

2021 Mother's Day & Spring

PLANNING GUIDE





Welcome

This year, many of us are rethinking how to show moms the extra recognition they deserve, especially if we're still apart.

While many continue to stay and work from home, sending a gift can let her know you're thinking of her. Artistically arranged flowers and decadent sweets are sure to impress her, whether near or far!

BloomNet is committed to working with you, as you help customers show their appreciation for all the special mom's in their lives. Paired with this informative **2021 Mother's Day & Spring Planning Guide**, our valuable program & services can enhance your shop's opportunities for Mother's Day, as well as other important Spring holidays. Plus, find seasonal tips, holiday reminders, and creative insights that will help to assure a successful Mother's Day & Spring season for you and your business!

TABLE OF CONTENTS

- 3** | COVID-19 Resources
- 4** | Mother's Day Peak Products
- 5** | Top Featured Products
- 6** | One-of-a-Kind Bouquets
- 7** | Supporting You & Your Shop
- 8** | Successful Mother's Day Tips
- 11** | Successful Mother's Day Checklist
- 13** | Contactless Deliveries
- 14** | Mother's Day Fast Facts
- 15** | BloomNet360
- 16** | Guides & Manuals
- 18** | Social Media Best Practices
- 19** | Email Marketing Tips
- 20** | Educational Opportunities
- 21** | Commitment to Coverage

STAY CONNECTED!

Stay up-to-date on the latest events, news, product arrivals & useful resources through social media & our BloomNet Blog!





SUPPORT & GUIDANCE IN DIFFICULT TIMES

As the COVID-19 pandemic continues to challenge us in all sorts of new ways, BloomNet and 1-800-Flowers.com® continue to adapt to ensure your success.

Together, we remain focused on giving you the information and insight needed to safeguard your business and customers, even during the tough times.

For other resources, visit www.bloomnet.net/covid19



UPDATES FROM 1-800-FLOWERS.COM®

- **SAFETY:** Our contactless delivery methods enhance your customer experience, while still respecting social distancing.
- **FLEXIBILITY:** We modified our delivery & substitution policies to meet the needs of both you and your customers.
- **REINFORCEMENT:** Our enhanced consumer messaging for “Florist Choice” or “One-of-a Kind” arrangements further supports your design flexibility.
- **REFINEMENT:** We’ve reduced the amount of peak Mother’s Day SKU’s that may require difficult to source floral.



COMPLIMENTARY MARKETING RESOURCES

- **FREE CONSULTATION:** Meet with a Market Area Consultant to discuss managing your business during COVID-19.
- **FREE WEBINARS:** Learn helpful holiday best practices and tips & tricks from the industry experts and fellow florists.
- **FREE DOWNLOADS:** Use our Freshness Reminders, and Delivery/Weather Tags to keep your customers informed.
- **FREE RESOURCES:** Stay up-to-date with news from our industry when it matters most.

To learn more, visit www.bloomnet.net/covid19



AS OF 3/16/2021



2021 Mother's Day Peak Product Assortment Available to order through 5/6/21



Floral Treasures™
Bouquet



Blossoming Blooms™
Basket



Precious Pup™/
in a Basket



Pastel Posy™
Bouquet



Delightful Day™
Bouquet



Fabulous Feline™ for
Mom/in a Basket



Spring Sentiment™
Bouquet



Her Special Day™ Bouquet
by Southern Living®



Lavender Elegance™
by Real Simple®



For All She Does™



Mom's Special™



2021 Mother's Day Peak Product Assortment Available to order through 5/9/21



Floral Embrace™/
Vibrant Beauty™ Bouquet



Fields of Europe®
for Mom/Spring



Mother's Embrace™
+Clear Version



Elegant Blush™
Bouquet



Lovely Lavender
Medley™



Vibrant Floral
Medley™



Always on My Mind™
Flower Bouquet



A Mother's Love™



Amazing Mom™
Bouquet



One of a Kind Bouquet
(Core and Seasonal)

In addition to this reduced Mother's Day assortment, limited Sympathy products will also be available for 5/8 and 5/9 delivery.

FEATURED PRODUCTS

Mother's Day & Spring are a special time of year, when a new season emerges, full of warmth and gratitude. To help customers express those emotions, our expanded Mother's Day, Early Spring and Everyday arrangements are designed to bring on a smile, especially for those important women in our lives!

