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bloomnetSM
#betterwithbloomnet

Contacts & Helpful Numbers

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

BloomNet Customer Services

1-800-BloomNet
(1-800-256-6663)
customerservice@bloomnet.net

If you need assistance just call BloomNet Customer Service!

Commitment to Coverage · Product · Technical Support · Publications · International Orders · Billing

It's your one stop resolution center!

Service Hours: Monday – Friday: 8:00 a.m. to 8:00 p.m.
Saturday: 9:00 a.m. to 6:00 p.m.
Sunday: 9:00 a.m. to 3:00 p.m.
All times Eastern Standard Time

Get instant Feedback on all of your inquiries: Simply go to BloomNet.net and start chatting today!

BloomNet Sales

Market Area Consultants:

sales@bloomnet.net

Product Sales:

1-800-322-2421

Directory Sales Specialist:

1-800-322-2421

sales@bloomnet.net

Napco Contact Info:

Phone: 904-737-8500

Toll Free: 800-356.2726

Email: CS@napcoimports.com

Web: www.napcoimports.com

Industry Contacts

SAF: 703.836.8700

AIFD: 443-966-3850

CAFA: 519-836-8700

Call us at 1-800-BloomNet (1-800-256-6663)
or email us at: customerservice@bloomnet.net

This BloomNet Membership Agreement (“Agreement”) is entered into between BloomNet, Inc. and BloomNet Florist (as defined below). BloomNet Inc. (hereinafter referred to as BloomNet” or “BN”) and BloomNet Florist, which term also includes those entities that opt in to refer or fulfill fruit arrangements (hereinafter referred to as “BloomNet Florist,” “BloomNet Member,” or “Florist”) agree as follows:

BLOOMNET FLORISTS

BloomNet Florists must meet and maintain the following standards and/or criteria to qualify to be members. The determination as to whether a florist has met and is maintaining these standards is within the sole discretion of BloomNet.

APPEARANCE

1. Have a clean, attractive and inviting retail storefront.
2. Have design and display areas that are attractively and adequately decorated and merchandised, and that portray a professional image and provide a pleasant shopping experience for the customer.
3. Have a clean and clearly identifiable delivery vehicle.
4. Have neat and courteous personnel.

CAPABILITIES

1. Have a monitored in-house flower freshness care system to ensure optimum post-harvest life of flowers.
2. Open to receive and deliver floral orders on:
 - All major floral holidays (including without limitation, Thanksgiving, Christmas Eve Day, Valentine’s Day, Administrative Professionals’/Professionals’ Week, and Mother’s Day).
 - Monday to Friday: 9:00 am with at least a 3:00 pm cut-off time for same-day deliveries in the time zone where the BloomNet Florist is located.
 - Saturdays: 9:00 am with at least a 2:00 pm cut-off time for same-day deliveries in the time zone where the BloomNet Florist is located.
 - Sundays (Optional): 9:00 am with at least a 12 Noon cut-off time for same-day deliveries in the time zone where the BloomNet Florist is located.
3. Confirm every delivery electronically via BloomLink by 7:00 pm on the scheduled delivery date. In addition, provide delivery information when phone or text (e.g., SMS) inquiries are made.
4. Have a design staff that is knowledgeable of current trends and design techniques and capable of incorporating the principles of design in all arrangements.
5. Be a member of BloomLink system and be responsible for tracking all orders by BloomLink sequence numbers.
6. Have a dedicated business line and an operating facsimile machine as a backup method of order referrals.
7. If fulfilling fruit arrangement orders, have a separate health certified preparation area (which complies with all federal, state and local food safety laws, rules and regulations) and all required licenses, permits and/or certificates for the sale or fulfillment of such products.
8. Maintain an adequate inventory of fresh flowers, greens, plants, fresh fruit, hard goods and other necessary items to fill any 800-FLOWERS, INC. (“1-800-FLOWERS”) order or the order of one of its affiliates or any other BloomNet Florist.

9. Use protective and attractive packaging for all floral and fruit arrangements.
10. Deliver every order on the scheduled date and time (if time is applicable).
11. Have commercial floral refrigeration and, if delivering or fulfilling fruit arrangements, refrigeration for the fruit products.
12. Credit worthiness.

ATTITUDE

1. Be cooperative and willing to participate in services, sales and marketing promotions.
2. Contact BloomNet Customer Service prior to any changes of ownership, sale of assets, or assignment or other transfer of assets, receivables, payments or fees.
3. Provide and guarantee the freshest flowers and fruit and superior customer service that exceed the customer’s expectations.
4. Guarantee the freshness of floral arrangements for one week and fruit arrangements for 24 hours from order delivery.
5. Fill every order to value, according to product description, recipe and price.
6. Staff with qualified design, retail and delivery personnel who are friendly, professional and able to provide assistance and understand the nature of the floral business.

