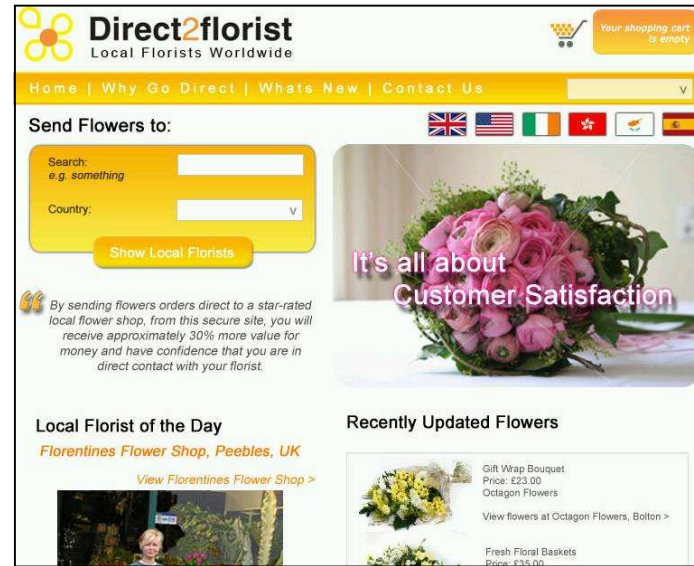


# Direct2florist NEWS

## Sneak preview!

direct2florist has its 1st makeover. Giving the site more visual impact, the new design is sure to look amazing.



**Bigger & Fuller**  
Giving each florist on d2f bigger pictures  
**Want d2f? Call 01204 452000**

NEWS d2f has now employed a press release company to manage and promote exposure of the new service to national newspapers, magazines and local press.



Read all about it!  
Front cover exposure + d2f article on inside pages.



This months FW&B magazine feature direct2florist on the front cover.

# florist2florist

Connecting Florists Worldwide

Email: [simon@florist2florist.com](mailto:simon@florist2florist.com)  
Tel 01204 452000 Fax 01204 452001  
[www.florist2florist.com](http://www.florist2florist.com) [www.direct2florist.com](http://www.direct2florist.com)

**1st JULY 2007**

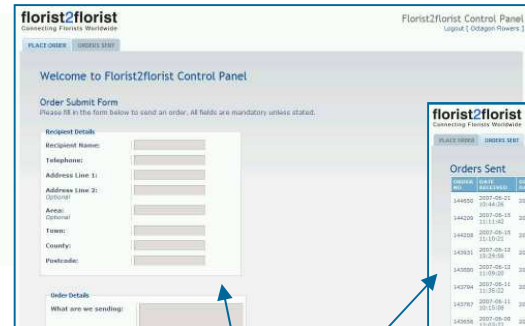
**NEW! Send your orders on the Internet.**  
**Just log-in from any PC - Send & View orders**



Click [www.florist2florist.com](http://www.florist2florist.com)  
And click **LOG IN** (top right)



Log in details.  
This is your florist2florist UK number and password.  
Call for password.



Features:  
Place order and receive global order number instantly.  
View names of delivering florists, telephone numbers and amount charged to your card.

Order ID	Date	Status	Amount
144888	2007-06-21	CONFIRMED	15.00
144889	2007-06-21	CONFIRMED	15.00
144890	2007-06-21	CONFIRMED	15.00
144891	2007-06-21	CONFIRMED	15.00
144892	2007-06-21	CONFIRMED	15.00
144893	2007-06-21	CONFIRMED	15.00
144894	2007-06-21	CONFIRMED	15.00
144895	2007-06-21	CONFIRMED	15.00
144896	2007-06-21	CONFIRMED	15.00
144897	2007-06-21	CONFIRMED	15.00

**f2f opening times 9-5pm Mon/Fri 10/2pm on Sat**



**Promote your florist at  
a bargain price!**

We have secured a super  
deal that passes  
MAJOR discount to all f2f  
and d2f customers.



If you are considering  
118 advertising  
—give f2f a call—  
**save money!**



**T: 01204 401897**  
**Call to find out how  
many enquiries 118  
receive for your area.**

## **florist2florist**

### **Do not leave flowers outside!**

It's a pain, but its part of the job. Here follows our guide  
lines for procedure when recipient not home.

- (1) Give to neighbour and put a card through recipients  
door advising where flowers are.
- (2) No Neighbours? Put card through recipients door to  
say you have attempted delivery. Advise them to ring  
florist to arrange re-delivery.
- (3) No Neighbour / No letter box? Ring the sending shop  
or ring f2f.

**Do not leave flowers outside. Bouquets left on doorstep  
that are stolen/not received will not be paid for.**

Kalpna & House of Flowers in Ware & Steve at Hilltop in Hilltop tell us they  
take pictures of "everything that goes out the door"



We agree this is a great way to protect your  
reputation in the event of 3rd party complaint.

**WELCOME to all our new MEMBERS**

Quick welcome to all our new members. We look forward to helping bed you in to your new service. If any of you have  
any questions or would like to talk about the way it is working please do not hesitate to call us on 01204 452000

We hope you will be very happy with us and look forward to dealing with all of you.

Regards

Simon