Drawing inspiration from local florists, like you, our product development team has crafted fresh, innovative recipes and unique floral designs to create a truly extraordinary collection for Mother's Day and all of the other major spring holidays!



#167891
Floral Embrace™



#148529
**Fields Of Europe®
For Mom**



#174315
**Elegant Blush™
Bouquet**



#167530
**Lovely Lavender
Medley™**



#183062
Mother's Embrace™



#176433
Vibrant Floral Medley™



#167398
**Always On My Mind™
Flower Bouquet**



#176441
**Mother's Embrace™
In Clear Vase**



#176435
Precious Pup™



#179358
Floral Treasures™



#179418
Daydream™ Bouquet



#176348
**Blossoming Blooms™
Basket**



#176432
A Mother's Love™



#161871
**Fields Of Europe®
For Spring**



#179413
Pastel Passion™ Bouquet

To view these recipes and more, visit www.bloomnet.net/guidesandmanuals



FLEXIBLE CREATIVITY



Promoting “Florist Choice” Arrangements

As an added benefit to help your shop’s productivity in the coming weeks, we’ve increased our promotions of “Florist Choice” arrangements, giving you the flexibility you need in this uncertain time. Florist Choice arrangements are the perfect opportunity to make a one-of-a-kind arrangement to help customers connect, while you express yourself perfectly in your designs.

These arrangements can be of great value at any size, too, so keep putting your passion and creativity into each and every gift – we’ll keep promoting you as a trusted, local florist! [**Learn More!**](#)

One-of-a-Kind Bouquets

For the customer who is looking for something as unique as the person they’re gifting to, our new One-of-a-Kind Bouquets are designed by a local florist, expertly crafted just for them.

Using the freshest flowers, their smile will be unmatched with a One-of-a-Kind Bouquet!

Our artisan bouquets celebrate that One-of-a-Kind spirit, with a specially crafted gathering of blooms chosen by our local florists.

To help promote these designs to your customers, we will continue to develop more stories and videos featuring our BloomNet members all year long!



One of a Kind Bouquets were in the 1-800-Flowers.com® Florist Design Top 5 Best Sellers this past Valentine’s Day!



Patti Fowler
Flowerama
Pittsburgh, PA



Bob Tucker, AIFD, CFD, FSMD
Miss Daisy’s Flowers & Gifts
Leesburg, FL



Vivian Chang
1-800-Flowers | Conroy’s
Los Angeles, CA

[**View One-of-a-Kind Videos**](#)

SUPPORTING YOU & YOUR SHOP

By working together, we can help meet our customers' expectations and bring more orders into your shop!

But at times, you may need to make a substitution to ensure each order is fresh and delivered in a timely manner. This is especially true as we navigate the evolving health crisis.

Please know that in this instance, the 1-800-Flowers.com® team has made updates to their website to highlight this possibility, showing that even in a difficult time, the utmost care & attention is given to ensure each arrangement is designed of equal value.

[View Substitution Guidelines](#)

The screenshot displays the 1-800-Flowers.com website interface. At the top, there's a navigation bar with links like 'Accessibility Statement', 'Corporate Gifts', 'Store Locator', and 'International Delivery'. Below this is a header with various brand logos including 'Hanging Basket', 'PERSONALIZATION', 'Flower Baskets', 'CHOCOLATE', 'fruit bouquets', 'Cherry's', 'POPCORN FACTORY', 'Wideman's Bakery', and 'STOCK YARDS'. A search bar and user account links ('Sign In', 'My Orders', '(0) Cart') are also present.

The main content area shows the 'Elegant Blush™ Bouquet' product page. It includes a large image of the bouquet, a 'passport eligible' badge, and a '1. Pick Your Item' section with options for 'Large' (\$69.99) and 'Medium' (\$59.99). Below the product image is a 'SmartGift™' section with a 'Send with SmartGift™' button and a list of benefits: 'Swap this gift!' and 'Pick when and where to deliver this gift!'.

A pop-up window titled 'The Care Is in the Details' is overlaid on the right side of the page. It contains the following text:

Your gift will be expertly crafted and delivered by one of our local shops, who put their passion into every order.