The above standards under “Appearance”, “Capabilities” and “Attitude” do not apply to “Refer Only” florists and numbers 1 & 2 under “Appearance” do not apply to “Affiliate Florists”, which are florists that do not have a retail storefront.

Change Requests / General Messages

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

At BloomNet, we understand from time to time you need to update your records. We can easily accommodate any requests made to your profile and simply ask you to abide by the following procedures for both your protection and in order to expedite your requests in a quick and efficient manner.

Bank Change

If your banking information has changed or will be changing, the BloomNet Florist Services department will require for you to update us with the new information. Upon your request, we will send to you the required application for you to complete. Your bank change request will be expedited upon receipt of new banking data. Please notify BloomNet Customer Service at 1-800-BloomNet (1-800-256-6663) to request this application or e-mail us at customerservice@bloomnet.net.

Address Change

If you have moved or will be changing the address of your current location, BloomNet Florist Services will require for you to update us with the new information. Upon the receipt of your request, we will send to you the required application needed to process your request. Please notify BloomNet Customer Service at 1-800-BloomNet (1-800-256-6663) to request this application or e-mail us at customerservice@bloomnet.net.

Change of Ownership

Prior to the transfer of ownership, BloomNet Florist Services will require for the new owner to complete a new application. Please notify BloomNet in advance of the change of ownership to avoid any interruption of BloomNet Services. Please notify BloomNet Customer Service at 1-800-BloomNet (1-800-256-6663) to request this application or e-mail us at customerservice@bloomnet.net.

We appreciate your business and want to assist you with any of your needs.

Please contact us 1-800-BloomNet (1-800-256-6663) or customerservice@bloomnet.net if you have any questions.

General Messages

BloomLink General Messages are the primary means by which BloomNet and 1-800-FLOWERS.COM® communicate with BloomNet Professional Florists. General Messages are used to provide BloomNet Florists with important Holiday Operations Updates such as Flexible Delivery Options during peak periods, New Product Launches and Marketing Promotions, Holiday Projections and Inventory Replenishment Program details for top fulfilling 1-800-FLOWERS.COM® Florists. General Messages sometimes require a response from BloomNet Florists. For example, General Messages are often used to ask BloomNet Florists if they are open for fulfilling and delivering orders on a specific holiday

General Messages are also used to keep BloomNet Florists informed about 1-800-FLOWERS.COM® marketing and promotional activities. This provides you with valuable information to help prepare for upcoming production, staffing and delivery driver needs.

As a reminder, General Messages print out automatically on your BloomLink system, similar to how orders print. It is every BloomNet Florist's responsibility to make sure that they are able to view General Messages and stay informed by reading all messages that are sent by BloomNet and 1-800-FLOWERS.COM®.

Call us at 1-800-BloomNet (1-800-256-6663)
or email us at [:customerservice@bloomnet.net](mailto:customerservice@bloomnet.net)

Order Fulfillment

To support the needs of all BloomNet Professional Florists, Florist-to-Florist orders can be referred through BloomNets Order Referral Program via 3 methods of communication: (1) BloomLink, (2) Fax, and (3) Telephone.

All BloomNet Florists are expected to fulfill Florist-to-Florist orders by all 3 methods of communication.

Receiving Payment for Telephone or Fax Orders

To receive payment for Telephone or Fax orders fulfilled, you must complete a BloomNet Order Form.

To Click:



Login to Bloomlink at www.bloomlink.net. See page 8 for more instructions

To Fax:



Print a copy of the BloomNet Order Form, located under the Utilities Tab of BloomLink, or make a copy of the form located on page 24 and fax it to 1-877-296-5107

To Mail:



BloomNet Florist Services
7800 Bayberry Road
Jacksonville, FL 32256

Please Note:

All orders fulfilled via BloomLink do not require an BloomNet Order Form. Payment will be automatically applied to your Settlement Processing Statement.

Should you have any questions, please contact BloomNet Customer Service at 1-800-BloomNet (1-800-256-6663). Thank you.

How to do a Delivery Confirmation

New Delivery Confirmation Number (877) 569-0858

This new DLCF number is a backup for 1-800-FLOWERS.COM orders and the number to call for ALL BloomNet Florist-to-Florist shops to process delivery confirmations over the phone. This number will allow shops to process DLCFs for 1-800-FLOWERS.COM and BloomNet Florist-to-Florist orders. Below are the steps a shop will be asked to follow when they call the number.

Step #1 Enter order number, followed by # sign. The system will repeat the order number.

Step #2 Press 1: if order # is correct, Press 2 if attempted delivery.

Please choose from the following options if you pressed 1

Press 1: If arrangement was left with intended recipient.

Press 2: If arrangement was left at front desk, flower room or with security guard.

