, contemporary or one of sheer opulence - this is where we have our strengths and the ability to 'WOW' and something the supermarkets can't do quite the same!

Is it sad that I am already starting to think about my Christmas window?

Ok Yes it probably is but we always need to strive to be different we need our shops, whether big or small, to stand out from the rest so that people every year can say "wow have you seen that beautiful window that the local florist has created?" we need to be able to inspire people, even if it means that they have been inspired to do their own holly wreaths or table arrangements we can still help them and sell them the flowers and sundries to do it... maybe their attempts will never be quite as good as the ones that we can do but they will always remember you for helping them and then hopefully they will always come back and buy more!

Christmas is the time that I feel that I can be really creative and get my creative juices flowing. The public seem to be a bit more relaxed with us at Christmas and let us create something special for them rather than sticking to one certain product where we have to stick to exact stem counts! You'll always get some customers who just order from a picture but I tend to find, especially locally, that the customer will normally say just make me one of your special designs and make me something beautiful. This is where we can come into our own and this is where I get excited! Every year brings something new and let's face it when that customer comes in and says..." Oh could you just make me something similar to last year because I loved it "we all say " yes of course Mrs Smith " and then the minute they walk out the door you and your staff look at each other and say... I wish we could remember what we did ! but you nod politely and hopefully your customer goes away happy with a beautifully created floral design. True or not true? I am sure many of you have found yourselves in a similar situation! Never the less you do something and they LOVE it just as much as last year! We're all the same! Good florists do go that extra mile to make their

customers happy!

Preparation as we all know is the absolute key to a successful Christmas and also smart buying can help your bottom line massively... and let's face it things are still tough out there so this is just as important this year as it was the last and the ones before. Now I am sure everyone is the same and gets their baskets greened in advance etc etc... But if I could give any advice it is to have as many pick up and go products ready as you can... I get caught out with this every year without fail as we all tend to get side tracked , but this is where you can gain the most of your quick sales and I have found people will tend to spend a bit more as they see beautiful floral designs to choose from and this is a very visual industry! Also a very good florist friend told me about 10 years ago to take all of my cut flowers off the shelf a few days prior to Christmas and have all pre made things on display! I thought she was bonkers when she suggested this but I'll tell you what - I tried it and it really works! It could be anything from a simple basket or table arrangement to a beautiful vase of white amaryllis and twigs (covered in glitter of course!) but customers like to see a product and it makes their choice easy as they can visualise it in a certain place in their home, or indeed a perfect gift for someone! This useful tip also stops the customers helping themselves to flowers on display in vases and damaging stems as they pull them out of the vases and asking how much every single stem is in the shop! Now this may not work for some but I'll tell you what - give it a try you may be very surprised... as I was!

Anyway fellow florist friends all I can say is - start to get excited - get those creative juices flowing, strive to be different put plenty of sparkle into your Christmas

**Happy Christmas
and Prosperous 2015**
Jo x

CHRISTMAS 2014

Christmas arrangement with Lehner Wolle3

Created By Neil Whittaker NDSF AIFD HMBFA

Want to create a stunning Christmas Arrangement with a difference, all from the awarding winning florist Neil Whittaker from Design Element Flowers in Irlam in Manchester. Neil is the BFA Florist of the Year, Interflora Florist of the Year and has been the RHS Chelsea Florist of the Year to name but a few of his achievements. Let Neil share some easy secrets to create a Christmas Arrangement with a difference. We are very lucky that Lehner Wolle3 have sponsored all the felt and wool products for this design.

We are going to add stunning texture and interest by using Lehner Wolle3 Felts and wool ropes in three shades of green. This arrangement is created on a 10inch James Naylor Oasis Wreath Ring to enable easier watering. Below you will find the Step-by-Step instructions how to create your own design in your own colour combinations.



SUNDRIES PRODUCTS used to Create Arrangement:

Lehner Wolle3 Happy Felt Rolls three shades of green
Lehner Wolle3 Wool Rope in Shades of green
1 Tube Oasis Floral Cold Glue
1 Oasis Iridescent Glitter
10 Oasis Wreath Ring
Oasis Lime Diamante Pin
Oasis Lime Pearl Pin
5 Mixed Green Christmas Baubles
3 Oasis Bricks Green or Dry Blocks

FLOWER & FOLIAGE PRODUCTS

8 Avalanche Roses
3 White Mini Gerberas
7 Anthurium Heads
1 Piece Contorted Willow
1 Stem Pittosporum
1 Piece of Holly
1 Coloured Eucalyptus
1 stem Grey Eucalyptus

STEP BY STEP INSTRUCTIONS:

STEP ONE: Take the pale green felt and cut into pieces 15cm x 9cm and cut in half. Take the dark green felt and cut to 15cm x 5cm then cut in half (Picture Step One)

STEP TWO: Now place the smaller pieces in the centre at the top of the pale green felt and fold to make it like a little coat and take Green Diamante pin through to hold felts together and glue around the wreath (Picture Step Two)

STEP THREE: Now take your wreath ring and float soak in water with flower food. Now cut a small piece of foam out of the back to give you a watering hole. (Picture Step Three)

STEP FOUR: We are now ready to

add the candy strip wool around the outside and inside of wreath to hide foam. Take the little felt coats and pin with diamanté pin and glue around the outside.

STEP FIVE & SIX: Take a piece of floral foam and cut to shape of tree. (Picture Step Five)

Now cover the foam with the two tones of green felt glued on by Oasis cold Glue trim to fit the required shape. Create three different styles and sizes for your arrangement. (Picture Step Six)

STEP SEVEN: Now we are ready to construct our table Arrangement for Christmas Trees ready to take our flowers. Place each tree to your required look and glue in place for

security. (Picture Step Seven)

STEP EIGHT & NINE: Now our constructions of felt products are all in place we can add contorted willow and Lehner Wolle3 Candy Cane to hide all the mechanics before we add our flowers to the Design. (Picture Step Eight)

We are now ready to add our Christmas Baubles at the base in the floral foam. (Picture Step Nine)

STEP TEN, ELEVEN & TWELVE: Now everything is ready we can start to arrange our flowers and foliage's within the Oasis wreath ring. First add the mixed foliage's in any of the floral foam which is showing. We are now ready to add our flower materials making sure that we keep each collection of flowers together to give more interest in the arrangement.



Step One



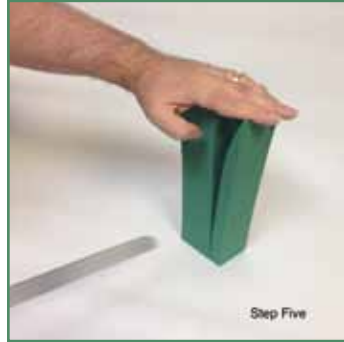
Step Two



Step Three



Step Four



Step Five



Step Six



Step Seven



Step Eight



Step Nine



Step Ten



Step Eleven



Neil Whittaker NDSF AIFD HMBFA

Design Element Flowers
51-53 Liverpool Road
Irlam, Manchester
M44 6EB
Tel 0161 775 7039
www.designelementflowers.com

CHRISTMAS 2014

Christmas wrapping tips From Jane Means



Jane Means has always loved adventure and creation and after working in the travel business and working as a florist, she started her company in 1995 with a small budget and a mind full of creative ideas from the kitchen table. Her early days were spent making bespoke cards and wedding stationery which became very successful.

By the late 1990's Jane realised her true passion was gift wrapping and after doing her City and Guilds teaching training, decided to start her own gift wrapping courses.

The hobby has now turned in to a full time business with clients travelling worldwide to attend her workshops throughout the UK. Known as the 'Gift Wrap Guru' her portfolio includes services for Harrods, House of Fraser, Lakeland, Mappin and Webb, Marks & Spencer, American Express, Crabtree and Evelyn, NSPCC and Claridges to name a few.