- Substitutions are sometimes made if the florist does not have a specific flower type or fruit; every step is taken to create an exceptional gift of equal value.
- Same-Day Delivery is available in most areas of the U.S. and Canada. Orders must be placed by the following times in your recipient's time zone:
 - M-F: 2:30pm
 - Saturday: 2pm
 - Sunday: 11:30am
- Delivery times may vary depending on the shop's delivery schedule.
- A service charge is applied to all orders delivered by a 1-800-Flowers.com selected shop
- Surcharges for Same-Day, specific time windows, expedited, weekend and holiday delivery may apply

Below the pop-up window is another section titled 'An Important Message About Health & Safety Measures' with the following text:

The well-being of our team members and customers is of the highest importance. To practice social distancing, and to minimize any potential risk of exposure, deliveries will be contactless and will not require a signature. [Learn more](#)



SUCCESSFUL HOLIDAY TIPS

By combining the practices you already have in place, along with these simple reminders, you'll be off to having your most successful holiday yet!

PROCUREMENT

Order flowers and hardgoods as early as possible. This season's 1-800-Flowers.com® featured novelty fresh floral includes:

Roses (*light, medium & hot pink*)
Mini-Carnations (*white, light & medium pink*)
Carnations (*white, peach, hot pink, yellow, purple & lime green*)
Gerbera Daisies (*pink*)
Lilies (*oriental/Asiatic/L.A. Hybrid in white, pink & yellow*)
Alstroemeria (*pink & yellow*)
Waxflower (*pink & purple*)
Stock (*pink, lavender & cream*)
Daisy/Button Pom (*white & lavender*)
Snapdragon (*white & pink*)
Dianthus (*pink & purple*)

Matsumoto Aster (*hot pink*)
Limonium (*pink*)
Larkspur (*pink*)
Monte Casino (*purple Mardi Gras*)
Bupleurum
Salal & Salal Tips
Eucalyptus (*seeded & spiral*)
Variegated Pittosporum
Queen Anne's Lace
Gypsophila
Solidago
Hypericum (*green*)

- Be sure to order potted orchids and hanging plants as early as possible to help stock your retail space for last minute shoppers.
- Stock up on any add-on products, such as chocolates, balloons, plush and **greeting cards**. Napco is your one-stop-shop for all your purchasing needs! Visit www.NapcoImports.com to stock up today!
- Don't forget to replenish your everyday supplies & construction materials.
- Submit your Codified Inventory Updates to let us know what you have in stock. To update your inventory, visit **BloomLink > Utilities > Forms > Inventory Update Sheet**.



BOUQUETS2GO



Increase Fulfillment and Profit Potential
with
PRE-MADE BOUQUETS

- Created by our Floral Design Team at 1-800-Flowers.com®
- Designed to support holiday and everyday fulfillment
 - Negotiated farm-level pricing
 - Payable to your Clearinghouse Account

MOTHER'S DAY & SPRING BOUQUET2GO PROGRAM

Order Deadline is Friday, April 16 Last delivery date is Wednesday, May 5

[View Recipes & Full Ordering Details](#)

For more information, call 1-800-256-6663, or email productsales@bloomnet.net

START INCREASING SALES WITH Custom Greeting Cards



Capture new customers with personalized,
on-demand greeting cards!

GREETING CARD PRINTING PROGRAM INCLUDES:

- **FREE** Canon Inkjet Printer (\$179.99 value)
- 50 premium cardstock paper & envelopes
- BloomNet Commerce website integration for designing and printing custom cards

~~NORMALLY: \$374.99~~
ONLY \$89.50!
(A savings of \$284.50)



“Very easy to set up...I’m seeing more cards ordered with the flower arrangements & many have printed with the customer’s own picture!”

Jenny Lee 1-800-Flowers | Conroy’s Tustin CA

Start increasing sales with custom value-add greeting cards!
To get started visit www.bloomnet.net/programs-services/cardisle today!



SUCCESSFUL HOLIDAY CHECKLIST

OPERATIONS

- ☐ Reinforce with staff the importance of submitting **Delivery Notifications** in real time.
- ☐ Capture proof of delivery on all completed deliveries in the form of a delivery signature from the recipient and/or product photo at the time and place of delivery. Review more of **1-800-Flowers.com® Delivery Expectations**.
- ☐ Consult past staffing & performance patterns to plan for this year's holiday.
- ☐ Make sure all your delivery vehicles are in proper working condition prior to holiday.
- ☐ Soak floral foam properly to avoid air pockets.
- ☐ Keep record of what product and add-on's have been ordered, and who will process it upon arrival.
- ☐ To maximize productivity, set up a functional assembly line so that designers have all resources easily accessible to them but still remaining socially distant.
- ☐ Use **FloraLife antiviral cleaning solutions** to disinfect flower buckets and work surfaces.
- ☐ Green-up all vases. Add flower food for high-volume products.