Press 3: If left with neighbor, co-worker, porch or by front door.

Press 4: For other options.

If the choice in Step #2 was 2 (attempted delivery), your prompts will be the following:

Press 1: If additional information is needed to deliver order.

Press 2: If recipient was not available.

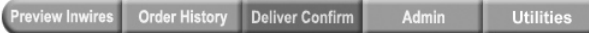
Press 3: If the delivery date was incorrect.

Press 4: For other options.

More than 1 order can be inputted.

After the Delivery Confirmation, the system will give you an option to add another order number or hang up.

How to do a Delivery Confirmation



Click on Deliver Confirm button.

Select the method with which to search for the orders you wish to confirm. The Delivery Date option retrieves the open confirmation records for all of that day's scheduled deliveries, while Order Number and Sequence Number will bring up the record for a single order.

Click in the white rectangle to the left of the SEARCH BUTTON.

Enter the data needed for the search and click on SEARCH.

E.g. To confirm by the Delivery Date option, enter the date in the proper format (07-09-2004) and click the search button. Please note that once the Delivery Date option is selected, the current date defaults in the search box and only needs to be changed if you are searching for a different date.

Please select Delivery Confirmations to view.

Order Number
 Sequence Number
 Delivery Date (Ex: 08-19-2005)

-Delivery Confirmations-

Order No.	Delivery Date	Recipient Name	Address	City	Date Delivered (Ex: 08-19-2005)	Time (Ex: 03:20 PM)	Signature
44033044 -14568	08-19-2005	DIGIROLOMO	270-05 76TH AVE	NEW HYDE PARK	08-19-2005	11:28 AM	joseph
44033253 -14569	08-19-2005	PELC	255 WARNER AVE	ROSLYN	08-19-2005	02:45 PM	stacy
44041498 -14570	08-19-2005	DUMOVITS	125 EVANS ST	NEW HYDE PARK	08-19-2005		

- ❖ Enter time: i.e. 01:30 PM. Remember – There must be 2 digits for the hour, 2 digits for the minutes and a space must be between the last digit of the time and AM/PM which must be capitalized.
- ❖ Enter the name of the person who accepted or signed for the order.
- ❖ Click Submit

BloomNet ORDERS ARE 100% GUARANTEED*!!

If you fulfill an order by phone from another BloomNet Florist your payment is 100% guaranteed!!

As we continue to grow our BloomNet Order Referral Program we are proud to report the incredible growth we have seen in florist-to-florist order referrals. In fact, thousands of high-quality Florists have already turned to BloomNet as their Floral service provider of choice. Most of you have already begun to see more florist-to-florist business and many of those orders may be called into your shop over the phone from your fellow BloomNet partners.

The payment on all successfully delivered orders is guaranteed* by BloomNet regardless of how that order was received.

Please treat ALL order referrals as if they were your own, each order represents an expression of sentiment that a customer has entrusted us to convey.

How to Refer PHONE OR FAX ORDERS

Referring a BloomNet Order is as Easy as 1-2-3...

- 1) Look in your current BloomNet Directory to find a florist in the recipient's city.
 - Find a florist that meets your customer's needs.
If they are referring a codified order make sure to find a shop that is codified with one of the easy to read symbols.
 - Communicate (Call or Fax) the recipient's information from your customer to the receiving florist.
- 2) Make sure to get the following information from your customer to refer the order to your selected florist:
 - Recipient's Name
 - Street Address (including apartment or office)
 - Zip Code
 - Phone Number
 - Bouquet name, description or Selection Guide Number
 - Price (Total Amount including delivery)
 - An alternate choice
 - Card Message (occasion)
 - Delivery Date and Time
 - Any Special Instructions
- 3) It is the fulfilling florists' responsibility to complete the BloomNet Order Form and submit to:
BloomNet Floral Services
7800 Bayberry Drive
Jacksonville FL 32256
or Fax to: 866-366-3216

BloomNet Order Form Instructions to Receive Payment

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

When To Use This Form?

This form is to be followed ONLY for orders you fulfill from other BLOOMNET FLORISTS over the PHONE!
This NEW form will increase accuracy and improve efficiency of all orders reported!

When Not To Use This Form?

This process is NOT TO BE USED for orders you fulfill from your BloomLink system, from 1-800-FLOWERS.COM directory, or from other BloomNet Florists. Orders fulfilled from your BloomLink system from, 1-800-FLOWERS.COM or from other BloomNet Florists are automatically reported and will appear on your monthly Settlement Processing Statement.

How To Use This Form?

This form is to be followed ONLY for orders you fulfill from other BLOOMNET FLORISTS over the PHONE!
This NEW form will increase accuracy and improve efficiency of all orders reported!