- 1 When wrapping an awkward item use flexible wrapping such as crepe paper, cellophane or a plastic coated wrap. Place the object in the centre and gather around the object with a little tension. Secure with ribbon.
You can pick up plastic coated wrap and cellophane from your local florist.
- 2 Gift vouchers can easily be decorated. Leave the envelope plain with no writing, add a band of decorative paper around the envelope and tie a bow to finish.
- 3 If your paper isn't long enough to go around a large box, join an extra piece and cover the join with ribbon. This looks very creative if you mix 2 opposite papers
- 4 Kraft Paper is an ideal paper for wrapping awkward shapes. It is 'brown paper' often available in various colours and patterns widely used by florists on a large roll.
- 5 Fabric remnants and paper tablecloths make great wrapping for large and awkward shapes
- 6 When adding ribbon around a box, tie it around once as you will use half as much as if you would by crossing it over.
- 7 When wrapping boxes use double sided tape to give a professional finish.
- 8 When you have received a beautifully wrapped box, open one end and remove the gift from the packaging. The left over paper can be creased at the sides and easily transformed in to a gift bag.
- 9 Tie in fresh foliage to decorate your gifts. Rosemary, Bay, Ivy and Laurel make a great focal point and some are fragrant too.
- 10 Large gifts can be decorated by adding a strip of decorative paper. It will be a focal point when adding ribbon and looks more balanced



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“All I want for Christmas...”

As the festive season fast approaches, customers of London's New Covent Garden Flower Market tell us what they will be looking to buy this Christmas. They give us an insight into how they see the trends for the 2014 festive season and which wholesalers they will be turning to at the Flower Market.



Matthew and Gary - Fabulous Flowers

Gary Cooper – Fabulous Flowers
www.fabulousflowers.biz

Gary Cooper and Matthew Taylor are the dream team behind Fabulous Flowers with busy flower shops in Oxford and Abingdon and a blooming event and wedding business. So is Gary thinking about Christmas yet?

“Christmas is always at the back of our minds, and we are really now starting to plan. We are often allowed to develop our own style, often very natural. But I can see that gold is going to be making a comeback this year.”

“We don't like to put all our eggs in one basket so we do every type of Christmas work and are guided by our customers' style. We met with our venues back in March to look at Christmas, and will be installing the displays at the end of November.”

“We will be buying from C Best definitely. They are quite unique and quite unusual for having a lot of stuff that you don't see anywhere else. We come into the Flower Market with lists of what we need for our clients, and then buy what draws the eye. One of the great things for us is that we can fill the van there and then, and C Best are

also great at delivering.”

“Foliage Row is also quite unique. There may be lots of flower wholesalers nowadays but none of them have anything like the foliage the Flower Market offers. It's a must for us at Christmas. We make all our own wreaths from scratch, so we can offer different sizes, use a range of foliage and make them in our style. When we buy lots of tall foliage for the shop from the Market, it's gone in a day. Nowhere else in the country can do that.”

“It's definitely going to be a busy Christmas this year on the high street. Private customers are asking about Christmas already. Corporate clients are always working to a budget, but a realistic one hopefully, and we have a few clients who are going big this year.”

Neil Birks, NB Flowers
www.nbflowers.co.uk

Neil Birks owns NB Flowers, who produce exquisite wedding, corporate and event work from their studio in the railway arches of New Covent Garden Market. Is Neil in the zone for Christmas?

“I am very much in the zone for Christmas! We have been planning since the beginning of August for some of our larger clients and visit the shows in Frankfurt and Paris. Quite a lot of our customers are in Knightsbridge, which is a park-side setting, so we like natural with a bit of shimmer. We create big white trees with silvery crystals or natural foliage with acorns and birch and large fir cones, mixed with a touch of sparkle.”

“C Best essentially have one of the best collections of Christmas decorations around, and Grant (owner of C Best) is very good at what he selects. He understands decorations for scale, say for a 30ft tree. They

have long garlands of glittery artificial ivy, which you can cut up and use amongst real foliage and flowers to add the shimmer you need.”

“What I love to do is to go to Porters and GB Foliage at the Flower Market for magnolia before it's in full bud. It looks like reindeer antlers coming out of natural wreaths. It's stable so it can go into a client's display and last for months. You can buy it natural, with glitter or painted, and tall branches for huge vases or small twigs for wreaths.”

“Porters have sugared and waxed apples, fir cones in all sizes. The list is endless! Customers love scent, and Porters have slivers of cinnamon bark 2 feet long. And just because something is not on display, it doesn't mean you can't get it - You can ask Barry at Porters to get it or even have it glittered or painted to order.”

“For white and wintry schemes, we will be looking to Kenny at SR Allen and Dennis Edwards for white amaryllis, anemones, roses, hyacinths and paperwhites, and white hydrangea from Colombia. The hydrangea looks stunning covered in glitter. Silver gypsophila is actually really good and silver eryngium. For red schemes amaryllis, anemones, ilex berries and still the red and green hydrangea, which dries out rather than wilting.”

Leanne Roberts-Hewitt, Wild About
www.wildabout.co.uk

Leanne is Managing Director of Wild About. Behind their thriving flower shops in Clerkenwell and Twickenham is a vibrant weddings and events business. So are Wild About set for Christmas?

“We are only just starting to think about it properly. We did some press previews in July, but have been so immersed in weddings that it's been difficult to think about Christmas!”



Fabulous Flowers - wreath



Danny Watchorn - Lantern



Wild About - Rustic Luxury



Neil Birks Event

"This year, we are working on a Nordic trend. Reds and whites, taking a Scandinavian influence, which our friends in interiors retail forecast as being the big thing this winter. We will also be using a lot of natural foliage, door wreaths in pussy willow for example, and not so many baubles!"

"In the first week of December, we do a lot of Christmas trees for private houses and corporate clients from 5 foot to 18 foot tall, and get all our trees from Quality Plants in Market. We will have a burgundy gold scheme, a red and green scheme, silver, black and gold, and we install them with lights."

"We make all our door wreaths from scratch on wire frames from the end of November to sell in the shops, online and to corporate clients. We have more control of the density that way and can use more than one foliage, all of which we source from Porters, who are brilliant."



Danny Watchorn

Danny Watchorn,
Danny Watchorn Designer Florist
www.dannywatchorndesignerflorist.com

Danny runs a busy event and wedding flower business from his studio in Belvedere, Kent. So is Danny set for Christmas?

"It is absolutely manic at the moment! We have just come back from a Christmas wedding show at our main venue and now have back-to-back appointments and 35 bookings already! We created a Victorian Christmas for winter weddings and parties, and people just loved it!"

"For our Victorian Christmas display, we used huge lanterns, twigs, bracken, trees 20ft high, and garlands from the ceiling. This was a one-off design for this particular venue. We like to look at the venue we are decorating and design to suit their unique style. We have been planning with our restaurant and venue clients already to get ahead."

"Our clients tend to be more traditional with door wreaths in rich reds, golds, coppers. One went for everything white on big heavy garlands, others had a pheasant theme with cones, apples, lichen, foliage and pines. Porters always supply our foliage. We make our own wreaths from scratch on wire frames as we can style them individually."

"We get great variety of flowers from Terry on Zest, who has always really looked after us, and also from Dennis and Eddie on Dennis Edwards Flowers. For Christmas, we get our orchids plants and bulbs from Dean and Craig on Quality Plants, and they also deliver our Christmas trees to our workshop, which are always great."

Duncan McCabe, McQueens
www.mcqueens.co.uk

Duncan McCabe is Head Tutor and Social Media Manager at McQueens, one of the country's most high profile retail and event florists.

"Christmas is a big, big thing for us. We work with five 5-star hotels and we start our Christmas preparations in September, putting forward individual proposals to them rather than leading



Duncan McCabe

with one specific style. We go with a strong look, and keep it very monochromatic either shades of gold, silver and whites. Our big props this year will be antique-looking birdcages and ornamental vintage-looking accessories."