LOCAL STORE MARKETING

- ☐ Display current store hours and **delivery policies** where FedEx, UPS and USPS can easily see them.
- ☐ Place Mother's Day & Spring window banners and retail posters in windows where they can be seen easily from the parking lot or road.
- ☐ Shop **BloomNet360.com** to create custom printed marketing assets to show off your designs! **Save 20% OFF all Mother's Day assets*, with promo code M4TRL**
 - Small & large brochures
 - Postcards
 - Bounce back cards*(*promo offer valid 3/1 - 3/15)*

TECHNOLOGY

- ☐ Ensure you have plenty of paper and ink for printers, including receipt printers.
- ☐ Make sure your computer has all of the most recent updates.
- ☐ Should you have any questions, feel free to contact our technical support team at 1-800-BloomNet (1-800-256-6663), by email at customerservice@bloomnet.net or via chat at **Bloomnet.net**.
- ☐ Use our **FREE Route4ME** App to take photos of your deliveries as proof-of-delivery, while still respecting social distancing.
- ☐ Gain access to more **local delivery drivers** at discounted rates!





**AT NO
ADDITIONAL
COST!**

BLOOMNET'S DELIVERY MANAGEMENT

Available To All Business Management System Users



GET UNLIMITED DELIVERIES PER ROUTE

Sign up for BloomNet's Local Delivery Management software & app and get faster, more reliable deliveries per route!



REAL-TIME DELIVERY CONFIRMATIONS

Route4Me App = Faster, More Accurate Deliveries. Drivers submit real-time delivery confirmations right from their smart phones.



SAVE TIME & MAXIMIZE SAME DAY DELIVERIES

Re-route deliveries on the fly to optimize drive routes, even while trips are in progress.



IMPROVE CUSTOMER SERVICE

Add a photo or signature to delivery confirmations & reduce customer inquiries.

bloomnet
Technologies

Watch our demo at www.bloomnet.net/localdelivery

SIGN UP NOW!

Contact us today to get started! 1-800-BloomNet (1-800-256-6663)



ENHANCE YOUR DELIVERIES



BloomNet has partnered with **DoorDash** to give you access to more local delivery drivers AT A DISCOUNTED RATE!



- **COST-SAVING:** Pay only for deliveries you use, no monthly fees
 - **CASH FLOW:** All charges appear on your Clearinghouse statement
 - **EFFICIENT:** Reduce the need for full-time drivers; spend more time designing & running your shop
 - **CAPACITY:** More drivers = ability to deliver more orders!
- **FLEXIBLE:** Find available drivers for same-day & future deliveries, 9AM-9PM, any day of the year!
 - **VISIBILITY:** Get real-time delivery updates straight to your BMS platform
 - **NEVER TURN DOWN ANOTHER ORDER:** Plus, it's available for delivering not only BloomNet orders, but those received/processed from other methods as well

START SENDING IMMEDIATELY

Get started today with a simple technical setup & short training session!

Sign Up Now – www.bloomnet.net/doordashform

Contact Us – technologysales@bloomnet.net



Further optimize & improve your contactless deliveries with our **FREE Route4Me App!** Use photos of your deliveries as proof-of-delivery, while still respecting social distancing.



HOLIDAY FAST FACTS

REJECTING ORDERS/ TIMELY REPLY

- If you feel you won't be able to successfully deliver an order during the peak of the holiday season, please be sure to REJECT it within two hours of receiving it. This will provide us with an opportunity to locate another florist that can deliver and avoid a Non-Delivery. Be sure to review the **Timely Reply Program** with staff.

SENDING PHONE & FAX ORDERS

- To receive payment for phone orders fulfilled, you must complete an Incoming Order Form. All orders fulfilled via BloomLink do not require an Incoming Order Form. Payment will be applied to the following month's statement. Visit **BloomLink Utilities / Reports / Incoming Order Report Form**.

ZIP CODE SELF-SERVICE

- BloomNet offers you the ability to review and add your shop's zip codes, for your servicing cities, for shop-to-shop orders. Within the pop-up box, you'll see which zip codes are currently on file for your shop, and be able to make changes to that list, if necessary. Visit **BloomLink Utilities /Reports/ Zip Code Coverage**.