Step 1

Login to BloomLink at www.bloomlink.net. Click on **Utilities** on the top right corner of the screen.
Click on **Reports** on the left hand side, and then click on **BloomNet Order Report Form**.

Step 2

Fill out the Shop-to-Shop Order Entry Form.

- 1) Your Shop Code is automatically entered.
- 2) Enter the Referring Florist's Shop Code
 - a. Press tab. If code is correct, Shop Name will automatically show up in the 'Referring Florist Name' field
- 3) Enter the delivery date in the format provided (MM – DD – YY)
- 4) Select the Occasion from the drop-down menu.
- 5) Enter the recipient's last name. *(Please review spelling.)*
- 6) Enter the total amount of the order, including delivery. *(Please review this dollar amount. If incorrect, it will take an entire billing cycle to correct the amount once BloomNet is notified of the error.)*
- 7) Enter the City and State where the order is being delivered. Repeat on each row for additional orders. You may click Add Row if you need to add more rows.
- 8) Click Next to submit. You're done!
The form has been submitted to BloomNet.

Shop to Shop Order Entry Form

BloomNet Member # G1240000

Referring Florist Code Number	Referring Florist Name	Delivery Date MM/DD/YY	Occasion Code	Recipient's Last Name Up to 10 Letters	Amount of Order Including Delivery	City	State
L8040000	A BELLA MIA DESIGNS MA		Sympathy				
			Sympathy				
			Sympathy				

Add Row

Total Amount \$ 0.00

Shop to Shop Order Entry Form

BloomNet Member # G1240000

Referring Florist Code Number	Referring Florist Name	Delivery Date MM/DD/YY	Occasion Code	Recipient's Last Name Up to 10 Letters	Amount of Order Including Delivery	City	State
L9040000	A BELLA MIA DESIGNS MA	07/19/10	Birthday/Anniversary	M2RAHI	85.00	FOXBORO	MA
			Sympathy				
			Sympathy				

Add Row

Total Amount \$ 85.00

Substitution

- Fresh floral and container substitution is often the source of the most frequent consumer complaints and should be avoided wherever possible. If substitution is unavoidable, the filling BloomNet Florist should immediately contact the referring BloomNet Florist to suggest a second choice.
- The referring BloomNet Florist must approve or reject the substitution, and it is their responsibility to notify their customer.
- Any disputes that arise from order substitution are the responsibility of the referring and filling BloomNet Florists

Detailed Substitution Guidelines

- Any substitution of flowers should be of equal or greater value.
- The style and color of the original arrangement requested should be maintained.
- When only one type of flower is requested in an arrangement, such as one dozen red roses arranged, no substitution is permitted unless approval is received from the referring BloomNet Florist or their customer.
- Examples of unacceptable substitutions include:
 - Vase arrangement substituted for a centerpiece.
 - Green plants substituted for blooming plants.
 - Containers instead of sprays (funeral/sympathy).
 - Baskets instead of wreaths (funeral/sympathy).
 - Plants for fresh cut flowers.
 - Silk & dried arrangements for fresh arrangements.
- Should a complaint result from an improper substitution, the filling BloomNet Florist should either make a satisfactory replacement or work diligently with the referring BloomNet Florist to satisfy the customer. By resolving any customer disputes between each other, BloomNet Florists protect the integrity of long-distance order referrals.

Zip Code Self Service

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

Great New Feature Available to Help You Manage Your Shop's Delivery Coverage for Florist to Florist Orders:

BloomNet now offers you the ability to review, and add your shop's zip codes in respect to your servicing cities. You will find this functionality under your utilities button within Bloomlink.

The functionality is very intuitive. After clicking on Zip Code Coverage you will be presented with a pop-up box of all the zip codes BloomLink currently has on file for your shop in respect to "Florist To Florist" coverage. Here, you will be able to add zip codes by clicking on the add button and entering the new zip code. BloomNet Customer Service agents are available to walk you through this process if needed. Please contact us at 1-800-256-6663 for clarification on these instructions. If you would like to remove any zip codes from your service area please call the directory sales team at 1-800-322-2421.

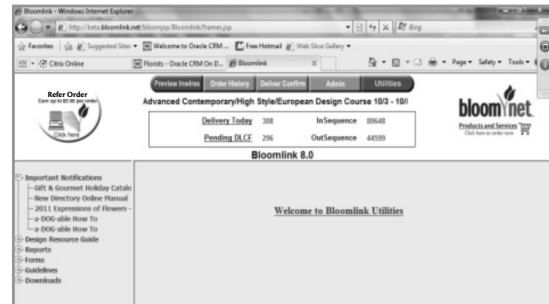
*This functionality does not alter 1800flowers.com zip code coverage.