"We use the market mostly for fresh materials, and all of the lovely natural foliage, lichen, moss, bark, and very tactile natural ingredients. Porters are our main port of call. We can also approach with an odd request and they will try and source it for us."

"Our Christmas installations need to stay in place for 5 weeks so most of the budget goes on big props and trees, but we will have an element of flowers as well. We will tend to limit the flower ingredients and often stick to just one, such as a mass of amaryllis or ilex."

"One of our big suppliers is Graeme at Zest, because he treats us really well. I think it's all about relationships with people. This job can be quite stressful; so many things could go wrong that it's great to have people you can rely on."

For more information contact the Flower Market on 020 7501 3495 or visit www.newcoventgardenmarket.com

new covent garden flower market

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Four traders have all the florists' essentials and one stacks literally thousands of event decorations on 4m high racking from baubles to the partridges, pears and trees!



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Van VLIET Cash and Carry group introduces the new Webshop APP!

In addition to buying from your computer, the APP allows you to buy directly from our webshop on your mobile device.

Available for iPhone, iPad, Android Phones and Tablets.

The benefits of buying through the APP are:

- The APP is created on a user friendly platform.
- Access to the Flower, Plant and Sundries department 24/7. Wherever you are as long as you have internet access.
- Guaranteed prices.
- Flowers and Plants Direct from the Grower.

To download the APP scan either one of the QR codes below depending on your device. If you already have an existing webshop log in, then you are able to log in with your account details.

For more information please contact your local J. Van VLIET Cash and Carry.



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Corporate Member *in Focus*

CHRYYSAL

PREMIUM FLOWER & PLANT CARE

Chrysal and the BFA

Chrysal, longstanding supporter and corporate member of BFA will once again be out and about this autumn leaving no stone unturned! The Chrysal team will be promoting the benefits of good care and conditioning practices to help increase customer enjoyment of their flowers, but also how investing in Chrysal products will significantly reduce flower wastage, time and water consumption in your shop, which can only be a good thing.

It's almost two years since Chrysal unveiled their Chrysal Floral Foam ELITE to UK florists, choosing FleurEx as their launch platform, and now, not only is this available in standard wet bricks, but also in a range of the most popular floral foam shapes including 10 and 12 inch plastic or foam back rings, 8 and 10 inch posy pads and a nifty plastic backed cross which comes with it's own easel for an upright display. The range will be showcased by designers during FleurEx for all to see. But if you want to get your hands on premium quality floral foam shapes, call in at your local stockists. Chrysal

are offering BFA florist the opportunity to get their hands on money off vouchers, so why not email Chrysal on info@chrysal.co.uk with your shop name and address and they'll send you a voucher redeemable against any of the new Chrysal Floral Foam ELITE Shapes range.

The action doesn't start and finish at FleurEx though with Chrysal continuing in their support of the BFA "Locals" around the UK throughout the Chelsea qualifying season (for further information check the BFA website) as well as sponsoring designers at several wholesalers Christmas demonstrations.

BFA Local Meetings

Each autumn the BFA starts the search for the Chelsea Florist of the Year finalists. This search is in partnership with the Royal Horticultural Society who works very closely with the BFA to ensure the floristry content at their shows and events meets the high standards the industry is looking for today. The regional competition heats will be held in 8 different locations across the UK this year and will see the very best of each region compete with a chance to be in this prestigious competition final. The format at the regional meetings supports a floristry demonstration which are always generously sponsored by Chrysal UK. The BFA would like to express their sincere thanks for the support it receives from Chrysal. Not just this year but every year the support from Chrysal is very much appreciated. Without this generous support we wouldn't be able to carry out the activities that mean so much to the UK florists who I'm sure are just as grateful as we are.



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Available from wholesalers nationwide.
For more information contact the Chrysal Hotline on 0113 307 4050 or email: info@chrysal.co.uk | www.chrysal.co.uk



RHS CHELSEA 2015

RHS Chelsea Florist of the Year 2015

Can competitions get much bigger than this? Each year the RHS searches for the best floristry talent in the UK with the help of the BFA. Enter one of the many Regional Heats to be in with a chance to stage your piece in the Chelsea final.

Have you got what it takes?

The Royal Horticultural Society is pleased to announce the RHS Chelsea Florist of the Year competition for 2015, in association with the British Florist Association. This competition is to be held at the world's most famous flower show in Chelsea and showcases the very best in professional retail floristry. The competition will take place within the floristry section at the 2015 RHS Chelsea Flower Show.

The two categories are:

The RHS Young Chelsea Florist of the Year : (ages between 16 - 25 years)
The RHS Chelsea Florist of the Year : (ages 26 and over)

Venues

Sunday October 5th 2014,	South East Flowers, Ashford, Kent
Sunday January 25th 2015,	Flower Vision, Stanwell Moor, Middlesex
Thursday 5th February 2015,	Kingsley Village, Cornwall
Sunday 22nd February 2015,	Excelsior Wholesale, Tamworth, Staffordshire

Other Venues will be Scotland, Bristol, Manchester and Northern Ireland.

Chelsea Florist of the Year Schedule 2014.

Design and make a floral cake for an Asian themed wedding.

The cake does not have to be edible.

The whole design must not exceed 50cm square. No height restrictions.

At least two thirds of the finished design must be fresh flower and/or plant material.

The fresh flower and/or plant material must be visually dominant

The judges are looking for a high standard in Design and Technique

Many thanks to those that have supported the BFA with the RHS heats.



Junior Category, Daisy Ellen Burgoyne. RHS Young Chelsea Florist of the Year 2014

Sara Barrow. Gold medal winner



Lots has been happening here at Scruton Flowers over the last year!

We have now launched our new website at www.scrutonflowers.co.uk. It is easy to navigate and has all the information you need about downloading our App, logging onto both the Dutch and the UK webshop. These are great and easy ways to buy your beautiful fresh flowers, plants and sundries and have them delivered to you or, alternatively, for your collection here at Scruton's. Please logon to our website and download our registration form so we can issue you with login details.

The launch of our new App over the last month has proved very popular, talking to our florists it is easy to use and means you can order your flowers for next day delivery anytime, anyplace, anywhere! It is free to download from either itunes or Google Play.

We have employed a new member to our Sales Team. Garry Wilson joined us a few months ago and has really settled in and has got to know many of our customers. We wish him a long and happy career here at Scruton's!

We have replaced two vans with new vehicles for your deliveries, maintaining our reputation of reliability at getting flowers to you at the start of your trading day.

We are having a great wedding season in 2014, continuing right through the year. We have vast experience and knowledge in ordering a huge variety of flowers for your brides. We pride ourselves on delivering our customers high quality flowers from all around

the world and now our pleased to supply David Austin garden roses which have proved very popular this year. Please contact Nick Scruton for any help you need on ordering your wedding or event flowers.

We now stock a wide variety of Columbian and Kenyan roses and spray roses, which are fantastic quality and are great value for money. All our stock can now be viewed on the web shop and App. If you are interested, please get in touch, it would be great to hear from you.

Moving towards Christmas we shall be stocking various wreaths, and beautiful plants flowers and ready made bouquets, for great gift ideas.

We also pride ourselves on supporting our British growers, buying plants and flowers from all around the British Isles, from lilies to daffodils, bedding plants and hanging baskets! If you want to come and have a look round you are more than welcome. Trade Only.



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At Uklyptus the aim is simply to produce the best eucalyptus foliage, florists and floral designers can find anywhere, second to none.

To this end, Uklyptus, of Llanrwst, Conwy, Wales, run a eucalyptus plantation that has been established for almost 40 years, growing quality foliage for the cutflower trade.

A specialist nursery and grower, Uklyptus strongly believe that good quality foliage should not be an afterthought – but a delight, integral to any proper arrangement. Forming part of the natural tapestry in which beautiful flowers are allowed their full resonance.

