



**florist2florist**  
Connecting Florists Worldwide

## Its Good to Talk...

It's very pleasing to see such great comments on the "Florist News" chat room about f2f. Why not check it at [www.floristnews.co.uk](http://www.floristnews.co.uk) and join in with your comments and views.



## UPDATE NEWS!

Version2 will be released as A BETA version to all florists straight after Easter weekend. We wish to invite every florist to send email on bugs etc helping to perfect the system Graham (chief programmer and lunatic) wishes to evaluate the feedback prior to compiling the finished version in May.

**NEW feature—Version2 about to be released straight after Easter, lets you choose the shop you want to send the order to—it shows distances too!**

## NEWS— "MasterFlorist" DOES NOT SUE Interflora

Florist2florist were delighted to read in the "Mail on Sunday" (march 18th) That Caroline Marshall Foster, publisher of the FWB magazine had instructed solicitors to issue proceedings against Interflora alleging restraint of trade and anti-competitive practices. The florist and wholesale buyer magazine have now issued a RETRACTION and claim they are only considering such an action.

This happy accidental error resulted in a nice piece of free publicity for MASTERFLORIST which we can only laud.



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## Rate my florist! The d2f "STAR RATING" system and how it works.

Customers placing orders on the "Direct2florist" website are invited to "rate the florist". They can award florists stars (from 1—5) and make a comment about the service. The comments are displayed on each shops product page. This is a popular feature on many websites including iTunes, Ebay and many more. But, this is the first florist website to employ such a system. We believe the star rating system will give your customers added confidence in the service. This will encourage every florist to pull out all the stops on their d2f orders and provide 100% special service to preserve their rating or to raise it to it to the magic \*\*\*\*\* stars.

Remember Direct2florist is the first automated site that pays 100% flower value direct to the florist.

### We Kick Started the Rating System. Here's How and Why.

To get the rating started we are awarded stars according to the following criteria.

Register your shop = \*\* 2 stars.

Register + Shop Pic = \*\*\* 3 Stars.

Register + Shop Pic + Own Product Pics = \*\*\*\* 4 Stars

(Provided the pictures are considered to be high standard)

This is to encourage all shops to upload your own pictures.

We are very gratified that so many of you have already done so, with great success.

Thank you all. D2F

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## Thank you

A big thank you from Simon, John and all the team at f2f for your continued support to the service.

We now want to return your on-going support with the release of our super new system that we believe will establish florist2florist as the premier order transfer system in the UK and abroad.

We couldn't have done it without you!

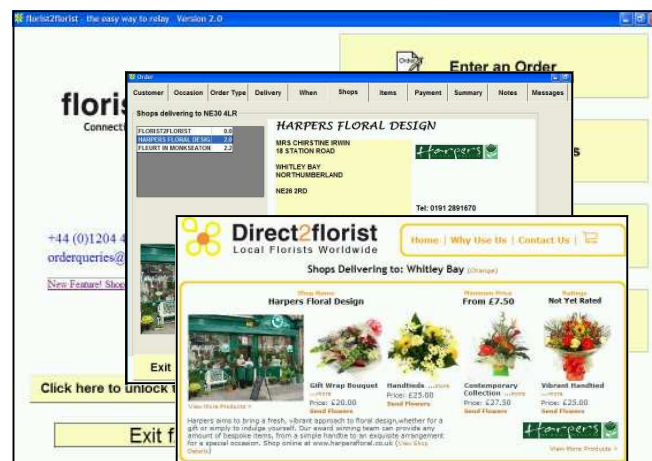


The new florist2florist is set GO!

## Statements move to 1st of month and F2F accounting

Our payment and statement system is unconventional, it's why we are different!. You get paid with your orders and of necessity the statement /invoices arrive after the charge event. In order to make balancing card statements easier we are including a "live" electronic statement checker within the version 2 terminal and moving our invoice and statement date to 1st of the month. In any event we are making acceptance of the above a condition of membership and it has now included in the standard terms and conditions to which all members must agree in order to join F2F

## f2f version2 is 3 in one - Software, Relay & Website



**OKAY** - so what have been beavering on for what seems like forever? Why is Simon never in the office? Well, here it is and we hope you like it. It's boring as hell, but we reckon its going to be absolutely massive. Not just in the UK, but in USA, Canada & Australia to start. The reasons are numerous, but to put it briefly:

- (1) Connects florists directly so you can see one another
- (2) Shows pictures and prices
- (3) Works Internationally
- (4) Automatically gives you a website listing on "Direct2Florist" and receives your D2F orders
- (5) Has the lowest charges to the florist in the industry
- (6) Collectively d2f and f2f provide the customer with the best value in the industry bar none
- (7) Easy to use and generally brilliant (we think!)

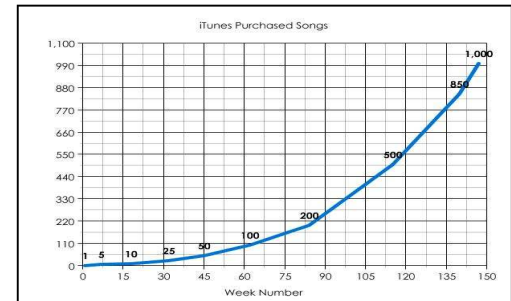
# Direct2florist

International & National Delivery

## Direct2florist NEWS

The direct2florist website although in its infancy is already picking up some orders from the general public. This is fantastic news.

Our tech guys are developing the search engine optimisation on a daily basis, at present we are well ahead of schedule. The site itself is also under constant development and shortly you will see yet more exciting developments on the site. If you have suggestions please e-mail your ideas.



In the early weeks of its life. We expect that after 60 weeks traffic to the site will increase dramatically.

## FAX & PHONE Going on Holiday? Shop Closed?

Please ring us advising of temporary closures for Holidays etc We will put details on your record, which stops orders coming to you on fax and time wasted on the telephone trying to ring you.

## Broadband users BOTH F2F & D2F

Please make sure your florist2florist and D2F software is switched off whilst you are away. (Make sure the little yellow flower at the bottom right hand corner of the screen is not there too!)



Holiday breaks

## Link your site to direct2florist >

Lots of florists have requested links from their sites to the D2F site Two examples are  
[www.daisy-chain-flowers.co.uk](http://www.daisy-chain-flowers.co.uk)  
[www.gloriosaflorist.co.uk](http://www.gloriosaflorist.co.uk)

If you wish to do this e-mail your request to simon and you will receive instructions on how to do this Benefit from our secure shopping cart and link to the d2f site. Its pays you 100% and lets you upload your pictures and prices. **Cushty!**



Linking your site to the d2f site improves and ours site rankings—so that is win-win! Why not email f2f to get your link set up?