Please follow steps below:
Log in

1. Enter BMT coder / user name / password / and then left click on Logon



3. Left click on reports



2. Click on Utilities



4. Left click on "Zip Code Coverage"



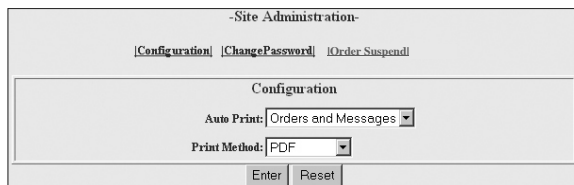
How To Self Suspend

You have the ability to self-suspend your BloomLink orders. Just log into BloomLink and go to the **Admin Tab**. Next, just follow the easy steps below.



To begin: Log into BloomLink at www.bloomlink.net as administrator using your User Name & Password (this is the same process used to View Statements). Once you are logged in:


- Click the **Admin Tab**
- Click **Order Suspend**
- Click add **New Record** (See Below)



NOTE: Any previously set suspensions that are still active will be displayed here. If it says “no records” 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 have to type in the start date of your suspension, the end date of your suspension and your name.

NOTE: You will resume receiving orders on the day **AFTER** the end date. 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.

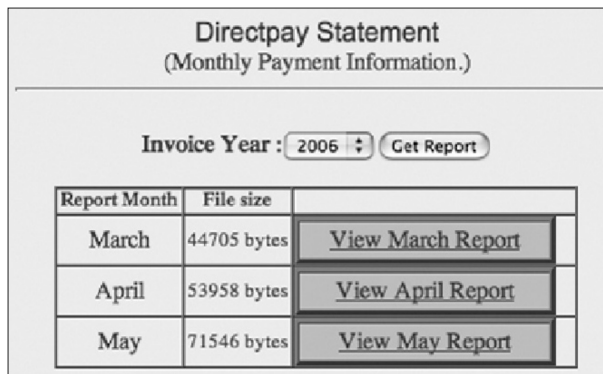
NOTE: You must continue to check your system for 90 minutes after setting the suspend dates in case any orders are already on their way.

How to Download Your Statement

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

The following steps are how you access the Monthly Invoice:

- ❖ Enter www.bloomlink.net in the location field of your internet browser toolbar
- ❖ Hit the enter key
- ❖ The sign on screen that appears will NOT be automatically filled in. Enter your BloomLink ID code, and your ADMINISTRATIVE User ID and password
- ❖ Hit enter on your keyboard
- ❖ Click the Utilities button on the left hand side of the screen.
- ❖ Under Reports will be your Monthly Invoice Report (Click)
- ❖ Now on the right hand side you will see the year (drop down the year field to change years) and the month you would like the report for by clicking on the appropriate "VIEW month REPORT"



Directpay Statement
(Monthly Payment Information.)

Invoice Year : 2006 [v] Get Report

Report Month	File size	
March	44705 bytes	View March Report
April	53958 bytes	View April Report
May	71546 bytes	View May Report

Your statement will open and display the invoice for the month you have chosen. Click the Printer icon DIRECTLY above the report to print it.

If you have questions concerning the information on your monthly report, please send an e-mail containing all the pertinent information to: FloristStatementInquiries@1800flowers.com

Paying your Settlement Processing Statement by Phone



In an effort to make managing your BloomNet account more convenient, we now accept CREDIT CARD payments by telephone. Review your monthly Settlement Processing Statement, at 1-800-BloomNet (1-800-256-6663). All major credit cards are accepted, and for a small convenience fee based on the prevailing Interchange Rate, BloomNet will do the rest. For payments above \$10,000, please contact BloomNet's Credit Department at 1-800-256-6663 ext 7730. Save time, avoid fees and secure your referrals by maintaining your account in an up-to-date status.

Also, allow our credit department to create a payment profile and we will use the information for future Settlement Processing Statements; no call will be necessary! A convenient, secure, easy method for ensuring that you receive the maximum benefit from being a BloomNet Professional Florist.

Call today!

Call us at 1-800-BloomNet (1-800-256-6663)
or email us at: customerservice@bloomnet.net

How to Read BloomNet's New Settlement Processing Statement

The following chart explains the items that appear on the new monthly Settlement Processing Statement. It details the products and services on the Account Summary section on the front page of your Statement.