All too often florists can be let down by poor quality foliage. Uklyptus guarantee foliage that is free of problems. It is fresh, long-lasting, and an ideal complement for the most exquisite flowers.

In an age of mass-market uniformity their unique foliage, with its delicacy and variety, stands out as an extraordinary natural product.

Varieties

The eucalyptus foliage in each box supplied is a good mix of different varieties, unique hybrids and carefully selected types, with the emphasis on beauty, longevity and quality.

Nearly all eucalyptus are evergreen and species include *Glaucescens*, *Gunnii*, *Nicholii*, *Coccifera*, *Parvifolia*, *Pulverulenta* (Baby Blue), *Perriniana*, and *Delegatensis*.

For florists who are serious about

foliage and want the very best for their flower displays, Uklyptus foliage is the right choice. The business has many satisfied customers throughout the UK and wish to keep it that way.

As part of their drive to ensure consistent high quality foliage they are improving their stock further by the production of more unique hybrids and carefully selected types.

Uklyptus serves some of the best flower shops in the country and is confident that their foliage is the best eucalyptus around. The long list of top-quality florists which they supply support this view. The comments some of their longstanding customers are typical of the feedback Uklyptus receive:

"Sensational, stunning, fragrant eucalyptus. We love it, thank you."

"The eucalyptus was wonderful – we would be so pleased if you could send us more."

"Many thanks for your beautiful foliage. Looking forward to dealing with you next season."

"Fantastic eucalyptus."

"Thank-you for your wonderful service and wonderful quality of eucalyptus. It's been a delight and has enhanced my business for the last 27 years."

The foliage is packed into Chrysanth' boxes and sent to our customers by courier service so that the eucalyptus arrives fresh on the

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(The number of stems varies according to their bushiness)
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Telephone 01492 640259,
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New Edition of 'Cut Flowers' about to be published

Just over three years since its first publication, 'Cut Flowers A practical guide to their selection and care' is being reprinted, bigger and better than before. 'The book has been revised' explained its author, Su Whale, 'and some pages have been expanded and new flowers have been added, but essentially it's still the easy to use, quick reference guide that it's always been.'

The second edition will be ready for FleurEx 2014, where signed copies will be available to buy, alongside its companion book, 'Cut Foliage A practical guide to its selection and care'. 'It's been a busy three years' commented Su, 'publishing two books and already on the reprint of the first, but worth it, I've had some great feedback and I would like thank everyone for their positive comments and support'.

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FOCAL POINT

The only national, independent trade association for professional florists. In this section we will be giving you up to date information on events held by the British Florist Association and when and where to find them.

New to this magazine?

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5th February 2015

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22nd February 2015

For more information on any of these events, please take look at our website www.britishfloristassociation.org

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Koot Flowers aim to serve their customers with high quality flowers, plants and sundries. We believe quality is the key to a successful business, that's why our motto is *if you're doing well we're doing well.*

COLLEGE CORNER

The Society of Floristry Training Fund selects five lucky florists for educational awards at Flowers@Oxford

Every year since 1999 the Society of Floristry Training Fund have given educational awards to assist florists with their ongoing training. It has always been the aim of the Society of Floristry Training Fund that awardees gain knowledge from experiences they would not normally have the opportunity to be involved in. This year five florists were chosen to help designers at Flowers@Oxford held in August. They stayed in halls of residence for the duration of the event and they were able to help with the work of world-renowned designers such as Gregor Lersch and Per Benjamin.



The successful awardees this year were

- Jacalyn Dobson
- April Bennett
- Jo Marshall
- Peter Walkey
- Kimberley Gordon

They were selected for their enthusiasm, dedication and on going commitment to floristry training.

After the event April Bennett said, 'It's been brilliant, so inspiring. I am indebted to the Society of Floristry Training Fund who gave me the opportunity to help designers at such a prestigious event.'

Watch The Society of Floristry Training Fund www.sof-trainingfund.co.uk and facebook page for details of future awards and events.

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Floristry Student Blossoms!



Aneekah chose the college over the local Sixth Form College, because she felt it would give her the freedom and independence that would help her to grow personally and to discover her own talents and passions. She started off with an Art and Design course, but after completing the first year, the Floristry Department caught her attention and she decided to enrol on the L2 Diploma in Floristry.

Aneekah says: "I wanted to do something artistic and I loved the

Aneekah came to Farnborough College of Technology in September 2011 as a very shy and reserved young lady, but over the three years that she has spent at the College, she has blossomed into a confident and extremely talented Florist!

Floristry Design Studio, it is such a friendly and supportive environment. In class I learnt the techniques, but I also had the opportunity to be creative and come up with my own interpretations"

During her L2 studies, Aneekah competed in the Floristry UK & WorldSkills Competition in Birmingham and was thrilled to come first place in the intermediate category.

Not surprisingly, Aneekah decided to go on to study for her L3 Diploma. She said; "The Level 3 was really difficult, especially the theory side of the course, so I was so pleased to achieve a Distinction. The support I received from the teaching staff was amazing – I really couldn't have asked for better tutors!"

Aneekah once again entered the

World Skills Competition during her L3 year and did exceptionally well, qualifying for the finals again next year, when she will have the chance to become part of the World Squad representing the UK in Brazil.

Aneekah said: "It was the most exciting and scary thing I have ever done; I felt really nervous at the time, but now I am really looking forward to entering again."

And the success story doesn't end there; through her work placement during her course, Aneekah has been offered a full time job at a local Florists and is now well on her way to becoming a highly skilled Professional Florist!

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To be a part of the next issue of

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Contact one of our representatives on

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TRAINING AND EDUCATION

Institute of Professional Florists

- **TUTORS** register your new Students in the first year of Funded Training for Free! This Institute has been set up for YOU! This is your Industry, your Profession, make sure that your Qualifications are Publically Recognised by supporting the Institute!
- Please email sandie@jemini.co.uk for a Application form for new Students
- If you are not a student in the first year of funded training then you can join the Institute on the BFA Website.



Any questions please contact info@iopfbritishfloristassociation.org

FLEUREX 2014

A Bridal Workshop 'Working with a Star Form' by Laura Leong
Be inspired by this exceptional technical florist by making a unique bridal design. £30.00
A Floral Jewellery Workshop 'Wearable Art' by Wendy Andrade
Learn new techniques of floral jewellery by Wendy, her knowledge of this subject is second to none. £30.00
Packaging and Gift Wrapping Workshop 'All wrapped up' by Neil Whittaker
Neil is the master of packaging. His invaluable experience is shared in this wonderful workshop. £10.00
ALL FLOWERS AND SUNDRIES WILL BE SUPPLIED FOR ALL WORKSHOPS
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WSUK Raising the standards of national competitions

The Skills Show, the nation's largest skills and careers event, is helping to shape the future of a new generation. Attracting over 75,000 visitors, the show provides hands-on experiences that inspire young people to explore further education, skills and Apprenticeships. The Skills Show is part of Find a Future, the organisation which brings together the nation's flagship skills and careers experiences. Join us between 13 – 15 November at the NEC Birmingham. - See more at: www.theskillsshow.com/#sthash.Tq9Rdd50.dpuf

Whilst the WSUK is for all ages and the Final at the Skills show is for a UK Champion, our efforts this year were to raise the standard at the Heats resulting in better prepared individuals who will further their competition journey.

Quality of competition design

With the help of the UK Floristry Training Manager, Steph Willoughby, this years heats were designed with items that can be found in the International competition. Because of the high level of skill required to compete at the Skills Show, we only held Advanced (Level 3) and Higher (Level 4) competitions this year. Unfortunately, the Higher level was not very well supported, so we will re think for next year and would welcome feed-back if Tutors felt that a taster competition could be run alongside for Intermediates (Level 2).

World Skills Competitions focus on all the essential requirements for a successful career in Floristry

Competitors had to show a range of skills including:

- Knowledge of principles of design and colour harmony.
- Originality
- Wiring and wiring techniques.