SELF-SUSPENDING

- If you need to, you can self-suspend your incoming BloomLink orders in **BloomLink > Admin Tab**, and either click "Inbound Order Suspend" or click "New Record". Any previously set suspensions that are still active will be displayed here, so if it shows "no records", then there are no currently active suspend dates in effect. Clicking "Add New Record" will bring up the "New Suspend Date Range Entry" screen. Here, you must type in the start date of your suspension, the end date of your suspension and your name. The suspend dates will lift automatically once the end date has passed. Once the required information has been entered, click Submit. The suspend dates have now been set.
- **PLEASE NOTE:** You will resume receiving orders on the day AFTER the end date. You must also continue to check your system for 90 minutes after setting the suspend dates in case any orders are already on their way.
- Furthermore, if you have a BloomNet Hosted website you will need to login to the administrative portal to also apply the suspend there, if needed.

PROOF-OF-DELIVERY PHOTOS & NOTIFICATIONS

- FREE APP. "Route4Me" for Business Management Solution Customers
- TEXT: 1-855-TEXT-DLC
- Call: 1-855-839-8352
- Online:BloomLink

To help reduce customer service issues and provide a better customer experience, here are a few reminders:

- Submit Delivery confirmations in real time on all completed deliveries. Earn \$1.00 credit for each DLC received on time.
- Submit Delivery Notifications in real time on all deliveries that were attempted, but not able to be successfully completed.



bloomnet[™]

360 Marketing Portal

Helping Small Businesses Make a BIG Impact!

BloomNet360 is your one-stop-shop for customizable marketing products, designed to help build your local brand and business!

- ✓ Browse our library of pre-made templates
- ✓ Customize them with your own logo and shop information
- ✓ Order exactly what you need & still benefit from high-quantity price breaks
- ✓ Then, have your order shipped to your shop, or leverage our direct mail services!

Wow Her on Mother's Day

Save 20% OFF all Mother's Day products with promo code "M4TRL" (expires 3/15/2021)

Shop Mother's Day Products



Staying Connected

Keep your customers informed during tough times.

Shop COVID Resources

Shop Everyday



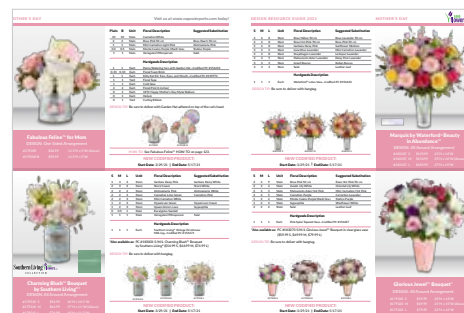
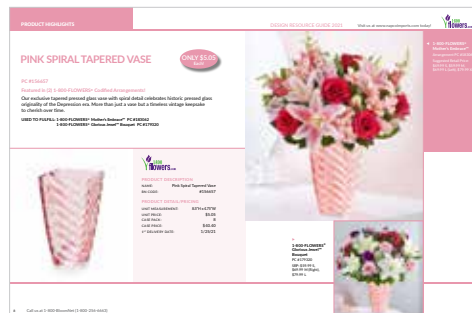
Connect with Existing Customers & Attract New Business Today!

www.bloomnet.net/bloomnet360

GUIDES & MANUALS

Our Design Resource Guides and Workroom Manuals are a collection of beautifully distinctive floral arrangements, created specifically for BloomNet Members, by some of the floral industry's most talented local floral artisans!

For your convenience, electronic versions of the Design Resource Guides and Workroom Manuals are available online at www.BloomNet.net/guidesandmanuals



