



**FLORIST NEWS - End of Flowergram (as we know it.)**



As a company Florist2florist tends to plough its own furrow without paying too much attention to competitors, but when a major player is 'taken out' we felt those of you who have not heard might be interested.

There have been rumours and some odd happenings at Flowergram for 12 months or so – our information coming from shops who have left and come across to us. So it was not a total shock when we heard the news- Flowergram, bought by horror of horrors 'Flowers Direct'. Anathema to us, and lots of you, for the huge amount of money taken from orders before the florists are paid and the way they insist on the florists making up orders to the original value and so forth. Since the buy out we have had a steady stream of shops moving across to us and this is bound to continue as the penny drops.

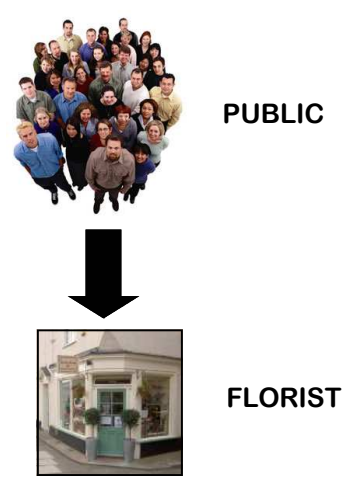
We have our doubts about the long term viability of companies who operate in this manner and have no doubt that they and other collectors have and are continuing to materially damage local flower shops .

The 'collectors' are the very reason we have produced the new Direct2florist web site. The intention being to promote as they do to have our profile alongside them yet offering the general public a very strong message 'Goto a local flowershop and receive much better value' - No money taken out and when the added features of choice of shop and pictures are added we feel. The message will be irresistible. We will improve the profitability of all shops who come on board by giving them more orders at FULL value.—*john*

**FLORIST2FLORIST**



**DIRECT2FLORIST**



# florist2florist

Connecting Florists Worldwide

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[www.florist2florist.com](http://www.florist2florist.com) [www.direct2florist.com](http://www.direct2florist.com)

**1st JUNE 2007**

**direct2florist International**



One of Wicker Express's florist shop in Hong Kong.  
 The international site goes live June 2007



**“Wicker express” in Hong Kong**

D2F welcomes it's 1st member from the far east. Wicker Express is the largest florist in Hong Kong with an outlet in Shanghai, China. This means customers will be able to place orders direct to Hong Kong & Shanghai and save fortunes in charges made by other services.

**Direct2florist**  
 Local Florists Worldwide

**Orders Direct to You  
 At Your Prices  
 No Deductions**

- Display your pictures & your prices
- Manage your Delivery Areas
- Receive 100% value

[www.direct2florist.com](http://www.direct2florist.com)  
 or call 0845 045 3456

**Special Offer!**  
 Direct2florist  
 12 months enrolment just

**£75**

**(until 30th June)**

f2f opening times 9-5pm Mon/Fri

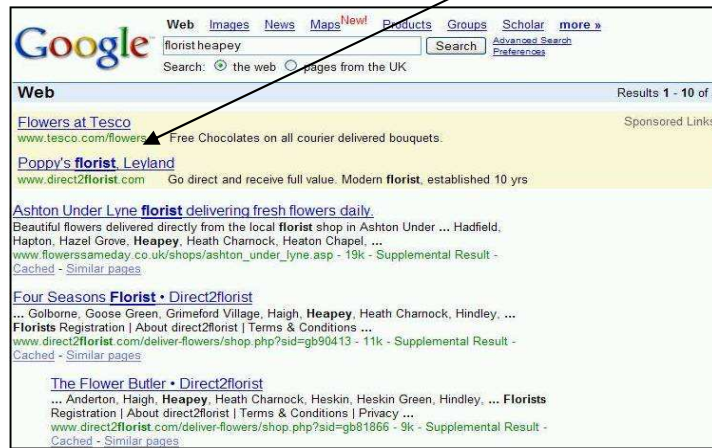
10/2pm on Sat

## Your FREE\* Google campaign with direct2florist!

The purpose of direct2florist is to pass full value orders to real local florists. We are implementing internet advertising to increase profile and promote the site. Our targets are high. We aim to achieve thousands of orders within first 12 months trading period. We are advertising on Google, Yahoo, Yell and 118118 + other leading sites with banners

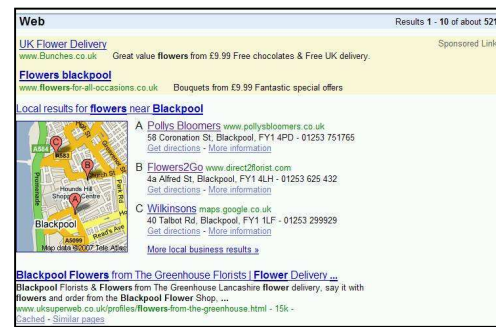
### Google "Pay per Click" Campaign

We manage and pay for a "pay per click" campaign on your behalf. Using keywords including your shop name your delivery areas etc We drive customers direct to your d2f shopping cart pages on the d2f site.



### Try some KEYWORD searches

"florist morningside"  
"Phillo flowers" "florist heapey"



Promote your florist  
With 118 118 and direct2florist  
and receive discount !!  
Call 01204 401 897 for details

CALLS TO 118 118 COST \*14p per minute plus 69p per call from most landline, mobiles vary. The Number UK Ltd, Sterling House, CF23 8RA

## news update

Direct2florist- The clock is ticking

**Worldwide Capacity**-Direct2florist has this week taken 2 major steps forward in its development, The first being the moving of the servers, which we have always hosted 'in house' to new powerful offsite facilities for security and massively improved performance. This may not be noticed by you on the site at the moment but as the advertising and optimisation start to take effect from 1<sup>st</sup> July there will be greatly increased traffic on the site from the general public.

The second being the inclusion of our worldwide location search system and the inclusion of the first 10 countries, again reason for the increase in server power along with a firming of the system design for the immediate future to enable things like language translations etc.

This step has been a long time in coming and we have found it hard to hold back the marketing effort outside the UK but at last we are cut free and we can put up members in Spain, Cyprus, Hong Kong, Shanghai and Ireland etc for the public and florists to see. And really go for it in Australia Canada etc.—*john*

**NEWS UPDATE** UK florists now enrolled to direct2florist has reached 300+

### STAR RATING IMPORTANT NOTICE

I have been managing the 'star ratings' on direct2florist manually, up to now, but the numbers of florists coming on board daily is getting too much. As from now you will be awarded 3 Stars automatically when you put up a shop picture, but you are then entitled an extra star.

Once you have replaced a percentage of our library pictures with your own- and feel you should rate 4 STARS, please ring, this will be done for you. *THANKYOU JOHN*

## Direct2florist feedback from general public

**Cascade Florist**

 Steve & Nicola Harris

 13 High St  
Lampeter  
Ceredigion  
SA48 7BG

 N/A

 info@cascade-lampeter.co.uk

**Rating**

★ ★ ★ ★ ★

**Feedback (1 of 1)**

• thankyou for a fantastic service and beautiful flowers. The prompt delivery was brilliant. thanks x

 Our Delivery Areas

Congratulations to Cascade florist in Lampeter, they are the 1st florist to achieve star rating 4.5

Customer reported fantastic service, beautiful flowers and prompt delivery.

The report can be viewed by future customers on the site. (Search Lampeter)

Why not try direct2florist for 12 months? Special Introductory offer just £.75 (if register before June 30th 2007)