SKILL SHOW

Winners going to the Skills show in November are: -

Higher Level

Caroline Miller - Hadlow College
Katie-Jane Pridmore
Lisa Wilkinson - Myerscough College
Vicky Rymell - Hubbards, Coventry
Samantha Evans - Jemini, Oxford

Advanced Level

Andrew Smith - CAFRE
Ray-Anna Collins - Bishop Burton College
Ellouise Hasler-Stott - Lindas Florist
Anna Eite - Reaseheath College
Trudie Easton - Hadlow College
Karen Foy - South Regional College
Aneekah Hussain - Farnborough College.

Congratulations and Good luck to them all

Tutors - Standardisation

With the assistance of Dee Watkins, Victoria Hutton and the support of Dr Stephen Millam (Head of Learning), Chichester College (Brinsbury Campus) hosted the floristry tutor group standardisation meeting on 22nd July.

We all brought in an example of work that we would produce as a demonstration piece for our students, the brief was to bring in a wired circlet (a level 2 design), and a wired/glued novelty design on a self-made base (a level 3 design). The range of experience within the room, proved useful to those fairly new to teaching and those of us currently teaching in isolation.

Floristry Lecturers in college are becoming a rare species, the withdrawal of funding for adults at level 2 has impacted on the class size, and like any business the colleges are

closing unsustainable provision. In this climate the standardisation meetings are really important; they offer the lone tutor an opportunity to clarify standards, share good practice and to be able to take part in standardisation activities (an awarding body requirement), and evidence of CPD.

Reaseheath College has agreed to host a standardisation meeting in October, the date has to be confirmed, Julie Pearson will send out information to colleges unable to attend any of the meetings held in the south over the last 3 years. The next summer meeting will take place at Merrist Wood College

in Surrey on Friday 18th July, please make a note of this in your diary, the focus will be on form-linear designs at levels 2 and 3.

There is a new Professional Floristry Tutors Facebook page, it is a closed site, members have to be invited to join, Julie and I are working through our contacts lists, if an invite doesn't appear in the next couple of weeks please get in touch Ann.paisley@wiltshire.ac.uk, also get in touch if you would like to host a standardisation meeting in your college.

CITY & GUILDS - update

As most of you are aware there are massive changes in all areas of the qualifications. 4 reviews have taken place which included the Richards Review, Woolf Report and Whitehead Report.

The Training and Education Committee are working closely with City & Guilds and BTEC to make sure that letters of support are sent whenever necessary. Employers pay a big part in these letters of support.

The Professional Florist's Manual

Now available to pre-order – delivery due week commencing 3rd November 2014. The Professional Florists' Manual brings together

The Professional Florists' Manual brings together The Society of Floristry Handbook, Form Linear Design and Floristry Techniques Definitions booklet in one expanded and enhanced volume. Edited by Lynda Owen and published by the British Florist Association and The Society of Floristry Training Fund, The Professional Florists' Manual is the essential reference book for up-to-date professional floristry terminology, designs and techniques. Detailing current florist industry practices, it is a single source for all learners. With a finish size of 25cm x 21cm, matt laminated cover, 150gsm silk paper and lavishly illustrated throughout, this high quality publication runs to 224 pages.

£29.99

ORDER NOW ONLINE : www.britishfloristassociation.org

TRAINING AND EDUCATION

McQueens to top the bill at the Flower Market College Day 2014



Florists to the stars, the legendary McQueens, will be taking to the stage at New Covent Garden Flower Market on the morning of Wednesday 5 November to demonstrate to the 500 floristry students and tutors taking part in the Flower Market College Day. In the spotlight will be the uber-talented Francis Rushby, course tutor at the highly regarded McQueens Flower School, which attracts students from the UK and across the world.



Francis trained under Eileen Avery-Scott NDSF FSF at Walford & North Shropshire College whilst working as a part-time apprentice in a small shop in the local market town of Newport. Along the way, he trained as a Teacher of English as a Foreign Language before clinching a floristry job at Claridges, which he describes as a "place where dreams come true". Then on to McQueens and a role, which combines his passions for floristry, design and teaching to perfection.

"I really want to bring out potential and show what you can do from humble beginnings," says Francis of his motivations. "I've been through the college system too, and at McQueens, we understand the importance of learning to a system."

The Flower Market College Day has rapidly become one of the most popular events in the British floristry education calendar, and has been booked to capacity for the past 3 years. It is sponsored by group tour specialists ECT Travel and staged by NCGFM, and participation for colleges is free of charge.

Now in its 6th year, the event has been designed and adapted in consultation with some of the country's leading floristry tutors. Its primary aim is to give the next generation of florists a unique insight into seasonality, the art of purchasing and the complex logistics behind the UK's largest wholesale Flower Market.

There is a different programme to benefit students at different stages of learning. Level 2 students enjoy a Flower Market Taster Day with a packed programme of talks, tours, info trails and Flower Market Shopping. Students at Levels 3 and 4 take part in team competitions, buying, designing and creating arrangements to a tight commercial brief, devised and judged by the UK Floristry Judges Guild.

Pictured right: Francis Rushby, McQueens

Floristry colleges: how to book

Places are awarded on a first come, first served basis (with priority going to colleges in London and the South East) and must be booked through a floristry tutor at a recognised Floristry College. The Flower Market College Day is free for students to attend but is only suitable for students at Levels 2, 3 and 4. To enquire about availability, contact Liz Anderson, consultant to NCGFM, at liz@lizanderson.co.uk

Trade suppliers: how to book

A limited number of trade stands are available to select companies at the discretion of NCGFM. Companies interested in taking part should contact Liz Anderson at liz@lizanderson.co.uk.

www.newcoventgardenmarket.com

European Connoisseurs Travel



Obituary - Betty Jones

Betty trained as a florist in Bournemouth and Westbourne, back in the 1950's working her way up to being head florist with a bench of juniors working below her. Confident and creative this led to her opening her own shop 'Bettina' in Bournemouth in the 1970's.



Always keen to experiment, the floristry competition room was the perfect arena for Betty to showcase her wide range of skills; as time passed she gathered many, many cups and prizes with Interflora, Society of Floristry, Spring Florist Event and Chelsea Flower Show.

Having no children herself, Betty treated her staff as her family; under her tutelage we were all encouraged to foster that same competitive spirit both for career success and personal development. All of this education

had to be dedicated because this type of work was unpaid and for our own amusement – therefore we weren't allowed to start working on competition work until the shop had closed, in our time, not hers!

With such a good teacher who instilled a strong work ethic and care for flowers, backed up by our own hard work the Bettina 'stable' spawned many a creative, independent, hard-working florist who have gone on to develop and apply their skills in many different ways – retail shop managers and owners, teachers, demonstrators, competition champions. She was always proud to tell of her 'kids' successes.

We English are renowned the world over for our beautiful, traditional bridal work with neat, careful workmanship. Being self-taught, Betty's exquisite wired wedding work laid some of the foundations for this reputation and that will live on through floristry students today who are reaping the benefits of Betty's generosity and expertise as they learn from people who were fortunate to be trained and mentored by her, first-hand, passing on their knowledge just as openly as Betty shared hers.

There are many, many people whose lives in floristry have been touched by Betty; the industry today has a lot to thank her for. She was

dedicated and worked tirelessly on committees for most of her working life with Interflora District 3, the Society of Floristry (becoming President in the late 1980's) and most recently in retirement working for the Society of Floristry Training Fund. If you were sat on a committee with Betty you knew you'd get passion, honesty and fun! In short, Floristry was Betty's life. All this work by Betty and so many others over the years have contributed to the development of education, examinations and qualifications in the industry as we see it today.