Account Summary	
1	Previous Balance \$1,500.00
2	Payment Received \$50.00 CR
3	Payment to Florist \$0
4	Beginning Balance \$1,250
5	1-800-Flowers.com Orders Fulfilled \$676.90 CR
6	Miscellaneous Credits \$21.25 CR
7	BloomNet Orders Fulfilled \$374.88 CR
8	BloomNet Orders Referred \$213.03 CR
9	Additional Services \$389.95
10	BloomNet Membership Services \$129.99 CR
11	BloomNet Technologies \$243.02
12	Directory & Advertising Services \$113.93
13	BloomNet Product Services \$98.75
	Amount Due BloomNet \$1,555.88
	Amount Due Main Street Flowers 0.00
Order Summary	
	Current Month's Orders Current Month's Dollars Year-To-Date Orders Year-To-Date Dollars
Received	27 \$1,318.68 140 \$7,400.00
Referred	9 \$403.27 100 \$5,400.00

- 1 Previous Statement Balance:** The ending balance of the prior month.
- 2 Payment Received:** Payments received and applied during the statement period.
- 3 Payment to Florist:** Payment to the Florist during the statement period.
- 4 Beginning Balance:** Previous statement balance less payments received and/or plus payment to Florist.
- 5 1800Flowers.com Orders Fulfilled:** All orders you fulfilled from 1-800-Flowers.com credited.
- 6 Miscellaneous Credits:** Other credits given from BloomNet.
- 7 BloomNet Orders Fulfilled:** The net amount of the orders you fulfill is credited to you.
- 8 BloomNet Orders Referred:** The net amount of the orders you referred is added to your balance. You keep the 20% commission when you take the order from the customer. If you wish to dispute an order on your statement please contact the delivering florist. Most disputes can be resolved in this manner. If you need assistance, please contact Customer Service at 1-800-BLOOMNET (1-800-256-6663) or visit BloomLink.net.
- 9 Additional Services:** All other charges appear in this section
- 10 BloomNet Membership Services:** The monthly rate for BloomNet Services and national advertising.
- 11 BloomNet Technologies:** A summary of BloomLink Technologies services. Including BloomLink rates, software maintenance, internet rates, and other BloomNet Technologies.
- 12 Directory & Advertising Services:** Directory advertising rates appear in this section.
- 13 BloomNet Product Services:** The cost of products including any handling or shipping charges.
- 14 Net Total Due:** The Total amount due to BloomNet, or, for credit balances, the amount due you.
- 15 Summary of BloomNet Order Activity:** Monthly and year-to-date order activity is summarized here. 100% of the order amount is shown. See the order sections for net amounts. Will indicate BloomLink orders that you have Referred or Fulfilled.

Order Fulfilled Program

- \$5.00 per order for 20 or more orders referred per month from order #1
- \$3.00 per order with 1-9 orders referred per month

Note: No minimum order dollar value or minimum monthly order referral requirement

-  Call us at 1-800-BLOOMNET or 1-800-256-6663
-  BloomNet Customer Service
7800 Bayberry Drive
Jacksonville, FL 32256
-  Email
customerservice@bloomnet.net
-  Fax us at 1-877-299-8562

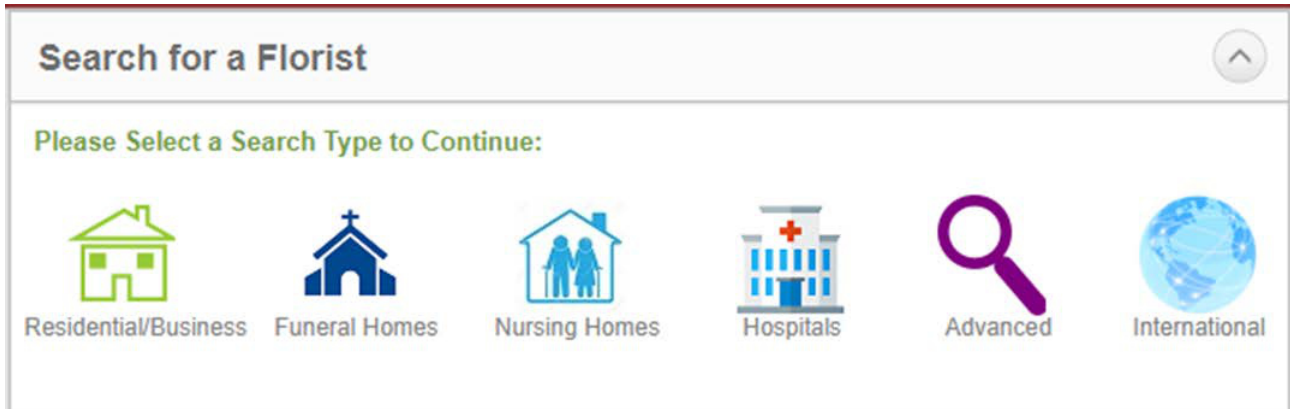
1-800-BloomNet (1-800-256-6663)

Directory Online

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

BloomNet Florists have a FAST & EASY way to refer orders.

- 📍 The “Google-esque” landing page layout will make entering orders quicker and takes under a minute.
- 📍 INCREASE orders with enhanced listings & FREE social media links to your Facebook and Twitter pages.
- 📍 PLUS, the new Directory Online displays real time information!



Search:

The choice is yours! Search by Resident, Business, or Facility (Hospital, Funeral Home or Nursing Home) to help you quickly find the right florist for your customer’s order.