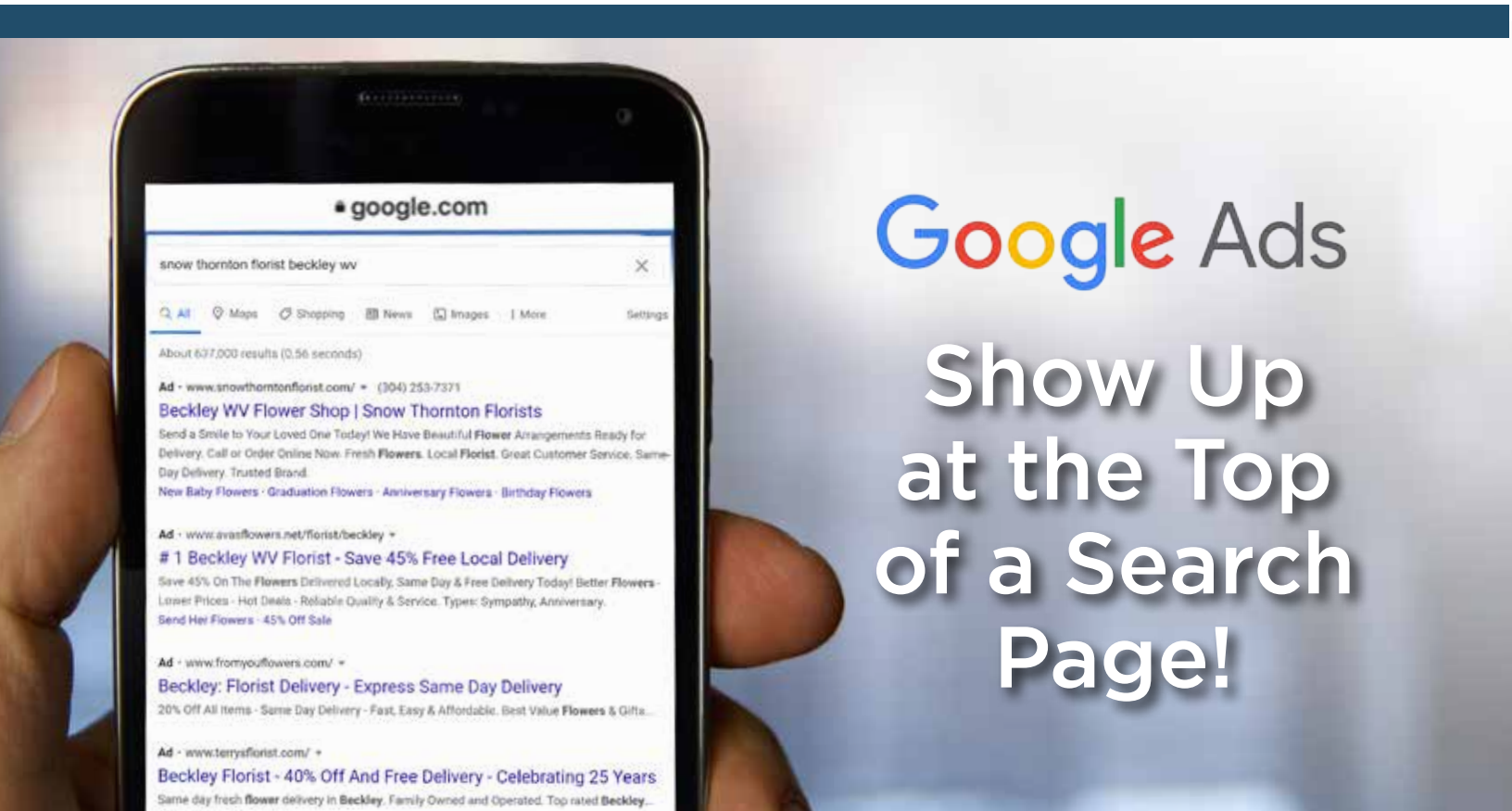
1-800-Flowers.com®

- **2021 Mother's Day, Late Spring and Everyday Design Resource Guide**
- **Sympathy Design Resource Guide**



BloomNet Essentials

- **Expressions of Flowers 2021 Mother's Day Supplement**
- **Expressions of Flowers Everyday Workroom Manual**
- **Expressions of Flowers Tributes Workroom Manual**



Pay-per-click marketing is the fastest way to drive clicks & orders on your website!

Invest in Google AdWords for your business!

- *Dedicate dollars to Google Ads, as a direct business investment*
- *Raise your organic rank on page 1 with Search Engine Marketing*
- *Collect more online orders, as you compete with national advertisers*
- *Gain full profit from all your online orders*

Optimize Your Online Advertising Today!

*Request your free consultation at
www.floriologyinstitute.com/pages/digitalmarketing*



SOCIAL MEDIA BEST PRACTICES



As a florist, leverage social media to your advantage during busy holiday seasons, to engage both current and potential customers!

1 | **Keep Your Business Information Updated**

Make sure your business information is up-to-date on all social platforms, this includes but isn't limited to, business name, address, web address, phone number and hours. You never know where potential customers are trying to find information on purchasing flowers.