Those who knew Betty, knew quite a complex character - creative, caring and sharing but intensely private at times, cheeky and fun-loving, even a little naughty at times, and flirty (actually SUCH a flirt!), sensitive yet tough, supportive and encouraging, stoic in the face of adversity. As a personal reflection - on a fateful day back in 1977, at the age of 17 I stepped into a random flower shop asking for a job, it could have been any flower shop but as fate would have it, I stepped into Betty Jones' shop. How lucky was I?
Angela Turner



adding to our first class floristry experience with Betty Jones. But you

A leap forward in floristry foam that will help us all



We all know and trust **Val Spicer** for the excellent range of quality Floristry Foam shapes that they have supplied to us for over 25 years and for their ever increasing portfolio of bespoke shapes that feature on their Facebook page. However, they are not ones to rest on their laurels and have excelled themselves recently, by developing **a new product that's going to make all of our lives much easier...**



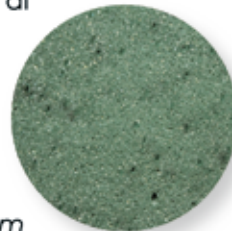
...they refer to it as "a Patent Pending leap forward in floristry foam technology" (and we tend to agree) but it goes under the much more memorable name of **NutriFoam** - a floristry foam that feeds your flowers for you!



NutriFoam performs the same as any quality floral foam - it's easy to cut, shape and soak, holds water brilliantly and is easy to arrange your blooms in, but it sets a new standard for flower longevity, by stimulating water take-up and gradually releasing flower food that prolongs the life of your flower arrangements in the shop, or once they've left your care.

NutriFoam contains slow release flower food, so when your customers simply top up with water, your flowers still receive all the nutrients they need - keeping your arrangements looking better for longer!

Apparently you can tell **NutriFoam** apart from the standard foams that we've been using for so long, by the 'slightly speckled appearance'. Jay Spicer, director at Val Spicer, tells us "the micro-crystals that you can see on the surface are distributed evenly throughout the foam and are the key to this groundbreaking new product, as they gradually release the essential food your flowers require". He goes on to say "we have been so delighted with the positive feedback we've had from florists that have done field tests for us,



on the extra flower life they have seen, that we are planning on introducing NutriFoam technology into our popular and Bespoke Foam Shapes in the future".

To keep up with the latest products and developments from Val Spicer, why not visit their Facebook page:



VallSpicerDesigns - you can get inspiration from others in the industry and even load up pictures of your designs for comments.

"We would definitely say the flowers in the Val Spicer NutriFoam lasted longer and stayed fresher all the way through the test".

"I am very, very impressed and will carry on using the NutriFoam all the time".



We all know that cut flowers last longer with flower food...

...so we've created the perfect product to look after your arrangements when you can't!



NutriFoam
Keeping Flowers Fresher for Longer

WE GAVE NUTRIFOAM TO SEVERAL FLORISTS TO TRIAL - BELOW ARE JUST A FEW OF THE MANY ENDORSEMENTS THAT THE TESTS HAVE GENERATED...

"the NutriFoam seems to give the flowers an extra 5 days compared to normal foam"

"after two weeks the difference between them was unbelievable with the flowers in the Val Spicer foam clearly fairing better"

"I would definitely say that the flower food in the foam played a part in the flowers lasting longer"

"the flowers in the NutriFoam have held up really well, they staying standing and the stems did not go damp like they do normally - we were really impressed by it"

"I was amazed at the results, the length of time the flowers stayed fresh in the NutriFoam was much longer than the foam I was using. I can't recommend Val Spicers' NutriFoam highly enough"



Ask your wholesaler for NutriFoam

NutriFoam blocks are GUARANTEED to extend flower life

Each block measures 23 x 11 x 7.8cm

By comparison other floral foams are about as effective as a wet sponge!



A Patent Pending leap forward in floristry foam technology

Bringing joy and improving well-being through the power of giving flowers

Floral Angels is a new non-profit charity created to bring joy and improve well-being through the power of giving flowers. We recycle donated flowers from events and restyle them into beautiful bouquets and arrangements which are then delivered to those in need within our community. We give flowers to those who rarely, if ever, receive them, brightening their day and improving their well-being. What can seem a small gesture – a smile, a few words, a bouquet – can absolutely make a difference.

We are three floral designers; Julie Ritter, Frances Hunter and Amanda Romain, who met on a Floral Design course in London in 2012 and started our charity in April 2013. We believe that flowers have healing properties aiding recovery rates and well-being. When we deliver the bouquets, we offer support, encouragement and a moment of kindness.

We have to date delivered over 2,000 bouquets and table arrangements to Hestia Women's refuges in Kensington, Chelsea and Hammersmith, Maggie's Cancer Centre, Royal Hospital Chelsea and many hospices and Care Homes in Central and Greater London. We also work with other smaller charities such as Magic Me – we provide flowers for their cocktails in care homes for the elderly, and Pavement2Catwalk which takes homeless people and recovering addicts and puts them on a catwalk in designer clothes to create awareness of their problems.

We travelled to Knoxville, USA in October 2013 to work with a similar charity as ours, Random Acts of Flowers. We appeared on their local news channel and the clip of this can be seen on our facebook page. www.facebook.com/floralangelproject and website www.floralangels.com.

Who are Floral Angels?

The Floral Angels are: Julie Ritter, Frances Hunter and Amanda Romain. We are each trustee and co-founder of the charity. In addition, we have a group of volunteer floristry students/florists who work with us regularly as and when needed.

Most importantly we have people within the industry who are great believers in our cause supporting us and offering us guidance:

Shane Connolly – Royal Warrant holder



Amanda Romain, Julie Ritter, Frances Hunter (Left to right)
Photography by Katie Spicer

Simon Lycett - Royal florist

Rona Wheeldon of Flowerona the UK's best flora blog

Ruari McCulloch, Pinstripes and Peonies

Anne Briklebank, Chrysal UK

Paul Williams, Director of Pollen Crew

How does our Charity Work?

Florists, event managers and brides contact us with lightly used flowers. We collect - or they are delivered to us at our premises at The New Covent Garden Market by Pollen Crew, London's premier event industry support company. Pollen Crew approached us and offered to deliver the donated flowers from events to Floral Angels for recycling as opposed to sending to landfill. This is an integral part of our success and a great step forward for us. They have recently also sponsored a delivery van for us which is an enormous help for our deliveries.

Depending on the flowers donated, we restyle into bouquets or table arrangements. Simultaneously, a

beneficiary is identified (hospice, care home etc.) contacted and delivery arranged. A Floral Angel delivers the flowers to the beneficiary organization and in certain cases, to the individuals.

As a recycling "green" charity run entirely by volunteers, Floral Angels is committed to improving the health of the environment by creating a "greener" floral industry and helping those in need in the community. We would be grateful if you could support our cause by writing about our story, highlighting our need for funds to pay for rental of our premises, council rates, floral sundries, petrol for the delivery van and our dream of employing a part-time driver to help with deliveries.

If you are interested in volunteering with us at the market in Battersea please contact us on contact@floralangels.com or via our website www.floralangels.com. We are especially in need of volunteer drivers to help deliver the flowers. Donations are also gratefully received via our website, every little helps to bring joy to someone in need.

Tel: 07506964575.



WWW.FLEUREX.CO.UK

BFA FleurEx 2014 'The National Trade Show for the Professional Florist'

Saturday 25th & Sunday 26th October

The BFA's Annual National Florist Trade Show for professional florists returns to a brand new venue The Chesford Grange Hotel in Kenilworth, Warwickshire. This year the show is open on Saturday 25th October from 13:00-16:30hrs and Sunday 26th October from 09:30-16:30hrs. Trade exhibitors & sponsors already confirmed for this year are:

Chrysal UK Ltd, Bridge Insurance Brokers, FleuraMetz, Pro Columbia, Florist Window, Opiflor UK LTD, Thrive Floristry, Excelsior Wholesale, Jago Publishing, Versatility in Print, Corsage Creations, HR4UK, Interflora, eFlorist, Floral Tours, Oasis Floral Products, Florist Pro with more being added each week

The BFA is delighted to welcome back The BFA Industry Awards. Vote for your favourite individual by visiting the BFA website. There are 8 categories to choose from. On the Main Stage we have got two great demonstrators this year Ian Lloyd and Carles Fontanillas. Visitors will be able to see some stunning floristry created by this dynamic duo.