Search Listings:

View all florists on one page with a clean and crisp look and feel. New results page allows for a “paid for placement” advertising opportunity for your shop.

Address Verification:

Our enhanced Directory Online search technology will automatically verify the recipient’s address for greater accuracy and time savings to help you avoid those costly wrong deliveries..

Other Features Include:

- Florist Listings and Social Media Links.
- New & Improved Review and Recommendations Section.
- Enhanced Banner Ad’s to increase your order volume!

Call us at 1-800-BloomNet (1-800-256-6663)
or email us at: customerservice@bloomnet.net



Mainstreet Florist

FREE DELIVERY
to all Funeral Homes and Hospitals
Open 7am to 6pm
Open 7 Days

800-555-1234
FAX: 321-555-4321
Z 32801

TOWN & COUNTRY FLOWERS
L6300000 (888) 735-6937
(334) 585-1091
122 Kirkland St
Phyllis Porter
FAX: (334) 585 0120 Z 36310

ALABASTER FLORIST
H5720000 (800) 473-0529
(205) 663-0529
117 First St. N
Allison Sloane
OPEN SUNDAY Z 35007

Resident Listing

ALSO SERVED BY

FLOWERS AND MORE

Fresh Flowers Daily - Delivery Until 9:00 pm
Open Sunday - SERVING ALL ZIPS

800-555-1234
Z 32822

Advertising Samples

Follow these examples to create an advertising listing

ABBERVILLE

TOWN & COUNTRY FLOWERS
L6300000 (888) 735-6937
(334) 585-1091
122 Kirkland St
Phyllis Porter
FAX: (334) 585-0120 Z 36310

Extra Listing

ALABASTER

ALABASTER FLORIST
H5720000 (800) 473-0529
(205) 663-0529
117 First St. N
Allison Sloane
OPEN SUNDAY Z 35007

ALBERTVILLE

MARIE'S FLOWERS
L6030000 (205)123-1867
6650 Hustleville Rd.
Bobbi Jones
OPEN SUNDAY Z 36130

ALEXANDER CITY

DONNA'S FLOWERS
L6000000 (205)123-1667
(800)123-1567
156 Main Street
Donna Jones
FAX: (241) 334-8753 Z 63130
Mon-Fri 8-5 Sat 8-12 Sun Funeral Work
Delivery to all Funeral Homes & Hospitals
Hi-Style Traditional Arrangements
Serving all of Springfield since 1920

Customized Listing

Directory Terms To Build Your Business

Resident Listing: Your resident listing appears in the directory. It includes your shop name, address, phone number, fax number, toll-free number, zip code, contact name, minimums and product codification.

Extra Listing: An extra listing appears in cities and towns that you service not including the city you reside in. An extra listing contains all the information that is in the resident listing. It is an affordable way to extend your coverage into other towns you deliver to.

Customized Listing: Customized listings allow you

to expand your Resident Listing up to 4 lines and is a more effective way to promote your shops uniqueness; like years of experience, design awards and certifications and delivery areas, including hospitals and funeral homes.

Display Advertising Display ads are available in a variety of sizes to suit your advertising needs. This form of advertising has the highest impact and gives you significant exposure. You can include your logo and customize the look and feel to highlight all of your shop's specialties. Display ads are easy to find and the most effective way to catch the eye of a referring florist.

For more information call: Call 1-800-BloomNet (1-800-256-6633)

Display Advertising

Tear out and mail to: BloomNet Directory Department, 7800 Bayberry Drive, Jacksonville, FL 32256

Shop Name: _____

City, Street: _____ Zip: _____

Code #: _____ Contact Name: _____

E-mail Address: _____ Phone #: _____

Display Advertising

Please send me a proof

Please sign me up for the following locations	6"	9"	1/2 Page Vertical	Full Page
City				
1.				
2.				
3.				
4.				
5.				
6.				
7.				
8.				
9.				
10.				

Why Advertise? Advertising your shop to other florists is key to attracting order referrals. We offer a variety of sizes to choose from to fit your advertising needs. These ads are placed under the cities you choose to serve as other florists are looking for a filling florists. Promote your shop's uniqueness and differentiate yourself using these examples:

- Shop Hours
- Design Awards and Certifications, i.e. AIFD, AAF, PFCI, etc...
- Toll Free Number (No Charge to List)
- Unique Products and Services You Offer
- Years of Experience
- Delivery Area, Including Hospitals and Funeral Homes

Ad Layout: You can provide a camera ready logo or artwork for ad or we can design one for you.

Please use this for your advertising copy.

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

Extra & Customized Listings

Tear out and mail to: BloomNet Directory Department, 7800 Bayberry Drive, Jacksonville, FL 32256

Extra Listings are also a great way to increase your order referrals by listing all the different towns and cities you serve. If you want to stand out even more make it a custom listing.