2 | **Keep it Short & Sweet!**

Studies show that users engage more with shorter posts. However, despite the recommended limit, don't abbreviate or use acronyms. Instead, write out full words to make for an easier read.

3 | **Get in Front of the Camera!**

People want to see the person behind the business they know and love. An easy way to do this is by providing business updates through live broadcasts, stories and/or video uploads across various social media platforms, especially YouTube, Facebook and Instagram.

4 | **Invest in Social Media!**

Linking your social posts back to your website can help potential customers view your selection! By linking to specific products or categories, you can help speed up the buying process and help customers find exactly what they are looking for!

5 | **Use Hashtags in Instagram!**

Hashtags, which are keywords in your instagram description preceded by the # symbol, make your post more visible in social searches. Research shows posts with 11 or more hashtags garner 80 percent more engagement.

Easter: #easter, #easterflowers, #springflowers, #easterflowerdelivery

Administrative Professionals' Week: #administrativeprofessionalsday, #adminprofessionalsday, #adminprofessionalsdayflowers, #showappreciation, #adminstrativeprofessionaldaygifts

Mother's Day: #mothersday, #mothersdaygift, #mothersdayflowers, #mothersdayflower, #mothersdaygiftideas, #giftsformom, #flowersformom

Get your free consultation today at www.floriologyinstitute.com/pages/digitalmarketing



EMAIL MARKETING TIPS

Tips to Grow Your Email List!

- Create an inventory of all the places you normally interact with your customers whether online or over the phone. Then practice your sales pitch, saying out loud why a customer would want to join your email list?
- Reach out to your loyal customers who already receive your emails. Ask them why they like receiving your emails, and if they're willing to help spread the word for you.
- Don't forget to set up an online sign-up form, so anyone visiting your website will be able to sign up to receive your emails.
- Not currently sending emails to your customers? We can help you reach your current and future customers by helping you introduce new products, services, or advertise a promotion or event!

Learn more today at www.BloomNet.net/emailmarketing



Build Sales with Your Emails!

Reach out to customers that have shopped with you in the past, to remind them of your upcoming offerings.

On a regular basis, be sure to collect email addresses from current and future customers.

Run a “**Year Full of Flowers**” sweepstakes on your social media and require an email address for entry.

Visit BloomNet360 for sweepstakes assets, as well as FREE rules and regulations.



EDUCATIONAL OPPORTUNITIES



NEW Upcoming Interactive Classes, Held Live Online!



MARCH 21-23 **"Wedding Bliss"**

With *Sharon McGukin* AIFD &
Jackie Lacey AAF, AIFD, CFD, PFCI

MUST ENROLL BY MARCH 15



APRIL 8 **"Adding Flair to Your Spring Holidays"**

With *Jackie Lacey* AAF, AIFD, CFD, PFCI

MUST ENROLL BY MARCH 29



NEW DATE APRIL 11-12 **"Principles & Elements"**

With *Alejandro Figueria* AIFD, CFD &
Jackie Lacey AAF, AIFD, CFD, PFCI

MUST ENROLL BY MARCH 29

SPACE IS LIMITED Enroll Now!



Redesign your future with Floriology NOW!

Learn online, from all-star Industry experts – anytime, anywhere! Now offering a special scholarship registration fee for all interactive courses!

Enroll Now



Renato Cruz Sogueco
AAF, PFCI



Jackie Lacey
AAF, AIFD, CFD, PFCI



Donald Yim
AIFD, CFD, CPFD, PFCI



Sandy Schroeck
AIFD, CFD, PFCI



Alejandro Figueira
AIFD, CFD



Sharon McGukin
AAF, AIFD, PFCI



Angelyn Tipton
AIFD, CFD, GMF

To enroll in a course, visit www.floriologyinstitute.com today!



WE'RE COMMITTED TO YOUR SUCCESS!

We're here to help during the holiday season! Due to the anticipated increase in volume, BloomNet Customer Service hours will be extended to be available to help when you need us most.

Extended Customer Service Hours

Thursday 5/6 8AM - 9PM EST

Friday 5/7 8AM - 11PM EST

Saturday 5/8 9AM - 10PM EST

Sunday 5/9 8AM - 6PM EST

Monday 5/10 8AM - 9PM EST



Dedicated to Supporting You

- Can't find a BloomNet Florist to fulfill an order? Refer it to our Commitment to Coverage Shop Code, **Z9980000**.
- Refer your orders with BloomNet & you can earn \$3.50 per order, with 1-19 orders or more referred per month, (from order #1) or up to \$5.50 per order, with over 20 orders referred per month (from order #1).