For the business owners amongst you there will be business seminars throughout the day that focus on driving profits back into the florists shops, how to market yourself and your business successfully and not forgetting e-commerce, the way we will all trade in the not too distant future.

Back this year are the Floristry Master Classes. The tutors for this year are Wendy Andrade, Laura Leong and Neil Whittaker. The floristry competitions as part of our amalgamation with The Society of Floristry in 2014 are once again returning. There are five classes you can choose to enter with some great prizes! Don't miss out on the Gala Dinner on Saturday night! Enjoy a 3 course meal with wine, rub shoulders with the biggest names in floristry and shake your booty on the dance floor until the early hours. The gala dinner this year is held in the Kenilworth Suite at the Chesford Grange Hotel.

Please note: The BFA is not offering a hotel package this year, but we have managed to secure a great rate for visitors. Call the Chesford Grange on 01926 859931 and quote: BFA FleurEx Weekend

Student Awards

The BFA would hereby like to invite all Level 4 and Level 5 students who have successfully completed their studies to have their awards conferred at the Gala Evening held at BFA FleurEx on Saturday 25th October at the Chesford Grange Hotel, Kenilworth, Warwickshire. These presentations that were made at the Society of Floristry Conference in the past have been a big part of FleurEx each year and the BFA are pleased to carry on the tradition. At the Gala Evening the students will be formally presented their pass certificate by the BFA Chairman, Brian Wills Pope MBE.

The Chairman will also present four cups to the candidates with the highest marks in both theory and practical at both Levels for studies undertaken in the last academic year. All students are requested to bring their pass certificate with them in the form it was presented to them (i.e. framed or paper copy)

Times & Function Rooms

Chairmans pre dinner drinks reception starts at 19:00hrs
Gala Dinner & Awards Kenilworth Suite starts at 20:00hrs

(Please note: Saturday Evening Gala Dinner Tickets include the drink reception, a 3 course meal with wine, Industry Awards and disco till the early hours)

The speeches, student awards & BFA Industry Awards follow dinner and should be finished by approximately 22:30hrs.

They will be followed by music & dancing until 01:00am Sunday morning.

The bar will be open until 00:30am and operates on a cash basis. Guests staying in the Hotel will be able to continue to order drinks and charge these to their room in the lounge bar after the event in the Kenilworth Suite has finished.

Please remember:

For registration you will need to bring the booking confirmation e-mail with you that is sent once a booking has been made. This contains your reference number and attendee details.

FleurEx 2014 Floristry Competitions

The BFA is delighted to announce the return of the Floristry Competitions at this years FleurEx. As part of our amalgamation of the Society of Floristry there are now *five* classes of competitions that you can choose to enter. The different classes cater for both students and florists alike

Class A, The Society of Floristry Training Fund Innovative Bridal Bouquet Competition

This competition is open to florists with more than 4 years experience. One of the most prestigious awards in floristry for many years was The Margot Fonteyn Cup awarded annually by the Society of Floristry for the most innovative bridal bouquet to be carried by a bride at a wedding ceremony.

In it's second year at FleurEx the Society of Floristry Training Fund will again sponsor the competition.

Create and design a bridal bouquet for a florist to carry on her wedding day.

The bridal bouquet should reflect the traditions of bridal bouquet technique whilst embracing modern concepts of design.

This competition will be limited to 25 entries.

Class B, The Chrysal Competition Sponsored by Chrysal



This competition is open to **all** florists.

Create a table design for a dinner of the Wood land Trust using Chrysal Elite Floral Foam.

You are required to place a block of Chrysal Elite Floral Foam next to your design.

This competition will be limited to 25 entries

Class C, The Opiflor Competition Sponsored by Opiflor



This competition is open to **all** florists.

Design and Create a Christmas design of distinction.

The Opiflor sundries for this design will be provided by Opiflor and sent directly to the competitor at least one week before the competition. Some or all of the products received in the pack must be used.

This competition will be limited to 15 entries

Class D, The Floral Tours Competition Sponsored by Floral Tours



This competition is open to **all** florists.

Design and create a floral muff to wear at a winter wedding in Scandinavia.

This competition will be limited to 25 entries

Class E, The Sylvia Bird Competition Sponsored by Sylvia Bird



Open to all students with less than 3 years' experience.

Design and create a tiara to compliment a fashion house catwalk collection of your choice

This competition will be limited to 25 entries

Class F, The Lehne Wolle Competition, sponsored by Lehne Wolle.



This competition is open to all florists.

The details of this wonderful competition can be found on www.fleurx.co.uk/competitions.

Materials will be provided by Lehner Wolle.

This competition will be limited to 15 competitors.

FleurEx 2014 - Main Stage Demonstrations

Each year the FleurEx Design Theatre attracts the biggest names in the industry from both the UK and overseas. Visitors to the show are treated to an insight into the floristry world of the demonstrators as they share their designs, hints and tips of their work. Styles that are often very different from what you're used to but easily adapted into your own every day floristry. The demonstrations always carry a set theme to which the demonstrators create their pieces so that the florist gets to see new ideas for weddings, funerals and every day floristry. The inspirational pieces that are created during the demonstrations are offered to the visitors at the end of the event in a raffle which helps the BFA to raise money for a good cause. This year the main stage demonstrations are made possible by the generous sponsorship of Pro Colombia Export, Oasis floral Products and Country Baskets.

Saturday 25th October at 13:15hrs

NEIL WHITTAKER

An accomplished florist and avid competitor Neil has several awards under his belt. The Croatian National Champion Ships, Interflora World Cup in Shanghai, RHS Chelsea Florist of the Year, BFA Florist of the Year are just a few of his victories. Join this floristry legend in this informative and inspirational Saturday afternoon session



Sunday 26th October at 10:30 - 12:30 - 14:30hrs

CARLES FONTANILLAS

Carles is a Spanish designer who has been working in a family business since 1995. The business has 2 busy shops that regularly designing stands for Spanish fairs. As well as running the shops Carles is organizer of an international florist group called 'Pandora's Box' that's running round the world working for the floristry industry. A regular face at the UK School of Floristry makes Carles a brilliant match for Ian on our main stage.



IAN LLOYD

Ian's career in floristry started when he joined the family's nursery & florist firm, which was founded in 1935 in Northwich Cheshire. Breaking News!! Renowned florist, judge and demonstrator Ian Lloyd who is headlining the Main Stage demonstrations at BFA FleurEx this October has announced that his FleurEx demonstration will be his last ever Floristry demonstration. Ian is retiring from Floristry demonstrating to concentrate on other business ventures. So come along to FleurEx in October to watch this fantastic florist deliver his FINAL Floristry Demo.



The Main Stage demonstrations are included in your ticket price. Visit www.ticketsource.co.uk/bfaevents to purchase your tickets for this years event.

BFA Industry Awards 2014

Sponsored by: *Bridge Insurance, Chrysal UK, eFlorist*

Now it's third year are the Industry Awards. Are you the best florist in the country? Perhaps you employ the best delivery driver or you think your wholesaler is the finest in the land? Vote for your favourite or get yourself nominated in the annual BFA Industry Awards. To recognize the individual or company of your choice simply click on the nominate button below and fill in the details of your nomination on the voting sheet. You may vote for more than one individual or company when completing the form but you are only able to vote once. All nominations received will be counted and shortlisted. The final number of people from the shortlist will be invited to FleurEx 2014 where the winner in each category will be announced. Visit the BFA or FleurEx website to vote for your favourite



The 2014 categories are:

- Flower Wholesaler of the Year
- Sundries Wholesaler of the Year
- Flying Dutchman of the Year
- Delivery Driver of the Year
- Employer of the Year
- Floristry Tutor of the Year
- Training Provider of the Year
- Floristry Newcomer of the Year (less than 2 years experience)



Gala Dinner & Student Awards

Saturday 25th October

The highlight of the year for our members and their guests is the BFA Gala Dinner & Industry Awards ceremony. Join us for a sparkling evening as we present the level 4 & 5 graduates with their certificates and recognise the highest achievers.