Extra Listings / Custom Listings			
City	State	Delivery Charge	*Custom Listing
1.			
2.			
3.			
4.			
5.			
6.			
7.			
8.			
9.			
10.			

.....
 *The more information you can provide about you and your shop, the greater the opportunity you will receive more order referrals. With BloomNet's customized listings you can list your shop's specialties in both your resident and extra listings. Customized listings can be up to 4 lines of 60 characters each, including spaces. Please indicate by placing "x" under the custom listing column above.

Information to include:

- Shop Hours
 - Toll Free Number (No Charge to List)
- Design Awards and Certifications, i.e. AIFD, AAF, PFCI, etc...
- Delivery Area, Including Hospitals & Funeral Homes

1. _____
 2. _____
 3. _____

Directory Deadlines

May-August 2022 Deadlines:
 Directory Advertising Changes/Paper Directory
 Opt-Out Deadline: March 5, 2022

September-December 2022 Deadlines:
 Directory Advertising Changes/Paper Directory
 Opt-Out Deadline: July 1, 2022

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

Available Online Only

Refine Search Capabilities

There are nearly 100,000 facility listings in the Refine Search Section on the Directory Online. If you serve Funeral Homes, Nursing Homes, Hospitals and Churches you can choose to associate yourself as a preferred florist to that facility so Referring Florists can find you faster and easier.

Indicate Facilities here that you would like to list on the Directory Online:

Facility	City	State
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		

For a complete list of Facilities in your area call Customer Service at 1-800-256-6663 or e-mail customerservice@bloomnet.net

How To Use BloomNet Products and Services

1. www.NapcolImports.com – Log on using the email address and password to your BloomNet account.
2. Select product(s) by clicking on item hyperlink.
3. Choose quantity desired.
4. If you want to continue shopping please use that option in the shopping basket, do not click the back button. If your order is complete please proceed to checkout.
5. Please choose payment method which is outlined below, then select "Continue."
6. On the next page please review your order and select "Complete Checkout."

Your order has been placed successfully when you see your order confirmation number at the top of the page. Please print this confirmation page for your records.

*If you have any questions on the status of an order recently placed please wait 30 minutes, then review your BloomNet Product history or use your order confirmation number and call BloomNet Customer Service 1-800-BloomNet (1-800-256-6663). BloomNet Product history is located in your sent orders in BloomLink. – www.bloomlink.net.

Product Claim Instructions and Guidelines

To file a claim for incorrect, damaged, missing product or to cancel an order, sign onto BloomLink and locate your order under orders sent.

- Enter in the date of the specific order that you have a question or concern about.
- Click on the BloomNet Product order that you wish to file a claim for and submit the claim.

All incoming messages are recorded electronically with a date and time stamp for your protection and will be responded to within 3 business days.

- **Hardgoods** - Submit a BloomNet Claim Form within 48 hours of delivery or non-receipt of an order to request a resolution. Issues cannot be addressed without a message being sent on the order in question.
- All product cancellations must be received the day before the item is due to ship (cancellations are not guaranteed). Any cancellation received on or after the ship date will not be honored as the product has already left the warehouse.
- **Cancellations** will be acknowledged via electronic message.
- **Non-delivery** claims will be tracked through the shipper and resolved accordingly (if signature is obtained credit will not be issued).
- **Never Refuse a Shipment** - After opening the package if there is an issue with the product, submit a claim form. If a shipment is refused customer is responsible for return freight charges and a 15% restocking fee.

BloomNet Products FAQ's (continued)

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

- All returned shipments will warrant a 15% restocking fee plus all return freight charges. Do not return merchandise prior to receiving an electronic message from BloomNet Products authorizing the return.
- Please be advised that a photo may be requested for all claims requesting a credit of \$50.00 or more. Please do not dispose of product before contacting BloomNet Customer Service.
- Final resolution of all disputes will be made at the sole discretion of BloomNet.
- All products are subject to prior sale.

Delivery Exceptions

- BloomNet orders are not delivered on weekends. Deliveries follow the same holiday schedule as FedEx.
- Orders containing multiple products may come from different warehouses. This may result in your packages arriving across several dates.
- BloomNet products are currently only available for delivery to shops in the continental United States.

Delivery Status

- If you have any questions concerning the delivery status of your order, please send a BloomLink INQR (Inquiry) message from the order in question.

Invoice Billing - Methods of Payment

- BloomNet House Account - When you click the "Complete Checkout" button to place your order, the total dollar amount will be immediately deducted from your BloomNet Direct Pay Proceeds.
- Credit Card - Select this option to use a credit card as payment (if credit card is declined you may lose reserved product). Deferred billing and billing installments are not available on Credit Card orders.