

VISUAL IMPACT

The Business of Looking Good

Vertically Inclined

Don't let limited floor space get in the way of creating exciting merchandising displays. Vertical space — the space above your vignettes and other displays — is the ideal place to show product or simply attract attention, says René van Rems of René van Rems International. "Have some fun with your displays, create a sense of excitement," says van Rems, who created this vignette with organza sheets both surrounding the table and hanging above it, to show off Temkin's packaging products (www.temkininternational.com) at last July's California Flower Growers and Shippers Fun 'n Sun Convention. Just one of several small vignettes in their booth, this one in particular was the head-turner, drawing passers-by into the booth.



Web Wise

Smart Ways to Win Online Customers

Wholesaling Online: Make it Meaty

When Washington Floral Service, a wholesaler in Tacoma, Wash., launched www.washingtonfloral.com in 2001, the philosophy was simple: provide customers with a way to order online. While that approach worked, the company recently discovered e-commerce isn't all customers crave online.

"The Web site has actually been even more of a tool in getting information out," says Mark Berglund, the company's vice president. "We post our weekly availability, some very short-term, mid-week special sheets, our holiday pre-book prices and specials — pretty much all of our promotional materials. This has been the single largest traffic area of our site."

The company recently started highlighting specific varieties on its home page, with care and handling and ordering tips, rotating the spotlight every two to three weeks.

Because the company handles most site maintenance internally, it can make such minor changes often. Read more about Washington Floral on page 18.