Tickets for this years' event are on sale now and include:

- Entry into the Chairman's Drinks Reception with complimentary drinks
- Entry into the Gala Dinner with a 3 course meal including half a bottle of wine per person
- Entry into the Student & Industry Awards
- Disco & Dancing until late



Ticket Prices for the 2014 Gala Dinner & Awards ceremony are priced at:



£50.00 +VAT & Booking Fee for BFA / IoPF Members

£60.00 + VAT & Booking Fee for Non Members & Guests

FleurEx Master Classes

Saturday 25th & Sunday 26th October 2014

Since the launch of FleurEx back in 2008 the floral workshops have been a popular attraction at the show. Learn new techniques from a renowned demonstrator and get your hands on all the materials to create your own masterpiece to take home with you. The master classes are delivered in a fun, informative and informal environment and are suitable for all levels of experience. So whether you just want to brush up on your techniques or learn something completely new, come and have a go and find out what you can learn.



A Bridal Workshop 'WORKING WITH A STAR FORM' by Laura Leong.

Be inspired by this exceptional technical florist by making a unique bridal design.

All flowers and sundries will be supplied. Classes available Saturday afternoon and Sunday morning and afternoon. Limited spaces available, early booking advisable.

Price £30.00 per person + VAT & Booking Fee for BFA Members

Price £40.00 per person + VAT & Booking Fee for non members

A Floral Jewellery workshop with a Twist, 'WEARABLE ART' by Wendy Andrade Sponsored by Corsage Creations.

Learn new techniques of floral jewellery by Wendy, her knowledge of this subject is second to none. All flowers and sundries will be supplied. Classes available Saturday afternoon and Sunday AM and PM. Limited spaces available, early booking advisable.

Price £30.00 per person + VAT & Booking Fee for BFA Members

Price £40.00 per person + VAT & Booking Fee for non members



Packaging and gift wrapping workshop 'ALL WRAPPED UP' by Neil Whittaker.

Neil is the master of packaging. His invaluable experience is shared in this wonderful workshop. All flowers and sundries will be supplied. Classes available Sunday morning and afternoon. Limited spaces available, early booking advisable.

Price £10.00 per person + VAT & Booking Fee for BFA Members

Price £20.00 per person + VAT & Booking Fee for non members


corsage creations
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FleurEx Business Seminars

Another popular attraction at the show each year are the Business Seminars. This years' show hosts various seminars to enable you to run your business more successfully. Is your marketing tired? Does your website not work for you anymore? Perhaps your promotions need a bit of sparkle? Join in these FREE seminars at FleurEx and watch your sales & profits bloom!



Barry Martin will be discussing ' The Performance Model' in the first session and 'Peoples Productivity in the 2nd half of Sunday.

Success has been achieved for diverse clients such as Harrods, Clarks and Boots as well as brands like Johnson & Johnson and Sony. Barry has been asked to present keynote speeches to retail organisations as a renowned authority on the global retail marketplace.

This seminar is included in your FleurEx entry ticket price

Other seminars throughout the day include session by:

- the Flower Council of Holland
'Marketing on a shoe string' (tbc)
- MPS/ FFFP
Fair Trade Flower and Plants and Sustainability by Theo De Groot.
- HR4UK,
Staff contracts, Statutory sick pay, Maternity pay
- Florist Pro
E-Commerce



FleurEx 2014 MEMBER TICKET PRICES

Student Member tickets £12.50

Florist / IoPF Member £15.00

Floristry Competitions £15.00

Master Classes £30.00

Gala Dinner & Awards £50.00

(all prices subject to VAT & booking fee)

NON MEMBER TICKET PRICES

Student Member tickets £15.00

Florist / IoPF Member £20.00

Floristry Competitions £15.00

Master Classes £40.00

Gala Dinner & Awards £60.00

FleurEx 2014 TICKET INFORMATION

Ticket prices are subject to 20% VAT and booking fee. To book your tickets please visit

www.ticketsource.co.uk/bfaevents

WWW.FLEUREX.CO.UK

SHOW OPENING TIMES

Saturday 25th October

13:00hrs - 16:30hrs

Sunday 26th October

09:30am - 16:30hrs

GALA EVENING & AWARDS

Saturday 25th October

19:00hrs - 01:00AM

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For more details and to view some of the many attractive cards available see the website www.floralgreetingcards.co.uk

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Flower Market Awards 2014

New Covent Garden Flower Market is delighted to launch the Flower Market Awards 2014. Our aim is to give industry recognition to the incredible work and inspiring businesses run by our Flower Market customers, and to the sterling job of our wholesalers who work crazy hours to support them.

This is the time to get involved! If you are a customer of New Covent Garden Flower Market then this is your perfect chance not only to to blow your own trumpet but also to sing the praises of your favourite wholesaler.

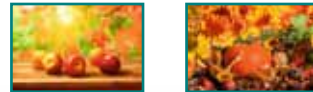
There are 3 categories in the Flower Market Awards: Florist of the Year, Plantpeople of the Year and Wholesaler of Year.

Visit www.newcoventgardenmarket.com to find out more. Deadline 24th October 2014



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BUSINESS CORNER

NEW BFA member's benefit

The BFA are delighted to introduce REDUCEMYINVOICE.COM - a new service for members.



How it works

Customers recommend a product that they would like to purchase, for example, raffia.

Reducemyinvoice.com will then list the product on its website and get in touch with other companies that use the same product.

The more orders that are placed, the more the price is reduced for everyone. You pay a price which is based on the volume ordered by all customers, rather than just the size of your own order.

Once the deal closes, the buyer pays and the goods are then shipped.

Reducemyinvoice.com is supporting the BFA as a corporate member and is keen to work with the association in order to benefit its members.

For further information, and to sign up free today, please visit: www.reducemyinvoice.com

Reducemyinvoice.com aims to save businesses money on their stock, sundries and other business items that they buy every day. It does this by providing a single market where florists can order exact quantities, no matter how small. As other florists do likewise, orders are combined so that everyone receives a bulk discount, offering savings of at least 30%.

Reducemyinvoice.com was born when one of its directors watched a florist receiving a delivery whilst struggling with the task of trying to stack what seemed like mountains of rolls of wrap, raffia and other sundries. All this whilst trying to keep enough elbowroom to work whilst getting the mornings orders out! He commented that the florist was placing very large orders for such a small florist shop and the proprietor informed him that the only way they could get the price

down was to buy so much at once. Not only did it get in the way for weeks, but it had to be paid for many months before it was all used! From that experience, Reducemyinvoice.com was born.

Reducemyinvoice.com gives the buying power back to the small business, no longer forcing them to choose between buying excessive quantities each month or paying over the odds for their supplies.

All staff at Reducemyinvoice.com love helping local florists to source the supplies they need, and they take a keen interest in keeping on top of industry trends to better understand florist's needs. Complete customer satisfaction is their mission. If they don't have what you need straight away, let them know and their dedicated team will set to work sourcing your bespoke requirements.

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And finally -

We hope you have enjoyed this Christmas edition and promise lots more exciting features and articles for 2015!

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Sandra, Wicked Flowers

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Enid Reid Florist

“I am proud to have been a member of the iflorist relay team for over two years, and I can say iflorist are certainly the best I have ever worked with. I just wish I had found them earlier!”

Jill, Serendipity Flowers



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