Learn more at www.bloomnet.net/referral

CONTACT US TODAY

Phone: 1-800-BloomNet (1-800-256-6663)

Email: customerservice@bloomnet.net

Chat: with a BloomNet Customer Service agent at www.bloomnet.net

We're Here For You

Thank you for your continued dedication as a BloomNet Member and your passion for helping your customers connect with the important people in their lives.

Our unwavering goal is to help retail florists thrive – continually reinvesting in the floral industry and offering the finest customer service, leading edge technology, strategic business and marketing solutions, and comprehensive educational resources.

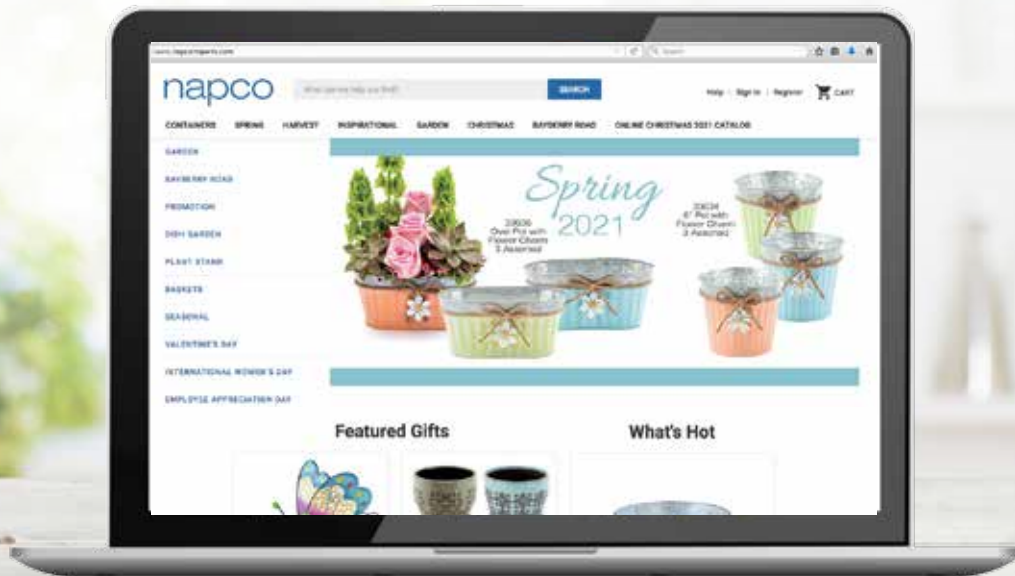
If you need any assistance, please do not hesitate to contact us. And thanks again for being a vital part of our family of florists across the nation.



bloomnet
#betterwithbloomnet

napco

EXPERIENCE THE NEW NAPCOIMPORTS.COM



Same Great Products - New & Improved Site!

- ▶ Shop Online with Our **Enhanced**, Easy-to-Use Customer Tools & Services
- ▶ Browse & Order Right from Our **NEW Online Christmas & Everyday Catalogs**
- ▶ Explore Collections in Our **NEW Virtual Showroom** Tours & Videos
- ▶ Access your individual account details and preferences
- ▶ Get **VIP Access** to New Products & Catalogs
- ▶ Be invited to view **NEW Trend Reports & Webinars**

For more than 80 years, Napco has been increasing sales with innovation, while aiming to put the highest quality products at your fingertips!

Experience our **NEW** website today at www.napcoimports.com



ORDER REFERRAL PROGRAM

GET CASH BACK!



\$5.50
PER ORDER

For 20 Orders or More Referred
Per Month From Order #1

\$3.50
PER ORDER

With 1-19 Orders
Referred Per Month

Visit directory.bloomnet.net to refer an order today



BETTER

with

bloomnet

INVITE & EARN PROGRAM

EARN \$250*

Invite fellow business owners to join BloomNet

**When you share why it's #BetterwithBloomNet
with other businesses, you can earn cash back!**

Share why it's #BetterwithBloomNet today!
Visit www.bloomnet.net/betterwithbloomnet to get started

*\$250 incentive offer valid through December 31, 2021